



Drug Free Tipton

Annual Evaluation Report

October 1, 2020 – September 30, 2021

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Executive Summary

Drug Free Tipton (Coalition) is actively working to reduce substance misuse in Tipton County, Tennessee. The Coalition has committed to addressing issues related to underage marijuana use, youth prescription (Rx) drug abuse, underage alcohol use, underage tobacco use, suicide prevention, and general alcohol, tobacco, and other drug (ATOD) use.

The Coalition contracted with Epiphany Community Services (ECS) to provide evaluation services using the prescribed Centers for Disease Control and Prevention's (CDC) methodology for coalitions and collaboration. ECS constructed findings with data the Coalition staff entered into the REACHing Software data collection system to create a picture of the Coalition's activities, organizational changes, and key events.

During this reporting period, October 1, 2020 – September 30, 2021, the Coalition entered **359 outputs**. The primary area of focus for the Coalition during the past year was **underage alcohol use**. In the past year, the Coalition reported:

- Twenty-two (22) **community actions** primarily focused on **underage marijuana use**
- Eight (8) **community changes** focused mainly on general **ATOD and underage alcohol use**
- Forty-one (41) **services provided to 7,685 individuals**, primarily focused on underage tobacco use
- Almost **50 million (47,595,937) media impressions** focused primarily on underage alcohol use
- More than **150 (163) data entries for resources generated**, including **\$50,246 in volunteer time, \$161,693 cash, and \$132,798 in in-kind donations, for a total value of \$344,737**

The Coalition had **nine (9) organizational improvements** including:

- Attending the CADCA Leadership Forum
- Updating policies and procedures
- Attending the ECS Annual Retreat
- Having Coalition members complete a coalition survey

In the past year, the Coalition's successes include:

- Hosting first Drug Take Back Day
- Hosting first Overdose Awareness Day vigil
- Receiving a disaster relief grant
- New partnerships with Tipton County Libraries and Canaan Baptist
- New faith-based Coalition member and sector representative
- Increased percentage of alcohol outlets passing compliance checks

Recommendations for the future include:

- One of the primary recommendations is for the Coalition to consider diversifying the strategies it uses and **implementing more environmental strategies**. In the past year, 11% 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 did not report the use of the environmental strategy of physical design in the past year.

- Consider focusing efforts on implementing community actions and changes that target priorities, as established in the Coalition's logic model. Both community actions/changes and environmental strategies are the foundations for creating long-term community change. Using the support of Coalition members, remember to regularly monitor for community changes resulting from the Coalition's work.
- It is also vital for the Coalition to continue to target its efforts. The Coalition has a specific and actionable logic model to guide this work. Regular review of efforts using the REACH Dashboard may prove helpful in identifying areas where the Coalition has gone off track.
- Continue to **nurture solid partnerships** and leverage those partnerships to develop relationships with other community organizations. This includes partnerships that will support the sustainability of the Coalition infrastructure and its projects.
- **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.
- Review and update the existing logic model.
- Continue to work with Coalition leadership and members to provide training and technical assistance opportunities to build the capacity and infrastructure of the Coalition.
- **Consider conducting key informant interviews and listening sessions with community members around the Coalition's areas of focus.** ECS can provide support with this process.
- While the community may have experienced improvements in the Coalition's focus areas, the Coalition's contribution cannot be verified due to student survey data limitations.

Do we have other potential partnerships?

think this through what would this look like/who could we interview

Introduction

Drug Free Tipton (Coalition) is actively working to reduce substance misuse in Tipton County, Tennessee. The Coalition has committed to addressing issues related to underage marijuana use, youth prescription (Rx) drug abuse, underage alcohol use, underage tobacco use, suicide prevention, and general alcohol, tobacco, and other drug (ATOD) use.

The logic model below was created to identify long-term areas of focus, intermediate root causes, and short-term local conditions impacting substance use in the community:

Figure 1. Coalition Logic Model 2021

Area of Focus	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 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
	Law Enforcement	County Beer Board does not fine store owners that fail compliance checks
Underage Use of Tobacco	Low Perception of Risk	Vaping viewed as healthy alternative to tobacco use
	Retail Access	Clerks do not always check IDs
		Clerks knowingly sell tobacco to minors
	Community Norms	Vapor product use is not included in all smoking policies countywide
		Smoking is allowed in public parks
Youth are Abusing Prescription Drugs	Access	Family members share prescription drugs
	Availability	Prescriptions are not properly stored or destroyed
Suicide Prevention	Lack of Awareness	Other
General ATOD Use	Lack of Awareness	Other

The Coalition contracted with Epiphany Community Services (ECS) to provide evaluation services using the prescribed Centers for Disease Control and Prevention’s (CDC) methodology for coalitions and collaboration. This methodology tracks what the coalition does (outputs) in relation to what happens in the community (outcomes).

Using data entered by the Coalition staff into the REACHing Software data collection system and observations made by ECS staff, this report highlights the Coalition’s areas of focus. Data is examined first for the past 12 months, then comparatively over the past four years. It also includes contributions, if any, to the community that can be connected to the work of the Coalition. Finally, this report includes organizational changes and key events that happened between October 1, 2020 and September 30, 2021. In this report, this time period is referred to as “2021”.

Coalition Outputs

Coalitions seek to change the **environment** in which substance misuse happens in the community by:

- Changing choices (COMMUNITY ACTION and COMMUNITY CHANGE)
- *** • **Changing the conversation (MEDIA)**
- Mobilizing the community (RESOURCES GENERATED)
- Providing prevention services to individuals (SERVICES PROVIDED)

Community actions facilitated by the coalition ultimately lead to community change. Typically, a coalition will organize and implement several community actions to create one community change. Community actions may include meetings with policymakers or advocacy efforts to change a policy, program, or practice. These community actions, facilitated by or on behalf of the coalition, focus on the areas identified by the coalition.

Community changes are modifications facilitated by the coalition that affect choices related to impacting coalition priorities by new or modified policies, practices, or programs. **Changes can include the first time a program is implemented, the change/modification of a program, the addition of new coalition members, or changes in the physical design of the environment.**

Media are designed to change the conversation by **increasing awareness**. Coalitions use various media, including billboards, **internet ads/articles/websites**, **newsletters/flyers**, newspaper articles, social media postings, or tv/radio advertisements/stories. Evaluators count the number of media outputs as well as the number of media impressions for each area of focus. For example, if the coalition creates and posts something on Facebook, the post is one output, and the number of individuals who view the post count as media impressions.

Resources generated involve mobilizing the community to support coalition priorities. Resources include funds raised through grants and donations, as well as volunteer time and in-kind gifts. They can be used to support a variety of coalition needs, including personnel, supplies, training, technology, etc.

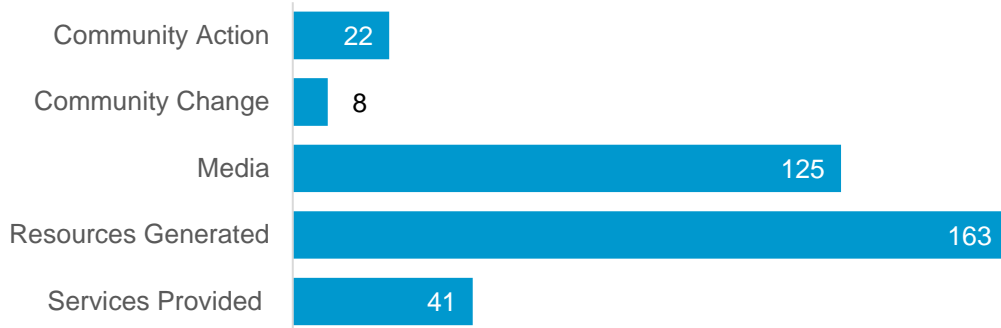
Services are coalition facilitated or coordinated activities designed to change individuals. Coalitions provide or coordinate services to build capacity or prevent substance misuse. Services include trainings, workshops, and screenings. Services can be classified as preventative or capacity-building.

As illustrated in Figure 2 on the next page, throughout 2021 the Coalition entered 359 outputs. These outputs consisted of:

- Twenty-two (22) community actions
- Eight (8) community changes
- One hundred twenty-five (125) media outputs; 47,595,937 media impressions
- One hundred sixty-three (163) data entries for resources generated (\$161,693 cash, \$132,798 in-kind, and 1,876 hours of volunteer time valued at \$50,246)
- Forty-one (41) services provided; 7,840 hours of service to 7,685 individuals

could we include a newsletter and maybe even start doing internet ads instead of billboards.

