



# 2005-2006 ANNUAL REPORT

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# PACT PREVENTION COALITION

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## BOARD OF DIRECTORS

### **Executive Committee**

- Beverly Slough, President  
St. Johns County School Board
- Ann Breidenstein, Vice President  
United Way of St. Johns County
- Patti Greenough, Secretary/Treasurer  
EPIC Community Services, Inc.
- Diana Haynie, General Membership  
Chair  
Parent
- Nancy Birchall, General Membership  
Past Chair  
St. Johns County Health Department

### **Directors**

- Robin Burchfield  
St. Johns County Chamber of Commerce
- Superintendent Dr. Joseph Joyner  
St. Johns County School District
- Brad Layland  
Young Life
- Sheriff David Shoar  
St. Johns County
- Commissioner Karen Stern  
Board of County Commissioners
- Greg White  
Weed and Seed Steering Committee

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## GENERAL MEMBERSHIP

St. Johns County Youth & Parents  
Ancient City Baptist Church  
Betty Griffin House  
The Beth Foundation  
Communities in Schools  
Dylan-the-Boy-Blake Foundation  
EPIC Community Services  
Neighborhood Partnership  
St. Augustine Police Department

St. Augustine Beach Police Department  
St. Johns County Chamber of Commerce  
St. Johns County Health Department  
St. Johns County Parks and Recreation  
St. Johns County Family Integrity Program  
St. Johns County School District  
St. Johns County Sheriff's Office  
United Way of St. Johns County  
Young Life

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## STAFF

Julia Kelly, Coordinator

Lisa Parker Jones, Assistant

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# PREVENTION INITIATIVES

The members of the PACT understand that a community coalition is only successful if members work together to advocate for change, thus they develop prevention initiatives which thrive on community collaboration. PACT also supports programs and events sponsored by our members that contribute to the coalition's vision.

## PACT SPONSORED ACTIVITIES

### Surviving the Teenage Years

Presentations were held at all St. Johns County middle schools during the spring of 2006. It is estimated that over 350 parents attended all six programs. It was presented in cooperation with the St. Johns County School District and the St. Johns County Sheriff's Office. Parents were given information on the issues putting teenagers at-risk, including the choking game, suicide, internet safety, bullying, alcohol, tobacco and other drug abuse.

### Town Hall Meeting

This fall event brought together national, state, and local experts who participated in a community discussion on underage drinking in St. Johns County. The event included time for the experts to interact with the audience.

### Community Drug Prevention

PACT members and staff presented 15 community drug prevention programs for a variety of audiences throughout the year.

## ENVIRONMENTAL STRATEGIES

### Underage Drinking and Tobacco Details

As part of the Florida Office of Drug Control Alcohol Initiative, PACT has coordinated an Underage Drinking Task Force to support the ongoing efforts of local law enforcement in their efforts to reduce underage drinking. Additional education and enforcement

Relevant materials were distributed and community resource connections were offered.

### Olweus Bullying Prevention Program

As part of the partnership between PACT and its fiscal agent, EPIC Community Services, Inc., the coalition funds the Olweus Bullying Prevention Program. This program is a best practice model designed to prevent youth substance abuse by addressing the issue of bullying, a precursor for future substance use problems. The program creates a change in the school climate and provides intervention for youth and families. Since its first year, 2005-2006, three middle schools have participated.



*Town Hall 2005: This Place...St. Johns County*

details were performed by local law enforcement throughout the year, the Underage Drinking Task Force also contributed to the development of initiatives by experts from law enforcement, substance abuse, and education. Two details were funded by the coalition this year.

# PREVENTION INITIATIVES *Continued*

## ENVIRONMENTAL STRATEGIES *Continued*

### Media Campaigns

Throughout the year, media was used to target local audiences on a wide variety of topics. These included educating parents about spring and summer break dangers, advising teens on ways to make safe and healthy choices, and raising community awareness of the exceptionally high rate of underage drinking in St. Johns County, among others. Several forms of media were used including full-motion cinema ads, newspaper, radio and television interviews, direct mail and newsletters.

