

HEALTH PRIORITY AREA

SUBSTANCE ABUSE

**Adams County
Community Health Plan**
Alliance for Building Communities
2007



Overview

Substance abuse can be defined as the use of illegal drugs and/or chemical substances for mental stimulation and/or relief of pain or stress. Substance abuse refers to the unhealthy and harmful use of drugs, alcohol and other chemical substances that jeopardizes the physical health, social functioning and mental health of an individual.

It includes, but is not limited to, the use of illegal drugs such as marijuana, cocaine, methamphetamine, heroin and various stimulants. It covers the use of tobacco by those under the age of 18 and alcohol by those under 21. Substance abuse also includes the abuse of otherwise legal substances such as alcohol and pharmaceutical drugs.

Tobacco use- Tobacco use causes heart disease, several kinds of cancer and chronic lung disease. Smoking during pregnancy causes spontaneous abortions, low birth weight, and sudden infant death syndrome. Tobacco use is responsible for more than 430,000 deaths per year among adults in the United States, representing more than 5 million years of potential life lost. Scientific knowledge about the health effects of tobacco use has increased greatly since the first Surgeon General's report on tobacco was released in 1964. Cigarette smoking causes heart disease, several kinds of cancer (lung, larynx, esophagus, pharynx, mouth, and bladder), and chronic lung disease. Cigarette smoking also contributes to cancer of the pancreas, kidney and cervix.



Alcohol use- Substance abuse and its related problems are among society's most pervasive health and social concerns. Age of onset of drinking strongly predicts development of alcohol dependency over the course of the lifespan. Binge drinking is having five or more drinks on one or more occasions in the past month and chronic drinking is respondents who report they had an average of two or more drinks per day or 60 or more per month. Sustained heavy alcohol consumption is the leading cause of cirrhosis.

Community Capacity

A collaborative entitled The Adams County Substance Abuse Coalition was formed to address substance abuse in Adams County. Efforts began in January, 1996 when a coalition formed to address tobacco. In the spring of 2000 an alcohol coalition was formed. The coalitions combined into the Adams County Substance Abuse Coalition and held their first joint meeting in May, 2002. The mission of the coalition is to reduce substance abuse in youth and adults using environmental strategies, norms, availability and regulations, through multi-agency collaborations to encourage and support youth in making healthy lifestyle choices. The coalition is committed to building our community capacity by strengthening collaboration among community agencies to address substance abuse in Adams County by offering training to agencies and youth. The coalition meets every other month with five subcommittees including education, marketing, policy, smoke-free community ordinance, and meth meeting the other months.

Membership of the coalition consists of a broad representation of the community including: education, community college,

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youth, law enforcement, health, university, prevention agencies, parents and treatment professionals.

- Underage drinking costs \$58 billion nationwide, annually

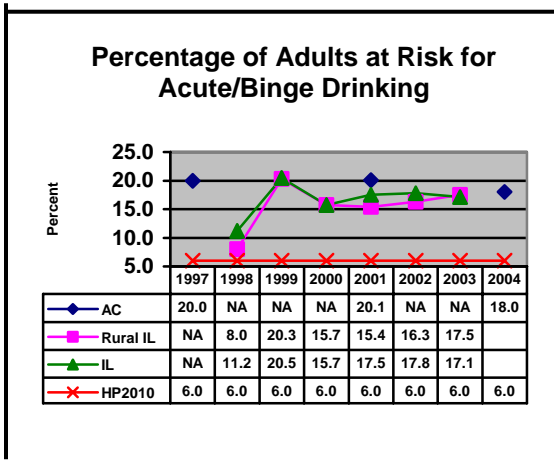
Community Themes & Strengths Assessment

Survey participants identified substance abuse as one of the most serious health and human service issues facing the area. Of particular concern is substance abuse among youth and a newly identified population of single mothers.

Discussion and data gathering on this issue focused on the substance abuse problem among youth.

The community ranked substance abuse 2nd while the key Informants ranked substance abuse 1st. United Way survey indicated a greater problem outside of Quincy city limits.

