



Drug Free Tipton

Annual Evaluation Report

October 1, 2018 – September 30, 2019

Executive Summary

Drug Free Tipton is actively working to reduce substance use/abuse in Tipton County, TN. The coalition has committed to addressing issues related to underage drinking, underage marijuana use, underage tobacco use, youth prescription (Rx) drug abuse, and general alcohol, tobacco, and other drugs (ATOD) use.

The coalition contracted with Epiphany Community Services to provide evaluation services using the prescribed Center for Disease Control's methodology for coalitions and collaboration. To create a picture of the coalition's activities, organizational changes, and key events, ECS constructed findings with data the Coalition staff entered into the REACH software program.

During this reporting period, October 1, 2018 – September 30, 2019, the coalition entered 364 accomplishments/outputs. The problem most often addressed by coalition activity during the past year was underage tobacco use, followed by underage alcohol use. The coalition reported:

- 34 community actions primarily focused on underage marijuana use and youth Rx drug abuse
- 10 community changes, a majority of which addressed underage marijuana use
- 63 services provided to 3,430 individuals, primarily focused on underage tobacco use
- 37,822,906 media impressions
- 151 data entries for resources generated, including \$84,080 in volunteer time, \$195,031 cash, and \$25,691 in in-kind donations for a total of \$244,374

The coalition had 17 organizational improvements, including:

- Established youth coalition at Brighton High School
- New marijuana committee formed
- Significant updates to coalition logic models
- Coordinator becomes a Certified Prevention Specialist
- Coalition staff and members attend trainings

In the last year, underage tobacco and alcohol use appear to be the focus of the coalition's work with:

- 40% of the community changes (4 of 10) focused on underage marijuana use
- Over 55% of the services provided (37 of 63) were for underage alcohol and tobacco use
- Over 50% of the coalition's media efforts (55 of 106) focused on underage alcohol and tobacco use, followed closely by 34% of the coalition's efforts targeting youth Rx Drug abuse
- 38% of the resources generated (57 of 151) were from underage alcohol and tobacco use, with 28% out resources generated targeting general ATOD

The coalition has been successful in many areas, including:

- Three local schools began implementing LEAD training to all 5th-grade students
- Helped establish partnership/line of communication between sheriff's office and Beer Board to enforce new ordinance on civil penalty for failed alcohol compliance checks
- First time Beer Board revoked the license to sell beer due to beer sales to underage youth as a result of ordinance encouraged by the coalition

- Tipton County School Board updated tobacco policy to include "nicotine delivery devices."
- Held first Monster Mash Family 5K fun run
- First time partnership with Bank of Brighton
- Established first youth coalition at Brighton High School

Recommendations for the future include:

- One of the primary recommendations is for the coalition to continue diversifying the strategies it uses and consider implementing more environmental strategies. Currently, 27.3% of the coalition's efforts used environmental strategies. The use of environmental strategies is critical to creating community-level behavior changes. Attention should be paid to strategy distribution as the coalition develops its action plan.
- The coalition should focus its efforts on implementing community changes that target coalition priorities, as established in the coalition's logic model. Both community changes and environmental strategies are the foundations for creating long-term community change.
- It is also important for the coalition to continue to target its efforts. The coalition has specific and actionable logic models that should guide this work and help the coalition increase its targeted efforts. Continued engagement with leadership will support the coalition to keep on track and should identify areas where the coalition has gone off track.
- The coalition should continue to nurture strong partnerships and leverage those partnerships to develop relationships with other community organizations.
- Increased youth engagement within the larger coalition may strengthen the engagement of adult members and allow for a more comprehensive approach on multiple levels with both youth and adult members exchanging ideas and efforts without staff acting as a go-between.
- Update coalition evaluation plans in partnership with ECS.
- Over the next year, the coalition will work with ECS to update indicator data to allow for contribution analysis for local conditions.

Introduction

Drug Free Tipton is actively working to reduce substance use/abuse in Tipton County, TN. The coalition has committed to addressing issues related to underage drinking, underage marijuana use, underage tobacco use, youth prescription (Rx) drug abuse, and general alcohol, tobacco, and other drugs (ATOD) use.

The coalition seeks to change the environment in which substance use happens by changing the conversation (MEDIA), providing and coordinating prevention services to change individuals (SERVICES PROVIDED) in the community, mobilizing the community (RESOURCES GENERATED) and changing choices (COMMUNITY ACTION and COMMUNITY CHANGE) in the community. Over the last year, the coalition has focused on underage drinking, underage marijuana use, underage tobacco use, and youth prescription (Rx) drug abuse.

The Logic Model was created to identify long-term (Problem), intermediate (Root Cause), and short-term (Local Condition) objectives for the following problems/substances:

Figure 1. Coalition Logic Model 2019

Problem	Risk Factor	Local Condition
Underage Marijuana Use	Community Norms	Changes in state marijuana laws
	Low perception of risk	Limited community education on dangers of marijuana use Marijuana Primary Prevention Education Not in Occurring in Schools
Underage Use of Alcohol	Retail Access	Clerks are knowingly selling alcohol to minors Clerks do not always card according to state laws
	Social Access	Alcohol is available at parties
	Low Enforcement	County Beer Board does not fine store owners that fail compliance checks
	Promotion	Retail outlets have alcohol signage that can be viewed from outside their store The sales floor space of retail outlets is saturated with alcohol signage
Underage use of tobacco	Promotion	Retail outlets have tobacco signage outside their store The sales floor space of retail outlets is saturated with tobacco signage
	Retail Access	Clerks do not always check ID Clerks knowingly sell tobacco to minors
Youth are abusing prescription drugs	Access	People share their prescription drugs with others
	Availability	Tipton County does not have any permanent Prescription drug collection boxes
General ATOD Use	Lack of Awareness	Other

The coalition contracted with Epiphany Community Services to provide evaluation services using the prescribed Center for Disease Control's methodology for coalitions and collaboration. This methodology tracks what the coalition does (accomplishments/outputs) in relation to what happens in the community (outcomes).

To create a picture of coalition activities, organizational changes, and key events, ECS constructed findings with data the Coalition staff entered into the REACH software program. To better understand the impact of the Coalition on the community, we first present findings for the current year, including accomplishments/outputs, organizational changes, and key events separately. Coalition accomplishments/outputs can be classified in several different ways. This

report will examine coalition accomplishments/outputs by problem/substance, type of activity, and strategy. Following the current year data, we examine trends and contributions to the community, before highlighting successes and recommendations.

This report covers data entered by the coalition staff into the Reaching Software data collection system, as well as observations made by ECS staff that align with these issues, between October 1, 2018 – September 30, 2019. In this report, this time period is referred to as 2019.

2018 - 2019 Coalition Accomplishments/Outputs

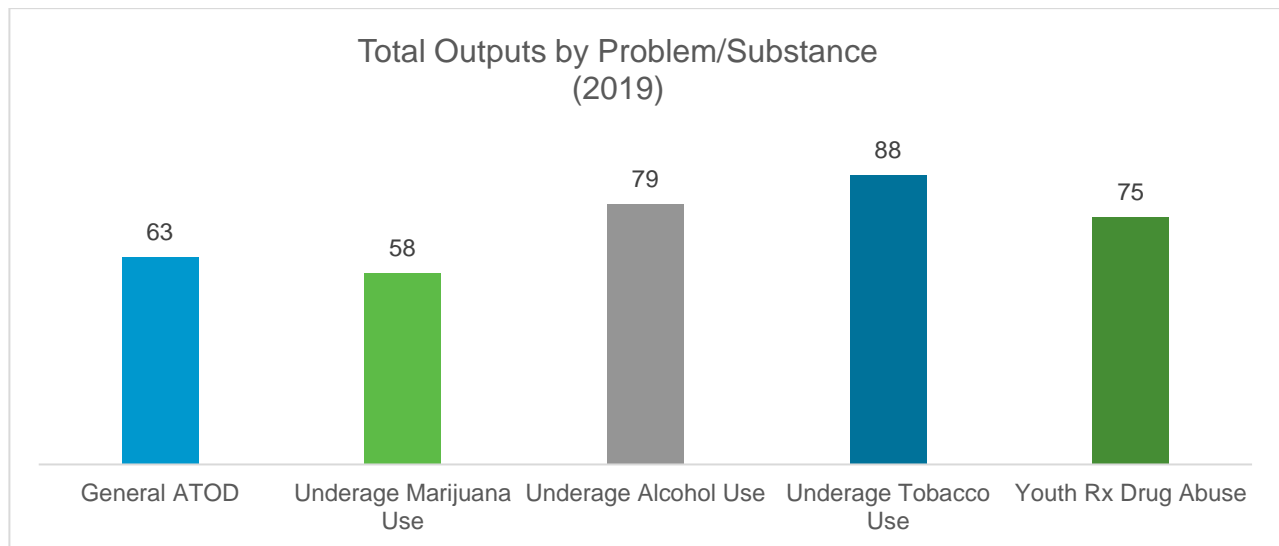
Problem/Substance

The coalition has committed to addressing issues related to five substances:

- Underage Marijuana Use
- Underage Alcohol Use
- Underage Tobacco Use
- Youth Rx Drug Abuse
- General alcohol, tobacco, and other drugs (ATOD) use.

Throughout 2019 the coalition entered 364 accomplishments/outputs. The problem most often addressed by coalition activity during the past year was underage tobacco use (24%), followed by underage alcohol use (22%).

