



Casco Bay C.A.N.
CREATE AWARENESS NOW
TO REDUCE YOUTH SUBSTANCE ABUSE

2010-2015 SUBSTANCE ABUSE PREVENTION PLAN

May 2010

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The Casco Bay Region of Maine:

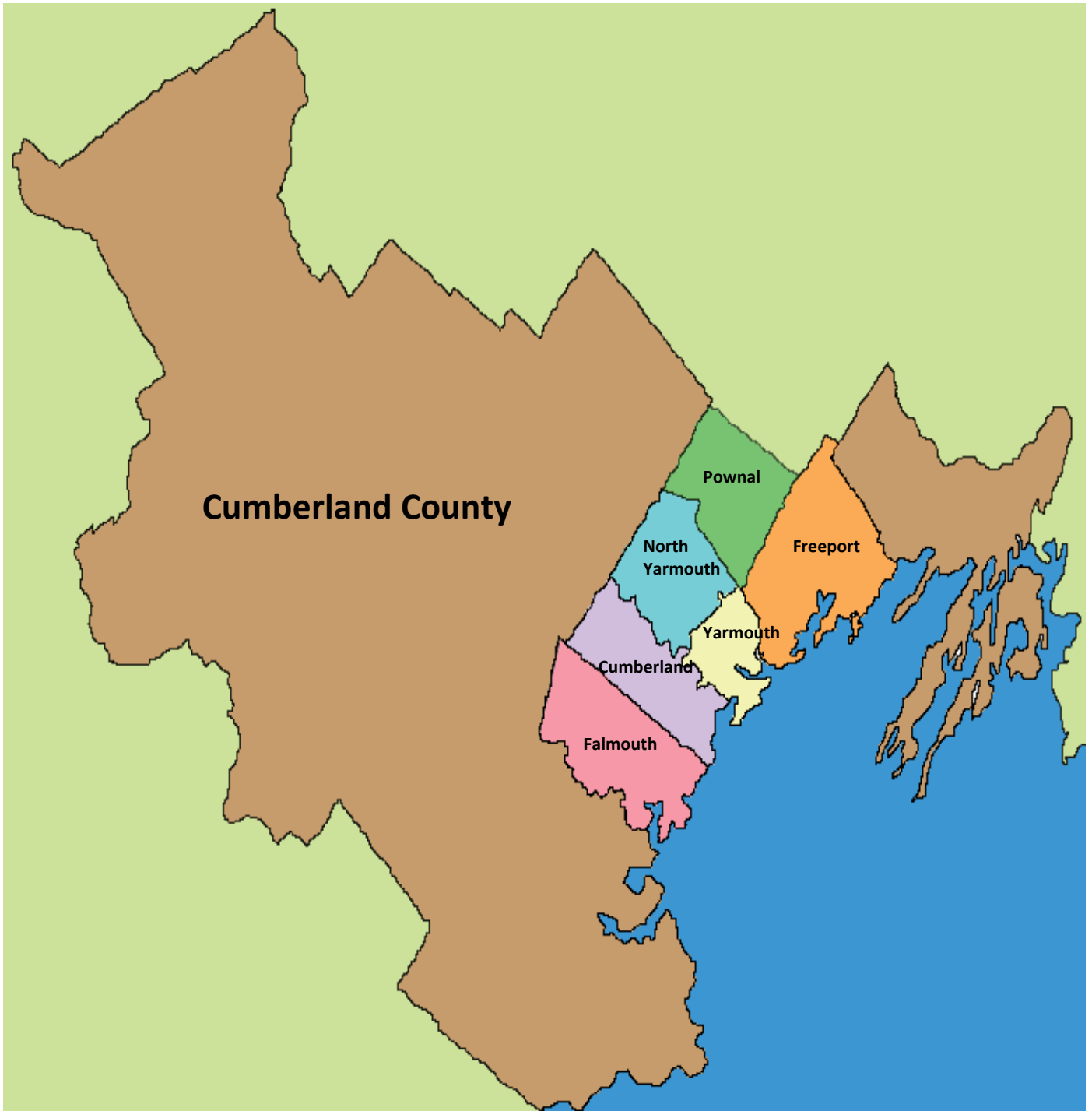


TABLE OF CONTENTS

I.	Overview/Summary Statement.....	PAGE 1
II.	Casco Bay Community Assessment: Key Findings...	PAGE 3
III.	Year 1 Action Plan for 2010-2011.....	PAGE 9
IV.	2010-2015 Logic Model.....	PAGE 13
V.	Casco Bay C.A.N. 2013 & 2015 Targets.....	PAGE 23
VI.	Appendices.....	PAGES 25-32
	○ A: 2008 Casco Bay MYDAUS Data Summary	
	○ B: 2006 & 2008 MYDAUS Student Perception Data	
	○ C: 2008 Casco Bay & Maine State MYDAUS Community Norms Data	
	○ D: Casco Bay C.A.N. Members, May 2010	

I. Overview/Summary Statement

Like many other communities in Maine, youth substance abuse is a serious concern in the Casco Bay region. A part of Cumberland County, the Casco Bay region includes the towns of Falmouth, Cumberland, North Yarmouth, Yarmouth, Freeport, and Pownal. What follows is a brief history, mission, and the primary goals of the Casco Bay C.A.N. Coalition, a local group focused on reducing youth substance abuse in the Casco Bay community.

Casco Bay C.A.N. Coalition History: In the spring of 2007, the Healthy Casco Bay Coalition was created as the Casco Bay region’s first effort to develop a community-wide prevention coalition. At the request of Healthy Casco Bay, the 21 Reasons Coalition of Portland assisted the coalition to recruit, convene, and facilitate a multi-sector Youth Substance Abuse Prevention Steering Committee.

In order to develop an assessment and planning process that identified substance abuse prevention priorities specific to the Casco Bay region, Healthy Casco Bay partnered with 21 Reasons as a Mentee in the 2008 federal Drug Free Communities Mentor grant cycle. Over the past two years, 21 Reasons has helped our group to build coalition identity, momentum, and readiness, develop coalition membership and organizational structure, and to create a prevention plan that is tailored to our community’s unique needs and resources. In 2008, our group became a separate coalition from Healthy Casco Bay—while we have maintained our partnership with their coalition, our group has developed a strong identity around youth substance abuse prevention, and felt we would be more effective if we could be dedicated to that singular issue. In 2009, we chose a name for our group: Casco Bay C.A.N.: Create Awareness Now To Reduce Youth Substance Abuse.

Casco Bay C.A.N. is now a regional, multi-sector coalition, made up of representatives from the region’s schools, law enforcement, parent groups, youth organizations, treatment agencies, and more.

Casco Bay C.A.N. Mission: The Casco Bay C.A.N. Coalition brings together individuals, organizations, and businesses with a common mission to: “Mobilize citizen involvement and multi-sector collaboration to foster a healthy community environment with norms, policies, and practices that work together to promote positive, drug and alcohol-free development for all Casco Bay youth.”

Casco Bay C.A.N. Vision: “Casco Bay C.A.N.—Create Awareness Now to Reduce Youth Substance Abuse in Casco Bay.”

Strategic Planning Process: As mentees in the DFC Mentoring program, the Casco Bay C.A.N. Coalition worked closely with our mentoring coalition, 21 Reasons, to develop a comprehensive strategic plan to fit our community’s unique needs, resources, and readiness. To begin the process, we engaged diverse community stakeholders in a year-long assessment of the needs and resources for youth substance abuse prevention in Casco Bay. Then, our Steering Committee collaboratively reviewed community assessment results, prioritized needs, and used a logic model to select evidence-based strategies for our strategic plan.

It is important for us to note that the towns of Gray and New Gloucester were originally considered part of the Casco Bay region, and therefore part of Casco Bay C.A.N. However, through the in-depth needs & resources assessment of the Casco Bay region communities, we learned that the Gray-New Gloucester community has both a unique identity as a region, and youth substance abuse needs and resources that are different than the rest of the Casco Bay towns. It became clear that Gray and New Gloucester needed to form a community coalition of their own, rather than remain part of a larger coalition with which they didn’t identify. To help build the capacity of their new coalition, the Gray-New

Gloucester Coalition has partnered with the 21 Reasons Coalition to apply for a new federal DFC Mentor grant to mentor that community over the next two years (2010-2012).

This Casco Bay Prevention Plan is a compilation of the key documents that Casco Bay C.A.N., with the help of 21 Reasons, created over the past two years in developing a comprehensive strategic plan for the region. Much of the original data can be found in a separate document, entitled, "Casco Bay Region Community Assessment of Needs & Resources for Youth Substance Abuse Prevention" published in December 2009. This document can be accessed online at: www.cascobaycan.org or by emailing: info@cascobaycan.org. A hard copy can also be obtained from 21 Reasons—please call: (207) 773-7737.

Thank you to everyone who has been involved in this valuable community process!

We are always looking for concerned community members who want to get involved! Please contact us at info@cascobaycan.org or visit www.cascobaycan.org for more information.