Figure 2. Total number of outputs by type (October 2020 - September 2021)



Areas of Focus

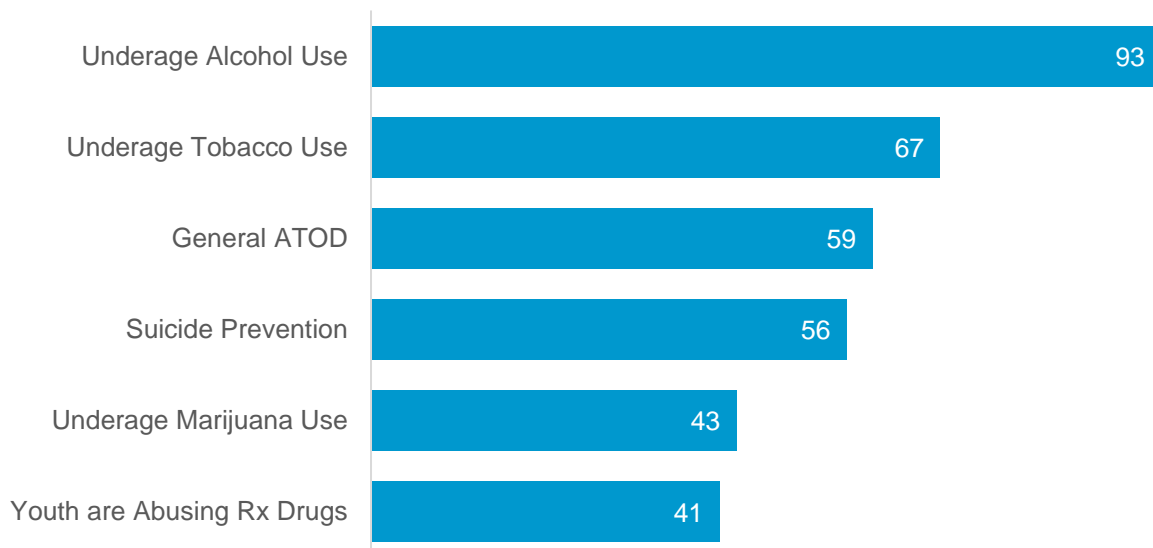
The Coalition has committed to addressing issues related to five focus areas:

- Underage alcohol use
- Underage marijuana use
- Underage tobacco use
- Youth prescription (Rx) drug abuse
- Suicide prevention

Additionally, the Coalition engages in strategies to address general alcohol, tobacco, and other drug (ATOD) use.

The following paragraphs examine the outputs facilitated by the Coalition to support each area of focus during 2021. See Figure 3 for a breakdown of outputs by area of focus.

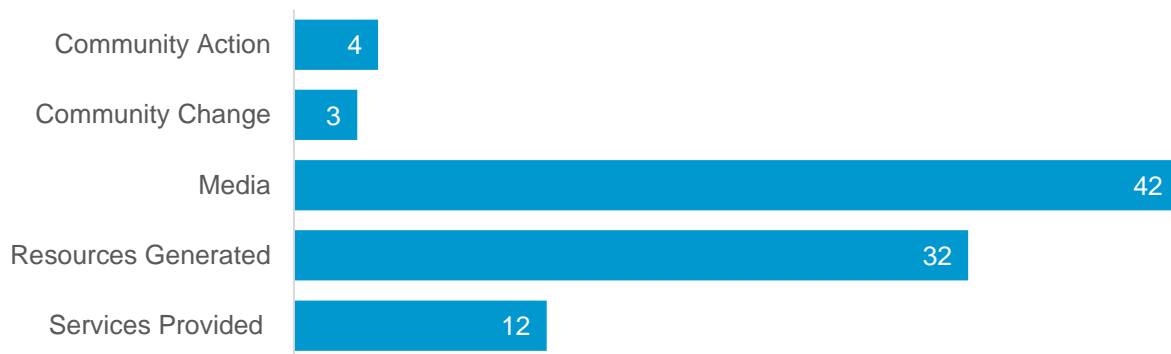
Figure 3. Number of total outputs by area of focus (October 2020 - September 2021)



Underage Alcohol Use

The primary focus of Coalition activity during the past year was underage alcohol use (26%, 93 of 359 outputs). There were four (4) community actions and three (3) community changes. The Coalition generated 42 media outputs to change the conversation, resulting in 38,923,328 media impressions. In order to decrease underage alcohol use, the Coalition generated 32 resources, including \$16,200 in-kind and \$18,331 for 688 volunteer hours. Additionally, to build capacity or prevent substance misuse, 12 services were provided, a total of 7,840 hours of service to 7,685 individuals. See Figure 4.

Figure 4. Number of outputs by type for underage alcohol use (October 2020 - September 2021)



The list below describes the efforts taken to address underage alcohol use during the reporting period.

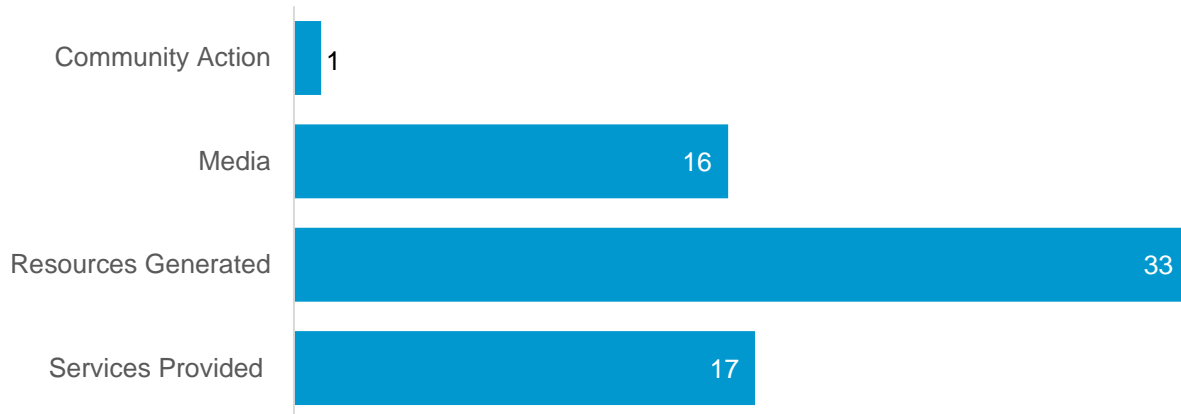
Underage Alcohol Use

- | | |
|---------------------|---|
| Community Action | <ul style="list-style-type: none"> • Attended Covington Beer Board meeting • Met with TCSO detective to discuss alcohol sales compliance checks • Met with new Atoka Police Chief to share information about the Coalition |
| Community Change | <ul style="list-style-type: none"> • Akota conducted 11 alcohol sales compliance checks • Partnered with Canaan Baptist to put on a drive-in movie as a part of the Coalition's Summer Movie Series |
| Media | <ul style="list-style-type: none"> • Over 30,000 (32,284) people received an alcohol prevention message via Facebook posts • Super Parent billboards in Atoka and Covington • One hundred fifty-five (155) tip411 signs posted around the County |
| Resources Generated | <ul style="list-style-type: none"> • Space donated and volunteer time used for Weeks 5 and 6 of LEAD training and the Coalition's Summer Move Series • Volunteer time for Coalition monthly meetings • Delivered certificates to 22 alcohol vendors that passed the compliance check • Purchased and distributed 60 We ID calendars to alcohol, tobacco, and vape vendors |
| Services Provided | <ul style="list-style-type: none"> • Fifty-nine (59) tips received through tip411 • TCSO conducted 29 alcohol sales compliance checks • Covington conducted 29 alcohol sales compliance checks • Hosted Drive-In Movie night at Canaan Baptist |

Underage Tobacco Use

The secondary area of focus addressed by the Coalition during the past year was underage tobacco use (19%, 67 of 359 outputs). The Coalition entered one (1) community action. There were 16 media outputs designed to change the conversation, which resulted in 1,203,915 media impressions. Additionally, the Coalition generated 33 resources. This included \$4,008 cash, \$41,200 in-kind and \$12,473 for 478 volunteer hours. Finally, 17 services were provided to prevent underage tobacco use, which served 5,408 individuals. There were no community changes for this focus area. See Figure 5.

Figure 5. Number of outputs by type for underage tobacco use (October 2020 - September 2021)



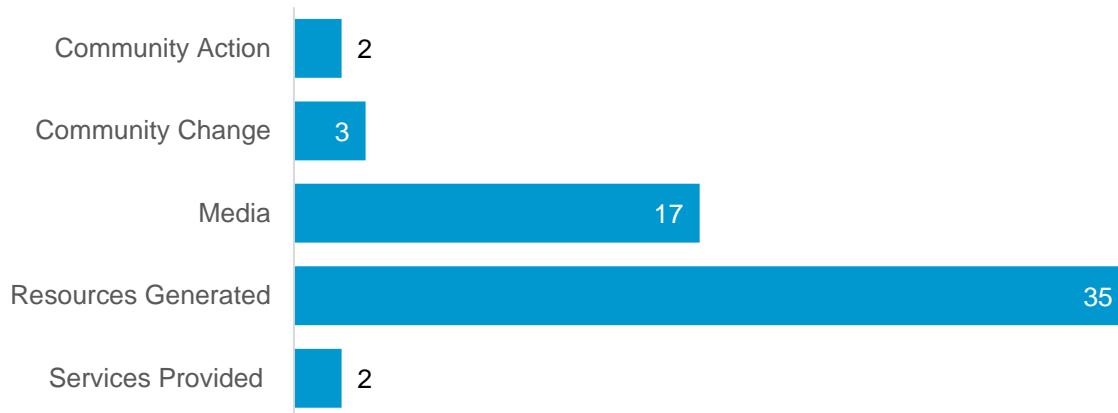
The list below describes the efforts taken to address underage tobacco use during the reporting period.