Illinois County Behavioral Risk Factor Survey discussed later in this section contains questions posed to Adams County adults regarding frequency of alcohol consumption, number of alcoholic beverage consumed, types of alcoholic beverages consumed, and whether the survey respondents have driven after consuming alcohol. Also included in this report are tables representing at risk behaviors in Adams County adults for alcohol consumption and drinking and driving. Information presented further categorizes Adams County adults who are at risk for alcohol related illnesses by age, race, sex, household income, educational level, household type, employment status and marital status. The findings of this Adams County study in are then compared to surveys conducted with Illinois adults and Illinois rural county adults.



Indicator Information - Statistical Data

John Wood Community College found that in a study of similar community colleges showed higher usage among JWCC students.

- Adams County similar to rest of state, high school data (State Behavior Risk study)
- Underage drinkers are more likely to engage in other risky behavior
- Alcohol and drug abuse costs the economy \$278 billion per year

Great River Recovery Resources is the primary substance abuse treatment and prevention agency in the area. Formerly known only for substance abuse services, the agency now provides inpatient and outpatient services and also services for general behavioral health. In 2002 Great River Recovery Resources provided treatment for 846 substance abuse clients. Another 1,000 received education, screening and other substance abuse services.

Client demographics for 2002 show:

- 69% male, females now constitute 31% of clients, a growing statistic
- 54% of clients have completed 12 or more years of education
- Alcohol as preferred drug is now less than half, 49%
- Marijuana identified as preferred drug has changed from 16% in 1997 to 26% in 2002
- High intensity drugs (methamphetamine, crack and

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- cocaine) now account for 19% of caseload

Related, Crosscutting issues

- Domestic violence, truancy, teen-pregnancy, school performance
- Work-place productivity
- Depression and teen suicide
- Poverty, un-under employment

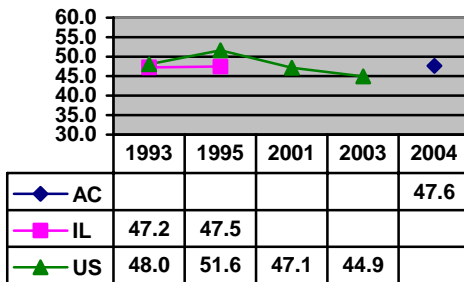
Assets of associations and organizations

- Recovery Resources
- Building assets, Healthy Communities Healthy Youth, Teen Reach, YMCA, Boy Scouts, Girl Scouts, church youth groups, school extra curricular activities, arts programs
- Courts, law enforcement

the state percentage of 47.5 % in 1995. (Adams County Substance Abuse Survey Data, Youth Risk Behavior System data)

- The percentage of adults at risk for binge drinking has been higher in
- Adams County (worse) at 18% than in the state at 17.1%, and other rural counties at 17.5% or nationally since 1997. (Behavioral Risk Factor Surveillance System)
- The percentage for Adams County adults at risk for chronic drinking at 4.2 % has been near or above (worse than) state and national percentages in the recent past. (Behavioral Risk Factor Surveillance System)
- The percentage of 12th graders reporting current cigarette smoking was higher (worse) in Adams County at 29.9% than the US percentage at 21.9% and the HP 2010 goal. (Adams County School Substance Abuse Survey, Youth Risk Behavior System data)

Percentage of High School Students Who Have Used Alcohol in Past 30 Days



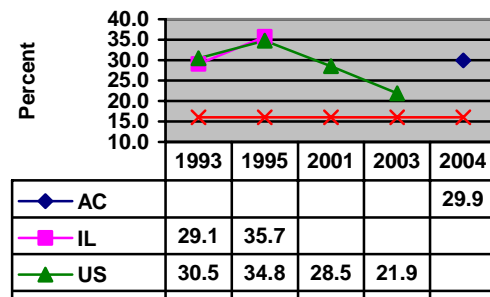
Forces of Change Assessment

There were no findings related to Substance abuse in the Forces of Change assessment.