II. CASCO BAY REGION COMMUNITY ASSESSMENT OF NEEDS & RESOURCES FOR YOUTH SUBSTANCE ABUSE PREVENTION: *Key Findings*

1. Sources

Data sources include: **Youth substance abuse data** through the Maine Youth Drug and Alcohol Use Survey (MYDAUS), **law enforcement data** on alcohol violations, **community perception data** from a 2009 Casco Bay Community Opinion Survey (completed by 262 community members), **discussion notes** from regional & town meetings, and **interview notes** from one-on-one meetings with community members.

2. Casco Bay Resources/Assets

Effective collaborations: The Casco Bay CAN Coalition is fortunate to have strong collaborations with multiple key partners in each of the region's towns. These include the four local school systems, four municipal police departments, and the Cumberland County Sheriff's and District Attorney's Offices. Collaborative efforts include: Planning and presenting two region-wide community forums, where representatives from the DA's Office, police departments, local medical professionals, a JCCO, parents, school superintendents and principals, youth, and town officials came together to discuss how to reduce youth substance abuse in their community; Partnering with law enforcement and alcohol retailers to attend trainings on best alcohol retailing practices and law enforcement alcohol violations; and collaborating with local media outlets to post and distribute the Coalition's "Underage Drinking Prevention Tip of the Month."

Partners/systems supporting positive youth development: Responses from town hall meetings, one-on-one interviews, and our Community Opinion Survey clearly show that the Casco Bay region is rich with community assets, which can act as protective factors against youth substance abuse. For example:

- The Casco Bay region is made up of many dedicated, hard-working youth and adults who are committed to developing a community that really cares about its members. The towns within this region are **tight-knit communities** full of small businesses, local organizations, schools, libraries, and outdoor public spaces.
- The small size of the Casco Bay towns allows for **close relationships between adults and youth** (whether that be parents and kids, mentors and youth, coaches and sports players, teachers and students, or others). Community members note that Casco Bay **parents are often very involved** in their children's lives.
- Many adults and youth list the area's **high-quality schools, extracurricular activities, and school-based resources** as strong protectors against youth substance abuse. Community members cite teachers and coaches, sports, in-school activities, and other extracurricular activities as school-based strengths. One-on-one meetings with community members suggested that the majority of Casco Bay youth participate in one or more after-school/extracurricular activities.

Community volunteers: In addition to the many professionals who serve on the Coalition as organizational representatives, Casco Bay C.A.N. has some very dedicated local parents that serve on (and chair) its Steering Committee and volunteer their time outside of meetings. Various professionals such as doctors, substance abuse counselors, and attorneys have presented at Table Talks, a local initiative to help parents network with other parents around underage drinking prevention, and other community forums on youth substance abuse. Many outside community members have given their time by attending community forums, one-on-one meetings with coalition members, and sharing parental monitoring resources with their friends and family. Many Casco Bay C.A.N. Coalition members donate their time, and sometimes printing costs, outside of meeting time to distribute materials throughout the community—such as to church groups, at local restaurant community nights, or placing postings up in local businesses. Two individuals trained in graphic design have provided in-kind donations to the Coalition by designing Coalition brochures and flyers, as well. The Coalition has also succeeded in engaging youth volunteers, primarily through the schools.

Financial resources: In addition to donated time, many Casco Bay agencies and individuals generously offer meeting space and/or other in-kind donations. Town Halls and schools offer up meeting rooms for Steering Committee meetings, large community forums, alcohol retailer seller-server trainings, and parent education nights. Schools frequently provide in-kind printing of parental monitoring materials, or information about upcoming events to distribute. Towns are often willing to provide this same information on their websites, or in a newsletter that is sent out to community members. They have also agreed to post the Coalition's "Underage Drinking Prevention Tip of the Month" on their local community television channel every month. To promote two of the community forums held by Casco Bay C.A.N., local community TV also played a youth-created PSA, and an educational DVD, "This Place" about changing community norms around underage drinking. One of the most popular local newspapers in the region also printed parental monitoring tips for free. Organizations have also offered to waive tabling fees for events and presentations where coalition members can distribute resources to the community. In addition, all those involved donate their travel time and mileage to the effort, which, in a semi-rural area, adds up to a considerable amount of travel.

Polices, practices, programs & services: Community members feel there are many organizations in Casco Bay that really care about youth, and help them to stay drug- and alcohol-free. Types of organizations that were mentioned in both the Community Opinion Survey and in one-on-one conversations include: the Casco Bay YMCA, local teen centers (the PORT, in Freeport), youth-specific organizations (Boy Scouts/Girl Scouts), church groups and other religious activities for youth to participate in (Young Life Casco Bay), and other places for youth to hang out after school.

2008 MYDAUS results (average of 6th, 8th, 10th & 12th grade responses) show that for youth in the Casco Bay community, the prevalence of opportunities for positive involvement is higher than the Maine state average. Fifty-seven percent of Casco Bay students have opportunities to engage in pro-social activities in the community and to engage with adults, compared to only 45% of Maine students. In addition, 75% of Casco Bay students have opportunities at school for positive involvement, compared to 65.5% of Maine students. At the family level, 65% of Casco Bay students have opportunities for positive involvement, compared to 58% of Maine students.

The Casco Bay community also has local prevention, intervention and treatment resources available for youth and their families, however they are somewhat limited. These include counseling centers, such as H.O.P.E in Cumberland. Some towns also have diversion programs, which work with

first-time offenders to prevent teens from going through the court system, for example the JumpStart program in Freeport.

3. Youth Substance Abuse Rates (see Appendices A-C for more details)

Youth substance use data/trends: The Casco Bay region of Maine struggles with unique problems related to youth substance abuse. To demonstrate this, we collected youth substance abuse data through the Maine Youth Drug and Alcohol Use Survey (MYDAUS), administered by the Maine Office of Substance Abuse (OSA) in schools across the state. Presented here is aggregate data combined from the following towns that comprise the Casco Bay region: Falmouth, Cumberland, North Yarmouth, Yarmouth, Freeport, and Pownal.

According to the 2008 MYDAUS, the drug of choice among Casco Bay region youth (grades six-twelve) is alcohol (24%), followed by marijuana (11%), cigarettes (7%), and prescription drug misuse (3%). While sixth through twelfth grade use rates of alcohol and other substances in the Casco Bay region appear comparable to the rest of the state, a difference is evident when we examine rates among 12th grade students. By the time students in the Casco Bay region reach senior year, their use rates of alcohol are slightly above the average 12th grade use rates statewide. In 2008, 48% of Casco Bay 12th graders reported using alcohol and 29% reported using marijuana in the past 30 days. Both rates are about 3% higher than the state norm.

However, a much larger difference is apparent when we look at binge drinking rates (defined as drinking five or more alcoholic drinks in a row) among 12th graders: **35% of Casco Bay seniors report binge drinking, compared to 26% of seniors statewide.** This suggests that while overall Casco Bay youth drinking rates are comparable to the state average, youth in this region are participating in higher-risk drinking practices by the time they reach 12th grade.

On a more positive note, usage rates for all substances have decreased since 2006, both across the Casco Bay region and the state of Maine. However, there is still much work to be done to further reduce youth substance use and abuse rates throughout Casco Bay.

Our 2009 Community Opinion Survey found that community members are most concerned about youth alcohol use (92%), marijuana (74%) and prescription drug misuse (41%). Based on available data, our coalition has selected to address **alcohol and marijuana**.

Data related to youth access to substances: According to data from the 2008 MYDAUS, and the Community Opinion Survey, Casco Bay youth have a high perceived availability of alcohol and other drugs. The MYDAUS results show that the percentage of 6th-12th graders in the Casco Bay region who believe that alcohol is “very hard” to access is 28%, comparable to 30% of youth statewide in Maine. Meanwhile, only 8.5% of Casco Bay 12th graders believe that alcohol is “very hard” to access!

The MYDAUS also shows that the percentage of youth in the Casco Bay region who believe that marijuana is “very hard” to access is 46%, compared to 43% of youth statewide. Even though the Casco Bay rate is slightly higher than the State, qualitative data clearly shows that community members are extremely concerned about marijuana use and feel it is both easily accessible, and frequently used, by Casco Bay youth. Community members have expressed their concerns that marijuana use is too prevalent in Casco Bay, and many feel it is more of a problem in the community than alcohol. To further validate this point, only 9% of Casco Bay 12th graders believe that marijuana is “very hard” to access.

Community members have also shared concerns around transition times for Casco Bay teens, and how they may affect access to substances. While the MYDAUS data does not show a large increase

in substance use between 8th and 9th grades (when many students move from middle school to high school), there is a large jump in youths' perception of access to alcohol during this time. The data shows that in 2008, **37% of Casco Bay 8th graders** believed it was "very hard" to access beer, wine or hard liquor. In contrast, only **21.5% of Casco Bay 9th graders** believed it was "very hard" to access the same substances. As students move through high school, they perceive that both alcohol and marijuana become easier to access.

Our Community Opinion Survey results also suggest that the majority of Casco Bay community members believe substances are easy for youth to access in their community: 61% of respondents believe it's "very easy" for youth to access alcohol, 55% believe it's "very easy" for youth to access tobacco, and 50% believe it's "very easy" for youth to access marijuana. This is further confirmed by qualitative data from community focus groups and key informant interviews, which identify relatively high levels of disposable income and permissive attitudes by adults as contributing to easy access. Considering that Maine teens who think that alcohol is easy to get are **four times** as likely to drink alcohol as teens who think alcohol is hard to obtain¹, access and availability in Casco Bay may be playing a significant part in the underage drinking rates within the community.