Figure 2. Number of total accomplishments/outputs by problem/substance (2019)



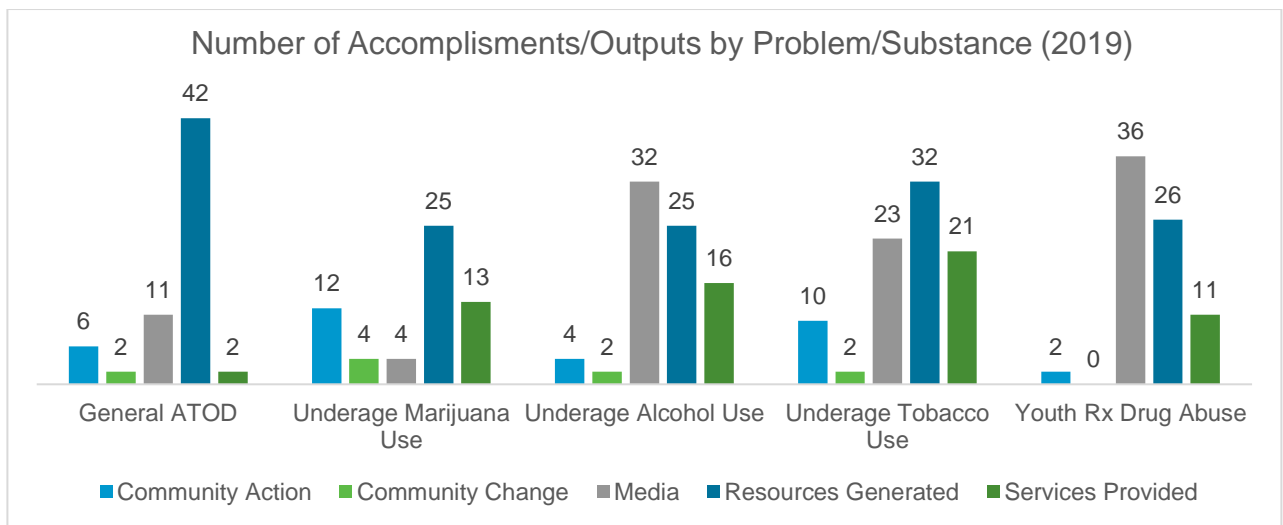
Types of Accomplishments/Outputs

Evaluators classify accomplishments, or outputs, into five categories:

- Community Action (Actions facilitated by the coalition that ultimately lead to changing choices, i.e., community change)
- Community Change (Modifications facilitated by the coalition that affect choices related to impacting the coalition priorities)
- Media (Coalition activities designed to change the conversation)
- Resources Generated (mobilization of the community to support coalition priorities)
- Services Provided (Coalition facilitated/coordinated activities designed to change individuals)

Each type of activity is necessary to support the coalition goal or reducing substance use/abuse. The following paragraphs examine the number and variety of coalition activities within the past year.

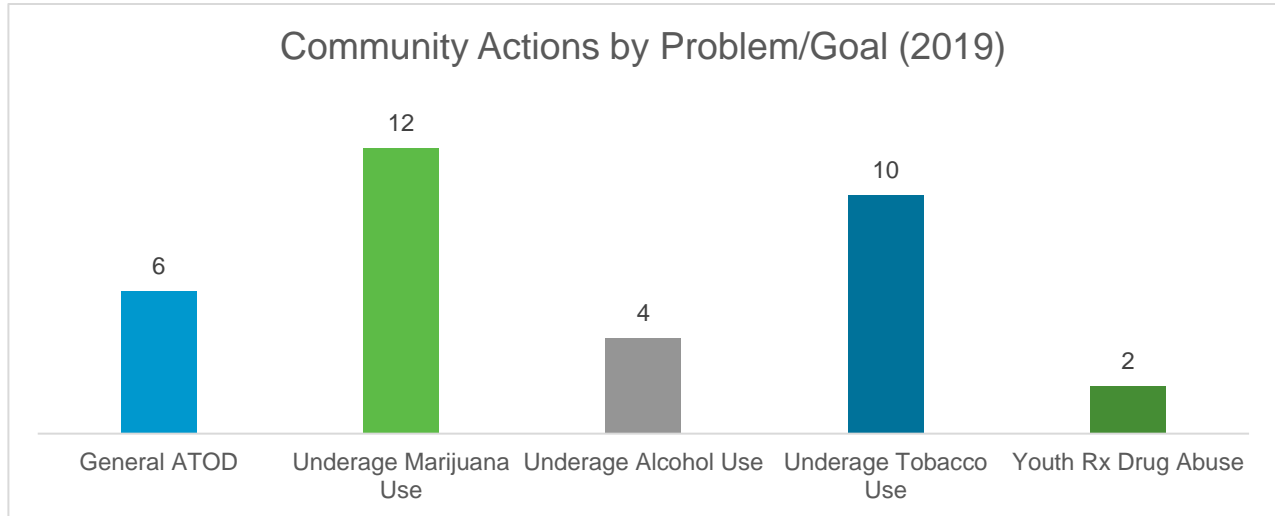
Figure 3. Number of accomplishments/outputs by problem/substance (2019)



Changing Choices (Community Actions)

Coalitions are designed to promote community change by influencing the choices made by individuals. A coalition needs to organize and implement many community actions to create change. These community actions, facilitated by or on behalf of the coalition, focus on problems/goals identified by the coalition. The coalition reported 34 community actions primarily focused on underage marijuana use during the past year.

Figure 4. Number of community actions by problem/substance (2019)



The list below describes the actions taken for each problem during 2019.

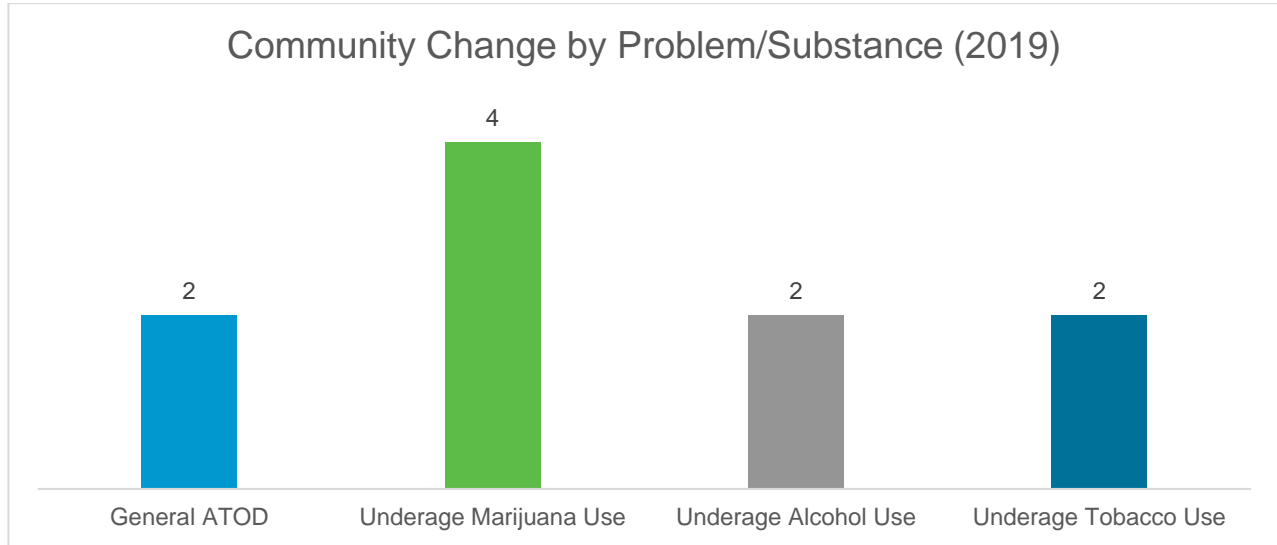
Problem/Substance	Community Actions
Underage Marijuana Use	<ul style="list-style-type: none"> • Work on the lack of regulation for Hemp/CBD Bill • Work towards establishing primary prevention curriculum (LEAD) in schools countywide • Work towards adding “no JUULing” to the school handbook • Efforts towards establishing a JUULing education presentation
Underage Alcohol Use	<ul style="list-style-type: none"> • Efforts towards establishing/modifying open container law • Efforts towards enforcement of new ordinance around civil penalty for store owners who fail a compliance check • Work towards creating a consistent beer boards policy throughout the county • Work towards updating Covington Finance and Administration Committee’s beer board policies
Underage Tobacco Use	<ul style="list-style-type: none"> • Efforts towards adding vapor products to the non-smoker’s protection act as well as creating a new bill called the Vaping Protection Act • Work towards modifying school tobacco policy to include ENDS • Efforts towards enforcement of smoke-free parks • Education around OPT-IN Bill for a local ordinance that prohibits smoking on the grounds of any playground owned or operated by the local government
Youth Rx Drug Abuse	<ul style="list-style-type: none"> • Plan to implement an electronic opioid training in the schools

General ATOD Use	<ul style="list-style-type: none">• Work on amending SB659/HB1168 authorizing assault prosecution for illegal use of a narcotic drug while pregnant• Efforts towards getting coalitions added to the state legislative budget• Sustainability efforts towards getting the coalition to become a line item on the county budget• Work towards the regulating of ketamine/clinics• Efforts to establish a youth coalition at Brighton Middle School• Efforts towards establishing first local 5K family fun run
------------------	--

Changing Choices (Community Changes)

Community changes are those outputs that result in new or modified policies, practices, or programs. The coalition reported ten community changes, most of which addressed underage marijuana use.

Figure 5. Number of community change outputs by problem/substance (2019)



*There were no community actions for the problem/substance youth Rx drug abuse.