Underage Tobacco Use	
Community Action	<ul style="list-style-type: none"> • Began discussions with the County on updating smoking policy
Media	<ul style="list-style-type: none"> • Atoka panel 85012 addresses vaping • Tabled at teacher in-service • Distributed brochures on vaping • Distributed information card and hand sanitizers to promote tobacco prevention • Over 5,000 (5,156) individuals saw tobacco prevention-related social media posts on Facebook
Resources Generated	<ul style="list-style-type: none"> • In-kind donation of space for trainings and listening sessions • Volunteer time for Kick Butts Day BBQ and LEAD trainings
Services Provided	<ul style="list-style-type: none"> • Hosted “Escape the Vape” trainings and listening sessions • Hosted LEAD trainings

General ATOD

In addition, the Coalition engages in strategies to address general ATOD use (16%, or 59 of 359 outputs). See Figure 6. This included two (2) community actions that led to three (3) community changes. There were 17 media outputs that resulted in 53,070 media impressions. Thirty-five (35) resources were generated (272 hours of volunteer time valued at \$7,444, in-kind donations of \$37,598, and \$157,685 in cash). Additionally, two (2) services were provided, reaching 150 people.

Figure 6. Number of outputs by type for general ATOD (October 2020 - September 2021)



The list below describes the efforts assigned to general ATOD during the reporting period.

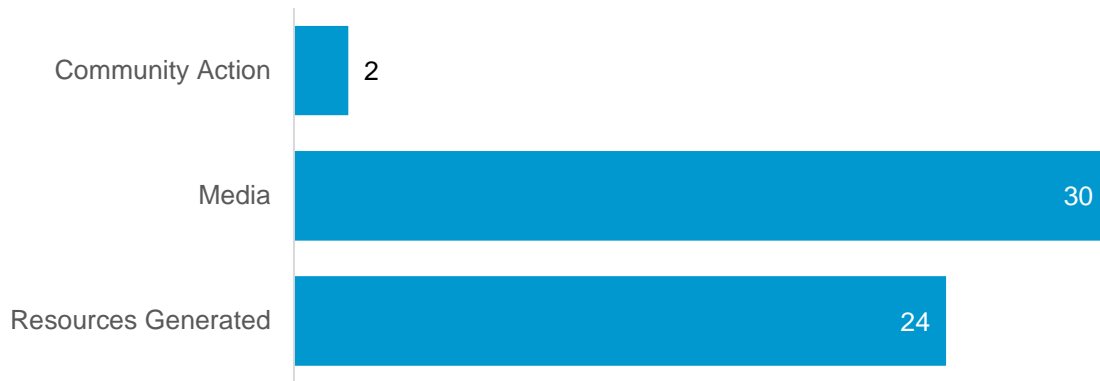
General ATOD

- | | |
|---------------------|--|
| Community Action | <ul style="list-style-type: none"> • Staff met with Congressman Kustoff and Senator Hagerty's office to advocate for primary prevention funding |
| Community Change | <ul style="list-style-type: none"> • Received Disaster Response State Grant • Formed new partnership with Tipton County Library |
| Media | <ul style="list-style-type: none"> • New faith-based member and sector representative was added • Over 58,000 (58,049) individuals received general prevention messages via social media posts on Facebook |
| Resources Generated | <ul style="list-style-type: none"> • Three hundred eight (308) website visits • Volunteer time for executive board and Coalition meetings • Volunteer time for staff to assist in the facilitation of the Tennessee Together Student Survey • In-kind marketing services from Twin Oaks Technology • In-kind space for movie nights |
| Services Provided | <ul style="list-style-type: none"> • Received \$1,489.05 in cash donations • Hosted Gateway Movie Night and Pool Movie Night to give the community drug-free and family-friendly activities to do together |

Suicide Prevention

Another area of focus addressed by the Coalition during the past year was suicide prevention (16%, 56 of 359 outputs). The Coalition had two (2) community actions. There were 30 media outputs designed to change the conversation, which resulted in 10,800 media impressions. The Coalition generated 24 resources, which included \$10,000 in-kind support. See Figure 7. There were no community changes or services provided for this focus area.

Figure 7. Number of outputs by type for suicide prevention (October 2020 - September 2021)



The list below describes the efforts taken to address suicide prevention during the reporting period.

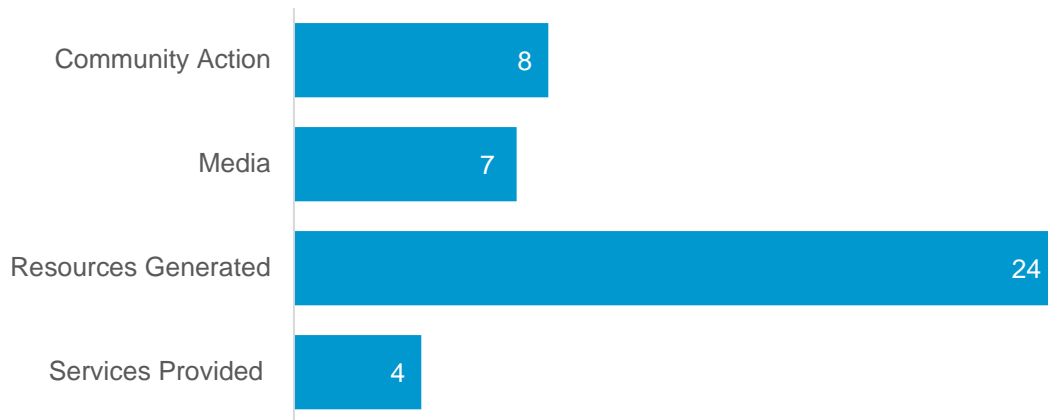
Suicide Prevention

- | | |
|---------------------|---|
| Community Action | <ul style="list-style-type: none">• Met with CHS advisors to discuss the disaster relief grant• Met with Covington Fire Chief to discuss the disaster relief grant |
| Media | <ul style="list-style-type: none">• Atoka billboard with phone numbers for the suicide hotline, QuitNow line, and treatment hotline• Covington and Covington/Leighs Chapel billboards promoting phone numbers for suicide hotline, QuitNow line, and treatment hotline |
| Resources Generated | <ul style="list-style-type: none">• Covington and Covington/Leighs Chapel billboards promoting phone numbers for suicide hotline, QuitNow line, and treatment hotline provided free by billboard company |

Underage Marijuana Use

The Coalition also addressed underage marijuana use (12%, 43 of 359 outputs) during the past year. Eight (8) of the outputs were community actions. Additionally, there were seven (7) media outputs (1,297,604 impressions) and 24 resources generated (\$21,600 in-kind and \$8,618 for 315 volunteer hours). Four (4) services were provided to 7,685 individuals for a total length of 7,840 hours. There were no community changes for this focus area. See Figure 8 on the following page.

Figure 8. Number of outputs by type for underage marijuana use (October 2020 - September 2021)



The list below describes the efforts taken to address underage marijuana use during the reporting period.