Youth consequences data: While quantitative social indicator data has been difficult to collect for this region, responses to our 2009 Community Opinion Survey show that community members are highly concerned about problems associated with youth substance use. Priority areas of concern include motor vehicle crashes (57%) and depression (54%). One-on-one interviews with community members also reveal a high level of concern with school failure and sexual assault.

4. Root causes & contributing factors

Environmental factors/conditions: The Casco Bay community is a predominantly rural community, with a few areas that could be considered more suburban. There are a total of 129 alcohol retailers spread out across the six towns, or one for every 300 persons, and qualitative data from law enforcement and our Community Opinion Survey shows that **alcohol retailers are still an access point** for youth to access alcohol. Youth can get alcohol by stealing it from the store, pouring alcohol into other containers (such as soda bottles) in the store, purchasing the alcohol with fake IDs, or getting the alcohol from an adult (usually a sibling or older friend) who buys the alcohol for them at the store and furnishes it to them afterwards.

Policies & practices: During our comprehensive needs and resources assessment, **retail policies and practices** were highlighted as a priority issue. Ongoing needs include providing **Seller-Server Training** for off- or on-premise licensees and conducting one-on-one site visits to **managers** of off-premise establishments to help reduce their risk of illegal alcohol sales. Ongoing **retail compliance checks** are also needed. These are conducted by local law enforcement, because the State Bureau of Liquor Enforcement was disbanded in 2003. While the responsibility has shifted to local departments, there are few to no resources available for these checks to happen regularly.

Community norms: The 2009 Casco Bay Community Opinion Survey demonstrates the prevalence of permissive community norms throughout the Casco Bay region, particularly around underage drinking.

¹ Source: Maine Office of Substance Abuse analysis of statewide MYDAUS results, 2008

For example, 45% of community members believe that Casco Bay youth receive the message “*It’s not a party without alcohol*” from adults most of the time. Casco Bay community members also think that their youth receive the following negative messages from their peers and friends most of the time: “*All youth drink alcohol*” (48%), “*Alcohol is safe as long as you don’t drive*” (52%), and “*You won’t get caught by police if you drink alcohol*” (46%). Interviews with community members have revealed that youth in our region are immersed in a culture that allows, and often supports, the use of alcohol at an early age. Community residents claim that these community norms are promoted by parents who believe that their children should be exposed to alcohol early on so that they can learn how to handle it and learn how to drink “responsibly” before they are of age. Many community members also report that it is common practice for parents to allow their children, and their children’s friends, to drink alcohol in their home—rationalizing that if they take away youths’ car keys, they are keeping their children safe. These pervasive myths and mixed messages may be contributing to the especially high binge drinking rates among 12th graders in Casco Bay.

According to student survey data from the MYDAUS, on the whole, Casco Bay youth believe that their parents would feel it would be “very wrong” for them to drink alcohol or use marijuana. However, when we look just at high school data, 12th grade in particular, we see that less than half of all Casco Bay 12th graders believe that their parents would feel it would be “very wrong” for them to drink alcohol—only 44%, compared to 50% across the state of Maine. Similarly, only 65% of Casco Bay 12th graders (and 69% of Maine 12th graders) believe that their parents would feel it was “very wrong” for them to smoke marijuana. This change as teens grow older illustrates that parents may not be sending clear, consistent messages around alcohol and marijuana use to youth, especially as they reach the later teenage years.

Need for enhanced law enforcement: Both the MYDAUS and Community Opinion Survey demonstrate that the Casco Bay community is high in community climate risk factors relating to a need for enhanced enforcement—including both law enforcement and parental enforcement. We know from the statewide Maine MYDAUS data that these risk factors are critical: Teens are **four times as likely** to drink alcohol when they believe they will not be caught by police, and **five times as likely** to drink when they believe they will not be caught by their parents.

An important measurement is the number of alcohol violations that police record each year. In the chart below, an average of number of violations per town over the past three years are shown for the four Casco Bay towns with municipal police departments (Falmouth, Cumberland, Yarmouth and Freeport). Because these four towns have very comparable enforcement rates, the average is an accurate representation of law enforcement in each of the four towns.

Casco Bay Alcohol Violations 2006-2008			
	2006	2007	2008
# of minors in possession of alcohol	4	19	16
# of furnishing alcohol to minors or a place to consume alcohol	7	4	3
# of illegal transportation of alcohol	3	2	4

As the chart above indicates, the trend for violations for the number of minors in possession of alcohol increased significantly in 2007 and only slightly dropped in 2008. This may be a reflection of increased commitment from these departments to address underage drinking, as well as mini-grant

funding for party patrols by the Cumberland County Underage Drinking Enforcement Task Force (which three of these departments received). However, both the number of violations for furnishing alcohol to minors or a place to consume alcohol, and number of violations of illegal transportation of alcohol remain low, as the trend has been for several years. Based on substance abuse usage data and qualitative community member data, the number of alcohol violations shown above is a clear measure of enforcement levels rather than a measure of the problem itself, which we know to be much higher than this data appears.

One consistent message heard from community members in our Community Opinion Survey was quite salient: Youth often won't get caught if they drink alcohol, and, as many respondents said, *"Even if you get caught, there won't be any consequences/you can get out of the consequences."* These beliefs are reflected in the quantitative data, as well. The MYDAUS data shows that in 2006, only about one quarter of Casco Bay youth believed that a kid would be caught by police for drinking alcohol, and just over a 1/3 thought they'd be caught for smoking marijuana. Those numbers increased only slightly in 2008.

Conversations with law enforcement officers in these four towns describe how difficult it can be to work against the prevailing community norms that underage drinking is okay. Law enforcement officers who provide citations for such illegal actions say that they have received legal threats and backlash from parents protecting their kids. This can lead to frustration among police, who feel as though their underage drinking enforcement efforts are futile since parents and their kids will somehow find a way to get out of their citations.

Need for increased parental enforcement: We also see many inconsistencies and lack of enforcement when it comes to parental enforcement and parental monitoring. In fact, 2008 MYDAUS results show that only 57% of Casco Bay youth in grades 6-12 believe that if they drank alcohol without their parents' permission, they would be caught by their parents. In addition, only 29% of Casco Bay 12th graders believe they would be caught by their parents if they drank alcohol (of those, only 6% felt that they would definitely be caught, and 23% felt that they would probably be caught). Furthermore, data from our Community Opinion Survey and interviews tells us that in order to increase parental monitoring and parental enforcement around youth substance use, there is a critical need for parental networking opportunities. Because the topic of youth substance abuse is considered taboo amongst many Casco Bay community members, these are not topics that are frequently discussed, which makes it that much more difficult for parents to enforce and monitor youth behavior.

Need for increased coordination of existing agencies: Through the Community Opinion Survey, and one-on-one meetings with community members, it is clear that for some of the local agencies, organizations, and services that are available in Casco Bay, there is a lack of effective coordination and partnership. One theme that came up repeatedly is the need for the **schools and law enforcement to work more closely**, and to help **youth and their parents build stronger, more positive relationships with law enforcement**. A benefit of the Casco Bay C.A.N. coalition is that it is an opportunity for these agencies to sit around a table and share ideas, strategies, resources around preventing youth substance abuse in the most effective way, across the entire region.

III. Year 1 Action Plan for 2010-2011

DFC GOAL 1: INCREASE COMMUNITY COLLABORATION

Objective 1: Strengthen our coalition's collaboration & capacity to reduce alcohol and marijuana use

Strategy 1.1: Increase coalition membership

Activity	Resp. parties	Target date	Resources
Recruit coalition members from a wide range of community sectors & partner with a broader range of organizations within the community.	Steering Committee, Coalition Coordinator	Began Sept 2008—ongoing	Steering Committee Chair, comm. volunteers, local orgs & partners; Funding: DFC grant and in-kind volunteer time, meeting space, and travel

Strategy 1.2: Increase coalition member participation & leadership

Activity	Resp. parties	Target date	Resources
Further develop the coalition's capacity through trainings, education and collaboration. Ensure Steering Committee/ subcommittee members are active and take on leadership roles.	Steering Committee, Coalition Coordinator	Began April 2009—ongoing	Steering Committee Chair, 21 Reasons technical assistance; Funding: DFC grant and in-kind volunteer time, volunteer trainers, meeting space, and travel

Strategy 1.3: Increase coalition visibility and credibility as a leader and resource

Activity	Resp. parties	Target date	Resources
Create a strong brand for the coalition and increase media advocacy to build awareness of coalition and available SA prevention resources in the community.	Steering Committee, Coalition Coordinator, Media Subcommittee	Begin April 2010—ongoing	Comm. volunteers, local orgs & partners; media consultant; Funding: DFC grant and in-kind volunteer time, donated media, meeting space, and travel

DFC GOAL 2: REDUCE YOUTH SUBSTANCE USE

Objective 1: Strengthen parental enforcement & monitoring to prevent underage drinking & marijuana use

Strategy 1.1: Disseminate correct information around underage drinking & marijuana use to increase parental knowledge and empower parents to prevent it.