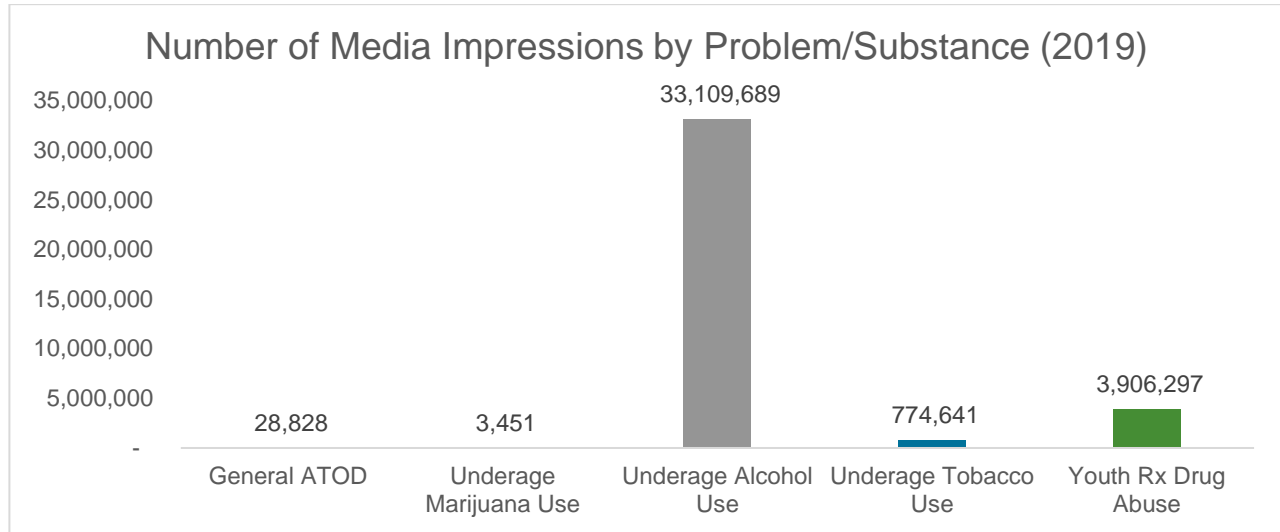
The list below describes the changes enacted due to the work of the Coalition for each problem/substance during 2019.

Problem/Substance	Community Changes
Underage Marijuana Use	<ul style="list-style-type: none"> The first event promoting an ENDS Free message Three local schools began implementing LEAD training to all 5th-grade students (Atoka Elementary School, Tipton Christian Academy, and Crestview Elementary School)
Underage Alcohol Use	<ul style="list-style-type: none"> Helped establish partnership/line of communication between sheriff's office and Beer Board to enforce new ordinance on civil penalty for failed alcohol compliance checks First time Beer Board revoked the license to sell beer due to beer sales to underage youth as a result of ordinance encouraged by the coalition
Underage Tobacco Use	<ul style="list-style-type: none"> Tipton County School Board updated tobacco policy to include "nicotine delivery devices."
General ATOD Use	<ul style="list-style-type: none"> Held first Monster Mash Family 5K fun run First time partnership with Bank of Brighton Established first youth coalition at Brighton High School

Changing Conversations (Media)

Coalitions get their message out through the media to bring awareness to the problems they have identified. Media outputs include billboards, internet, newsletters/flyers, newspaper articles, or tv/radio. The coalition can create media messages, or they may be reported on by local media. In the past year, the coalition generated 37,822,906 media impressions. The focus of the coalition's media efforts was underage drinking.

Figure 6. Number of media Impressions by problem/substance (2019)



The list below describes the media impressions generated for each problem/substance during 2019.

Problem/Substance	Media
Underage Marijuana Use	<ul style="list-style-type: none"> Internet (3 posts, 3,291 impressions) Newsletter/flyer (1 output, 160 impressions)
Underage Alcohol Use	<ul style="list-style-type: none"> Billboard (11 outputs, 1,934,586 impressions) Internet (6 posts, 9,259 impressions) Newsletter/flyer (4 outputs, 490 impressions) Other entries, including 155 tip411 signs (11 outputs, 31,165,354 impressions)
Underage Tobacco Use	<ul style="list-style-type: none"> Internet (10 posts, 22,648 impressions) Newsletter/flyer (4 outputs, 855 impressions) Other entries, including quit line fans, t-shirts, brochures (4 outputs, 1,138 impressions) Radio, including PSA's (5 outputs, 750,000 impressions)
Youth Rx Drug Abuse	<ul style="list-style-type: none"> Billboard (18 outputs, 3,883,230 impressions) Internet (10 posts, 22,598 impressions) Newsletter/flyer (3 outputs, 130 impressions) Other entries, including coalition video (5 outputs, 339 impressions)
General ATOD Use	<ul style="list-style-type: none"> Internet (10 posts, 28,328 impressions) Newsletter/flyer (1 output, 500 impressions)

Mobilizing the Community (Resources Generated)

Resources are needed to carry out the work of the coalition. Resources include funds raised through grants and donations, as well as volunteer time and in-kind gifts. There were 151 data entries for resources generated, including \$84,080 in volunteer time (3,352 hours), \$195,031 cash, and \$25,691 in in-kind donations for a total of \$244,374. Resources generated were primarily used for personnel.

Figure 7. Value of resources generated (2019)

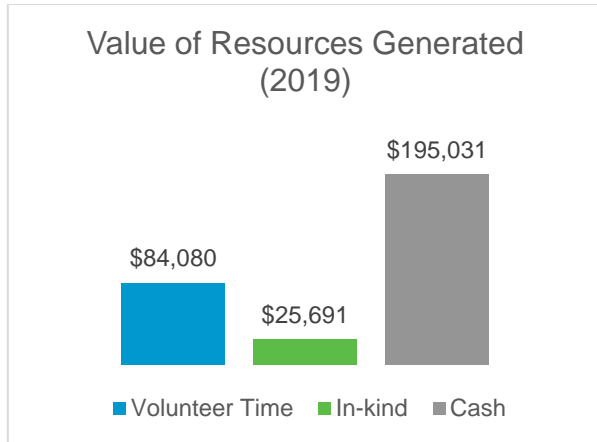
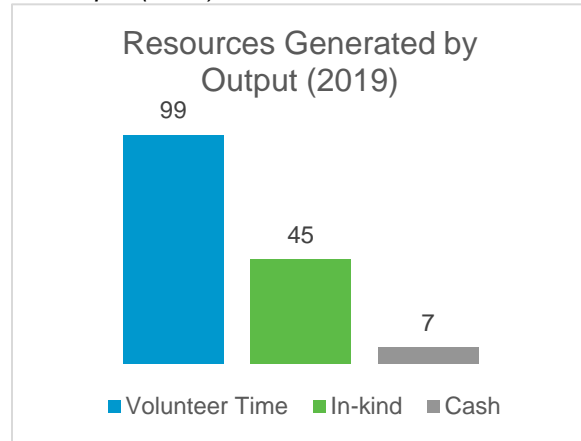


Figure 8. Number of resources generated by output (2019)



The list below describes a sample of the resources generated due to the work of the Coalition for each problem/substance during 2019.

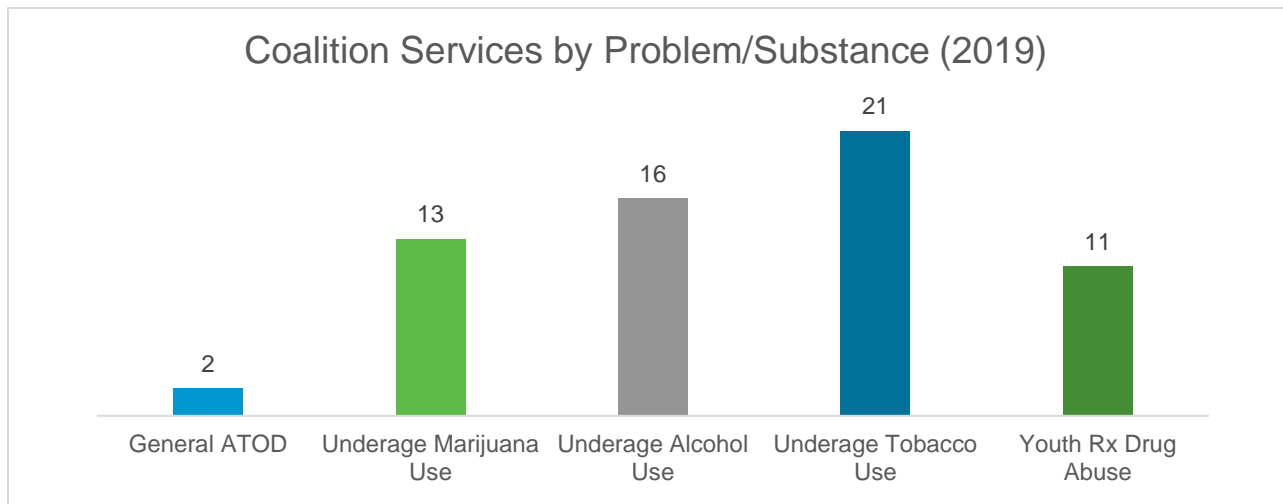
Problem/Substance	Resources Generated
Underage Marijuana Use	<ul style="list-style-type: none"> • Cash (1 output, \$270) • In-kind (7 outputs, \$8,775) • Volunteer (17 outputs, \$16,188) • Usage: space for training, personnel time for meetings, events, and training
Underage Alcohol Use	<ul style="list-style-type: none"> • Cash (1 output, \$125,000) • In-kind (2 outputs, \$1,950) • Volunteer (22 outputs, \$11,813) • Usage: DFC Funding, discount on tip line, personnel time for meetings, events and conducting compliance checks
Underage Tobacco Use	<ul style="list-style-type: none"> • Cash (1 output, \$3,188) • In-kind (13 outputs, \$3,850) • Volunteer (18 outputs, \$14,140) • Usage: donations from Kick Butts Day, PSA's airtime donated, personnel time for meetings and presentations
Youth Rx Drug Abuse	<ul style="list-style-type: none"> • In-kind (12 outputs, \$9,209) • Cash (1 output, \$60,428) • Volunteer (14 outputs, \$11,745) • Usage: discount from a website designer, supplies and space for coalition events, personnel time for meetings and events
General ATOD Use	<ul style="list-style-type: none"> • Cash (3 outputs, \$6,145) • In-kind (11 outputs, \$1,907)

	<ul style="list-style-type: none"> • Volunteer (28 outputs, \$30,194) • Usage: space for meeting and events, personnel time for meetings, events, and training
--	--

Changing Individuals (Services Provided)

Coalitions seek to provide or coordinate services. Services are those events that encompass two-way communication, such as skill-building activities and other opportunities. These include classes, trainings, presentations, compliance checks, and community events. The coalition provided 63 services, a total of 2,965 hours, to 3,430 individuals during the past year. Services fall into two classifications: Capacity (designed to build capacity) and Preventative (designed to prevent substance misuse). The majority of the services entered into the database were classified as preventative.