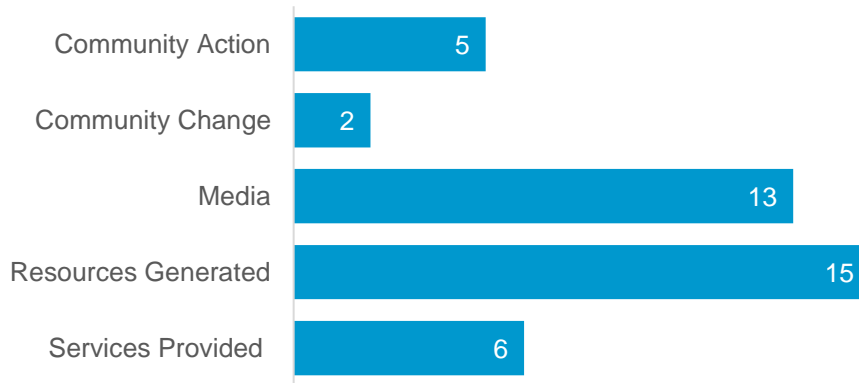
Underage Marijuana Use

- | | |
|---------------------|---|
| Community Action | <ul style="list-style-type: none"> • Met with school health coordinator to assess middle school needs in substance use prevention and mental health trainings • Met virtually with Congressman Kustoff to share Coalition work and advocate for primary prevention funding |
| Media | <ul style="list-style-type: none"> • Covington billboard addressed effects of marijuana use on the brain • Four hundred two (402) individuals received marijuana prevention messaging via social media posts on Facebook |
| Resources Generated | <ul style="list-style-type: none"> • Volunteer time for “Stashed Away Trailer” • Volunteer time for monthly Coalition meetings and planning meetings for a new marijuana prevention community awareness campaign • Volunteer time and space donated to conduct post-tests for the LEAD trainings and a marijuana use training for middle school students |
| Services Provided | <ul style="list-style-type: none"> • Presented “Stashed Away Trailer” during Heritage Day • Celebrated billboard contest winner • Training on the effects of marijuana to Crestview Middle School students • Hosted LEAD trainings |

Youth are Abusing Rx Drugs

The last area addressed by the Coalition was youth Rx drug abuse (11%, 41 of 359 outputs). The Coalition generated five (5) community actions and two (2) community changes. There were also 13 media outputs which resulted in 408,952 media impressions. The 15 resources generated resulted in \$3,384 for 123 volunteer hours and \$5,400 in-kind. The six (6) services provided served 652 people. See Figure 9 on the next page.

Figure 9. Number of outputs by type for youth are abusing Rx drugs (October 2020 - September 2021)



The list below describes the efforts taken to address youth Rx drug abuse during the reporting period.

Youth are Abusing Rx Drugs

- | | |
|---------------------|--|
| Community Action | <ul style="list-style-type: none"> • Attended Overdose Awareness Day workgroup meetings • Met to discuss applying for the Opioid Affected Youth Assistance grant |
| Community Change | <ul style="list-style-type: none"> • Hosted first Overdose Awareness Day vigil • Hosted first Drug Take Back Day |
| Media | <ul style="list-style-type: none"> • Atoka/Millington billboard with prevention messaging • Overdose Awareness Day vigil on Facebook Live • Lock boxes handed out during Drug Take Back Day • Over 50,000 (51,493) individuals received Rx abuse prevention messaging via social media posts on Facebook |
| Resources Generated | <ul style="list-style-type: none"> • Volunteer time for Overdose Awareness Day vigil, Drug Take Back Day, and Serve Covington Movie Night • Volunteer time for Overdose Awareness Day workgroup meetings • Volunteer time for meeting to discuss applying for a grant • Space and volunteer time in present documentary at the high school |
| Services Provided | <ul style="list-style-type: none"> • Hosted Serve Covington Movie Night • Showed and discussed <i>If They Had Known</i> documentary to Covington High School students • Hosted Drug Take Back Day at four different locations |

Strategies

There are seven strategies found to reduce substance misuse effectively; using various 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 included

- 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:

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

Figure 10 illustrates the strategies used by the Coalition. During the reporting period, 11% of the Coalition’s activities used environmental strategies.

Figure 10. Strategies used by Coalition (October 2020 - September 2021)

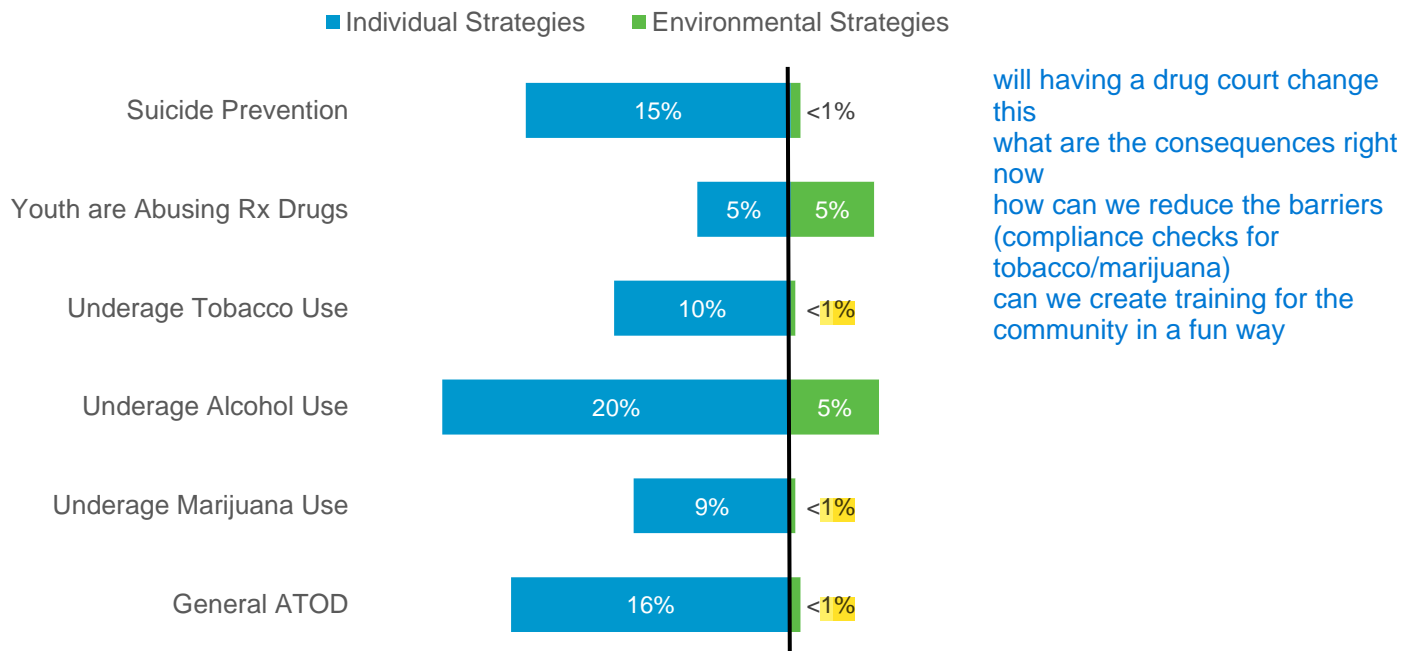


Table 1, on the next page, illustrates the percentage of the Coalition’s outputs by strategy and area of focus. From the data in the REACHing Software system, it appears most of the Coalition’s efforts in the last year used individual-level strategies.

Table 1. Percentage of Coalition outputs by strategy (October 2020 - September 2021)

Strategy	Total Outputs	General ATOD	Underage Marijuana Use	Underage Alcohol Use	Underage Tobacco Use	Youth are Abusing Rx Drugs	Suicide Prevention
Individual-Level							
Providing Information	57%	12%	9%	12%	6%	4%	15%
Building Skills	14%	0%	0%	0%	0%	0%	0%
Providing Support	18%	4%	0%	8%	4%	2%	0%
Environmental-Level							
Enhancing Access/Reducing Barriers	3%	0%	0%	0%	0%	3%	0%
Changing Consequences	5%	0%	0%	5%	0%	0%	0%
Physical Design	0%	0%	0%	0%	0%	0%	0%
Modifying/Changing Policies	4%	1%	<1%	0%	<1%	2%	<1%

Organizational Improvements

In addition to serving the community, the Coalition made organizational improvements to strengthen internal functions. Organizational improvements are classified in three ways:

1. Organizational change (includes changes to by-laws, new hires, etc.)
2. Training
3. Technical assistance

The Coalition recorded nine (9) organizational improvements from October 1, 2020 to September 30, 2021, including

- Attending the CADCA Leadership Forum
- Attending CADCA Academy
- Updating policies and procedures
- Attending the ECS Annual Retreat
- Having Coalition members complete a coalition survey

Key Events

Key events 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. The Coalition did not record any key events during this past year; however, the evaluator added one key event, the COVID-19 pandemic, which limited in-person work throughout much of the reporting year, including Coalition meetings and services.

