

ARIZONA

Partnerships for Success

No-Cost Extension Addendum Report

This report is an addendum to the PFS evaluation report submitted to GOYFF and ADHS in March 2018 and reflects activities conducted from October 1, 2018 through March 29, 2019.



March 29, 2019

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Introduction/Background

Arizona began implementing the Substance Abuse and Mental Health Services Administration’s (SAMHSA) Strategic Prevention Framework (SPF) – Partnerships for Success (PFS) initiative administered by the Arizona Department Health Services (ADHS) September 30, 2013. As part of Arizona’s Administrative Simplification Initiative, the Division of Behavioral Health Services was eliminated effective July 1, 2016; this resulted in the grant shifting to the State Medicaid agency, the Arizona Health Care Cost Containment System (AHCCCS). As the Substance Abuse and Mental Health Services Administration’s grantee, AHCCCS assumed all SPF-PFS responsibilities. It is important to note that the administrators of the Arizona PFS Project changed several times during the first two years of the grant; including the originators of the grant proposal funded, strategic, and evaluation plans. Additionally, Pima Prevention Partnership (PPP) was not the original contracted evaluator and began providing evaluation services in 2015.



The PFS Project was funded for five and a half (5.5) years including a six-month (6) no-cost extension (NCE)(September 2018 – March 2019) to expend the remaining funds. Only two (2) sub-grantees were funded for the extension: 1) Arizona Complete Health (AzCH) (formerly known as Cenpatico Integrated Care (CIC) and 2) Arizona Youth Partnership (AZYP).

This report is an addendum to the PFS evaluation report, reflective of the (NCE) activities conducted from September 30, 2018 to March 29, 2019.

Description of Sub-grantees

AzCH

Arizona Complete Health (AzCH) is an AHCCCS integrated health provider with a special focus on improving access to community-based behavioral health services and emphasizing person-centered, whole health care for individuals. Under the NCE, AzCH worked with AHCCCS staff to ensure the delivery of services and the collection of required data. This included the delivery of a targeted media campaign, which will include TV/digital messages, social media, radio, outdoor and print advertising. The targeted areas focused on rural SPF-PFS funded zip codes and demographics, including Hispanic media outlets in Southern Arizona. The campaign focused on the reduction of underage drinking among persons aged 12 to 20, proper disposal of unused prescription (Rx) medications, and prescription drug misuse and abuse among persons aged 12 to 25. In addition to targeting youth, the campaign also focused on parents.

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AZYP

Arizona Youth Partnership (AZYP) serves rural areas of Arizona, mostly Mohave, Gila, and Pima Counties and was awarded PFS funding to serve the towns of: Ajo, Catalina, Marana, and Sahuarita. Founded in 1990, AZYP has been serving Tucson and rural Arizona communities to build strong community partnerships that cultivate healthy foundations for youth, promote strong families, and provide K-8 substance use prevention related educational services in Marana, AZ.

Under the NCE, AZYP was funded to complete the Botvin LifeSkills Program, Teen Mazes, and educate coalition members on the Substance Abuse Prevention Skills Training (SAPST), a foundational course of study in substance abuse prevention that blends a four-day, in-person component with an interactive online program. The SAPST was developed by SAMHSA's Center for Application of Prevention Technologies (CAPT).

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Data Collection Summary

In this report, the Pima Prevention Partnership (PPP) Evaluation team summarized data that was submitted to AHCCCS by the Arizona Youth Partnership (AZYP) Coalition and Arizona Complete Health (AzCH) during the No Cost Extension project period (September 30, 2018 through March 29, 2019). Table 1 demonstrates for each sub-grantee the data and reports made available to PPP for analysis.