Figure 9. Coalition services by problem/substance (2019)



The list below describes the services provided by the Coalition for each problem/substance during 2019.

Problem/Substance	Services Provided
Underage Marijuana Use	<ul style="list-style-type: none"> • Training on identifying vaping devices • Juvenile Court Classes • Women’s Home Run Derby “Knock JUULing out of the Park” • LEAD Training
Underage Alcohol Use	<ul style="list-style-type: none"> • Conducted compliance checks • Tips received through Tip Line • Support meeting/informational presentations • Training on Beer Board Regulations • Held 5th Quarter event after the football game
Underage Tobacco Use	<ul style="list-style-type: none"> • Hidden in Plain Sight • Presentations • Tabling at Health Fair • Training on identifying vaping devices • Juvenile Court Classes • ENDS Trainings
Youth Rx Drug Abuse	<ul style="list-style-type: none"> • Red Ribbon Week activities • Hidden in Plain Sight

	<ul style="list-style-type: none"> • Drug Take-Back at 4 locations • Presentations • Summer Movie Series events
General ATOD Use	<ul style="list-style-type: none"> • Presentations

Strategies

There are seven strategies found to be effective in reducing substance misuse; using a variety of strategies has been found to have the greatest impact on a community. Researchers divide strategies into two levels: individual and environmental. While individual-level strategies impact one person, environmental-level strategies impact the community. Individual strategies include:

- Providing information (through brochures, flyers, internet, etc.)
- Building skills (through workshops, webinars, trainings, etc.)
- Providing support with activities that reduce risk or expand protection

Environmental strategies include:

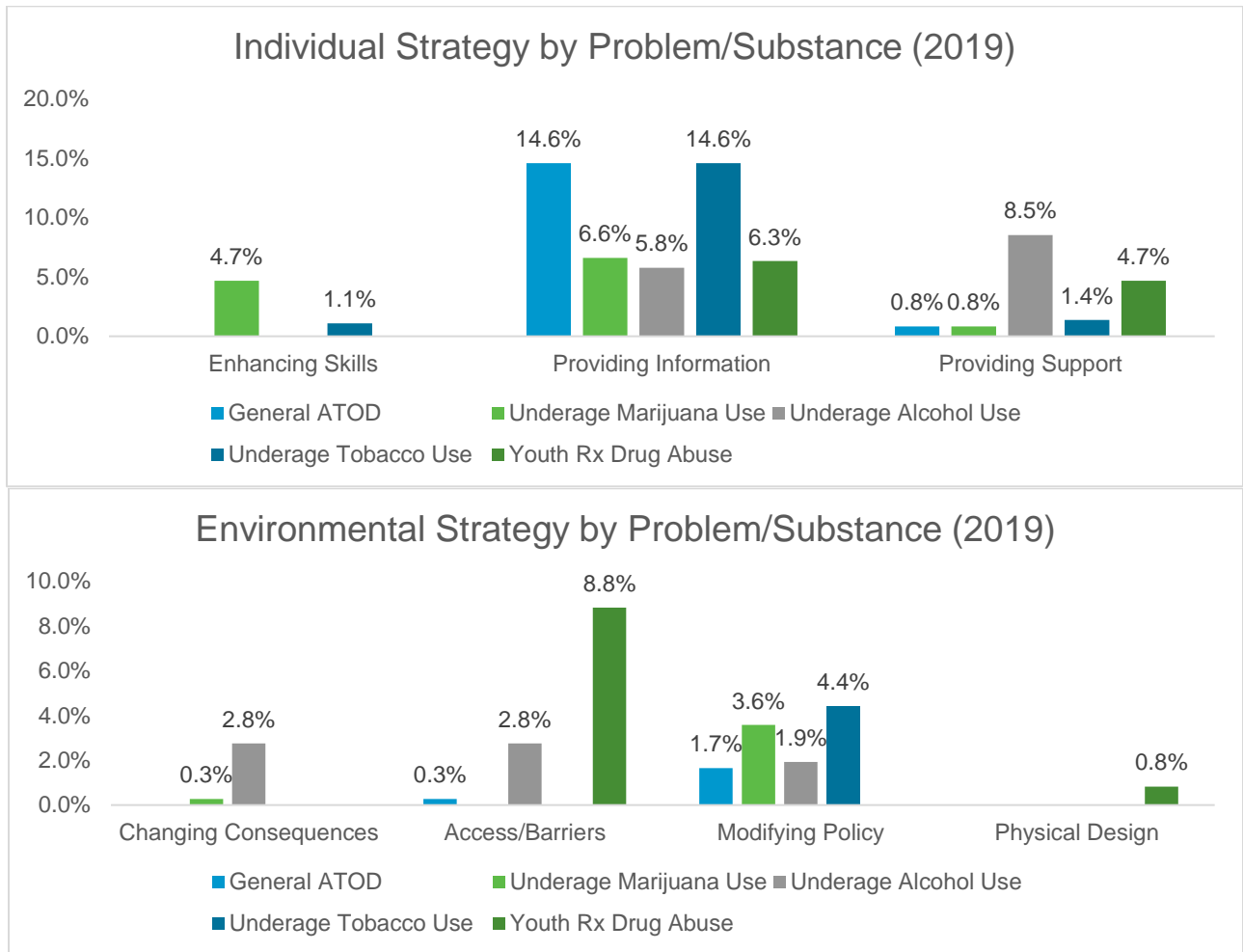
- Increase access, or reduce barriers, to protective systems and services
- Change consequences by altering the consequences for performing that behavior or Increase incentives to promote the behavior
- Change the physical design of the environment to reduce risk or enhance protection
- Change policies, rules, practices, and procedures

The table below illustrates the percentage of the coalition's accomplishments by strategy, and the figure following illustrates the number of strategies for each substance/problem. Over the past year, 27.3% of the coalition's activities were geared towards environmental strategies. From the data in the Reaching Software system, it appears most of the coalition's efforts in the last 12 months used individual-level, which a majority focused on underage alcohol and tobacco use. To effect greater change in the future, consider how to leverage the individual-level strategies into environmental-level strategies.

Table 1. Coalition accomplishments by strategy (2019)

Strategies	Percentage of Coalition's Accomplishments
Individual-level	
Providing Information	50.7%
Providing Support	16.3%
Enhancing Skills	5.8%
Environmental-level	
Enhancing Access/Reducing Barriers	11.8%
Changing Consequences by Increasing Incentives/Disincentives	3%
Physical Design	0.8%
Modify/Change Policies	11.6%

Figure 10. Strategy by problem/substance



Organizational Improvements

In addition to serving the community, the coalition made organizational improvements to strengthen internal functions. Organizational improvements are classified in three ways: organizational change (includes changes to by-laws, new hires, etc.), training, and technical assistance. The coalition made 17 organizational improvements from October 1, 2018, to September 30, 2019, including:

- Established youth coalition at Brighton High School
- New marijuana committee formed
- Significant updates to coalition logic models
- Coordinator becomes a Certified Prevention Specialist
- Coalition staff and members attend trainings

Key Events

Key events are events that occur in the community that may impact the work of the coalition. They typically are not the work of the coalition, although coalition activities may have been an influence. Key events can be both helpful and harmful to coalition efforts. Key events reported by the coalition during the past year include:

- Two Tipton County Corrections Officers were arrested for Acceptance and Delivery of Scheduled Narcotics at the Criminal Justice Complex.

Data Trends (2016 – 2019)

Accomplishments/Outputs in Relation to Problem

The coalition’s activities, which are identified as accomplishments/outputs in this report, focused on five substances. However, in the past four years, the coalition has focused its efforts primarily on addressing youth Rx drug abuse. Out of 1,359 accomplishments/outputs, 479 were for youth Rx drug abuse.

The figure below illustrates the number of coalition accomplishments/outputs by problem and year (2016 – 2019). In the past four years, the coalition has increased the number of outputs working towards underage tobacco use, from 35 entries in 2015-16 to 56 in 2017-18. This data does not include Resources Generated.