Activity	Resp. parties	Target date	Resources
Hold community forums/discussions to create community dialogue.	Steering Committee, Action Teams, Coalition Coordinator	April 2011	Schools, parents, youth, businesses, Marketing consultant,
Create and distribute parent outreach materials with latest information re. harms of UD &	Steering Committee, Coalition Coordinator, Media Subcommittee	Begin October 2010, ongoing	21 Reasons (technical assistance), Trained facilitators

marijuana use, parents' strong role in prevention, and what actions they can take to make a difference. Tailor specific messages to MS & HS parents about what they can do.			(volunteers, coalition members); Parent hosts (volunteers); Funding: DFC grant and in-kind volunteer time, meeting space, printing, and travel
Create & disseminate PSA regarding impact of alcohol on teens	Media Subcommittee	Begin Nov. 2010, have PSA out by April 2011 for prom/grad season	
Host Maine's Table Talks to facilitate parent discussions, review myths vs. reality, and affirm parents' critical role in prevention	Coalition Coordinator, trained facilitators	Began April 2009—ongoing	
Collaborate with all regional schools to find effective ways of working with the media around using student survey data; Encourage schools that do not share student survey data with parents & community to consider doing so (provide recommendations on how)	Coalition Coordinator, Media Subcommittee	Spring 2011-Fall 2011	

Objective 2: Increase enforcement of underage drinking laws

Strategy 2: Increase outreach and collaboration to strengthen enforcement policies, resources and support.

Activity	Resp. parties	Target date	Resources
Hold meetings to promote collaboration/sharing amongst regional police departments	Coalition Coordinator, Law Enforcement Subcommittee	October 2010—ongoing	-Police Department/Sheriff's Office representatives from every town
-Conduct outreach to encourage police departments to form local, regional alcohol task force -Collaborate with LE to create improved models for law enforcement in rural areas	Coalition Coordinator, Law Enforcement Subcommittee	March 2011	-Cumberland County -District Attorney's Office -Juvenile Community Corrections Officers (JCCOs) covering Casco Bay towns -Schools, parents, youth, media
Publicize anonymous tip line for reporting UD parties, for focused use of limited resources	Coalition Coordinator, Law Enforcement Subcommittee	December 2010	Funding: DFC grant, in-kind trainer's time & travel,

Provide law enforcement trainings by the DA's office for officers on UD enforcement and reporting	DA's office, Coalition Coordinator	March 2011- May 2011	meeting space, printing, media coverage and travel
Distribute information about harms of underage drinking, along with promotion of tip line	Coalition Coordinator, Law Enforcement Subcommittee	December 2010	
Build stronger relationships between police and students, parents & schools by publicizing programs such as local PD "key programs"	Coalition Coordinator, Law Enforcement Subcommittee	October 2010— ongoing	
Conduct media advocacy and community outreach to show coalition's support of LE	Coalition Coordinator, Law Enforcement Subcommittee	Spring 2011	
Collaborate with police departments to promote consistent enforcement of laws through strengthened policies & protocol	Coalition Coordinator, Law Enforcement Subcommittee	Spring 2011	
Collaborate with juvenile corrections system to strengthen and promote consistent diversion policies & protocol around underage drinking violations (for 1 st /2 nd /low risk offenses)	Coalition Coordinator, Law Enforcement Subcommittee	Spring 2011	

Objective 3: Reduce youths' access to alcohol and marijuana

Strategy 3.1: Decrease youths' access to alcohol and marijuana from parents, older siblings & friends

Activity	Responsible party(ies)	Target date	Resources
Disseminate correct information regarding true dangers of underage drinking and marijuana use, through media targeting parents and young adults	Steering Committee, Action Team members, Coalition Coordinator	Begin October 2010— ongoing	- Parents, youth, schools, healthcare professionals, other coalition members (information dissemination) -Youth volunteers for Sticker Shock
Disseminate information to increase adults' awareness around consequences for adult alcohol violations (e.g. Sticker Shock program collaboration with local alcohol retailers).	Steering Committee, Action Teams, Coalition Coordinator	Spring 2011	- 21 Reasons (technical assistance) Funding: DFC grant and in-kind volunteer time, meeting space, volunteer time, meeting space and travel
Disseminate information to parents	Steering	Begin	

promoting ways to limit access to alcohol by youth in the home—locks on cabinets, etc.	Committee, Action Teams, Coalition Coordinator	October 2010—ongoing	
Disseminate information to encourage parents to monitor their child’s spending more closely.	Steering Committee, Action Teams, Coalition Coordinator	Begin October 2010—ongoing	

Objective 4: Strengthen norms and messaging around youth alcohol & marijuana use

Strategy 4.1: Increase adult awareness & capacity to communicate non-use expectations to youth

Activity	Resp. parties	Target date	Resources
Create and distribute educational materials to youth-serving organizations & adult advisors/mentors around harms of UD & marijuana, adult role modeling, and sending healthy/effective messages to youth around SA prevention.	Coalition Coordinator, Media Subcommittee	Begin October 2010—ongoing	-Youth-serving organizations, adult advisors/mentors, coaches - Parents, youth, schools, other coalition members (information dissemination) Funding: DFC grant and in-kind volunteer time, meeting space, volunteer time, meeting space and travel
Conduct outreach with local groups interacting directly with youth to increase engagement in coalition and promote collaboration to create consistent messages to send to youth.	Coalition Coordinator, Steering Committee	Begin October 2010—ongoing	
Offer trainings for adults who work with youth around harms of alcohol & marijuana, adult role modeling, and sending healthy/effective messages to youth around SA prevention	Coalition Coordinator, Steering Committee	April 2010	

IV. 2010-2015 LOGIC MODEL: CASCO BAY C.A.N. COALITION

Goal 1: Establish & Strengthen Collaboration to Support Efforts to Prevent & Reduce Substance Abuse Among Youth

Goal 1, Objective 1: Strengthen coalition's collaboration & capacity to reduce youth substance abuse.				
Problem	But why?	But why here?	Activities	Process outcomes
<p>Coalition membership needs to be strengthened and diversified by more sectors of the community.</p> <p>→STRATEGY 1.1: Increase coalition <u>membership</u> through collaboration and outreach with CB community members to effectively address youth substance abuse needs.</p> <p>→Long-Term Outcome Targets: 25 new active members by 2015.</p>	<p>The Casco Bay C.A.N. already has a strong membership, but needs to continue to increase membership from a diverse sector of the community (including youth, individuals who work with youth, and town managers & councilors)</p>	<p>The coalition has not done enough to engage youth and individuals who work with youth. Town managers and Town councilors have been difficult to engage because they may not be aware of their role in youth substance abuse prevention.</p>	<p>Recruit coalition members from a wide range of community sectors & partner with a broader range of organizations within the community.</p>	<p>100 people reached by outreach activities annually (one-on-one meetings, presentations)</p> <p>Increase active coalition membership by 5 members each year</p>
<p>Our Coalition needs increased participation and leadership from coalition members.</p> <p>→STRATEGY 1.2: Increase coalition member <u>participation & leadership</u> to effectively address youth substance abuse prevention.</p>	<p>In order to be a more effective youth substance abuse prevention coalition, Casco Bay C.A.N. needs a more active membership</p>	<p>In the past, coalition members have not been provided with trainings around leadership and group facilitation.</p>	<p>Further develop the coalition's participation & leadership capacity through trainings/education on leadership and facilitation. Ensure Steering Committee &</p>	<p>At least 8 Steering Committee members participate in coalition leadership or facilitation training annually.</p>

<p>→ Long-Term Outcome Targets: By 2015 at least 5 coalition members are serving as Chairs of Committees/Teams.</p>			<p>subcommittee/task force members stay active and take on leadership roles.</p>	
<p>The Casco Bay C.A.N. Coalition is not a well-known group in the community.</p> <p>→ STRATEGY 1.3: Increase coalition <u>visibility</u> and <u>credibility</u> as a leader and resource in youth substance abuse prevention in the CB community.</p> <p>→ Long-Term Outcome Targets: 20% annual increase in the number of people who participate in the annual Coalition Member Survey</p>	<p>The CB community has many individuals and organizations that are not yet aware of the coalition and its activities, the ways in which they can get involved in substance abuse prevention efforts, or who they can go to for local resources.</p>	<p>Even though Casco Bay C.A.N. is the only youth SA prevention coalition in the CB region, it is not well-known because sufficient efforts have not yet been spent on marketing the coalition.</p>	<p>Create a strong brand for the coalition and increase media advocacy to build awareness of coalition and available SA prevention resources in the community.</p>	<p>500 materials distributed annually containing coalition information (name, logo, etc.)</p>
<p>Prescription drug misuse by youth is a major concern among Coalition members, however the group lacks assessment data and is not trained in evidence-based strategies to address this priority issue.</p> <p>→ STRATEGY 1.4: (Years 2 onward) Increase coalition's <u>capacity</u> for assessment, planning and researching</p>	<p>Community survey data & qualitative feedback demonstrates that Casco Bay community members are highly concerned about prescription drug misuse among youth.</p>	<p>The Coalition has not been able to gather sufficient data on the root causes and contributing factors related to prescription drug misuse among youth. The group is aware that this is a major concern in the community (of</p>	<p>Years 2 onward: Further develop the coalition's capacity around prescription drug misuse prevention through trainings & education. Conduct assessment and develop</p>	<p>Assessment and logic model completed by 2013 to address prescription drug misuse in our community. By 2013, 10 coalition members trained in evidence-based prescription drug misuse prevention strategies.</p>

<p>emerging trends in prescription drug misuse in the Casco Bay region.</p> <p>→Long-Term Outcome Targets: By 2013, coalition has a plan and resources in place to address prescription drug misuse prevention in our community.</p>		<p>all substances, 41% of community members who took the 2009 Community Opinion Survey were most concerned about prescription drug misuse). If awarded, we would hope to research this further in years 2-5 of DFC funding.</p>	<p>logic model to address prescription drug misuse in our community. Possible activities include collaborating with local medical practices around Maine's Prescription Monitoring Program.</p>	
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Goal 2: Reduce Substance Abuse Among Youth and, Over Time, Among Adults by Addressing Risk & Protective Factors in the Casco Bay Community

Overall Impact Measure: By 2015, reduce Casco Bay 6th-12th grade 30-day alcohol use by 5 % points to 19% & 30-day marijuana use by 5% points to 6%.