Community Health Status Assessment

- The percentage of 12th graders reporting alcohol use was higher (worse) at 47.6 % than the US percentage at 44.9% and about equal to

Percentage of High School Students Who have Smoked Cigarettes in Past 30 days



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Local Public Health System Assessment

Many of the strategies that are used to reduce substance abuse in Adams County are components that were measured in the local public health system assessment including:

- Inform, educate and empower people – 74%
- Mobilize community partnerships – 71.2%
- Develop policies and plans – 64.9%
- Enforce laws and regulations – 69%
- Link people to needed personal health services – 35.2%

Community Risk Factors

Community risk factors that contribute to increased substance abuse in the county include:

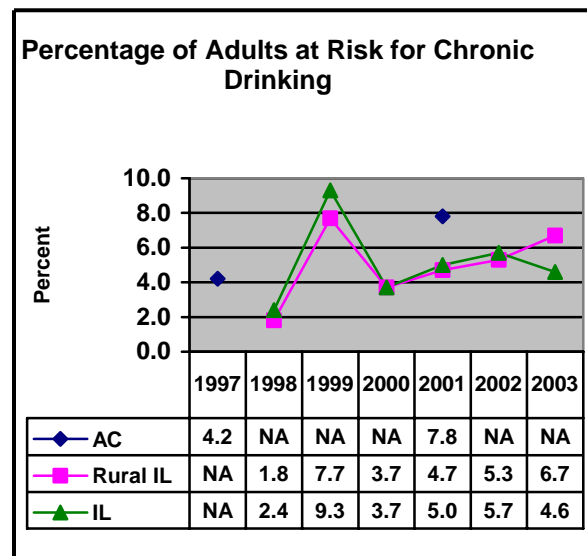
- Social climate that encourages excessive adult and teen drinking
- High availability of substances in the community
- Low number of protective factors within several categories

The social climate of the community contributes to excessive substance use throughout the population. Adams County was settled by German and Irish immigrants. As a result, the community expectation is that alcohol will be served at family oriented functions such as church picnics, community barbeques and county festivals. A coalition member representing the Chamber of Commerce indicated that when he joined the community seven years ago, he was told that beer and wine are expected at all events sponsored by the Chamber. A large number of family taverns are located throughout the county in older residential neighborhoods as well as more commercial areas.

Coalition members believe it is the adults' attitudes of acceptance that encourage

excessive use by youth. Further, this accepting attitude leads adults to provide alcohol for youth to assure that they are "in a safe place while consuming the alcohol". A series of focus groups was held with youth to determine beliefs about alcohol use in Adams County in 2004, 2005 and 2006.

The data showed that the 74% of youth believe that more teenagers are drinking than actually are. The focus groups also found that 45% of youth feel it is easy to obtain alcohol and the most common sources for obtaining alcohol is from parents (30%), someone older (23%), and older siblings (8%)



The coalition conducted a community readiness survey in May, 2004 and May, 2006. The surveys were administered to 450 (04) and 400 (06) random adult community members to help develop a social norms marketing campaign. The survey was developed with assistance from Nigel Wrangham who has been in the teaching, training and substance abuse prevention fields for nearly a decade. Based

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upon the readiness points learned in the survey, the coalition is conducting a social norms campaign targeting adults. A sampling of the information from the survey that is being used for message development is: 90% of parents surveyed say it is not okay for teens to drink as long as they don't get drunk, 85% of parents say it is not okay for teens to smoke, 58% of parents have talked to their teens at least twice about the consequences of substance abuse, etc.

Numerous studies have shown that factors that affect availability (taxes, outlet density, etc) have significant effects on the level of substance use in a community. The number of alcohol outlets per capita in Quincy is higher than four other comparable Illinois communities:

- Quincy has 1 outlet for every 316 individuals.
- Springfield has 1 outlet for every 476 individuals.
- Danville has 1 outlet for every 460 individuals.
- Bloomington has 1 outlet for every 403 individuals.
- Galesburg has 1 outlet for every 405 individuals.
- Two of these cities, Danville and Galesburg, have limits on the number of licenses that are available for issue. One of these cities, Danville, has been reducing the number of licenses available over the last several years.

The protective factors that exist in Adams County youth are measured using a model developed by Search Institute. Search Institute's framework of developmental assets provides a tool for assessing the health and well-being of middle and high school age youth. The survey found that Adams County youth have an average of 19.2 assets out of 40 as compared to a national average of 18. The data shows that Adams County youth are lower than youth in the nation in the following assets (protective factors): positive family communication, other adult relationships caring school

environment, family boundaries, creative activities, time at home, achievement motivation, caring, planning and decision making, and interpersonal competence.

Adams County Program Goals

All data in the goal section was obtained from the Adams County School Survey. In future years, the information will be obtained from the Illinois Youth Survey.