In May, a joint press release was issued by

PACT and the St. Johns County Sheriff's Office announcing the commencement of summer underage drinking details. As a result, PACT and the Sheriff's Office were recognized for their collaboration in the Weekly Update of the Leadership to Keep Children Alcohol Free, which is distributed nationally.



*First Coast News.  
Teen Drinkers Beware  
May 2006*

## PACT MEMBER SPONSORED ACTIVITIES

### Ancient City Kids Day

A team of community agencies held Ancient City Kids Day last October in conjunction with National Red Ribbon Week (substance abuse disorders prevention) and Make a Difference Day. Over 3,000 visitors participated. PACT assisted with event coordination and staffed a booth with substance abuse information for parents and activities for children.

### Parent to Parent Education

*EPIC Community Services, Inc.*

Parent-to-Parent classes were provided in order to help parents develop competence, confidence and commitment to guide their children through the adolescent years. It is offered as a free service to parents.

### Prevention Education Curriculum

*St. Johns County Sheriff's Office and St. Johns County School District*

Classes were offered throughout the school year to deliver prevention messages

that give students the tools to make safe choices. Classes were taught at both the elementary and middle school levels with instructors from the Safe and Drug Free Schools Office and School Resource Officers from the Sheriff's Office .

### Red Ribbon Week

*St. Johns County School District*

The coalition participated in the activities at Switzerland Point Middle School to increase awareness of substance abuse prevention.

### Reindeer Run

*Students Working Against Tobacco (SWAT)*

PACT supported the Students Working Against Tobacco's annual Reindeer Run, a 1.5-mile event that precedes the St. Augustine Christmas parade. PACT supported this and other SWAT initiatives through the Coalition's federal grant funds.

# PREVENTION INITIATIVES

## PACT MEMBER SPONSORED INITIATIVES *(continued)*

### Alcohol Compliance Checks

*St. Johns County Sheriff's Office*

The St. Johns County Sheriff's Office conducted alcohol licensing compliance checks in collaboration with the Florida Alcoholic Beverage and Tobacco Enforcement Bureau. This ongoing,

cooperative effort gives law enforcement additional resources to enforce underage drinking laws and demonstrates to retailers the seriousness of non-compliance.

Over a 2-day underage sales Compliance detail, 23 out of 58 outlets visited were cited for non-compliance.

## COALITION EDUCATION

Throughout the year, PACT staff and members have the opportunity to attend one of several conferences and workshops. Members wishing to participate are not required to be a member of the substance abuse sector, only a desire to grow and learn.



*Attendees at the Inner Harbor in Baltimore.*

### Strategic Prevention Framework Workshops

The Strategic Prevention Framework is a fundamental tool in achieving sustainability and cultural competence. PACT members and staff attended several trainings over the past year on the practical application of these principles when developing the coalition's strategic plan.

### Capacity Planning with Coalition Pathways

Ten coalition members and staff participated in a workshop which helped leaders identify areas for growth in the coalition's capacity and begin development of solutions so that growth would continue and lead to sustainability.

### National Leadership Conference

This year's conference, sponsored by the Underage Drinking Enforcement Training Center, took place in Baltimore, Maryland. The goal of the National Leadership Conference is to educate attendees on the strategies and benefits of community collaboration to reduce underage drinking. Coalition members who attended included: one law enforcement officer, one staff, two volunteer chaperones, and six youth.

### Governor's Drug Summit

Hosted by the Governor every spring, this gathering of substance prevention and treatment leaders from around the state was attended by four members of the coalition this past May.

### Statewide Prevention Conference

This annual event sponsored by the Governor's Office, offers prevention professionals from all over the state the most up to date substance abuse prevention information available. Five members attended in November 2005.

# COMMUNITY ASSESSMENT

In addition to discovering the rates of use by youth, assessments of the environment affecting youth and the attitudes and behaviors of parents are needed. They are crucial to the development of motivating advocacy efforts and effective prevention initiatives. Three surveys were conducted: Florida Youth Substance Abuse Survey, Youth Peer Alcohol Survey, and PACT© Community Alcohol Survey.