Figure 11. Number of coalition accomplishments/outputs by problem and year (2016 – 2019)

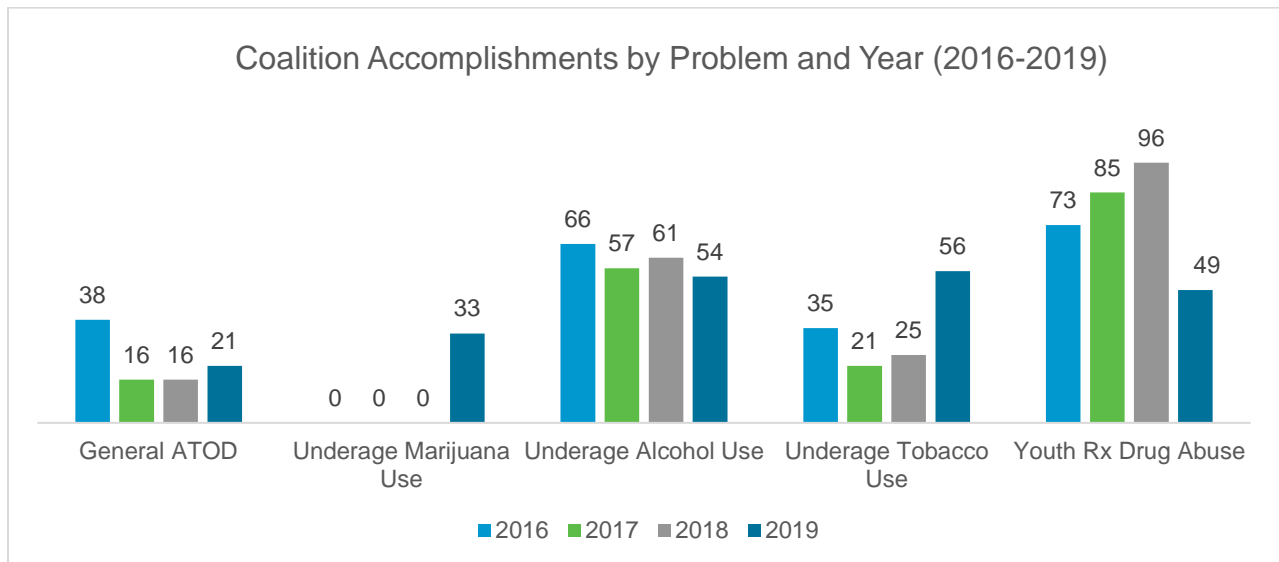
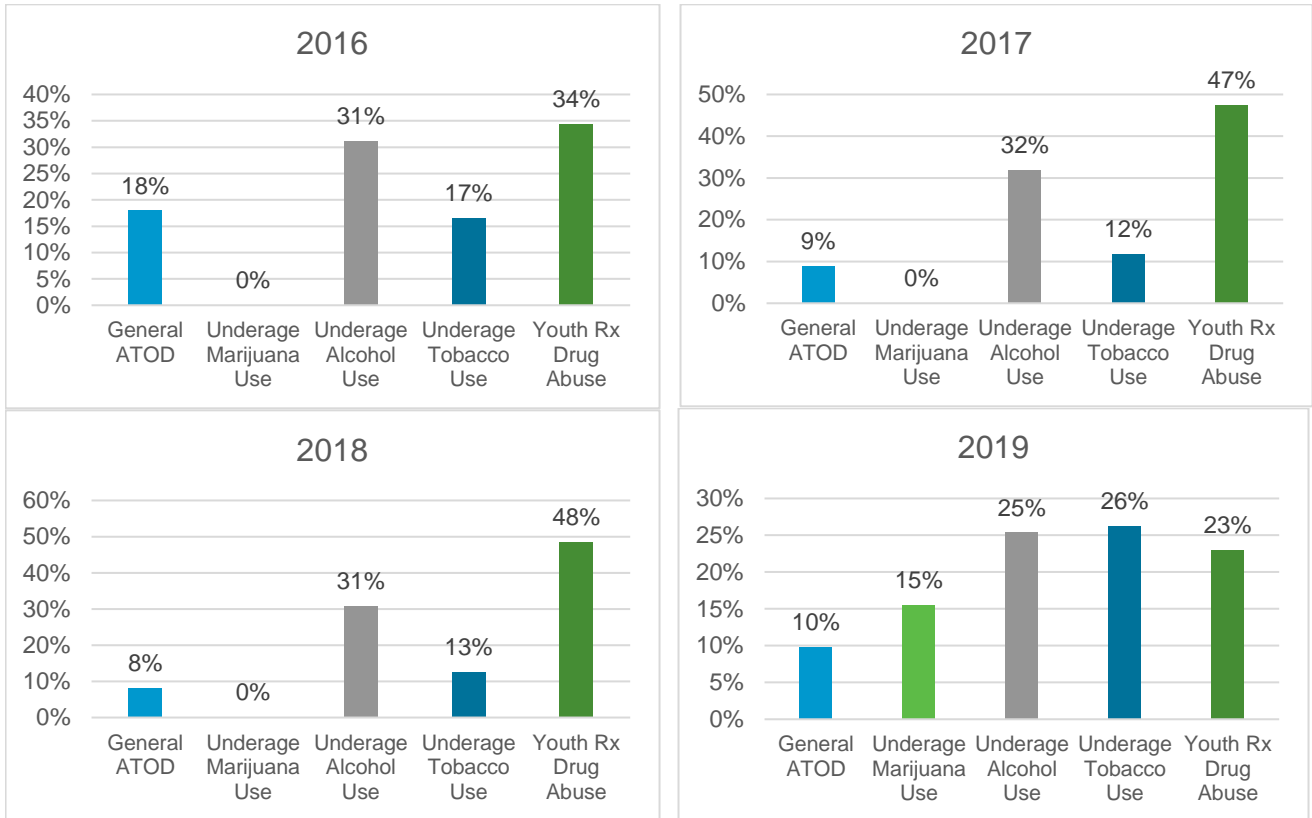


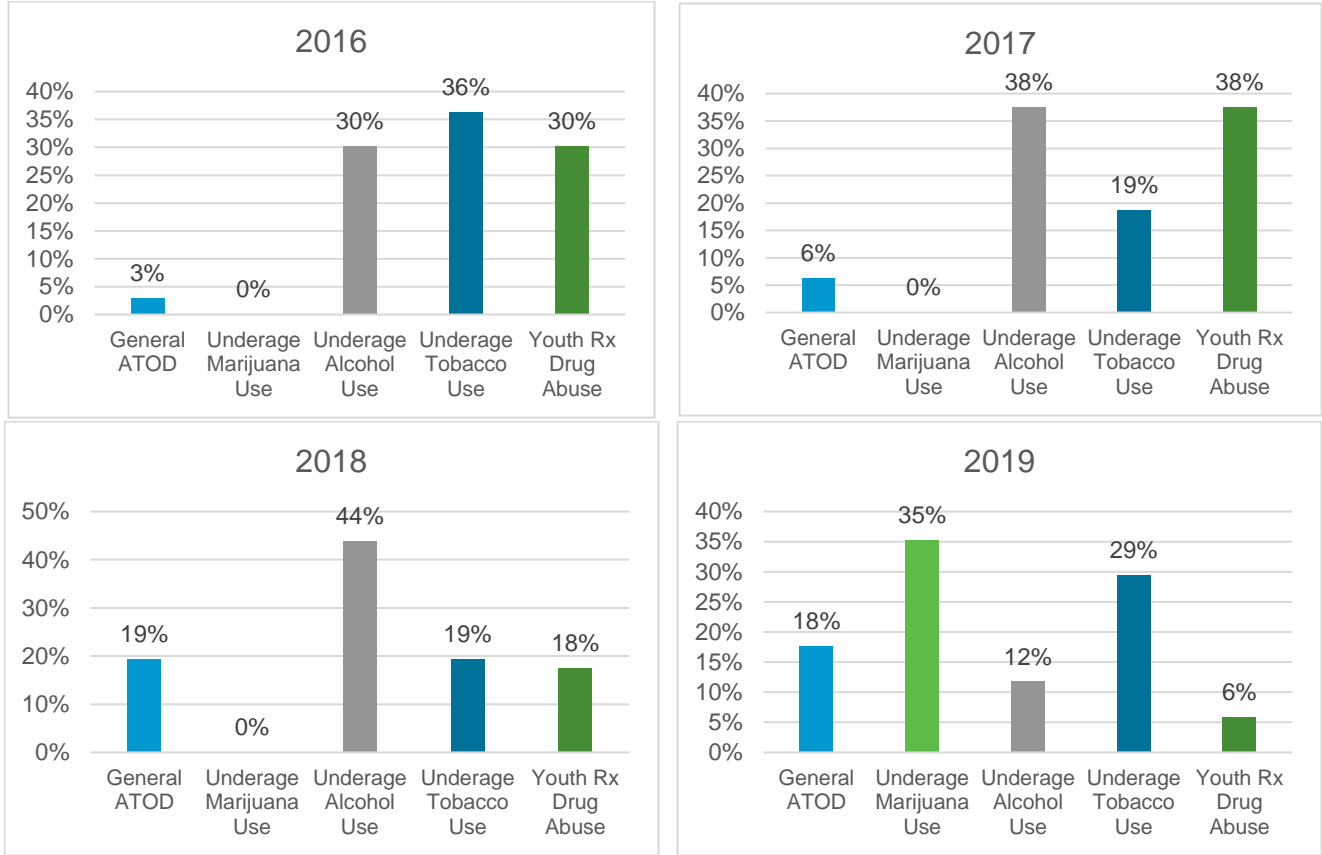
Figure 12. Percentage of coalition efforts by problem/year (2016 – 2019)



Actions Leading to Change (Community Action)

Over the last four years, coalition members have taken 140 actions with the intent of changing community policies, practices, and programs; 45 have targeted underage alcohol use, and 36 have focused on underage tobacco use. The culmination of these community actions has resulted in changes in how the community views or handles prescription drug misuse and underage drinking.

Figure 13. Percentage of community actions by problem/year (2016 – 2019)



Changing Choices (Community Change)

Due to the coalition’s efforts in the last four years, the coalition has seen several community changes targeting prescription drug misuse and underage drinking. The coalition logged 31 total community changes, eight of which were aimed at decreasing underage alcohol use, with an additional eight changes directed at youth Rx drug abuse. Community actions are the foundation for community change. As community actions increase, community changes are more likely to result.

