



Together Promoting Healthy Youth

***Summit County
Communities That Care
Community Action Plan
2018-2021***

Executive Summary

Summit County Communities That Care has an important mission and vision to improve youth health in our community:

Mission: To promote healthy development, improve outcomes and reduce problem behaviors among youth in Colorado through the following objectives:

1. Reduce risk and increase protective factors commonly associated with underage use or abuse of substances as measured by the Healthy Kids Colorado Survey.
2. Delay initiation and reduce current use of marijuana, alcohol, and opioids among middle and/or high school students

Vision: Summit County is a diverse community, actively supporting and inspiring youth and families to live, work, and play responsibly throughout life.

Our goal is to reduce the following youth risk behaviors in our community:

Substance Abuse: As reported in the 2015 Health Kids Colorado Survey, youth in Summit County High School report high levels of marijuana (19.4% have used in the last 30 days, HKCS 2015) and alcohol (32.2% have drunk in the last 30 days, HKCS 2015).

Mental Health: As reported in the 2015 Health Kids Colorado Survey, youth in Summit County High School, 25.4% of students felt sad or hopeless almost every day for 2+ weeks.

This plan describes the ways to address the priority risk and protective factors identified in Summit County's Communities That Care effort. The Communities That Care system is a way for members of a community to work together to promote positive youth development. The system was developed by the Social Development Research Group at the University of Washington. Their research has identified risk factors that predict youth problem behaviors and protective factors that buffer children from risk and help them succeed in life.

In May, 2017 the Risk- and Protective-Factor Assessment workgroup identified two risk and one protective factors as priorities for community planning: low neighborhood attachment and community disorganization, favorable attitudes towards the problem behavior, and community opportunities for prosocial involvement. From June to November, 2017, The Resources Assessment workgroup then completed an assessment of the prevention strategies and programs that address these priorities in the community, and identified gaps in those resources, along with the community's capacity to implement strategies and programs to fill the gaps.

The drafting of this document, the Summit County Community Action Plan, was the next step in the Communities That Care process. In December 2017, members of the Key Leader and Community Board attended the Community Planning Workshops.

Key Leader and Community Board members selected research-based community-level strategies focused on policy, community outreach, and environmental change, as well as evidence-based programs to address priority risk and protective factors at meetings in January and February, 2018. Key Leader and Community Board members drafted community-level outcomes to help define the desired changes for the Summit County community and measure the progress toward those outcomes. Community-level outcomes include behavior and risk-and protective-factor outcomes. In addition, implementation outcomes were also finalized at these

meetings. These consist of implementation objectives and goals, which will measure the change that prevention strategies and programs have in the community.

The following are the community-level prevention strategies and programs selected to address each prioritized risk/protective factor:

Risk/Protective Factor: Low Neighborhood Attachment and Community Disorganization

- Hot Spot (Community) Mapping

Risk/Protective Factor: Favorable Attitudes towards the Problem Behavior

- Mass Media Campaign

Risk/Protective Factor: Community Opportunities for Prosocial Involvement

- Promote Social Development Strategy (Positive Youth Development) Broadly in the Community and Build Public Support for Creating Community Spaces for Youth

Summit County Community Action Plan Outline

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Report Overview

Summit County *Communities That Care* envisions that Summit County is a diverse community, actively supporting and inspiring youth and families to live, work, and play responsibly throughout life. Our efforts are a collaborative project of public health, education, health and human services, civic organizations, law enforcement, and local businesses and other concerned citizens. Many of these agencies have allowed for staff members to utilize their time and energy to support our efforts to create systems that prevent youth substance use and violence, and to promote young people's mental well-being. We also have community members and young people involved in our efforts, who provide their expertise and passion, as well as practical insights on addressing the needs of our young people. All of these partners will be critical in leveraging community assets and resources needed to sustain our prevention efforts now and in the future. The following agencies contributed to the development of this plan, either by being a representative on a board or work group, and/or from contributing information that helped inform our community's decision:

- Summit School District
- Summit County Public Health
- Summit Community Care Clinic
- Family Intercultural Resource Center
- Mountain Mentors & The Drop Teen Center
- Summit High School
- Snowy Peaks High School
- The Peak School
- Town of Breckenridge
- Summit County Sheriff's Department
- Mind Springs Health Center
- Arapahoe Basin Ski Resort
- Inter-faith Council
- Copper Mountain Ski Resort
- Alpine Bank
- NAMI
- Breckenridge Restaurant Association
- Police Department
- Town of Frisco

There have been several organizations that have helped strengthen the efforts of the *Communities That Care* process in Summit County. Multiple County and Town Departments in Summit County will donate resources for the strategies that will be implemented; the Summit County Community and Senior Center, Medical Office Building, and Summit High School have provided the facilities for many of the *Communities That Care* training sessions, workgroup sessions, and board meetings. In addition, this community action plan helps to address the community needs identified in the Public Health Needs Assessment.

Purpose and use of the plan

Summit County presents its 2018 - 2021 Community Action Plan. This plan describes the results of the work completed thus far in Summit County's *Communities That Care* effort, which has been funded by the Colorado Department of Public Health and Environment. However, this report outlines plans that are not limited to this single funding source. Rather, the report serves as a collective impact

Report Overview

vision for community change in Summit County that will need to leverage multiple funds and resources in the future.

This report describes the changes we want for our community, the community-level prevention strategies and programs that will be implemented to address the community's identified priority risk and protective factors, and the outcomes that will measure progress toward our community's vision.

Summit County implemented the Communities That Care process to help achieve the community's vision as a diverse community, actively supporting and inspiring youth and families to live, work, and play responsibly throughout life.

Prevention science overview

In the spring of 2016, Summit County began implementing the Communities That Care system. The Communities That Care system helps community members' work together to efficiently and effectively promote positive youth development. The system was developed by Dr. J. David Hawkins and Dr. Richard F. Catalano of the Social Development Research Group at the University of Washington, Seattle. It is based on their research, which has identified risk factors that predict youth problem behaviors and protective factors that buffer children from risk and help them succeed in life.

The community plan

A key goal of the Communities That Care process is to develop a Community Action Plan that builds on the data-based assessment of a community's priorities, strengths and resources. This plan focuses on priority risk and protective factors and draws on community resources and strengths. It also addresses resource and community capacity gaps, issues and barriers by recommending community-level strategies to target policies, community outreach, and environmental changes as well as enhancing existing or implementing new tested, effective programs.

The Summit County plan accomplishes this goal by identifying specific desired outcomes for each selected strategy or program; for the priority risk and protective factors on which the plan is focused; and for adolescent health & behavior problems. It describes how each selected strategy and program will work to bring about desired changes in Summit County's youth and presents recommendations for how these prevention strategies and programs will be implemented in the community. Finally, it provides implementation and evaluation plans for each of these strategies and programs.

Report Overview

How the information was collected

In May, 2017, Summit County prioritized risk factors related to youth substance abuse, violence, and mental health on which to focus its prevention efforts, as well as protective factors that could buffer these risks. The report on the prioritized risk and protective factors is located here:

[Summit County Data Assessment Report 2017](#)

Summit County selected the following risk and protective factors:

1. Low Neighborhood Attachment and Community Disorganization
2. Favorable Attitudes towards the Problem Behavior
3. Community Opportunities for Prosocial Involvement

The Resource Assessment then collected information to understand the potential strengths and gaps in our community's capacity to address these risk and protective factors with potential community-level prevention strategies and tested, effective prevention programs. In December, 2017 the workgroup presented a list of potential strategies and programs that would benefit our community, and the Key Leader and Community Boards voted to move forward several efforts. The report on the resource assessment and the community strengths and needs to implement these efforts is located here:

[Summit County Resource Assessment Report 2017](#)

To develop this community action plan, Summit County first drafted community-level outcomes, which consist of behavior and risk- and protective-factor outcomes. Community Board members drafted these outcomes at the Community Planning Workshops in January and February of 2018. Strategy and program selection also took place at these workshops, with the Summit County Community Board members selecting three prevention strategies and programs to address the identified priority risk and protective factors.