Goal 2, Objective 1: Strengthen PARENTAL ENFORCEMENT & MESSAGING to prevent underage drinking & marijuana use.				
Problem	But why?	But why here?	Activities	Process outcomes
<p>Many parents are not enforcing clear rules against using alcohol/marijuana or monitoring their children effectively enough.</p> <p>→STRATEGY 1.1: Disseminate correct information around underage drinking &</p>	<p>Due to permissive myths around underage drinking & marijuana, many Casco Bay parents do not see the need for prevention</p>	<p>Ingrained in Casco Bay's community norms are the following <u>misperceptions</u>:</p> <p>"Alcohol isn't really a drug" myth - Community as a whole doesn't acknowledge underage drinking as a problem.</p> <p>The "European myth" – Belief that if you teach kids to drink young, they'll learn to</p>	<p>Disseminate correct information regarding true dangers of underage drinking, using the following channels:</p> <p>Create community dialogue around what we know about underage drinking by holding community forums/discussions.</p> <p>Create and distribute parent</p>	<p>a) 2 community wide forums/discussions held each year; 50 or more community members attended each event</p>

<p>marijuana use and prevention to increase parental knowledge & empower parents to prevent it.</p> <p>→Long-Term Outcome Targets, as measured by MYDAUS/MIYHS: Increased % of CB students who report that their parents think underage drinking is “very wrong” (to 75% by 2013, 77% by 2015)</p> <p>- Increased % of CB students who report that their parents think smoking marijuana is “very wrong” (to 88% by 2013, 90% by 2015)</p> <p>- Increased % of youth who report that they would be caught by their parents for drinking alcohol without permission (to 60% by 2013, 62% by 2015)</p>		<p>do it in moderation. Take away the forbidden fruit aspect of alcohol, and drinking won't be such a big deal.</p> <p>“Kids will be kids—drinking is inevitable” myth – Belief that no matter what parents do, kids are going to find a way to drink anyways.</p> <p>“Marijuana is not a big deal.”</p>	<p>outreach materials & marketing media campaign (e.g. PSAs) —with latest information re: harms of UD and marijuana</p> <p>- Create local PSA regarding youth SA use in Casco Bay community and impact of alcohol on teens—including information on why alcohol is worse for teens than adults</p> <p>c) Use Maine’s Table Talks model to hold parent discussions, where a trained facilitator leads a conversation for parents to talk about underage drinking in a safe and supportive environment – include myths vs. reality overview to dispel common underage drinking myths</p>	<p>b) 1 PSA created; 500 educational materials distributed each year; 500 people who received or viewed educational materials or message</p> <p>c) 15 parent Table Talks held each year/5-10 parents participate in each Table Talk</p> <p>d) 4 school districts signed on to share data with parents</p>
	<p>There is limited parental knowledge around what their child is actually doing, in regards to alcohol and other drugs.</p> <p>There is limited parental</p>	<p>Limited parental knowledge of youth substance use due to:</p> <p>Parental perception of an affluent town being immune from youth substance use - Some parents do not believe underage drinking and other drug use such as marijuana is going on</p>	<p>Disseminate information about local rates and substance abuse trends throughout the community, via the following channels:</p> <p>a) Community forums/discussions (See a. above)</p>	

	<p>knowledge of local youth substance abuse rates.</p>	<p>in their community.</p> <p>Close proximity of Casco Bay towns makes it difficult to monitor—Even if parents are well-connected to other parents in their town, their children may use alcohol & other substances like marijuana in nearby towns.</p> <p>Schools may be reluctant to share student survey data with media, due to history of the press sensationalizing data and comparing towns' data to one another.</p>	<p>b) Parent outreach materials & marketing media campaign (see b. above) —with latest information regarding youth SA use in Casco Bay community; Explain why preventing underage drinking is important</p> <p>c) Use Maine's Table Talks model to hold parent discussions (see c. above); Share underage drinking statistics</p> <p>d) Collaborate with all regional schools to find effective ways of working with the media around using student survey data; Encourage schools that do not currently share student survey data with parents & community to consider doing so (and provide recommendations on how to do this)</p>	
	<p>Many parents feel powerless and don't know what they can actually do to prevent underage</p>	<p>Many parents don't know their power, their role, & what they can do to prevent it - Prevention is difficult because middle school parents do not believe</p>	<p>b) Parent outreach & marketing (see b. above)--Disseminate information about power of parents' strong role in prevention, and</p>	

	<p>drinking and other drug use.</p>	<p>their children are using, and high school parents feel helpless & that SA use is inevitable.</p> <p>Parents are immersed in a community culture where alcohol is central to the adult social scene, which makes underage drinking a sensitive topic - Adults feel that an anti-underage drinking message would be hypocritical, when they themselves feel that “It’s not a party without alcohol” and “It’s part of the adult socializing culture”</p> <p>Parents don’t have a way to talk with other parents about prevention, youth alcohol use, and setting common practices—Due in part to alcohol being a sensitive topic, and, for many, almost taboo to talk about</p>	<p>what actions they can take to make a difference. Tailor specific messages to MS & HS parents about what they can do.</p> <p>c) Use Maine’s Table Talks model to hold parent discussions (see c. above)-- Reaffirm parents’ critical role in prevention & provide ways for parents to connect & support each other</p>	
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Goal 2, Objective 2: Increase ENFORCEMENT OF UNDERAGE DRINKING LAWS				
Problem	But why?	But why here?	Activities	Process outcomes
<p>There is a need for enhanced enforcement around underage drinking by Casco Bay law enforcement.</p> <p>→STRATEGY 2.1: Increase outreach and collaboration to strengthen enforcement policies, resources, and support.</p> <p>→Long-Term Outcome Targets, as measured by MYDAUS/MIYHS: Increase the % of Casco Bay students who report that they would be likely to be caught by police if they drank alcohol (to 32% by 2013; 34% by 2015)</p>	<p>Enforcement violation rates are low.</p> <p>Youth assume that if they are caught, they can get out of their punishment, or their punishment will not actually be enforced, greatly due to their economic or social status in the community.</p>	<p>For some departments, there is a lack of resources for consistent, on-going enforcement; Many departments feel they do not have sufficient staffing for these efforts.</p>	<p>Increase resources for law enforcement by: Collaboration/sharing amongst regional depts Encourage PDs to form local, regional alcohol task force (model after Androscoggin County)--Create improved models for LE in rural areas Publicize anonymous tip line for reporting UD parties, to allow for focused use of limited resources Provide law enforcement trainings by the DA's office on UD enforcement and reporting</p>	<p>All enforcement departments participating; 12 officers trained annually</p>
	<p>→ Medium-term Outcomes, as measured by PD data: Increase # of violations issued for underage drinking, furnishing, hosting</p> <p>Targets: 15% increase by 2013; 30% increase by 2015 (Average of all depts in region)</p>	<p>Many officers feel there is a lack of community support for enforcement, including lack of follow-through by the judicial system, and backlash from parents (which some feel is related to class issues between youth/parents and police).</p>	<p>Increase community support for law enforcement through the following activities: Distribute information about harms of underage drinking, along with promotion of tip line Work on building stronger relationships between LE and students, parents & schools through programs such as local PD "key programs" Show coalition's support of law enforcement through media advocacy and community outreach</p>	<p>100 educational materials distributed each year 5 media mentions each year</p>
			<p>Some community members perceive that</p>	<p>Work to strengthen and promote evidence-based policies around: Consistent enforcement of</p>