Table 1. Data Analyzed by Pima Prevention Partnership

Sub-Grantee	Sub-Grantee Bi-Monthly Report	Monthly Outreach/Participation Report	Monthly Media Recap Report
AZYP	10/1/18 – 3/31/19	10/1/18 – 3/29/19	N/A
AzCH	--	10/1/18 – 3/29/19	10/1/18 – 3/31/19

Implementation of Primary Prevention Activities

The AZYP and AzCH implemented a variety of primary prevention activities, which the evaluators analyzed and grouped according to the six CSAP strategies (Information Dissemination, Education, Alternatives, Environmental, Community-Based Process, and Problem Identification and Referral). This section includes a description of each CSAP strategy (as defined by SAMHSA), a summary table displaying the number of activities implemented by each sub-grantee for each of the strategies as well as more detailed information about the types of activities implemented. Where possible, the number of contacts reached or individuals served has been provided. It should be noted that the number of contacts reached does not reflect unique individuals, as one person may have been reached by a program or campaign activity multiple times.

It is also important to note that, AzCH was not funded to implement all listed CSAP strategies and therefore, relevant data is only included in this report based on sub-grantees' scope of work.

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CSAP Strategy #1 (Information Dissemination): This strategy provides awareness and knowledge of the nature and extent of alcohol, tobacco and drug use, abuse and addiction and their effects on individuals, families and communities. It also provides knowledge and awareness of available prevention programs and services. Information dissemination is characterized by one-way communication from the source to the audience, with limited contact between the two. Information Dissemination activities are categorized as follows:

CSAP Activity	Code	CSAP Activity	Code
Materials Development	STN102	Speaking Engagements and Brief Educational Programs	STN116
Materials Dissemination	STN109	Information Requests Responded To	STN118
Media Messages/Media Campaign Activities	STN112	Materials Review	STN119

The Information Dissemination used by the sub-grantees for this no—cost extension was Media Messages/Campaign Activities (see Table 2). AZYP also engaged in Materials Dissemination at community events and locations.

Table 2. Information Dissemination Activities by Sub-grantee

CSAP Activity	AZYP	AzCH
Materials Dissemination	1	--
Media Messages/Media Campaign Activities	2 types of media messaging	8 types of media messaging

Below is a list of the specific Information Dissemination activities conducted by each of the sub-grantees.

AZYP

- Dissemination of information to 402 individuals on safe storage and disposal of medications and materials (e.g., lock boxes, pill pods and Deterra pouches) at community events and locations (e.g., Fall Festival, Health Fair, Chamber of Commerce Meeting, Ajo Boxing Club, Farmer’s Market, and “Dispose A Med” events) (STN109)
- Tabling by SADD Club during school lunches to promote pledge signing and distribute prevention materials to 130 youth as part of Red Ribbon Week (STN112)
- Dissemination of prevention messaging and resources, coalition recruitment/outreach, and promotion of trainings/events through social media (e.g., coalition Facebook pages and other social media/Facebook pages (12,730) (STN112)

AzCH

- Implementation of a media campaign targeting youth ages 12-25 using an array (8 types) of media including: digital media, television, radio, billboards, website, geofence, newspaper ads, and movie theater ads (STN112). Media campaigns utilized zip codes and demographic information to target rural areas in Southern Arizona, including Hispanic media outlets. In addition to targeting youth, campaign efforts also focused on parents/adults.

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Collectively, it is estimated that a minimum of 27,625,544 contacts were made through Information dissemination activities (primarily media campaigns) by the sub-grantees. The vast majority of contacts resulted from the AzCH media campaign (see Table 3).

Table 3. Estimated Reach for Information Dissemination Activities by Sub-grantee

CSAP Activity	AZYP (Number Reached)	AzCH (Number Reached)
Materials Development	--	--
Materials Dissemination	414	--
Media Messages/Media Campaign Activities	12,730	27,625,544
Speaking Engagements and Brief Educational Programs	--	--
Information Requests Responded to	--	--
Materials Review	--	--
Total Reach:	12,730	27,625,544*

*Note. These numbers only include views/impressions

Table 4 below provides a summary of the estimated reach of the AzCH's media campaign, measured in number of views/impressions, clicks, and spots. AzCH's media campaign also targeted medical offices and the use of "Loop" for television viewing in facilities where Loop was available.