Work was next focused on drafting implementation outcomes, which consist of implementation objectives and participant outcomes where applicable. Implementation objectives set a goal for how community-level strategies will create change in communities; participant outcomes describe the desired changes in knowledge, attitudes, skills or behaviors that programs may produce for participants. Community Board members drafted implementation objectives and participant outcomes at the Community Planning Workshops in January and February of 2018.

Following the Community Planning Workshops, a smaller group of Board Members participated in strategy implementation and evaluation planning workshops. Three small groups, one for each strategy to be implemented, set implementation activities, evaluation plans, and funding considerations for each of the prevention strategies over several meetings from February to June, 2018. These implementation activities address gaps in community resources or capacity to implement strategies aligned to our community's priority risk and protective factors. The Key Leader and Community Board reviewed and approved these implementation and evaluation plans in July, 2018.

Community Outcome Goals

Community-level outcomes

Summit County developed outcome goals for the following priority health & behavior problems:

- Substance use
- Mental Health

Summit County developed outcome goals for the following priority risk & protective factors:

1. Low Neighborhood Attachment and Community Disorganization
2. Favorable Attitudes towards the Problem Behavior
3. Community Opportunities for Prosocial Involvement

Health & Behavior Outcome Goals are meant to identify what we hope to achieve in addressing problem behaviors in our community and the Summit County community vision. The outcomes will help measure changes in the problem behaviors of substance use and delinquency. The following table outlines the change goals we have set for our community:

- By 2021, less young people in Summit County are reporting the use of alcohol and marijuana, as well as an increased report of mental health satisfaction.

The health outcomes and problem behaviors addressed in this action plan also help inform the local community health assessment and improvement plan that was developed in Summit County.

Risk factor outcome goals are meant to identify what we hope to achieve in addressing the priority risk factors related to the previously described behavior changes.

- By 2021, youth and adults in Summit County will be connected in their neighborhood, workforce, and beyond through communication, awareness, and social capital resources.
 - This goal will be monitored by a number of metrics and indicators throughout the implementation of the Hot Spot (Community) Mapping strategy. Some of these indicators are: focus group data results, quality checks following community meetings and events, and identified recommendations for future community plans.
- By 2021, there will be a shown increase in perception of harm for substance use behaviors for ages 9-25 years old.
 - This goal will be monitored by a number of metrics and indicators throughout the implementation of the Mass Media Campaign strategy. Some of these indicators are: perception of harm data in future Healthy Kids Colorado Surveys, perception of harm data received from adult community surveys, attendance at youth run parent nights, and attendance at additional community events where prevention education and awareness are the focus.

Community Outcome Goals

Protective factor outcome goals specify what we hope to achieve in addressing the priority protective factors related to the previously described behavior changes.

- By 2021, all young people would have access to a safe and fun public space, have opportunities to connect and develop a leadership voice in the Summit County community.
 - This goal will be monitored by a number of metrics and indicators throughout the implementation of the Positive Youth Development strategy. Some of these indicators are: the number of PYD trainings held locally in Summit County, attendance at PYD trainings, attendance of young people at identified safe spaces, and an ongoing Youth Coalition dedicated to creating and leading youth driven activities and initiatives.

Selected community-level strategies and programs

The following are the prevention strategies and programs and the implementation outcome objectives set for each prioritized risk and protective factor:

Risk Factor: Low Neighborhood Attachment and Community Disorganization

Strategy: Hot Spot (Community) Mapping

Goal Statement: By February of 2020, we will identify recommendations for environmental and policy changes to impact neighborhood attachment and community safety as a result of our county wide mapping project.