		there is a lack of consistency around who gets caught or let go by police in regards to youth substance use (some believe this is related to youths' socio-economic status).	UD laws by police (PD Policies/Protocol) – Maine Model Policy Develop & promote recommendations for consistent diversion of underage drinking violations (1 st /2 nd /low risk offenses) by juvenile probation system (JCCO policies/Protocol) Show coalition's support of PD & JCCO policies & practices through media advocacy and community outreach	Maine Model Policy Diversion recommendations developed by 2013 & shared with police departments & juvenile supervisors; recommendations adopted by 2014 5 media mentions each year
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Goal 2, Objective 3: Reduce youth's ACCESS to alcohol & marijuana				
Problem	But why?	But why here?	Activities	Process outcomes
Alcohol and marijuana are easily accessible to youth in the Casco Bay community from social sources— parents, older siblings, & friends. → STRATEGY 3.1: Decrease youth access to alcohol and marijuana from parents, older siblings, and friends → Long-Term Outcome Targets, as measured by MYDAUS/MIYHS: <i>Increase the % of teens who report that alcohol and marijuana are "very hard" to get (Alcohol is very hard to get—32% by 2013, 34% by 2015;</i>	Youth are able to obtain alcohol, marijuana, and other drugs from parties hosted by parents, older siblings and friends.	Permissive attitudes by adults contribute to easy access: a) Adults are not aware of the negative impacts of underage drinking and marijuana use (see Goal 2, Objective 1) – permissive norms exist in the community, as does misinformation around youth substance abuse b) Adults are not aware of the legal consequences of furnishing alcohol to minors and hosting underage drinking parties.	a) Disseminate correct information regarding true dangers of underage drinking and marijuana use. b) Implement Sticker Shock program in collaboration with local alcohol retailers to disseminate information to increase adults' awareness around consequences for adult alcohol violations	a) 100 educational materials distributed each year; 100 people who received or viewed educational materials or message. b)1500 stickers distributed annually in collaboration with at least 4 retailers
	Youth are able to	a) Parents not monitoring or	a) Promote ways for parents to limit	a,b) 100 educational

Marijuana is very hard to get—49% by 2013, 51% by 2015)	obtain alcohol or marijuana without their parents' knowledge	securing alcohol in their home; Many parents are not aware of why or how to do so. b) Parents are not monitoring youths' disposable income, which they can use to purchase alcohol, marijuana and other drugs; Parents are not aware that their child's income is being spent in this way	access to alcohol by youth in the home—locks on cabinets, etc. b) Encourage parents to monitor their child's spending more closely.	materials distributed each year; 100 people who received or viewed educational materials or message.
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Goal 2, Objective 4: Strengthen community norms and messaging around youth alcohol & marijuana use				
Problem	But why?	But why here?	Activities	Process outcomes
<p>Many Casco Bay youth are not receiving consistent messages or positive role modeling around alcohol & marijuana from the adults in their lives.</p> <p>→STRATEGY 4.1: Increase adult awareness and capacity to communicate non-use expectations to youth</p> <p>→Long-Term Outcomes, as measured by MYDAUS/MIYHS: Increase % of CB students who report that adults in their neighborhood think underage drinking</p>	<p>There are many individuals & organizations in the community who interact directly with youth. However, these adults may not role model appropriate behavior to youth around alcohol & marijuana use. In addition, local groups that interact directly with youth may not collaborate with one another, and therefore have not agreed on</p>	<p>a) Adults who interact with youth may not think that youth substance abuse is something they need to worry about (Many think, "These are smart, high-achieving, stressed-out kids, so they deserve a little fun"), and may not be aware of the messages they are sending.</p> <p>b) While schools are part of the coalition, coaches, extracurricular leaders, teen center coordinators, etc. may be left out of outreach, and</p>	<p>a) Create and distribute educational materials to youth-serving organizations & adult advisors/mentors around harms of underage drinking, adult role modeling, and sending healthy/messages to youth around substance use.</p> <p>b) Increase engagement with local groups interacting directly with youth that are not currently involved in coalition efforts.</p> <p>-- Encourage collaboration</p>	<p>a) 100 educational materials distributed each year to adults who work with youth; 100 people who received or viewed educational materials or message.</p> <p>b) 5 new groups interacting directly with youth that are members or partners of coalition by 2013; 10 by</p>

<p>and smoking marijuana is “very wrong” - Targets: 59% believe that underage drinking is “very wrong” by 2013, 61% by 2015. 75% believe that using marijuana is “very wrong” by 2013, 77% by 2015.</p>	<p>the consistent messages they should send to youth around alcohol & marijuana use.</p>	<p>therefore have not received the educational materials on adult role modeling & messaging. These individuals are often strong role models for youth, and the messages they send are critically important.</p>	<p>between agencies that interact with youth to create consistent messages to send to youth.</p> <p>c) Offer trainings for adults who work with youth around harms of alcohol & marijuana, role modeling, sending healthy/effective messages to youth around SA prevention</p>	<p>2015. c) 5 trainings held by 2013; 10 by 2015.</p>
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V. Casco Bay C.A.N. Coalition 2013 & 2015 TARGETS

GOAL (6th-12th grade data)	2008 MYDAUS BASELINE	2013 MIYHS GOALS	2015 MIYHS GOALS
Decrease alcohol 30-day use	24%	(-3% points) 21%	(-5 % points) 19%
Decrease alcohol 2-week binge	11%	(-3% points) 8%	(-5% points) 6%
Decrease marijuana 30-day use	11%	(-3% points)8%	(-5% points) 6%
Decrease prescription drug misuse 30-day use	3%	(-.5 % point) 2.5%	(-1.5% points) 1.5%
Increase % of CB students who report their parents think underage drinking is “very wrong”	72%	(+3% points) 75%	(+5 % points) 77%
Increase % of CB students who report that they would be caught by their parents in they drank alcohol without their permission	85%	(+3% points) 88%	(+5 % points) 90%
Increase % of CB students who report that they would be likely to be caught by police if they drank alcohol	29%	(+3% points) 32%	(+5% points) 34%
Increase % of CB students who report that alcohol is “very hard” to get	28.5%	(+3% points) 31.5%	(+5 % points) 33.5%
Increase % of CB students who report that marijuana is “very hard” to get	46%	(+3% points) 49%	(+5 % points) 51%
Increase % of CB students who report that adults in their neighborhood think underage drinking is “very wrong”	56%	(+3% points) 59%	(+5% points) 61%
Increase % of CB students who report that adults in their neighborhood think using marijuana is “very wrong”	72%	(+3% points) 75%	(+5% points) 77%

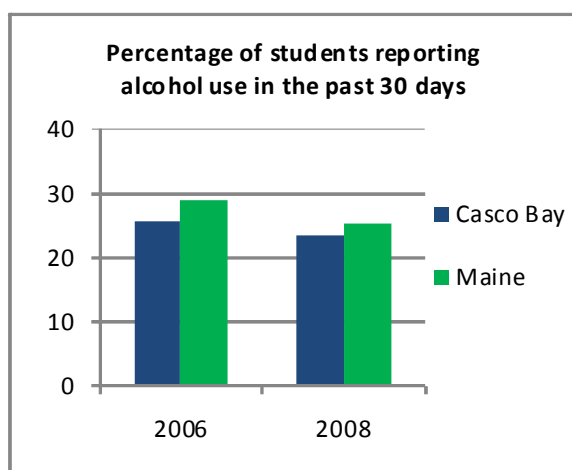
VI. APPENDICES

APPENDIX A: 2008 Casco Bay MYDAUS Data Summary

Note: All numbers below are averages taken from the results of Freeport/Pownal, Yarmouth, Falmouth, and Cumberland/North Yarmouth school districts.

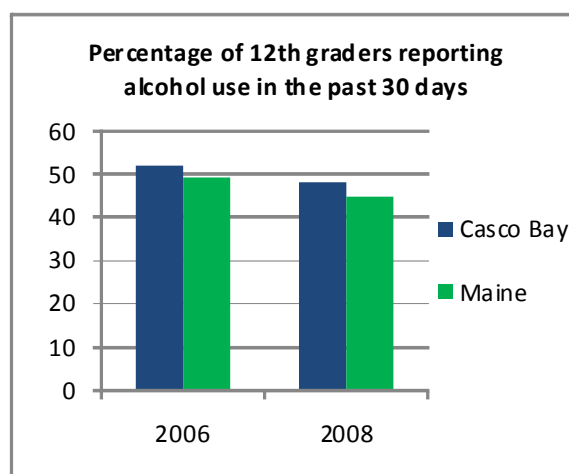
Alcohol Use – 30 day (Grades 6-12)

	2006	2008
Casco Bay	25.6	23.6
Maine	29	25.3



Alcohol Use – 30 day (Grade 12 only)

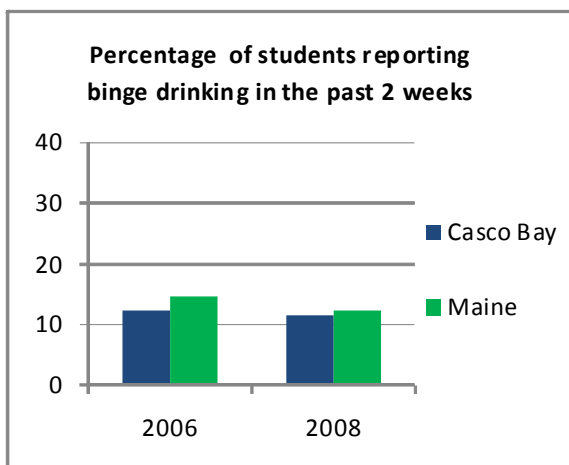
	2006	2008
Casco Bay	51.9	47.8
Maine	49.1	44.9



Alcohol Use – 2 week binge (Grades 6-12)

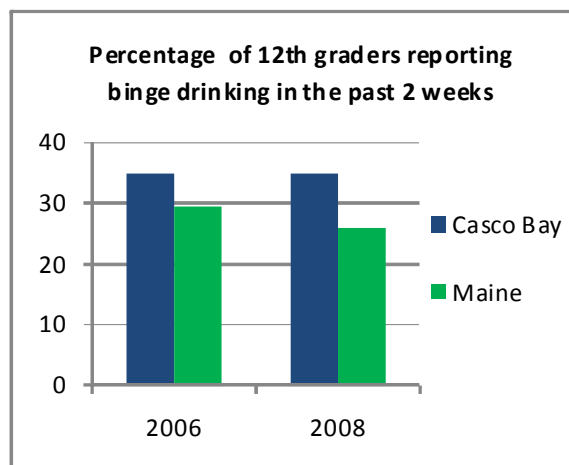
Note: Binge drinking in the MYDAUS is defined as drinking five or more alcoholic drinks in a row.