Table 4. Estimated Reach from AzCH Media Campaign

Media Type	Views/Impressions	Clicks	Spots
AzCH Cox Video Campaign	900,098 views		
AzCH Website	--	3,982 clicks	
Newspaper (Printed): Copper Area News	7,000 readers		
Newspaper (Printed): Pinal Central Casa Grande Valley Newspaper	32,782 readers		
Newspaper (Digital): Copper Area News	13,769 views		
Tri-Valley Dispatch News Ad	30,800		
Tri-Valley O'odham Tash circulation	91,000		
Tri-Valley Future Farmers of America (FFA) circulation	91,000		
Pinal Central – handouts for FFA	2,500		
Billboards	11,673,536 impressions		
Clear Channel Geofence	305,961 impressions		
Mobile Impressions	328,060 impressions		
Radio: AZ KVMA			672 spots
Radio: AZ KKFR			628 spots
Spanish Radio: Univision (KHOT, KOMR, KQMR)			478 spots
Movie Theater	940,500 views		68,670 spots
Television: ABC 15 Scripps Media	5,909,905 impressions	11,635 clicks	
Television: KVOA	2,351,910 impressions	1,490 clicks	311 spots

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Television: Univision (KTVW, KFPH, KUVE, KFTU)	17,660		
Univision Online Media Placements	2,763,200 impressions	6,727 clicks	
Television: KGUN 9	273,516 impressions	585 clicks	
KGUN 9 Video Pre-roll ad	211,974 impressions	398 clicks	
Television: KOLD	940,929 views 726,686 mobile views	4,079 clicks	
Social Media: Univision	26,401 impressions		
www.azcompletehealth.com/Prevention.html	4,017		
Total Reach:	27,625,544 impressions /views	28,896 clicks	70,759 spots

CSAP Strategy #2 (Education): This strategy involves two-way communication and is distinguished from the Information Dissemination strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis (e.g., of media messages) and systematic judgment abilities.

AZYP implemented four Education Strategies (See Table 5.), including a Teen Maze and RX360, which are evidence-based.

Table 5. Curricula/Education Strategies by Sub-grantee

	AZYP	AZCH
Number of Curricula/ Education Strategies	4	N/A

Below is a list of the Education curricula and strategies implemented by AZYP.

- Two *Rx360* presentations were provided on prescription medication misuse. *Rx360* is a community education workshop that is designed to help parents, caregivers and community members understand their role in preventing prescription drug misuse. (Reach: Approximately 24 youth and six parents)
- Two Teen Maze events were held at two area high schools: Marana and Sahuarita. Teen Maze is an interactive process where students encounter real life situations and explore the consequences of their choices. (Reach: approximately 759 youth and 31 adult volunteers from partnering community organizations)
- Two Coffee Talk events occurred at local establishments. The events included a presentation about opioid related laws and the use of yoga as a healthy preventative coping tool for psychosocial stressors. (Reach: 26 community members)
- Interactive tabling events teaching the effects of alcohol and drugs on the brain and body occurred during lunch periods at a local high school as part of Safe Teen Driving Awareness Week (Reach: 200 youth)

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Through its efforts, AZYP reached a total of 1,046 individuals (983 youth and 63 adults). Table 6 provides the number of program recipients for each educational activity implemented by AZYP.

Table 6. Number of Program Recipients by Curriculum/Strategy for AZYP

Name of Curriculum/Strategy	Youth	Adults	Total Reach
Teen Maze	759	31	790
RX360 workshop	24	6	30
Interactive tabling event for <i>Safe Teen Driving Awareness Week</i>	200	0	200
Community Presentations	0	26	26
Total	983	63	1,046

CSAP Strategy #3 (Alternatives): This strategy provides for the participation of target populations in activities that exclude alcohol, tobacco and other drug use. The assumption is that constructive and healthy activities offset the attraction to, or otherwise meet the needs usually filled by alcohol, tobacco and other drugs and would, therefore, minimize or obviate resort to the latter.

AZYP implemented two Alternative activities in which 337 youth were estimated to have participated. AZCH did not implement Alternative activities (see Table 7).