- Reduce substance abuse in youth in Adams County
- Reduce 30-day use (baseline: 32% alcohol, 19% tobacco)
- Decrease age of onset (baseline: 13 alcohol, 13 tobacco)
- Decrease binge drinking by college students (baseline: 38.2%)
- Reduce tobacco use in youth and adults in Adams County

Adams County Program Objectives

All data used in the Objective section was obtained from the Adams County focus groups.

- Increase perception of risk (baseline: 79% alcohol, 86% tobacco)
- Increase perception of parental disapproval (baseline: 88% alcohol, 93% tobacco)
- Increase perception of peer disapproval (baseline: alcohol 53%, tobacco 60%)
- Decrease perceived availability (no baseline available)
- Decrease perception of use (baseline: alcohol , tobacco)
- Decrease college students' perception of alcohol use by peers (baseline: 86.8%)

Community Strategies

Strategy #1: Social Norms Marketing:

The social norms marketing campaign gives the adults and the youth in our community correct facts about alcohol and tobacco use. Data from the community readiness survey and the Illinois Youth Survey are used to promote the positive social norms in our community. Focus groups are conducted with both youth and adults to test the messages before they are put into production. A training on social norms is given every year to three youth groups and John Wood Community College BACCHUS, and these groups help put the social norms marketing campaign together for that year. The coalition works with two youth groups from different schools and Teen REACH after school program to educate students about social norms marketing; these youth in turn help create the messages that are used in the social norms campaign. The youth are responsible for message development, selection and distribution of promotional items, and conducting media events. Representatives from these youth groups are invited to be a part of the Youth Advisory Group and serve on the marketing committee. The BACCHUS students are also trained to assist in conducting the focus groups we do each year with the youth and to do prevention activities during Alcohol Awareness Month. The coalition will begin working with the peer-to-peer group from Quincy University.

The social norms campaign uses print media, radio, television, and billboards to reach parents and other adults in the community. Promotional give-aways, stall readers, contests, billboards and ads in school newspapers are used in the campaign that was developed is entitled "Think Again". The message is followed by statistics that give the numbers of youth who do not drink. The message is being expanded to target the parents in the community. The anticipated outcome of this drug parental communication.

Because of the strong community norms regarding acceptance to alcohol, it is vital to impact the adult's attitudes about youth substance use in the community. The social norms campaign has consisted of media events in the schools, distribution of items with the "Think Again" message including cd cases and other items, media promotion in the school newspapers, and radio promotions. We will continue to use the slogan and statistics to impact attitudes about substance use in our community.

Strategy # 2: Prevention Curriculum

The coalition works with education students in the middle school education program at Quincy University to train them to provide Project Alert, an evidence-based substance abuse program, to the seventh graders in all Adams County Schools. Class Action, a high school component of Project Northland is taught in two of the local high schools by the prevention specialist from Great River Recovery Resources.

Strategy #3: Smoking Cessation

The "Break the Habit " program is a cessation program in partnership with the Illinois Quitline sponsored by the American Lung Association. Adults that live in Adams County can receive free nicotine replacement patches from the Health Department and free counseling from the Illinois Quitline. Participants must call the Quitline for counseling. Quitline then forwards names of eligible participants to the Health Department, where they can pick up their patches. Eligibility requirements are: being an Adams County resident, at least 18 years of age, not on Medicaid or Medicare, and not pregnant. Patches are available to participants for four weeks as long as they continue to use the counseling available through the Illinois Quitline.

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Strategy # 4: Vendor Trainings/Compliance Checks:

Great River Recovery Resources and the law enforcement agencies provide TIPS training for server and merchants. These trainings are conducted by a TIPS trainer and local law enforcement officers and are offered free of charge to all vendors that sell tobacco and alcohol. The training covers all the federal, state and local laws and penalties pertaining to alcohol and tobacco. Compliance checks to check for underage purchasing of alcohol and tobacco are conducted by the Quincy Police Department and the Adams County Sheriff's Department. The compliance checks are done at least twice a year for both alcohol and tobacco. The vendors that pass the compliance checks are sent certificates and recognized in the media. Those failing the compliance checks are fined and sent specific information on our vendor trainings.