Data Trends (2018 – 2021)

Outputs in Relation to Area of Focus

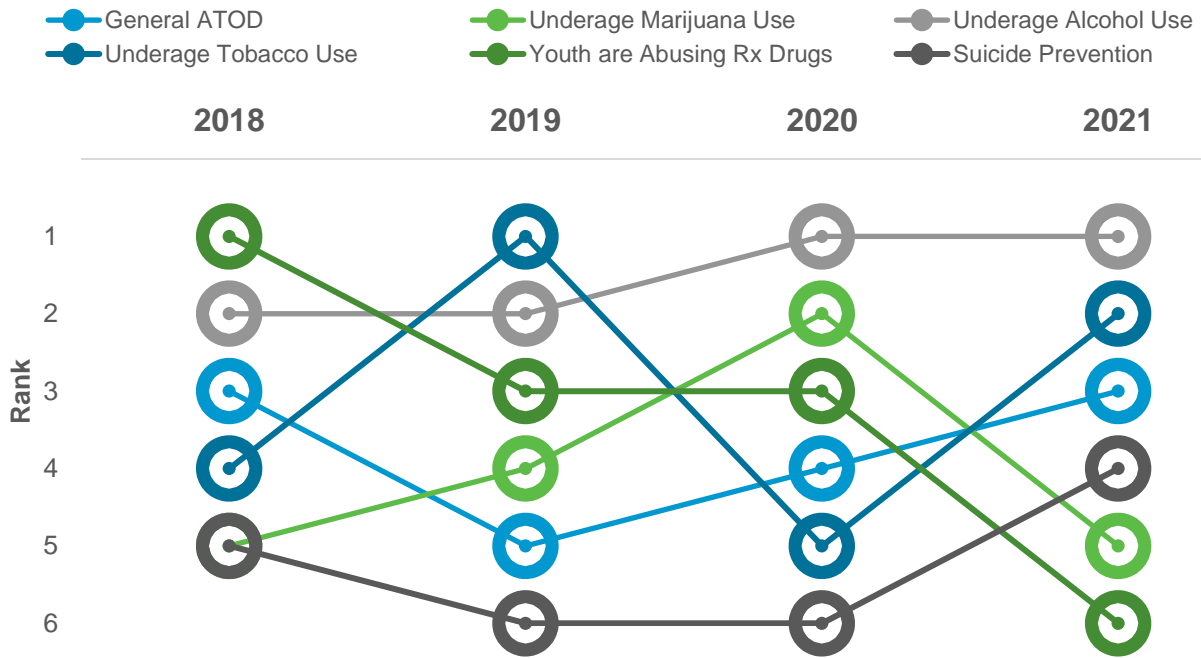
During the last four years, the Coalition’s work focused on five issues and general ATOD, with the greatest concentration of Coalition efforts on underage alcohol use (377 of 1386 outputs, or 27%). See Table 2 for a breakdown of outputs in relation to the area of focus.

Table 2. Total outputs by area of focus (2018 – 2021)

	2018 Outputs	2019 Outputs	2020 Outputs	2021 Outputs	Total
General ATOD	43	63	47	59	212
Underage Marijuana Use	0	66	87	43	196
Underage Alcohol Use	103	83	98	93	377
Underage Tobacco Use	39	88	24	67	218
Youth are Abusing Rx Drugs	144	76	48	41	309
Suicide Prevention	0	0	18	56	74

As illustrated in Figure 11, no one substance has been the main focus for the Coalition over the past four years. Youth Rx drug abuse was the main focus in 2018 but has slowly dropped over the last three years. Outputs surrounding underage alcohol use have increased over the past couple of years. General ATOD has been a consistent focus of the Coalition throughout the past four years. Underage marijuana use was not added to the Coalition’s logic model until 2019. Suicide prevention was not added to the Coalition’s logic model until 2020.

Figure 21. Coalition output rankings by area of focus and year (2018 – 2021)



Underage Alcohol Use

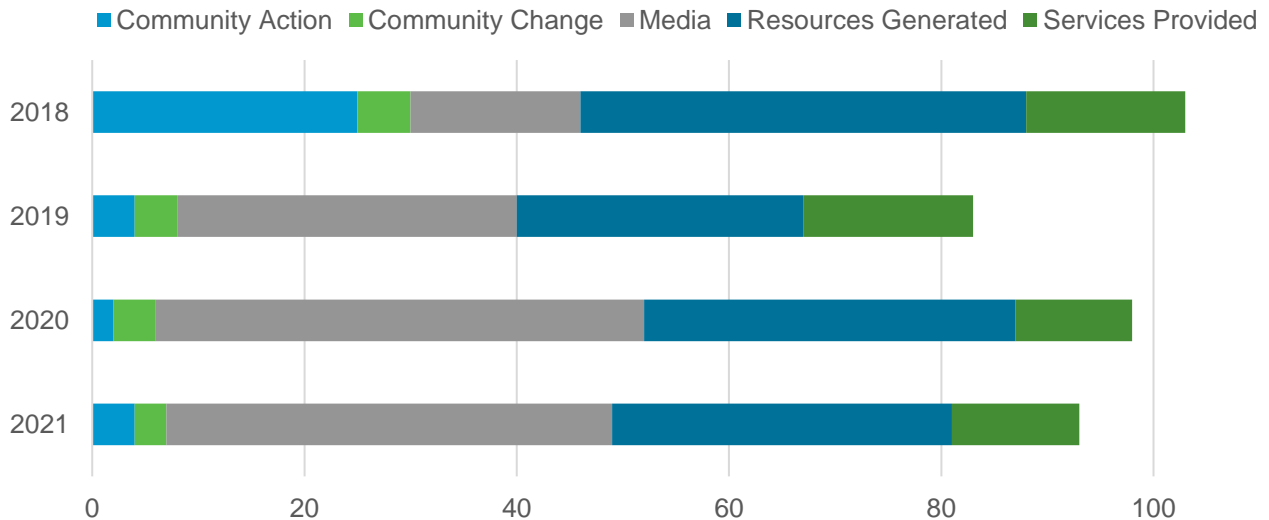
Over the last four years, Coalition members have focused most of their time addressing underage alcohol use (377 of 1,386 outputs, or 27%). See Table 3 below. There were 35 community actions and 16 community changes. The Coalition generated 136 media outputs to change the conversation, resulting in 145,217,364 media impressions. In order to decrease underage alcohol use, the Coalition generated 136 resources, including \$126,000 cash, \$24,165 in-kind, and \$75,856 for 2,989 volunteer hours. Additionally, 54 services were provided to 914 individuals.

Table 3. Number of outputs by type for underage alcohol use (2018 – 2021)

Output Type	2018 Outputs	2019 Outputs	2020 Outputs	2021 Outputs	Total Outputs
Community Action	25	4	2	4	35
Community Change	5	4	4	3	16
Media	16	32	46	42	136
Resources Generated	42	27	35	32	136
Services Provided	15	16	11	12	54

As illustrated in the figure below, the Coalition has addressed general ATOD primarily focused through the generation of resources (136 of 377 outputs, or 36%) and media outputs (136 of 377, 36%) over the past four years. This is followed by services provided (54 of 377 outputs, or 14%).

Figure 12. Number of outputs by type for underage alcohol use (2018 – 2021)



Youth are Abusing Rx Drugs

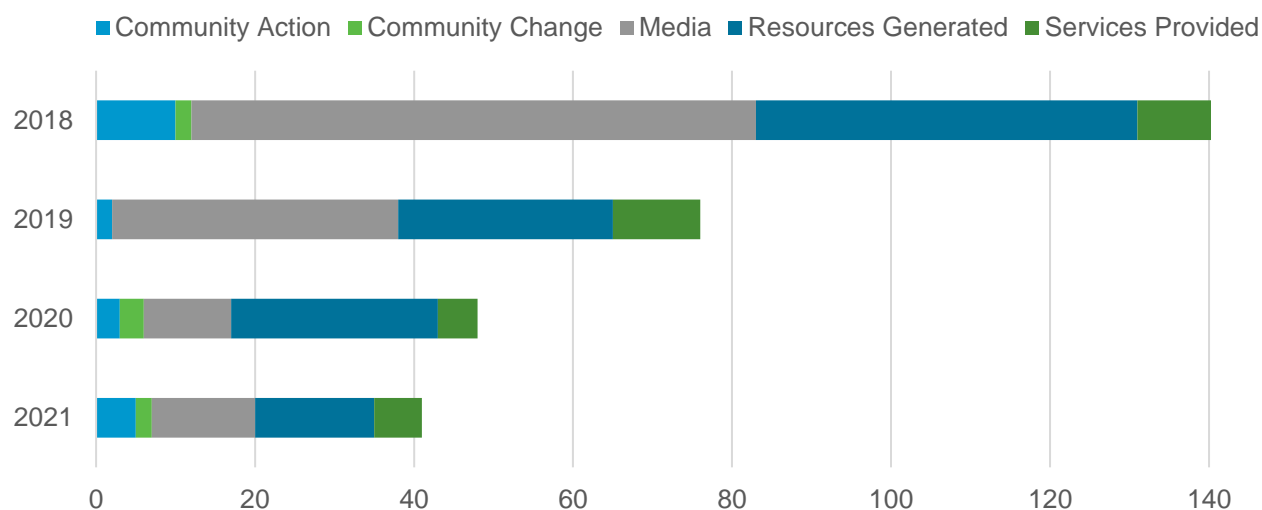
The secondary area of focus addressed by the Coalition during the past four years was youth Rx drug abuse (22%, 309 of 1,386 outputs). The Coalition's had two (2) community actions and seven (7) community changes. There were 131 media outputs designed to change the conversation, which resulted in 14,026,261 media impressions. Additionally, the Coalition generated 116 resources. This included \$120,856 in cash, \$65,316 in-kind, and \$48,405 for 1,929 volunteer hours. Finally, 5,133 individuals participated in 35 services designed to prevent youth Rx drug abuse. See Table 4 on the next page.