Table 7. Number of Program Recipients by Activity for AZYP

Name of Curriculum/Strategy	Youth Participants
Ajo Boxing Club	170
Ajo SADD Club	131
Total:	301

Alternative activities conducted by AZYP include the following:

- The Ajo Boxing Club provided a safe space for youth to participate in boxing two to three times per week to increase youth resiliency, leadership and self-efficacy skills. Club partners included volunteer coaches from the Pima County Sherri's Department. Each month, approximately 20-30 youth participated in the club (an estimated 170 youth over the project period).
- An average of five middle school youth participated in the Ajo SADD Club each month, where they planned youth activities such as movie/game nights and created prevention messaging/announcements for their school.

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CSAP Strategy #4 (Environmental): This strategy establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing incidence and prevalence of the abuse of alcohol, tobacco and other drugs used in the general population. This strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those that relate to the service and action oriented initiatives. Environmental activities are categorized as follows:

CSAP Activity	Code	CSAP Activity	Code
Efforts, Campaigns or Activities to Reduce Illegal Sales to Minors	STV402	Product Placement, Pricing or Packaging Change	STV406
Other Public Policy Effort, Campaign or Activity	STV403	Product Advertising/Marketing/Promotion Policy Change	STV407
Law, Regulation or Ordinance Passed	STV405	Other Community Policy Change	STV408

During the No Cost Extension, AZYP and AzCH each implemented one environmental strategy (Table 8).

Table 8. Environmental Strategies by Sub-grantee

CSAP Activity	AZYP	AzCH
Efforts, Campaigns or Activities to Reduce Illegal Sales to Minors	0	0
Other Public Policy Effort, Campaign or Activity	2	1
Law, Regulation or Ordinance Passed	0	0
Product Placement, Pricing or Packaging Change	0	0
Product Advertising/Marketing/Promotion Policy Change	0	0
Other Community Policy Change	0	0

Activities conducted for this strategy by the sub-grantees included the following:

AZYP

- Coalition members supported the local police department’s “Dispose A Med” events during October and December by providing information about safe storage and disposal of medications and the distribution of lock boxes, pill pods and Detera disposal bags to community members.

AzCH

- AzCH implemented a media campaign targeting youth ages 12-25 using an array (8 types) of media including: digital media, television, radio, billboards, website, geofence, newspaper ads, and movie theater ads. Details regarding the number of individuals reached through the media campaign are described in this report under Strategy #1: Information Dissemination. The focus was on underage drinking and unused prescription medication.

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CSAP Strategy #5 (Community-Based Process): This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for alcohol, tobacco and drug abuse disorders. Activities in this strategy include organizing, planning, enhancing efficiency and effectiveness of services implementation, interagency collaboration, coalition building and networking. Community-based processes/activities are categorized as follows:

CSAP Activity	Code	CSAP Activity	Code
Formal Community Team Formation	STC501	New Ongoing Prevention Activity Established	STC512
Formal Community Team Meetings	STC502	Research or Evaluation Activity	STC513
Other Formal Community Team Activities	STC503	Research or Evaluation Report	STC514
Community Needs Assessment	STC504	Marketing	STC515
Strategic Plan	STC505	Staff Development	STC516
Consultation and Technical Assistance	STC507	Sustainability Plan	STC517
Accessing Services and Funding	STC508	Signed Memorandum of Agreement/Understanding	STC518
Community Training	STC509	Grant Review Panel	STC519
Research or Evaluation Plan	STC511		

While the sub-grantees were not required to report on Community-Based Processes (CSAP Strategy #5), AZYP did report on some activities that fall within this strategy. Specifically, AZYP engaged in nine community-based process activities across three different CSAP activities (See Table 9). The most common CSAP activity AZYP engaged in was conducting formal community team meetings; a total of 20 planning meetings were held involving approximately 83 individuals. AZYP coalitions were also able to access three sources of funding that will help sustain their prevention efforts into the future, including partnering with local schools who have received grants. In addition, AZYP was able to provide training to community members in the Botvin LifeSkills curriculum (13 individuals) as well as Youth Mental Health First Aid (12 individuals).