	2006	2008
Casco Bay	12.3	11.4
Maine	14.6	12.5



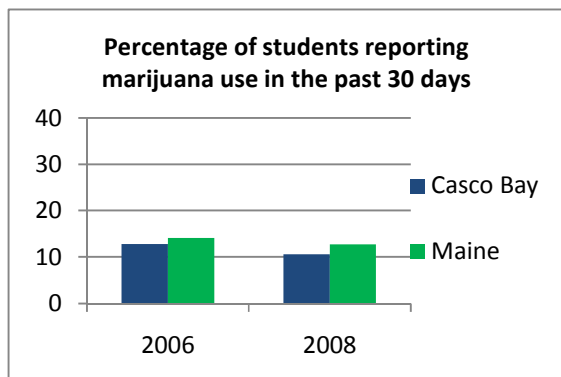
Alcohol Use – 2 week binge (Grade 12 Only)

	2006	2008
Casco Bay	35.1	35.1
Maine	29.4	26.2



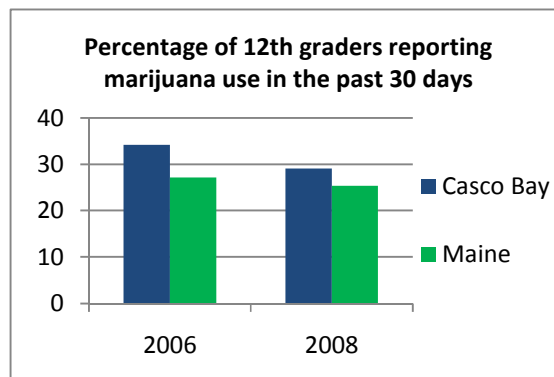
Marijuana Use – 30 day (Grades 6-12)

	2006	2008
Casco Bay	12.8	10.6
Maine	14.1	12.7



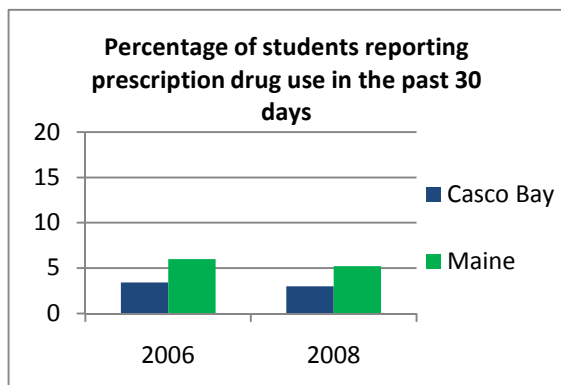
Marijuana Use – 30 day (Grade 12 only)

	2006	2008
Casco Bay	34.2	29.1
Maine	27.2	25.4

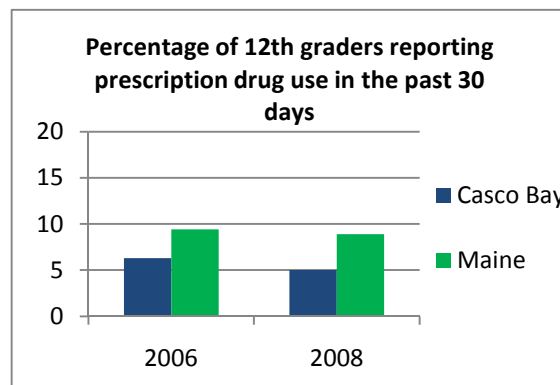


Prescription Drug Misuse – 30 day (Grades 6-12) Prescription Drug Misuse – 30 day (Grade 12 only)

	2006	2008
Casco Bay	3.4	3.0
Maine	6	5.2



	2006	2008
Casco Bay	6.3	5.0
Maine	9.4	8.9

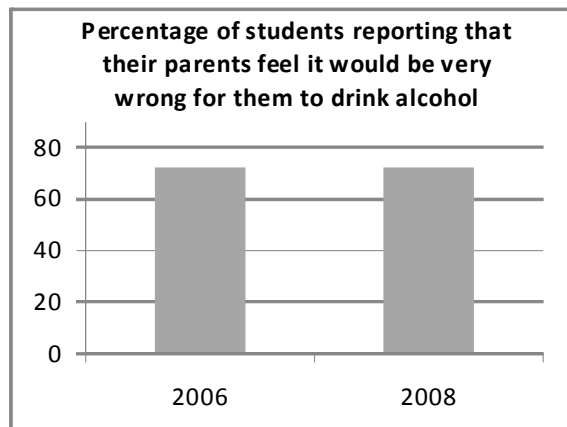


Appendix B: 2006 & 2008 Casco Bay MYDAUS Student Perception Data

Note: All numbers below are averages taken from the results of Freeport/Pownal, Yarmouth, Falmouth, and Cumberland/North Yarmouth school districts.

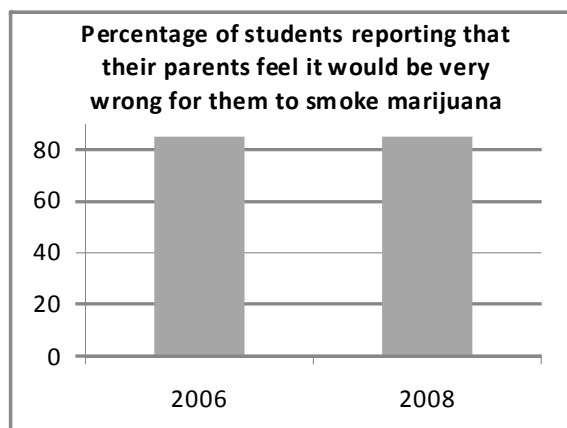
How wrong do your parents feel it would be for you to drink alcohol?

	2006	2008
Very wrong	72.1	72.4
Wrong	18.9	17.9
A little bit wrong	7.6	8.1
Not wrong at all	1.4	1.7



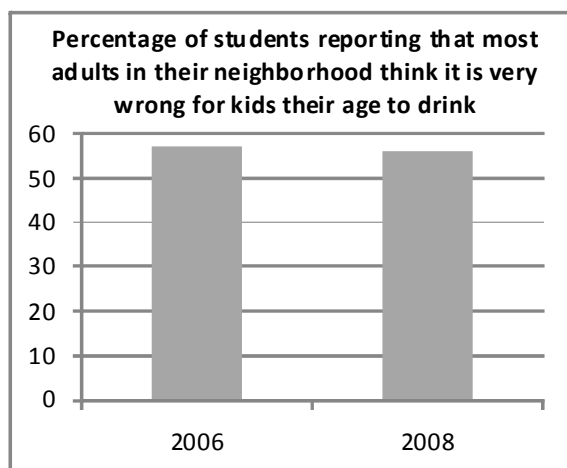
How wrong do your parents feel it would be for you to smoke marijuana?

	2006	2008
Very wrong	84.9	85.3
Wrong	11.1	10.3
A little bit wrong	3.3	3.5
Not wrong at all	0.7	1.0



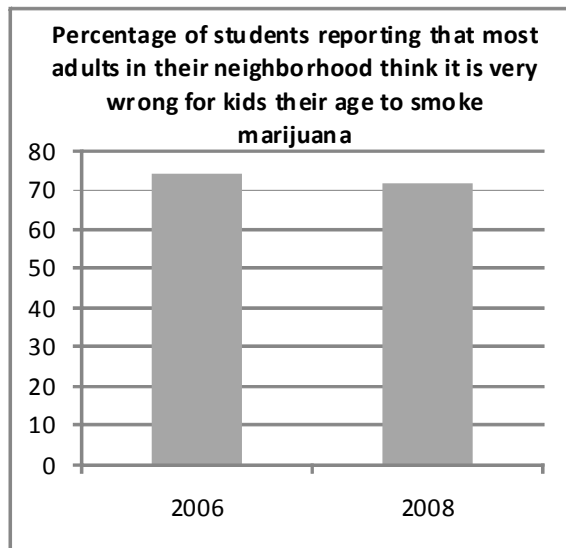
How wrong would most adults in your neighborhood think it is for kids your age to drink alcohol?