Table 4. Number of outputs by type for youth are abusing Rx drugs (2018-2021)

Output Type	2018 Outputs	2019 Outputs	2020 Outputs	2021 Outputs	Total Outputs
Community Action	10	2	3	5	20
Community Change	2	0	3	2	7
Media	71	36	11	13	131
Resources Generated	48	27	26	15	116
Services Provided	13	11	5	6	35

As illustrated in the figure below, the Coalition has addressed youth Rx drug abuse primarily through media outputs (131 of 309 outputs, or 42%) over the past four years. This is followed by resources generated (116 of 309 outputs, or 38%) and services provided (35 of 309 outputs, or 11%).

Figure 13: Number of outputs by type for youth are abusing Rx drugs (2018-2021)



Underage Tobacco Use

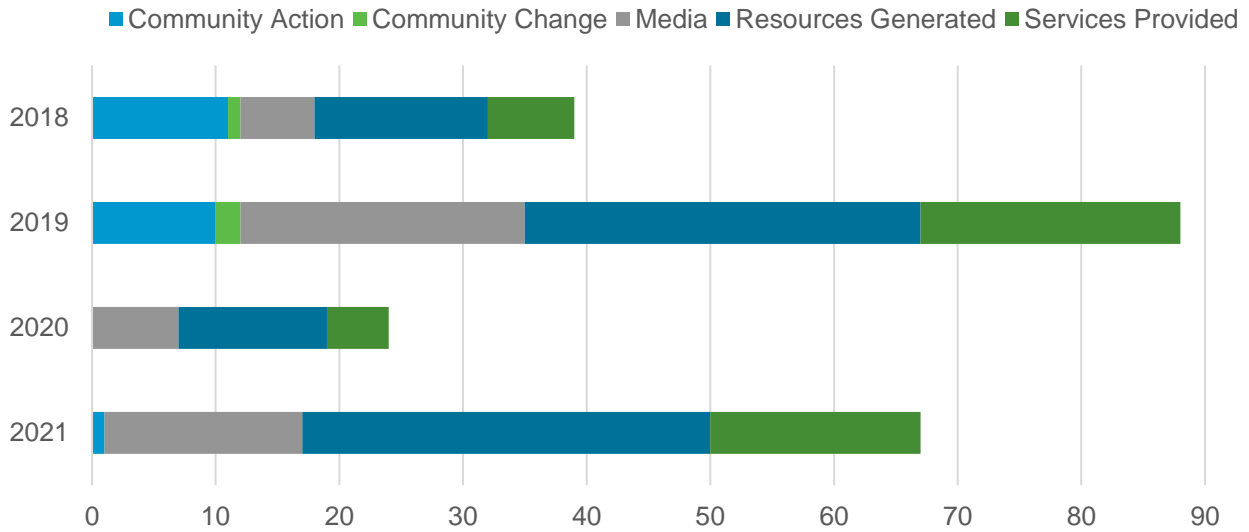
During the past four years, the third area of focus for the Coalition was underage tobacco use (218 of 1,386 outputs, or 16%). The Coalition had 22 community actions that led to three (3) community changes. There were 52 media outputs designed to change the conversation, which resulted in 2,231,093 media impressions. Additionally, the Coalition generated 91 resources. This included \$10,330 cash, \$49,500 in-kind, and \$37,111 for 1,469 volunteer hours. Finally, 50 services for 8,879 individuals were provided to prevent underage tobacco use. See Table 5 below.

Table 5. Number of outputs by type for underage tobacco use (2018-2021)

Output Type	2018 Outputs	2019 Outputs	2020 Outputs	2021 Outputs	Total Outputs
Community Action	11	10	0	1	22
Community Change	1	2	0	0	3
Media	6	23	7	16	52
Resources Generated	14	32	12	33	91
Services Provided	7	21	5	17	50

As illustrated in the figure below, the Coalition has addressed underage tobacco use primarily through the generation of resources (91 of 218 outputs, or 42%). This is followed by media outputs (52 of 218 outputs, or 24%) and services provided (50 of 218 outputs, or 23%).

Figure 14: Number of outputs by type for underage tobacco use (2018-2021)



General ATOD

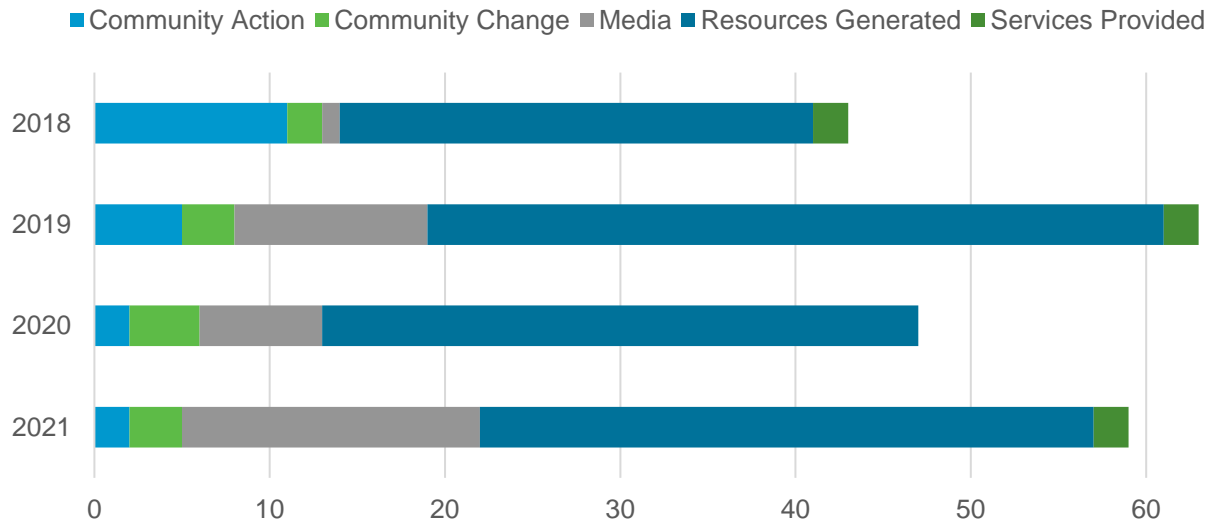
The Coalition also engaged in efforts to address general ATOD (212 of 1386 outputs, or 15%). The Coalition had 20 community actions and 12 community changes. There were 36 media outputs designed to change the conversation, which resulted in 143,658 media impressions. Additionally, the Coalition generated 138 resources. This included \$165,844 cash, \$49,055 in-kind, and \$69,003 for 2,744 volunteer hours. Finally, six (6) services for 1,911 individuals were provided. See Table 6 below.

Table 6. Number of outputs by type for general ATOD (2018-2021)

Output Type	2018 Outputs	2019 Outputs	2020 Outputs	2021 Outputs	Total Outputs
Community Action	11	5	2	2	20
Community Change	2	3	4	3	12
Media	1	11	7	17	36
Resources Generated	27	42	34	35	138
Services Provided	2	2	0	2	6

As illustrated in the figure on the following page, the Coalition has addressed general ATOD primarily through resources generated (138 of 212 outputs, or 65%). This was followed by media (36 of 212 outputs, or 17%) and community actions (20 of 212 outputs, or 9%).

Figure 15. Number of outputs by type for general ATOD (2018-2021)



Underage Marijuana Use

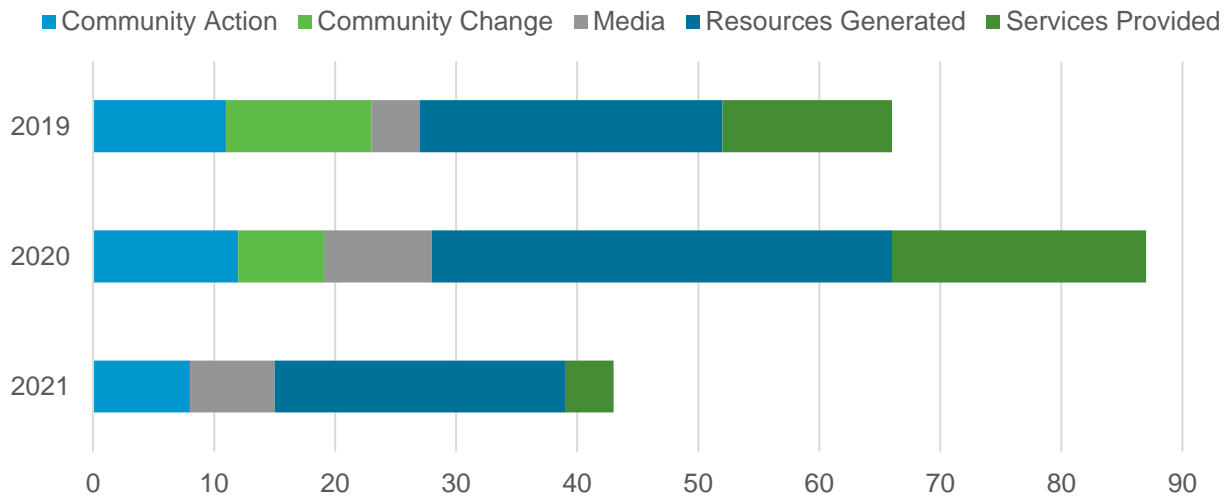
The Coalition also engaged in efforts to address underage marijuana use (196 of 1,386 outputs, or 14%) starting in 2019. The Coalition had 30 community actions and 19 community changes. There were 20 media outputs designed to change the conversation, which resulted in 1,314,427 media impressions. Additionally, the Coalition generated 87 resources. This included \$270 cash, \$73,275 in-kind, and \$43,455 for 1,707 volunteer hours. Finally, 39 services were provided to 4,110 individuals. See Table 7 below.