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Table 9. Community-Based Process Activities Conducted by AZYP

CSAP Activity	AZYP
Formal Community Team Formation	0
Formal Community Team/Partner Meetings	4
Other Formal Community Team Activities	1
Community Needs Assessment	0
Strategic Plan	0
Consultation and Technical Assistance	0
Accessing Services and Funding	3
Community Training	2
Research or Evaluation Plan	0
New Ongoing Prevention Activity Established	0
Research or Evaluation Activity	1
Research or Evaluation Report	0
Marketing	3
Staff Development	0
Sustainability Plan	1
Signed Memorandum of Agreement/Understanding	0
Grant Review Panel	0

Specific Community-Based Process Activities conducted by AZYP are listed below:

- Ten Monthly Coalition planning meetings involving 43 participants (STC502)
- Coalition Open-House meeting with 10 community members to share Coalition Mission/Goals and brainstorm around proposed sector representatives (STC502)
- Six monthly Youth SADD Club meetings with 31 youth (STC502)
- Six planning meetings with 20 personnel from three different community groups (school, school district, and park district) regarding life skills training and Teen Maze events (STC502)
- Conducted a “Walk for Hope” community event with 80 participants in Catalina (STC503)
- Provision of Youth Mental Health First Aid training for 12 community members (STC509)
- Provision of Botvin LifeSkills curriculum training to 13 community members (STC509)
- Funding of coalition efforts by a grant from Arizona Complete Health (STC508)
- Funding of coalition efforts through collaboration with a local school that received funding through a School Health and Wellness Grant by GOYFF (STC508)
- Funding of coalition efforts through funding from a Drug Free Communities grant administered by a local school (STC508)

CSAP Strategy #6 (Problem Identification and Referral): This strategy aims at identification of those who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs in order to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment.

The sub-grantees did not implement any activities that could be categorized as Problem Identification and Referral activities.

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Key Challenges

AZYP reported experiencing challenges with member engagement in three of the four (Ajo, Catalina, Sahuarita) communities. With respect to one of the communities, AZYP acknowledged that although there was a regular group of members who attended meetings, engaging these members in larger community-wide efforts and to work outside of their own “silos” was an ongoing challenge. Other challenges included meetings that were sparsely attended participants being unready to build their capacity to form a coalition. AZYP began addressing these challenges by assisting one coalition with hosting a resource fair and engaging with another coalition by offering staff training in Botvin LifeSkills.

AzCH did not report on any challenges faced during the no-cost extension period.

Sustainability Accomplishments

AZYP reported that coalition efforts in two of the four communities with whom it worked would be continued through alternative funding sources. The Ajo SAPE Coalition received funding to continue its prevention efforts including evidence-based practices from AzCH) and through collaboration with Ajo Unified School District on their High School Health and Wellness Grant. Marana Prevention Alliance will also be able to continue efforts in the community through funding from a Drug Free Communities grant at Open Doors Community School. AZYP reported that Ajo SAPE Coalition and Marana Prevention Alliance coalition meetings continued to be well attended and that there were strong partnerships that would be sustained into the future.

Catalina and Sahuarita do not have continued funding after this grant ends. However, through a lot of hard work making connections, developing relationships in the schools and communities, and the messaging that was consistently provided, AZYP reported that doors were opened for the first time with the school districts. AZYP implemented the Teen Maze in several schools which brought school administrators, teachers, and community members together. The Teen Mazes were very successful and AZYP was asked to provide the districts with tools needed to continue the implementation of school-based activities, including the Teen Maze.

AZYP indicated capacity building trainings would help sustain prevention efforts in the communities they serve. As such, community members participated in a Botvin LifeSkills curriculum training in January, after which a discussion was facilitated about how AZYP could provide support and technical assistance to those schools who wanted to begin implementation. In addition, a Substance Abuse Prevention Skills Training (SAPST) workshop was planned for March.