Figure 14. Cumulative number of community actions and changes (2016 – 2019)

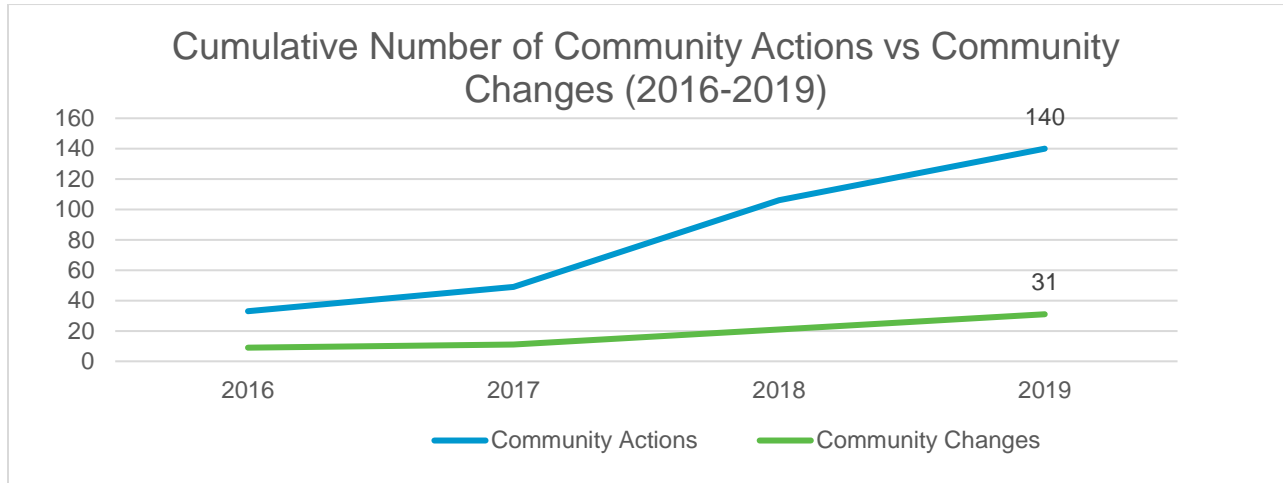
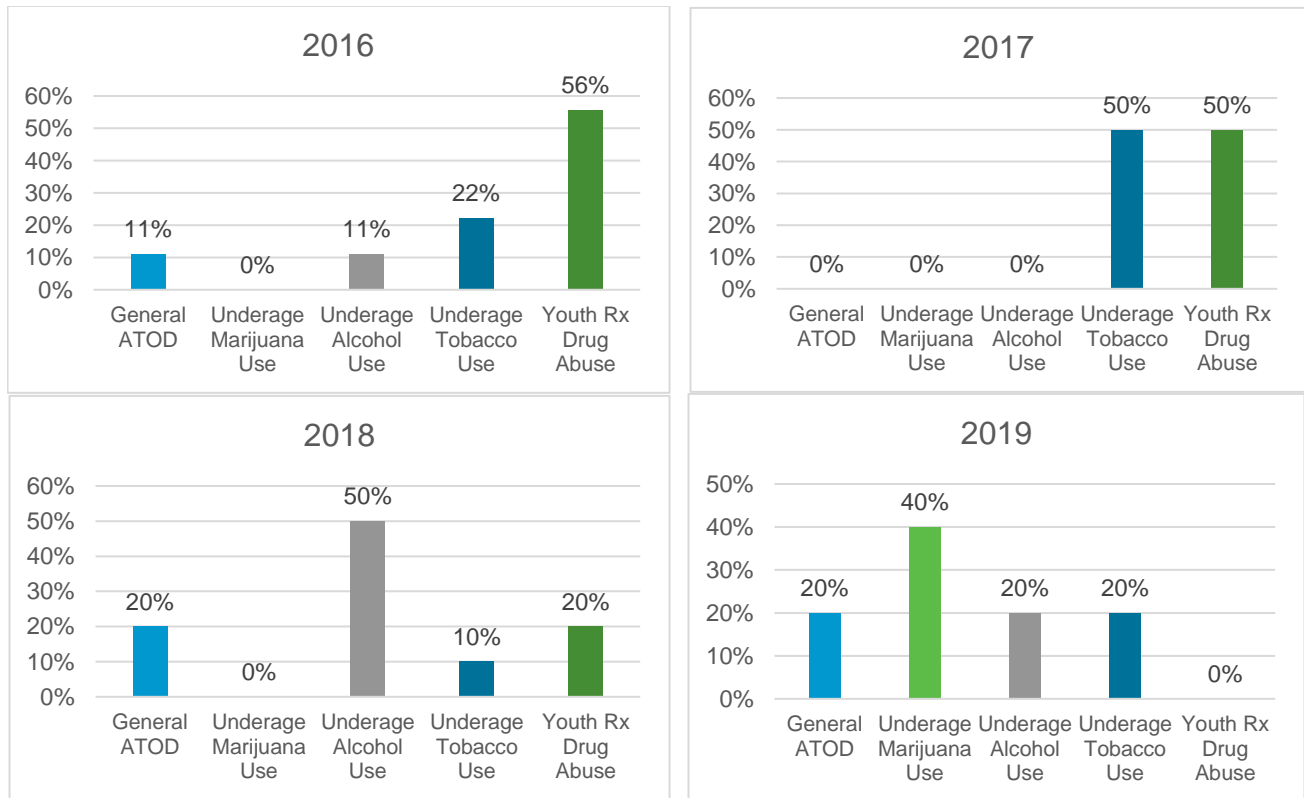


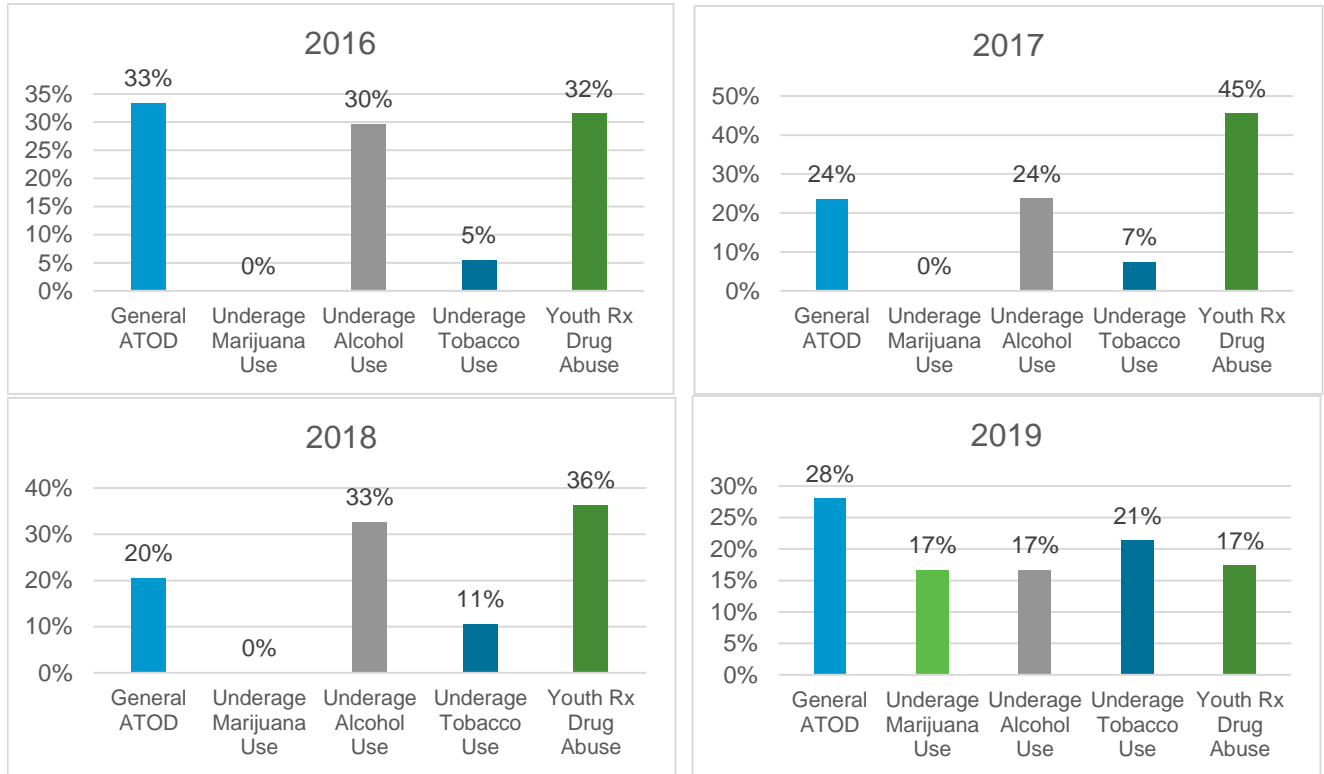
Figure 15. Percentage of community changes by problem/year (2016 – 2019)



Community Mobilization (Resources Generated)

During the past four years, the majority of the resources generated (176 of 557) targeted youth Rx drug abuse. Resources generated have shifted from General ATOD (33% in 2016 to 28% in 2019) to underage tobacco use (5% in 2016 to 21% in 2019). Volunteer time is an element of resources generated. In the past four years, volunteers within the coalition logged a total of 10,836 hours or an average of 2,709 hours/year.