Strategy # 5: Policy Interventions

One of the biggest successes of the Substance Abuse was passing an ordinance in the city of Quincy that makes it illegal for someone under the age of 18 to possess tobacco products and paraphernalia. We were also effective in passing a temporary signage ordinance that restricts the amount of temporary signs to no more than 120 square feet at convenience stores. The coalition was also effective in passing an ordinance that makes it illegal for someone under age 21 to attempt to purchase alcohol. It gives vendors rights to hold their license and contact law enforcement officials.

Smoke Free Quincy efforts began in 2004 with the specific goal of passing an ordinance in Quincy that to restrict smoking in workplaces. The group conducted presentations on the dangers of second-

hand smoke to community groups and to collect petitions. Resolutions for businesses to support an ordinance were also collected. Other forms of public education included ads and articles in the local paper and interviews on talk radio shows as well as presentations to city council members on the health dangers of second hand smoke. Now that the Illinois Smokefree legislation has passed, efforts will be directed toward providing education to the community about the legislation.

Strategy # 6: SAFE HOMES

The SAFE HOMES project is completed on an annual basis. A booklet is developed that enables parents to identify the network of SAFE HOMES that provide alcohol and other drug free environments for students. The booklet also contains suggestions and ways for parents to talk to their children about alcohol. The program targets students and parents in grades 7 – 12. Parents sign a pledge card making a voluntary commitment to other parents to take an active role in assuring a healthy, alcohol and other drug-free environment for their children and their children's friends. The program encourages parents to talk to their children about the pledge and to discuss guidelines regarding drinking and drinking parties. Once the pledges are collected, a booklet is printed and distributed to parents in the school district. The booklet is then updated each year. The information from the booklet is also available on the internet.

Strategy # 7: Meth Education

The coalition collaborates with the agricultural community to distribute tank tags and GloTell for anhydrous tanks. The coalition also helps the Farm Bureau and the FFA develop training and information for farmers regarding the use of the tags and

GloTell. The tags have the telephone number of the Western Illinois Drug Task Force on them so that a farmer who finds a cut tag can provide the location of the anhydrous tank.

The coalition continues to offer presentations and trainings about meth, its precursors, and its potential dangers to the community and what to do if you suspect a lab. The community presentations are done in conjunction with information sheets for community members. The coalition works with Neighborhood Watch to distribute door hangers with information about meth and meth labs. Radio interviews will be done to update the community about new laws and trends that may be happening regarding meth. The meth subcommittee of the coalition designs and conducts trainings and in-services for special populations in the community. Presently the trainings are being conducted for family caseworkers, realtors, landlords and sanitation workers.

The coalition updates members on any new trend in the production of meth and new laws that pertain to precursors and cleanup of meth. The coalition, along with the Citizen's Action Committee, is pursuing an ordinance that would require landowners to complete a third party inspection prior to renting or selling the property if a meth lab was discovered there.

Strategy # 8: Teen REACH after school program

Youth and families face a staggering array of economic demands and social challenges that make it difficult for young people to reach their full potential. Out-of-school time programming has been identified as a key strategy for addressing these challenges and helping young people build on their assets. The critical need for out-of-school-time programming has emerged in large part because of the unprecedented numbers of parents who are working outside of the

home. Many young people lack adult supervision during the late afternoon and early evening hours on school days- hours during which, research has shown most risk-taking behavior by youth takes place.

High-risk behavior includes, at the least, unhealthy nutritional habits and lack of physical activity, and at worst, drug and alcohol abuse, sexual behavior, and/or criminal activity. A growing body of literature suggests that out-of-school time programs are effective in addressing many of these challenges and provide enrichment opportunities to build positive life skills.

The goal of Teen REACH (Responsibility, Education, Caring and Hope) program is to expand the range of choices and opportunities that enable, empower and encourage youth to achieve positive growth and development, improve expectations and capacities for future success, and avoid risk-taking behavior.

The Adams County Teen REACH program is based upon a community collaborated effort among Adams County agencies with the Adams County Health Department as the lead agency. It is a nine-month program that provides the core services of improving academic performance; life skills education; parental involvement; recreation, sports, cultural/artistic activities; and positive adult mentors. Community needs that have been identified through various assessments that are addressed through the program include: increased drug/alcohol treatment; child abuse/neglect; high use of detention; disproportionate minority representation in detention; truancy rate; disparity in graduation rate; and poor academic performance based upon race and economic status.