Table 7. Number of outputs by type for underage marijuana use (2019-2021)

Output Type	2019 Outputs	2020 Outputs	2021 Outputs	Total Outputs
Community Action	11	12	8	31
Community Change	12	7	0	19
Media	4	9	7	20
Resources Generated	25	38	24	87
Services Provided	14	21	4	39

As illustrated in the figure on the next page, the Coalition has addressed underage marijuana use primarily through resources generated (87 of 196 outputs, or 44%). This was followed by services provided (39 of 196 outputs, or 20%) and community actions (31 of 196 outputs, or 16%).

Figure 16. Number of outputs by type for underage marijuana use (2019-2021)



Suicide Prevention

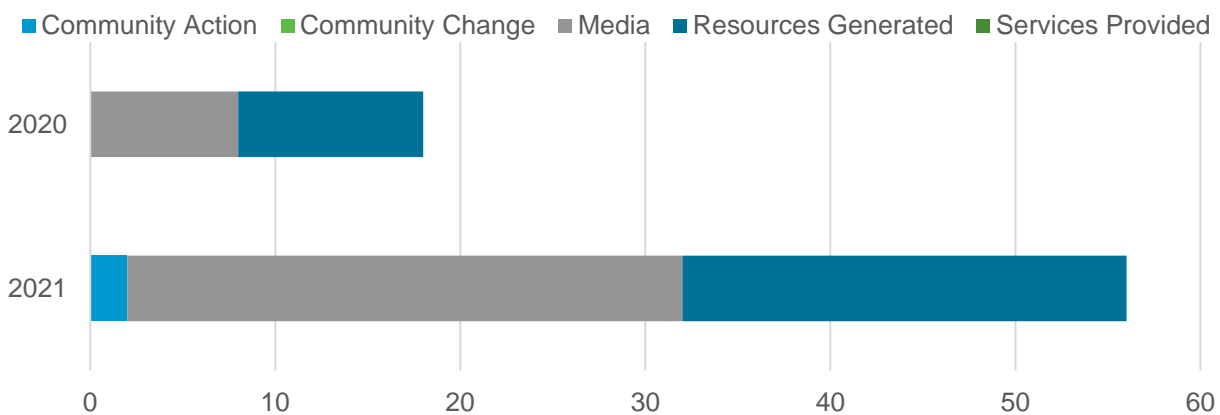
Finally, the Coalition addressed suicide prevention (74 of 1,386 outputs, or 5%) during 2020 and 2021. The Coalition had two (2) community actions. There were 38 media outputs designed to change the conversation, which resulted in 7,126,300 media impressions. Additionally, the Coalition generated 34 resources, which included \$15,300 in-kind. See Table 8 below.

Table 8. Number of outputs by type for suicide prevention (2020-2021)

Output Type	2020 Outputs	2021 Outputs	Total Outputs
Community Action	0	2	2
Community Change	0	0	0
Media	8	30	38
Resources Generated	10	24	34
Services Provided	0	0	0

As illustrated in the figure below, the Coalition has addressed suicide prevention primarily through media (38 of 74 outputs, or 51%). This was followed by resources generated (34 of 74 outputs, or 46%).

Figure 17. Number of outputs by type for suicide prevention (2020-2021)



Multi-Year Strategy Use

Using multiple strategies, both individual and environmental, allows a coalition to fashion their intended impact. Of the 1,386 outputs generated by the Coalition, the three strategies the Coalition used most often were:

- Providing information (675 outputs, or 49%)
- Providing support (226 outputs, or 16%)
- Enhancing skills (154 outputs, or 11%)

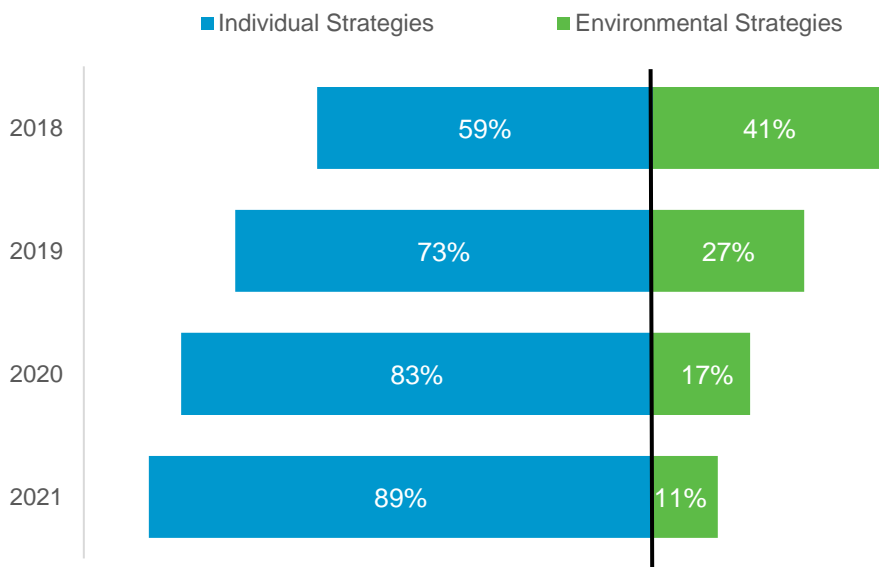
Over the past four years, 24% of the Coalition’s activities used environmental strategies. See Table 9.

Table 9. Percentage of Coalition outputs by strategy and year (2018 – 2021)

Strategy	Total	2018	2019	2020	2021
Individual Level					
Providing Information	48.7%	42.6%	48.7%	45.3%	57.4%
Enhancing Skills	11.1%	4.9%	8.5%	17.7%	13.6%
Providing Support	16.3%	11.6%	16.2%	19.9%	17.5%
Environmental Level					
Enhancing Access/Reducing Barriers	10.2%	17.0%	11.7%	9.9%	2.8%
Changing Consequences	5.9%	12.2%	2.9%	4.0%	5.0%
Physical Design	0.4%	0.0%	0.8%	0.6%	0.0%
Modifying/Changing Policies	7.4%	11.9%	11.2%	2.5%	3.6%

Research indicates that coalitions need to use environmental-level strategies to see a community-level change. The Coalition should consider implementing more environmental strategies in relation to the individual strategies it uses. The figure below illustrates the individual versus environmental strategies for the past four years.

Figure 18. Individual vs. environmental strategies by year (2018 - 2021)



Contribution to Community Outcomes

ECS uses contribution analysis to explore the impact a coalition makes on the area of focus identified in its logic model. Contribution analysis verifies changes to the area of focus/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 outputs as aligned with the logic model. Evaluators ask, “To what extent and in what ways have the program activities contributed to observed community outcomes?” (Mayne, 2008; Patton, 2012)

To complete this analysis, a coalition must report a significant dedication of effort towards an area of focus/root cause/local condition. A coalition needs:

- At least 10% of the current report year related to an area of focus/root cause/local condition
- At least 15 community changes for an area of focus, 10 for a root cause, or five for a local condition over the past four years, as identified by the current logic model
- A minimum of three data points

The Coalition met the requirements for underage drinking and marijuana use in the areas identified below. Unfortunately, beginning in 2018/2019, the survey was implemented in different grades. Prior to 2018/2019, the survey was taken by 7th, 9th, and 11th graders. Beginning in 2018/2019, the survey was completed by 8th, 10th, and 12th graders. The difference in survey populations limits the ability to do a trend analysis. A full contribution analysis will be conducted following the next survey cycle when three data points from the same population are available.