	2006	2008
Very wrong	56.9	55.9
Wrong	27.8	28.2
A little bit wrong	11.9	13.1
Not wrong at all	3.6	2.9



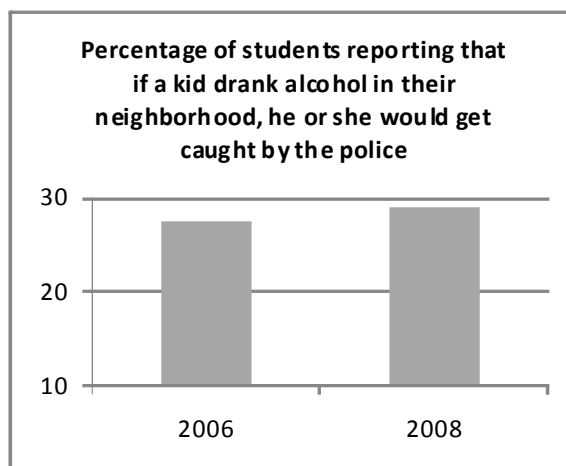
How wrong would most adults in your neighborhood think it is for kids your age to smoke marijuana?

	2006	2008
Very wrong	74.1	72.0
Wrong	19.0	19.8
A little bit wrong	5.6	6.6
Not wrong at all	1.4	1.6



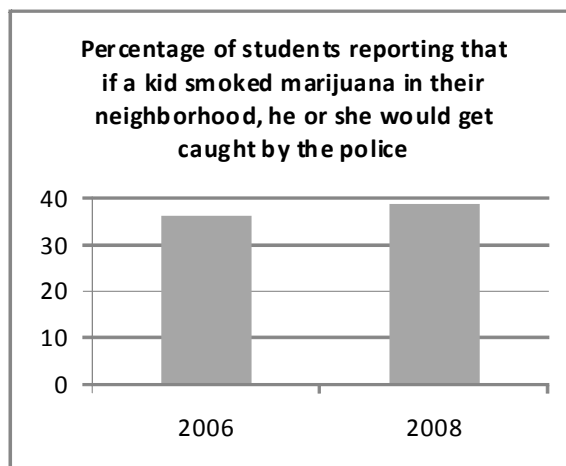
If a kid drank alcohol in your neighborhood, would he or she get caught by the police?

	2006	2008
No (combined)	72.5	70.9
Yes (combined)	27.5	29.1



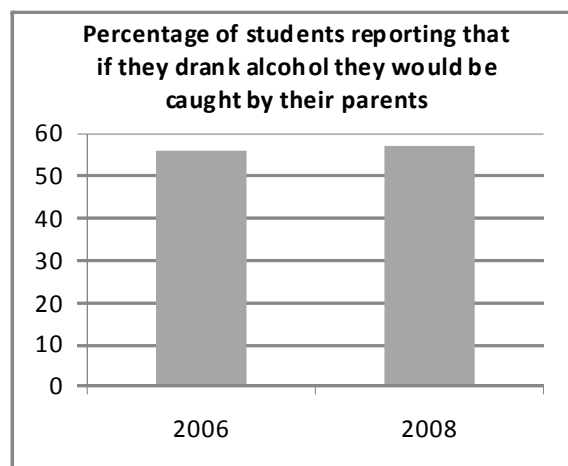
If a kid smoked marijuana in your neighborhood, would he or she get caught by the police?

	2006	2008
No (combined)	63.6	61.3
Yes (combined)	36.5	38.7



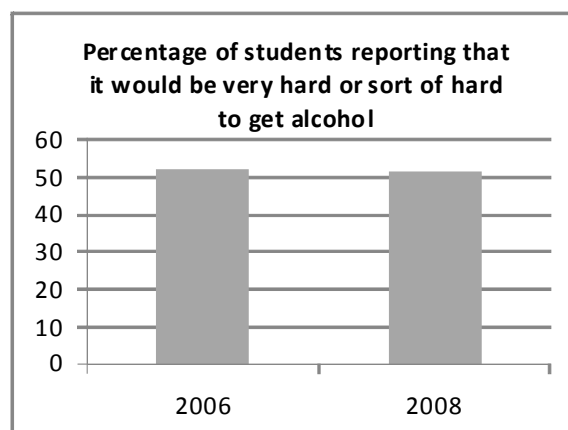
If you drank alcohol without your parents' permission, would you be caught by your parents?

	2006	2008
No (combined)	43.7	42.9
Yes (combined)	56.4	57.1



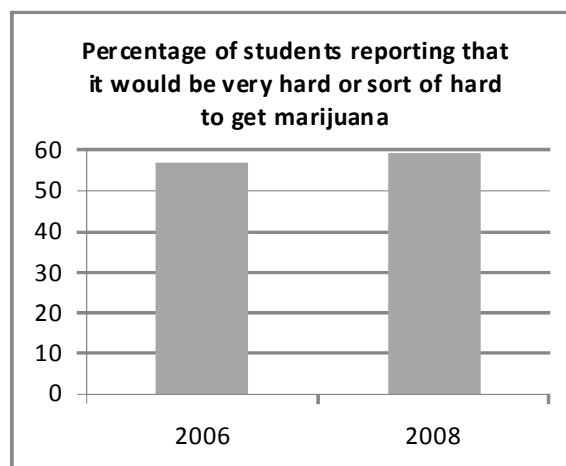
If you wanted to get some alcohol, how easy would it be to get some?

	2006	2008
Very Hard/Sort of Hard	52.3	51.7
Very Easy/Sort of Easy	47.7	48.4



If you wanted to get some marijuana, how easy would it be to get some?

	2006	2008
Very Hard/Sort of Hard	57.0	59.1
Very Easy/Sort of Easy	43.0	40.8



Appendix C: 2008 Casco Bay and Maine State MYDAUS Community Norms Data

Note: All Casco Bay numbers below are averages taken from the results of Freeport/Pownal, Yarmouth, Falmouth, and Cumberland/North Yarmouth school districts.

How wrong do your parents feel it would be for you to drink alcohol? 6th-12th graders

	Casco Bay 2008	Maine 2008
Very wrong	72.4	71.4
Wrong	17.9	17.7
A little bit wrong	8.1	8.6
Not wrong at all	1.7	2.4

How wrong do your parents feel it would be for you to smoke marijuana? 6th-12th graders

	Casco Bay 2008	Maine 2008
Very wrong	85.3	83.8
Wrong	10.3	10.0
A little bit wrong	3.5	4.2
Not wrong at all	1.0	1.9

How wrong do your parents feel it would be for you to drink alcohol? 12th graders ONLY

	Casco Bay 2008	State 2008
Very wrong	44.2	49.7
Wrong	31.6	27.2
A little bit wrong	20.9	17.4
Not wrong at all	3.3	5.6

How wrong do your parents feel it would be for you to smoke marijuana? 12th graders ONLY

	Casco Bay 2008	State 2008
Very wrong	64.9	68.6
Wrong	24.8	18.5
A little bit wrong	8.5	8.9
Not wrong at all	1.8	4.0

How wrong do your parents feel it would be for you to drink alcohol?

	Grades 6-8		Grades 9-12	
	Casco Bay	Maine	Casco Bay	Maine
Very Wrong	88.1	87	60.4	61.55
Wrong	8.5	8.8	25.2	23.3
A little bit wrong	2.9	3.2	11.9	12
Not wrong at all	0.5	0.7	2.5	3.2

How wrong do your parents feel it would be for you to smoke marijuana?

	Grades 6-8		Grades 9-12	
	Casco Bay	Maine	Casco Bay	Maine
Very Wrong	95.7	94.6	77.5	77.1
Wrong	3.1	3.6	15.9	14.1
A little bit wrong	0.9	1.1	5.2	6.1
Not wrong at all	0.3	0.6	1.5	2.8

Appendix D: List of Casco Bay C.A.N. Steering Committee Members, May 2010

- MaryBeth Bachman, Nurse, Cheverus High School & Falmouth Parent—Falmouth
- Milton Calder, Lieutenant, Cumberland Police Department—Cumberland
- Andrea Connor, Parent & Steering Committee Chair—Yarmouth
- Anne-Marie Davee, Member, Rotary Club of Freeport—Freeport
- Casey Ericson, Director, The Wellness Solution—Falmouth
- Jill Frame, Social Worker, Yarmouth High School—Yarmouth
- Robin Haley, Substance Abuse Prevention Counselor, Falmouth School District—Falmouth
- Beth Lamberson, Substance Abuse Counselor, H.O.P.E.—Cumberland
- Michael Mack, Regional Correctional Supervisor, Department of Corrections—Regional
- Michael McManus, Officer, Freeport Police Department—Freeport
- Dean Perry, Lieutenant, Yarmouth Police Department—Yarmouth
- Peter Schwanda, Director, Young Life Casco Bay—Freeport
- Peter Scott, Social Worker, MSAD#51—Cumberland/North Yarmouth
- Rick Simard, Director, Freeport Cable TV 3—Freeport
- Lisa Sturtevant, Advisory Board Member, PORT Teen Center—Freeport
- Student Representative, Yarmouth High School—Yarmouth