Summary

Overall, AzCH and AZYP achieved many successes including the implementation of media campaigns with a special emphasis of reaching rural areas of Southern Arizona and providing information in both English and Spanish.

AZYP was also successful in continuing to build partnerships in rural communities, including getting buy-in from the Sahuarita School District with the implementation of Teen Mazes. As a result, the school district is seeking ways to independently sustain Teen Maze activities.

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The Information Dissemination (CSAP Strategy #1) activity was implemented by the two sub-grantees consisting of Media Messages/Campaign Activities. AZYP actively disseminated prevention messaging and resources and promoted trainings and events through social media, reaching more than 12,730 individuals on coalition and other Facebook pages. AZYP also disseminated information on safe storage and disposal of medications and materials at community events and locations. AzCH implemented a media campaign targeting youth ages 12-25 in rural areas of Southern Arizona using a wide array (8+ types) of media including: digital media, television, radio, billboards, website, geofence, newspaper ads, and movie theater ads. Collectively, it was estimated that a minimum of 27,625,544 contacts were made through Information Dissemination activities conducted by AzCH. Media campaigns were conducted in both English and Spanish. For a list of media campaign coverage areas, see Appendix A.

AZYP implemented four Education activities (CSAP Strategy #3), including Teen Maze and Rx360, which are evidence-based as well as two Alternative activities (CSAP Strategy #4) in which 165 youth are estimated to have participated.

With respect to Alternative Activities (CSAP Strategy #4), AZYP and AzCH each implemented one Environmental strategy (CSAP Strategy #5). AZYP reported that coalition members supported the local police department “Dispose A Med” events during October and December by providing information about safe storage and disposal of medications to community members. AzCH implemented a media campaign targeting youth ages 12-25 using an array (8+ types) of media including: digital media, television, radio, billboards, website, geofence, newspaper ads, and movie theater ads.

And finally, AZYP engaged in nine Community-Based Process activities (CSAP Strategy #5). The most common CSAP activity AZYP engaged in was conducting formal community team meetings; a total of 20 planning meetings of some type were held involving approximately 83 individuals. Two of the four AZYP coalitions were also able to access three sources of funding that will help sustain their prevention efforts into the future, including partnering with local schools who have received grants. Lastly, AZYP was able to provide training to community members in the Botvin LifeSkills curriculum as well as Youth Mental Health First Aid.

Although AZYP reported experiencing challenges with member engagement in two of the four communities with whom it worked, there were some accomplishments with respect to sustainability. The local school districts, for example, had the templates and tools needed to continue implementing school-based activities, including Teen Maze and progress working with one particularly challenging school district had been made as evidenced by the successful implementation of a large Teen Maze event.

With respect to sustainability, AZYP also reported that coalition efforts in two of the four communities with whom it worked would be continued through specific funding sources. These two communities also had well attended coalition meetings and had developed strong partnerships that would be sustained into the future. AZYP also reported that life skills training and an upcoming substance abuse prevention skills training for community members would help sustain prevention efforts in the communities with which it worked.

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Appendix A

Media Campaign Coverage Areas

The following were the areas that the sub-grantees' Media Campaign were implemented (in both English and Spanish). Media Targeted Areas by County:

City	County
Bylas	Graham
Central	Graham
Eden	Graham
Fort Thomas	Graham
Safford	Graham
Solomon	Graham
Thatcher	Graham
Ajo	Pima
Catalina	Pima
Marana	Pima
Sahuarita	Pima
Apache Junction	Pinal
Arizona City	Pinal
Bapchue	Pinal
Casa Grande	Pinal
Coolidge	Pinal
Eloy	Pinal
Florence	Pinal
Gold Canyon	Pinal
Kerny	Pinal
Mammoth	Pinal
Maricopa	Pinal
Oracle	Pinal
Picacho	Pinal
Queen Valley	Pinal
Red Rock	Pinal
Sacaton	Pinal
San Manuel	Pinal
Stanfield	Pinal
Superior	Pinal
Valley Farms	Pinal