Figure 16. Percentage of resources generated by problem/year (2016 – 2019)



Changing Individuals (Services Provided)

In the past four years, the Coalition has served 17,759 individuals through 26,867 hours of services, with an average of 4,440 individuals served per year. Since 2016, most of the services provided by the Coalition focused on underage alcohol use and youth Rx drug abuse with an increased focus on underage tobacco use.

Figure 17. Cumulative number of individuals served through services provided (2016 – 2019)

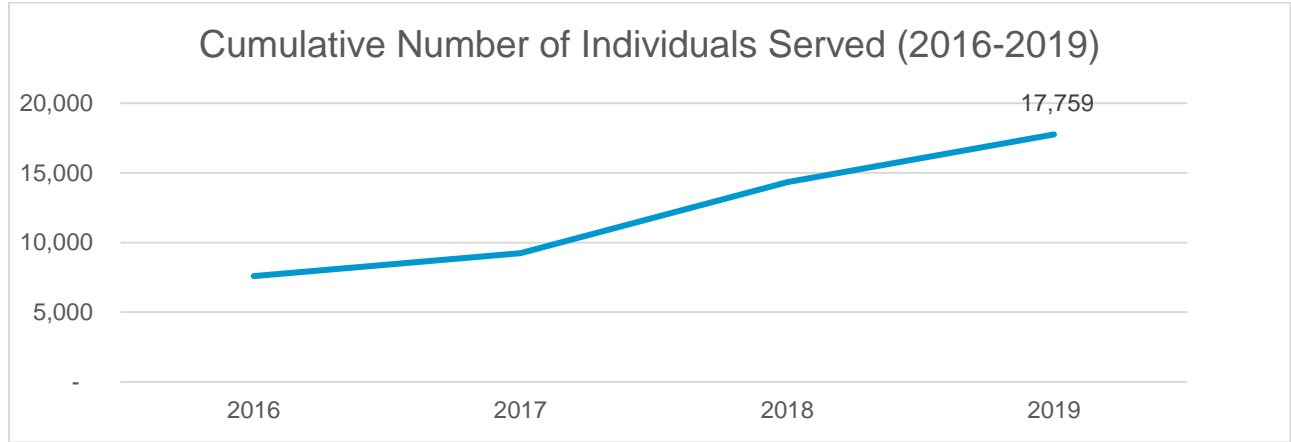
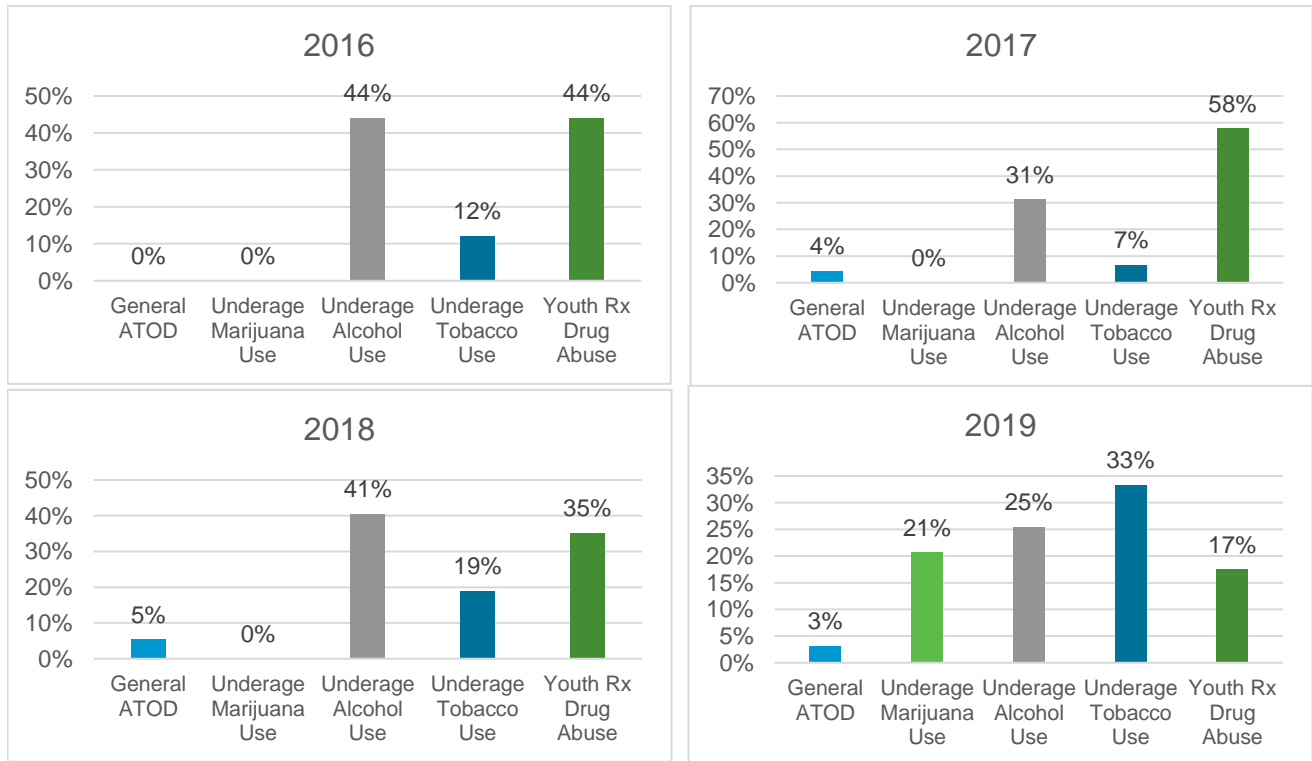


Figure 18. Percentage of services provided by problem/year (2016 – 2019)



Changing Conversations (Media)

In the past four years, there have been 130,027,574 media impressions created by the Coalition. The coalition has become more specific in its media work with an increased percentage of media focusing on youth Rx drug abuse and underage alcohol use, and a decrease in general ATOD. This increase demonstrates a dedication by the coalition to specifically use media to reach its intended outcomes.

Figure 19. Cumulative number of media impression (2016 – 2019)

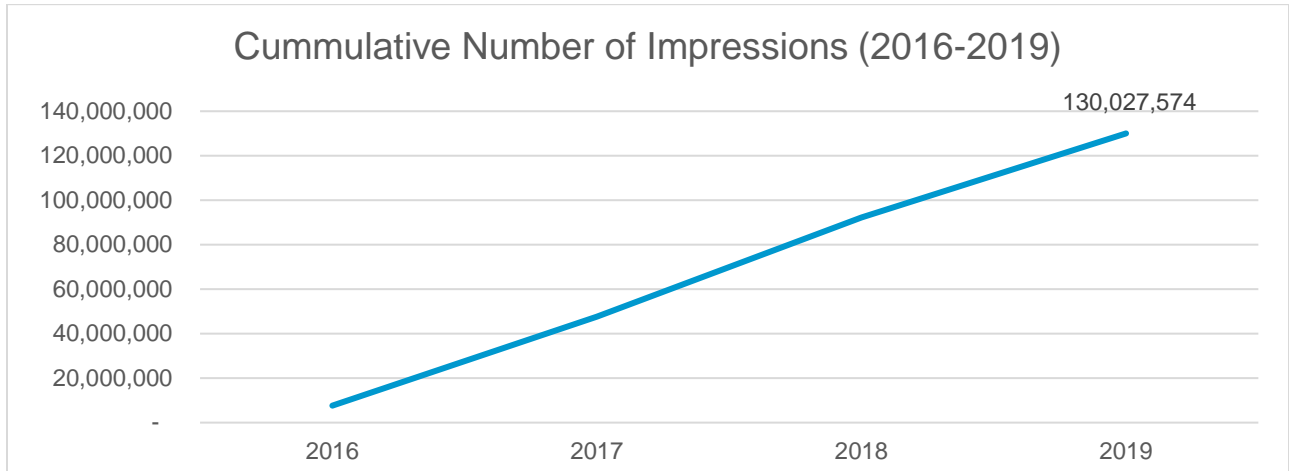
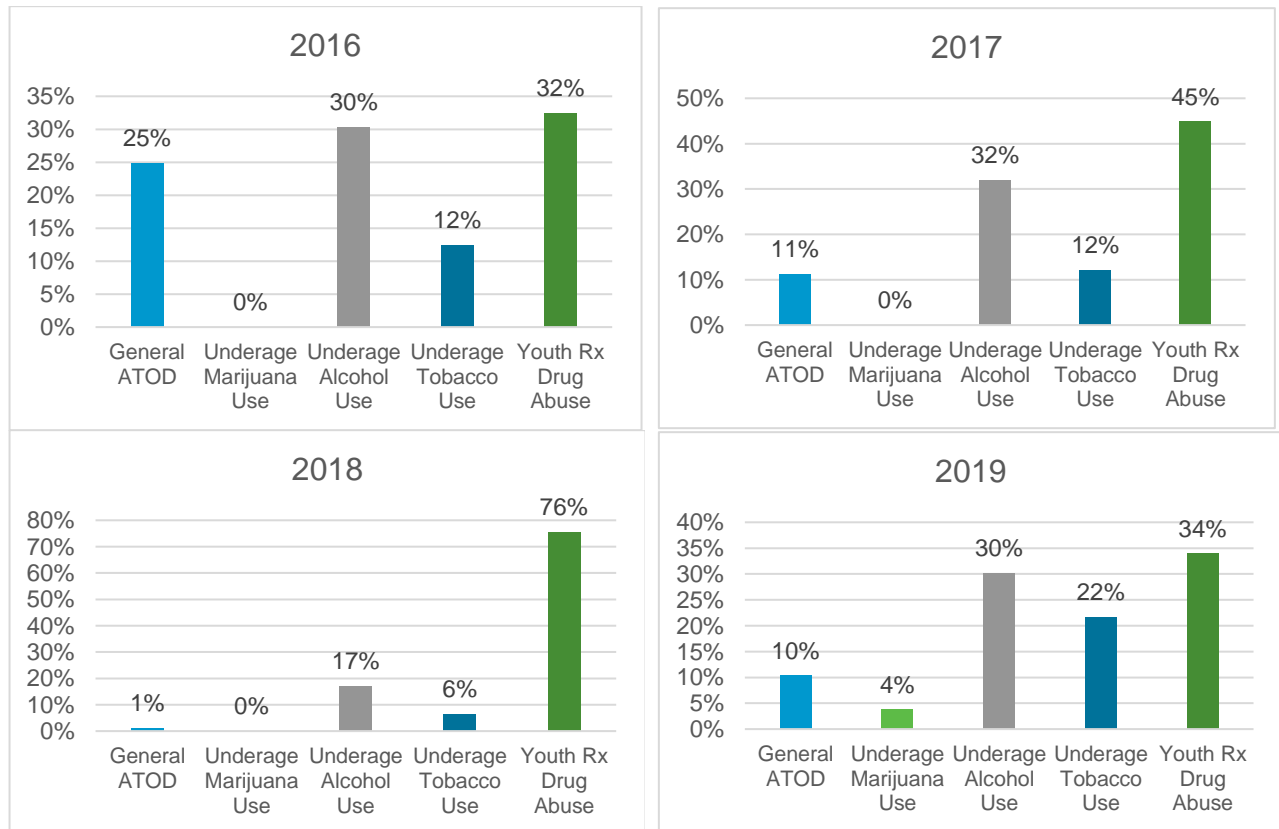