The desired outcomes of the program are: improve educational performance; decrease premature exit from high school prior to graduation; improving career aspirations and choices; provide life skills education with particular emphasis on substance abuse, decision making skills, and anger management skills; and increasing parental involvement.

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<p>POPULATION GROUPS AT RISK:</p> <ul style="list-style-type: none"> • Youth • College Students • Parents 	<p>HEALTH IMPACT OBJECTIVES</p> <ul style="list-style-type: none"> • Increase current membership of coalition • Increase resources for coalition (tech, human) • Increase member knowledge • Increase community awareness of tobacco and other drug usage • Increase community members' knowledge of alcohol and other drugs.
<p>RISK FACTORS:</p> <ul style="list-style-type: none"> • Social Factors • Access • Environment 	
<p>CONTRIBUTING FACTORS (Direct and Indirect)</p> <ul style="list-style-type: none"> • Lifestyle role modeling • Peer and media • Free time • Misperceptions (youth & adults) • Lack of parent supervision • Acceptance of use by parents & family members (right of passage) • Apathy (someone else's problem) • Community culture/ events 	<p>RELATIONSHIP TO ILLINOIS STATE IMPROVEMENT PLAN (SHIP)</p> <p>Alcohol, tobacco and other drugs was identified as a priority health condition in SHIP. The recommended strategies for local health departments are being conducted in Adams County and include:</p> <ul style="list-style-type: none"> • Promote tobacco prevention and cessation programs. • Educate local retailers on their enforcement responsibilities. • Implement mass media/social marketing campaigns to educate the public of the health effect of use. • Implement ATOD prevention programs in the community utilizing coalitions.
<p>HEALTH IMPROVEMENT GOALS</p> <ul style="list-style-type: none"> • Reduce substance abuse in youth in Adams County • Reduce 30-day use (baseline: 32% alcohol, 19% tobacco) • Decrease age of onset (baseline: 13 alcohol, 13 tobacco) • Decrease binge drinking by college students (baseline: 38.2%) • Reduce tobacco use in youth and adults in Adams County 	
<p>HEALTH IMPROVEMENT OBJECTIVES</p> <ul style="list-style-type: none"> • Increase perception of risk (baseline: 79% alcohol, 86% tobacco) • Increase perception of parental disapproval (baseline: 88% alcohol, 93% tobacco) • Increase perception of peer disapproval (baseline: alcohol 53%, tobacco 60%) • Decrease perceived availability (no baseline available) • Decrease perception of use (baseline alcohol, tobacco) • Decrease college students' perception of alcohol use by peers (baseline: 86.8%) 	<p>HEALTHY PEOPLE 2010 OBJECTIVES</p> <ul style="list-style-type: none"> • Reduce cigarette smoking by adults (HP 2010 27-1a) and adolescents (HP 2010 27-2b) • Reduce the proportion of adults (HP 2010 26-10a) and adolescents (HP 2010 26-10c) using alcohol or any illicit drugs during the past 30 days. • Reduce the proportion of adults engaging in binge drinking of alcoholic beverages during the past month (HP 2010 26-11c)

<p>PROVEN INTERVENTION STRATEGIES</p> <ul style="list-style-type: none"> • Social norms marketing campaign • Vendor compliance checks/ education • Smoke-free workplace ordinance • Evidence based curriculum • Safe Homes • Smoking cessation program – counseling and nicotine replacement patches. 	<p>RESOURCES</p> <ul style="list-style-type: none"> • Adams County Health Department • Great River Recovery Resources • Denman Medical • Quincy PTA • Teen REACH • Quincy Police Department • Crimestoppers • Addicts Victorious • Quincy University – Bacchus • Rinella Co. Budweiser distributor • Probation Department • After School Program • Project Alert • Peer Jury Groups • MADD • Media – Public Service Announcements • Ropes Prevention • Snowball • Blessing Hospital • Early Childhood Center
<p>ESTIMATED FUNDING NEEDED In order to fully implement the identified programs \$250,000 is needed</p>	
<p>FUNDING SOURCES</p> <ul style="list-style-type: none"> • Drug free communities (secured) • Strategic Prevention Framework (Secured) • Illinois Tobacco Free Communities (Secured) 	

SUBSTANCE ABUSE HEALTH PROBLEM ANALYSIS WORKSHEET

