Resources and Ideas from SCA Prevention Networking Session 12/1/22

Idea Spotlights

Collaboration with Law Enforcement (Jill Northey, Armstrong/Indiana/Clarion Drug & Alcohol Commission)

- Collaborate with law enforcement in multiple ways such as:
  - Fetal Alcohol Spectrum Disorder Awareness Month – Go with law enforcement to licensed establishments to ask them to hang posters/provide magnets/materials. Licensees are more receptive when law enforcement comes with them.
  - Law enforcement does college walk throughs (dorms and fraternities/sororities). SCA staff come along and leave behind bags with info/resources on social hosting, underage drinking, binge drinking, etc.
  - SCA staff attend Bureau of Liquor Control Enforcement (BLCE) CHOICES presentations and share additional info/resources (e.g. share about SAP).
  - SCA has alcohol and driving program for new drivers. Gather questions students have for law enforcement and then law enforcement attend third session to answer their questions.
  - Recognize first responders who have saved individuals from an overdose during Recovery Month. Provides opportunity to share success stories of individuals lives who have been saved. Give out flame award to recognize efforts in prevention.
  - Law enforcement attends and helps out with student leadership conference.
  - Host training for law enforcement (e.g. medical marijuana awareness, ARIDE: Advanced Roadside Impaired Driving Enforcement, and Drug Impairment Training for Education Professionals (DITEP) training.)
  - Host small games of chance trainings instructed by BLCE officers. Do one for non-profits and one for licensed establishments with gambling on site.
  - Law enforcement partner with drug take back events and are present when do Project Sticker Shock. Had outlets that were not willing to participate in Project Stricker Shock, but BLCE was able to reach out and get them on board.
- Recommend partnering with BLCE officers if not doing so already
- PLCB offers free alcohol education materials:
  https://www.lcb.pa.gov/Education/Resources/Pages/default.aspx

Measuring Effectiveness of Digital Media (Mallory Perrotti, Bucks County Drug & Alcohol Commission)

- Working with Beasley Digital with online/digital media.
- For take back day and take back boxes had online banner ads and video PSA.
- Wanted to be able to determine not just if people were viewing ads, but also if they were doing what ad encouraged (e.g. are they going to website, do they take meds to take back box).
- Worked with Beasley to identify 10 take back box locations at police departments that were set-up as "conversion zones." If an individual clicked on ad, were then able to determine if that person visited one of the 10 locations during a specific time frame.
  - Determined that 63 people who clicked ad went to one of the 10 boxes.
- Had high click through rate from ads to website
- Video PSA featuring DA preformed better than banner ad
- Attendees at take back days reported learning of event online (more new attendees)

Successes/Activities Planned

- Working with Penn State Berks campus to install Smart vending machines. Vending machine has touch screen and can display info and resources. Vending machine will have naloxone, possibly fentanyl test strips, and other types of prevention materials.
- Secretary Smith will be coming to visit Recovery Capital (https://aicdac.org/recovery-capital/).

Questions

- Any ideas of alternative activities to offer in winter?
  - Some recurring alternative activity programs are offered during entire school year such as recreational, dance, art, etc. programs.
  - Family trivia events with questions around key topics
  - Painting event for community/families

DDAP Updates

- Phase G SCA Evaluation Reports
  - Will be reviewed by DDAP over next 4-6 weeks
  - After review SCA's will receive feedback, requests for edits, questions, etc.
- SOR 3 Grant
  - Enter plan in WITS by 12/16
  - Make sure all SOR II funds are spent before spending SOR 3 funds
- CPGT Funding
  - Proposal form for SCAs to request funds for SFY 23/24 was sent 12/28. Proposals due 1/27.
  - Contact Kelly Frizen (kfrizen@pa.gov) with any questions.
- BG COVID Supplemental Funding
  - No cost extension approved – can use funds through 3/13/24
- BG ARP Supplemental Funding
  - Proposal form for SCAs to request ARP funds for SFY 23/24 and 24/25 to go out 12/12 and will be due 2/10.
- BG Supp 1 Plan in WITS (changes being planned to address no cost extension for COVID funds)
  - BG Supp 1 plan will be edited to use for COVID funds only
  - New plan will be entered for ARP funds from 3/1/22 – 6/30/25
  - More details will be sent in March (do NOT make any edits to BG Supp plan in WITS before instructions are sent)
- Service Code Changes
  - Upcoming changes to DDAP Prevention Coding Guide effective 7/1/23
  - See email sent to all SCAs on 11/21 for details on changes being made
  - Removing environmental media related codes (ENV03, ENV04, ENV05, ENV06, ENV07, ENV08, ENV09, ENV10, GEN03, GEN04)
  - Beginning 7/1/23 will capture these media related activities under:
    - Service Codes: INF02, INF04 or INF06 (or GIN02/04/06 for gambling)
    - Program: ATOD (or Gambling) Information Dissemination Activities
    - Recommend SCAs use customized program name to separate out different campaigns
    - Plan to add program to WITS for Parents Who Host Lose the Most
  - Removing ENV12 Pledge/Signature Collection

- - Pledge signing occurs in conjunction with or as a part of other activity/service (e.g. event or presentation)
    - No longer need to add additional separate service in WITS for the pledge signing
  - ENV/GEN codes will be renumbered
  - Budgets and contracts for SFY 23/24 and beyond will need to reflect the changes
    - Move ENV media related activities to Information Dissemination in budgets and work statements
    - Remove or edit any ENV/GEN service codes referenced in contracts that will be removed or renumbered