Figure 20. Percentage of media by problem/year (2016 – 2019)



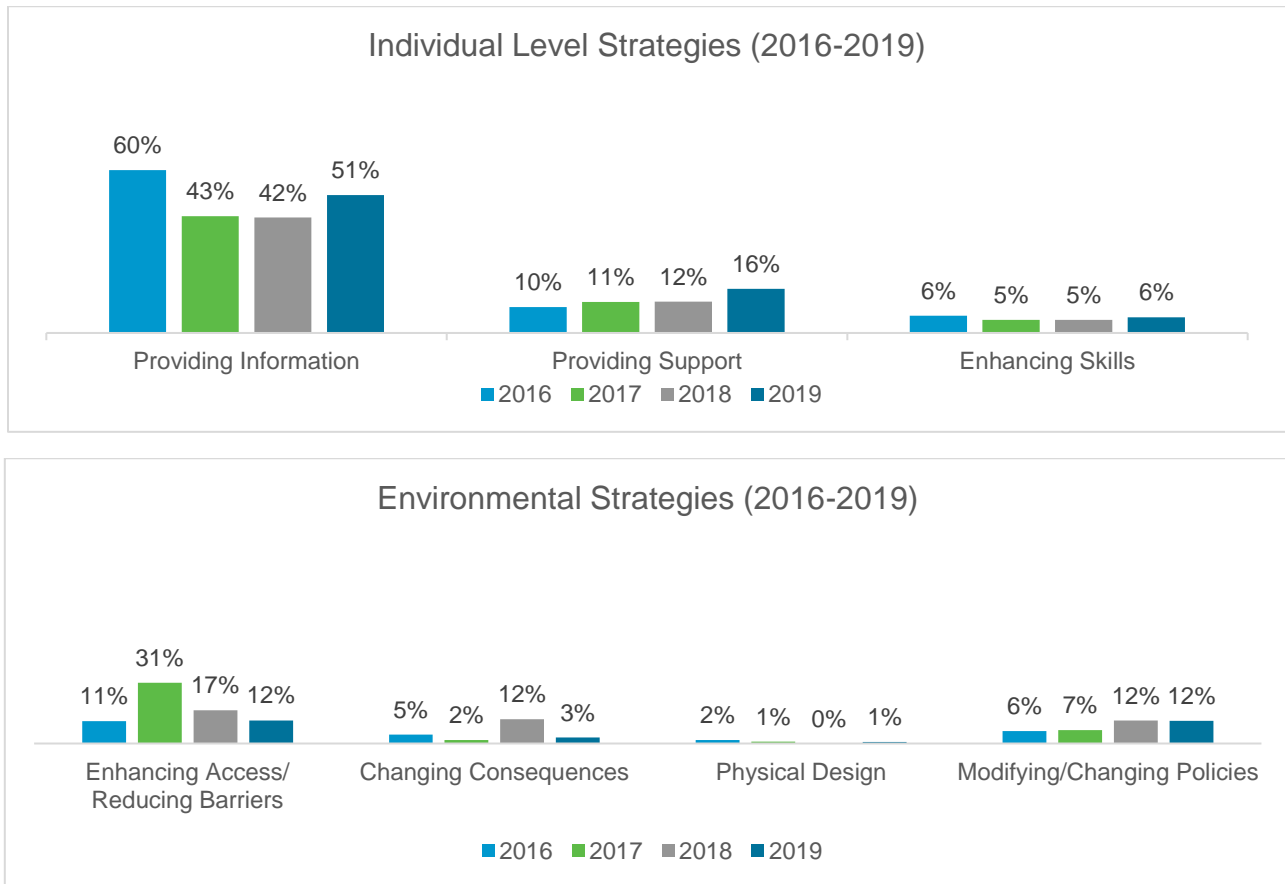
Multi-Year Strategy Use

Using multiple strategies, both individual and environmental, allow a coalition to fashion their intended impact. Of the 1,359 accomplishments/outputs generated by the coalition; the top three strategies used by the Anti-Drug Coalition of Tipton County include:

- Provide information (674 or 50%)
- Enhancing access/reducing barriers (232 or 17%)
- Providing Support (166 or 12%)

In the past four years, over 30% of the coalition’s activities were geared towards environmental strategies. Research indicates that coalitions need to use environmental-level strategies to see a community-level change. The data indicates that ACT Tipton has seen a fluctuation over the past four years in its use of environmental strategies. In 2017-18 it hit its peak at 41% of the coalition’s activities using environmental strategies. In the current year of 2018-19, the coalition had 27.3% of its activities reported, use environmental strategies. The figure below illustrates the accomplishments reported by category and problem. The numbers below are rounded to the nearest whole number.

Figure 21. Percentage of strategies by year (2016 - 2019)



Contribution to Community Outcomes

ECS uses contribution analysis to explore the impact a coalition is making on the problems identified in its logic model. Contribution analysis verifies changes to problems/root causes/local conditions outlined in the Coalition logic model. It is used when there are multiple program activities and key events occurring over an extended period. The contribution is inferred based on the results of the accomplishments/outputs as aligned with the logic model. Evaluators ask, "To what extent and in what ways has the program activities contributed to observed community outcomes?" (Mayne, 2008; Patton, 2012)

In order to complete this analysis, a coalition must report a significant dedication of effort towards a problem/root cause/local condition. A coalition needs:

At least 10% of the current report year must be related to a problem/root cause/local condition.

At least 15 community changes for a problem, 10 for a root cause, or 5 for a local condition over the past four years, as identified by the current logic model

A minimum of three data points (years) of student survey data.

At this time, the coalition does not have the necessary number of community changes to conduct this analysis.

Conclusion

Between October 1, 2018, and September 30, 2019, the coalition has facilitated 363 accomplishments/outputs designed to support a reduction in substance use/abuse in Covington, TN. The coalition focused on underage tobacco use. Underage marijuana use was the least addressed problem during the past twelve months. Other substances the coalition focused on include underage marijuana and alcohol use, youth prescription (Rx) drug abuse, and general alcohol, tobacco, and other drug (ATOD) use. The majority of the accomplishments/outputs used by Drug Free Tipton employed individual-level strategies.

In the past four years, the coalition work, excluding resources generated, primarily focused on underage drinking and youth Rx drug abuse.

Successes to Celebrate

The coalition has been successful in many areas and should celebrate these accomplishments. These successes include:

- Three local schools began implementing LEAD training to all 5th-grade students
- Helped establish partnership/line of communication between sheriff's office and Beer Board to enforce new ordinance on civil penalty for failed alcohol compliance checks
- First time Beer Board revoked the license to sell beer due to beer sales to underage youth as a result of ordinance encouraged by the coalition
- Tipton County School Board updated tobacco policy to include "nicotine delivery devices."
- Held first Monster Mash Family 5K fun run
- First time partnership with Bank of Brighton
- Established first youth coalition at Brighton High School

Recommendations

Throughout the next year, it is important for the coalition to address areas of concern and challenge to build on past successes. Recommendations for the future include:

- One of the primary recommendations is for the coalition to continue diversifying the strategies it uses and consider implementing more environmental strategies. Currently, 27.3% of the coalition's efforts used environmental strategies. The use of environmental strategies is critical to creating community-level behavior changes. Attention should be paid to strategy distribution as the coalition develops its action plan.
- The coalition should focus its efforts on implementing community changes that target coalition priorities, as established in the coalition's logic model. Both community changes and environmental strategies are the foundations for creating long-term community change.
- It is also important for the coalition to continue to target its efforts. The coalition has specific and actionable logic models that should guide this work and help the coalition increase its targeted efforts. Continued engagement with leadership will support the coalition to keep on track and should identify areas where the coalition has gone off track.
- The coalition should continue to nurture strong partnerships and leverage those partnerships to develop relationships with other community organizations.
- Increased youth engagement within the larger coalition may strengthen the engagement of adult members and allow for a more comprehensive approach on multiple levels with both youth and adult members exchanging ideas and efforts without staff acting as a go-between.
- Update coalition evaluation plans in partnership with ECS.
- Over the next year, the coalition will work with ECS to update indicator data to allow for contribution analysis for local conditions.