## Florida Youth Substance Abuse Survey

The FYSAS was administered in the spring by the St. Johns County Schools, Office of Safe and Drug-Free Schools. This survey is the primary tool used by the coalition to guide the strategic planning process. Until the 2006 results are released, the coalition continues to use the 2004 results.

## Youth Peer Alcohol Survey

This survey was administered in winter 2006 by the Youth Committee. Using a set of questions they developed, they surveyed their peers. Both middle and high students said that alcohol was very accessible and heavily marketed to them.

## PACT © Community Alcohol Survey

The 2006 PACT Coalition Community Alcohol Survey was designed to address the

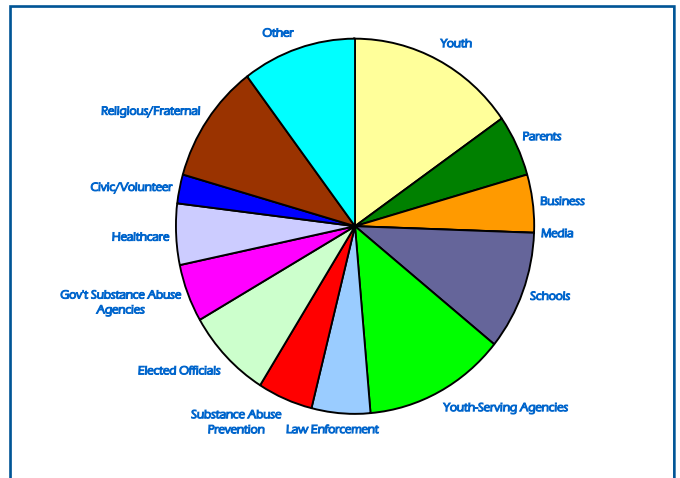
lack of accurate local data on the attitudes and behaviors of parents toward alcohol. The survey was designed through a collaboration of PACT and Health Tech Consultants. Health Tech administered survey and analyzed the results. The most notable finding in the survey was the high level of intolerance parents had for underage drinking and the belief that their child was not drinking. Youth surveys show that a large percentage are drinking.

In the PACT Community Alcohol Survey, over 70% of parents surveyed stated that their child/children never drank alcohol. One out of every three middle and high school students surveyed in the 2004 Florida Youth Substance Abuse Survey that they consume alcohol every month.

# BUILDING CAPACITY

## Membership

A key component of building and developing capacity is growing the membership. Several new faces joined the coalition this year, including nine of the eleven community leaders on the inaugural Board of Directors. Over the past 12 months, the coalition membership has increased almost 55%, from 31 active members to 48. A sustainable coalition also has sector diversity. The coalition has at least one representative from each of the twelve sectors. PACT has increased the depth of several sectors.



## BUILDING CAPACITY

### Funding

This fiscal year, the coalition has received several grants to specifically develop capacity, develop and implement environmental strategies, and focus efforts on underage drinking.

### Staff

As part of a new grant, PACT was able to add a part-time administrative assistant.

## PACT AND THE FUTURE

### What an inspiring year, filled with activity!

At the end of PACT's second year as a funded community coalition, it is good to look back and see this organization continuously making progress to the achievement of the mission. Through to a motivated membership and supportive Board of Directors, several new initiatives, much needed in this community, have taken root. One example was the result of working to increase the capacity: Active membership increased by over 50% and our capacity is steadily growing!

The coalition values the contributions of all members and Directors, but especially those who dedicate considerable time to the very busy committees. Without the committee members' hard work and creativity, the innovative programs and strategies now in place would not have been possible. As PACT launches into a new year of community collaboration, the challenges will become larger but so will the rewards. Change in our community is possible. If everyone involved continues to plan for the future, focus on the possibilities, and keep in mind our vision of "Working Together in St. Johns County for a safe, healthy and drug-free community", we can make a difference.

Let's take responsibility for our community and make it the safe, healthy and drug-free place we all want it to be.

*Action springs not from thought,  
but from a readiness for responsibility.*

—G. M. Trevelyan

### FISCAL AGENT

EPIC Community Services, Inc.

### GRANTORS

- U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration
- Governor's Office of Drug Control
- Florida State University Prevention Research Center