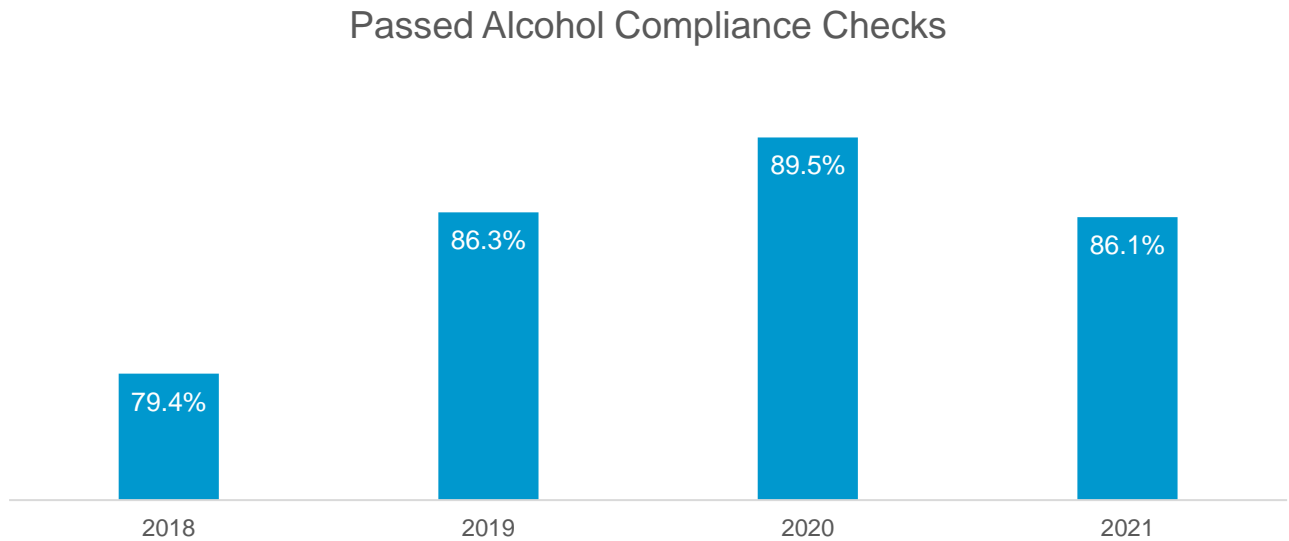
Underage Alcohol Use

The table below outlines the number of overall activities and community changes for the areas that qualified for contribution analysis. Compliance check data was available to determine changes in the stores selling alcohol to minors. As seen in Figure 19 on the following page, the percentage of stores passing compliance checks has increased from 79.4% in 2018 to 86.1% in 2021.

Table 10. Number of activities and community changes targeting underage alcohol use by year (2018 – 2021)

Year	Area of Focus		Local Condition	Local Condition
	Underage Alcohol Use: Total Outputs	Underage Alcohol Use - Community Changes	Clerks are knowingly selling alcohol to minors - Community Changes	Alcohol is available at parties - Community Changes
2018	103 (31%)	5	5	0
2019	83 (22%)	4	1	2
2020	98 (30%)	4	0	2
2021	93 (26%)	3	1	2
Total	377 (27%)	16	7	6

Figure 19. Percentage of stores that passed alcohol compliance checks 2018-2021



Underage Marijuana Use

While the Coalition achieved the required number of community changes and level of effort for the areas below, as mentioned above, data limitations prohibit contribution analysis. The number of outputs can be found in Table 11 below.

Table 11. Number of activities and community changes targeting underage marijuana use by year (2018 – 2021)

Underage Marijuana Use					
Year	Underage Marijuana Use: Total Outputs	Underage Marijuana Use - Community Changes	Risk Factor Low Perception of Risk - Community Changes	Local Condition Marijuana primary prevention education not occurring in schools - Community Changes	Local Condition Limited community education on dangers of marijuana use - Community Changes
2018	0 (0%)	0	0	0	0
2019	66 (18%)	12	12	6	6
2020	87 (27%)	7	7	6	1
2021	43 (12%)	0	0	0	0
Total	196 (14%)	19	19	12	7

Conclusion

Between October 1, 2020 – September 30, 2021, the Coalition entered 359 outputs to reduce substance misuse in Tipton County, Tennessee. In the past year, the Coalition focused mostly on underage alcohol use. Youth Rx drug abuse was the least addressed focal area during the past 12 months. Other areas the Coalition focused on included underage tobacco use, general ATOD, suicide prevention, and underage marijuana use. To support healthy changes in the community, the Coalition facilitated 22 community actions that led to eight (8) community changes. The Coalition also served 7,685 individuals with 41 services and generated 47,595,937 media impressions. The majority of the outputs employed by the Coalition used individual-level strategies.

In the past four years, the Coalition's work primarily focused on underage alcohol use. There were 130 community actions that supported 57 community changes. The Coalition served 20,947 individuals with 184 services, including presentations, family-friendly movie nights, and a Drug Take Back Day. To bring awareness to the Coalition's message, they generated 171,161,013 media impressions. Additionally, almost a million dollars (\$972,741) in resources was generated, including \$423,300 cash, \$275,611 in-kind, and \$273,830 in total volunteer value.

Successes to Celebrate

The Coalition's successes include:

- Hosting first Drug Take Back Day
- Hosting first Overdose Awareness Day vigil
- Receiving a disaster relief grant
- New partnerships with Tipton County Libraries and Canaan Baptist
- New faith-based Coalition member and sector representative
- Increased percentage of alcohol outlets passing compliance checks

Recommendations

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

- One of the primary recommendations is for the Coalition to consider **diversifying the strategies it uses and implementing more environmental strategies**. In the past year, 16% 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 did not report the use of the environmental strategy of physical design.
- Consider focusing efforts on implementing community actions and changes that target priorities, as established in the Coalition's logic model. Both community actions/changes and environmental strategies are the foundations for creating long-term community change. Using the support of Coalition members, remember to regularly monitor for community changes resulting from the Coalition's work.
- It is also vital for the Coalition to continue to target its efforts. The Coalition has a specific and actionable logic model to guide this work. Regular review of efforts using the REACH Dashboard may prove helpful in identifying areas where the Coalition has gone off track.
- Continue to nurture solid partnerships and leverage those partnerships to develop relationships with other community organizations. This includes partnerships that will support the sustainability of the Coalition infrastructure and its projects.
- 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.

- Review and update the existing logic model.
- Continue to work with Coalition leadership and members to provide training and technical assistance opportunities to build the capacity and infrastructure of the Coalition.
- Consider conducting key informant interviews and listening sessions with community members around the Coalition's areas of focus. ECS can provide support with this process.
- While the community may have experienced improvements in the Coalition's focus areas, the Coalition's contribution cannot be verified due to student survey data limitations.

Appendix: Core Measures Data

DFC Core Measures: TN Together Student Survey*

Alcohol	2014/2015	2016/2017	2018/2019	2020/2021
30-Day Use	16.7%	16.6%	20.4%	15.6%
Parental Disapproval	81.1%	81.1%	89.9%	93.3%
Peer Disapproval	55.2%	57.3%	62.7%	65.0%
Perception of Risk	59.9%	62.0%	65.9%	65.5%
Easy Access	37.2%	36.1%	57.3%	64.2%
Marijuana	2014/2015	2016/2017	2018/2019	2020/2021
30-Day Use	16.4%	14.7%	15.0%	10.7%
Parental Disapproval	78.8%	79.7%	85.2%	89.5%
Peer Disapproval	53.5%	55.9%	58.4%	62.5%
Perception of Risk	48.7%	52.7%	42.6%	59.0%
Easy Access	34.4%	31.2%	51.1%	52.1%
Rx Drugs	2014/2015	2016/2017	2018/2019	2020/2021
30 Day Use	8.5%	11.8%	7.8%	5.1%
Parental Disapproval	82.7%	81.5%	90.8%	96.7%
Peer Disapproval	66.5%	68.4%	77.5%	81.6%
Perception of Risk	70.7%	71.6%	78.1%	82.3%
Easy Access	29.2%	29.2%	43.2%	50.7%
Tobacco	2014/2015	2016/2017	2018/2019	2020/2021
30 Day Use	11.5%	11.3%	10.7%	4.8%
Parental Disapproval	82.2%	83.4%	90.2%	94.8%
Peer Disapproval	59.4%	63.9%	66.9%	72.3%
Perception of Risk	70.5%	70.2%	80.1%	82.9%
Easy Access	42.4%	41.0%	57.8%	53.8%

*Beginning in 2018/2019, the survey was implemented in grades 8, 10, and 12. Prior to that, the survey was implemented in grades 7, 9, and 11. Therefore, data beginning in 2018/2019 is not a direct comparison to previous years' data.

References

Mayne, J. (2008). Contribution analysis: An approach to exploring cause and effect. Institutional Learning and Change Brief 16.

Patton, M. Q. (2012). A utilization-focused approach to contribution analysis. *Evaluation*, 18(3), 364–377. <https://doi.org/10.1177/1356389012449523>