The following were identified as strengths in the community's capacity to implement this strategy:

- County and Town agencies have the expertise, skill-sets, and software to utilize GIS mapping
- County and town departments may be willing to complete these tasks (dependent on funding and time)
- County Commissioners support the idea of Community Mapping Strategy
- Mapping has already been conducted within Summit Middle School, completed by the Mountain Mentors program

The following were identified as areas for improvement in the community's capacity to implement this strategy:

- County/Municipal staff or contracted employees need funding and staff time to complete the GIS mapping, data collection, focus groups, and community perceptual data information gathering
- Community members need to be educated about the importance of mapping, how mapping is connected to environmental changes, and the impact on community wholeness
- Key members of the community need to assist in the process determining the factors that create safe spaces for children, which could create neighborhood attachment and healthy choices in our community
- Funding and organizational contributions will be necessary for successful, complete mapping

Community Outcome Goals

Risk Factor: Favorable Attitudes towards the Problem Behavior

Strategy: Mass Media Campaign

Goal Statement: By January 2019, to implement a mass media campaign in Summit County using state campaign materials and outreach events to impact the perception of harm reported by community residents and youth in regards to youth substance use.

The following were identified as strengths in the community's capacity to implement this strategy:

- Town leaders supportive and have agreed upon media campaign in yearly budgets
- Collaboration & shared efforts between towns. Mind Springs, Building Hope, and Summit Daily News also involved in mental health campaigns, working together to not overlap.
- State Campaign available for use and further dissemination
- There is a current plan in place to assess effectiveness utilizing two surveys from Corona and Public Health Assessment

The following were identified as areas for improvement in the community's capacity to implement this strategy:

- Gaps identified for following groups: young adults, adults without children, school aged children, Latino population, & tourists
- Need dedicated staff member to manage effort and provide expertise (Currently an add-on duty for two county employees, not within usual job duties)
- Town budget funding on a year to year basis (potential gap)

Protective Factor: Community Opportunities for Prosocial Involvement

Strategy: Promote Social Development Strategy (SDS/PYD) Broadly in the Community & Support Community Spaces for Youth

Goal Statement: By October 2020, to change the way Summit County youth are involved and partnered with in community organizations and spaces throughout the county.

The following were identified as strengths in the community's capacity to implement this strategy:

- Summit County is already doing a lot of great work in this protective factor within its youth serving organizations. Summit County has several youth coalitions and youth leadership groups.
- The Drop is a safe and accessible teen center located in Frisco. The Drop has current drop hours after school and hosts activity nights both at the teen center and in the community for the youth who attend.
- Many organizations are already utilizing the PYD strategy in their youth programs. Most of these organizations practices are also evidenced based and evaluated within their programs.

The following were identified as areas for improvement in the community's capacity to implement this strategy:

- Current gaps that were found to exist in this area of Summit County's programming is the need for increased resources at the Teen and Pre-teen age level. Although The Drop is a valued resource and is doing a lot for this age group, it can be a hard age to motivate and gain participation in the activities. Increased funding could be helpful to support additional drop-in hours, activities for the youth, and the hiring of young people to run programs and activities.

Community Outcome Goals

- There is also a gap in the programming available for Summit County's Latino community. Providing a space and programs that are specific to this population in Summit County is currently needed.
- It would also be recommended that staff and community members be trained in PYD as a way to implement this strategy at the community level and ensure its use across all organizations, partners, and community members.

Healthy Board Maintenance

We strive to maintain a healthy and vibrant coalition that supports the implementation and evaluation of these strategies and programs moving forward.

We commit to focusing attention on healthy board maintenance in the coming year, and have outlined the following goals to achieve this vision, and to provide opportunities, skills, and recognition to the board:

- To ensure every board member feels heard and that their ideas and visions are given space within the CTC process.
- To incorporate Summit County CTC Youth Advisors in every decision being made throughout the implementation and evaluation planning process using state developed tools such as the Youth Advisor readiness assessment and Youth Advisor Orientation documents.
- To have every board member trained in Positive Youth Development
- To enhance board diversity that accurately reflects the demographics of the Summit County community.
- To continue supporting youth lead initiatives determined by the Youth Coalition and Advisors
- To enhance the involvement of young people at every organization and business that directly or indirectly influences Summit County youth, again utilizing Youth Advisor readiness assessments and orientation materials designed by CDPHE Youth Advisors
- To promote leadership of young people at community events, on organization boards, and within safe businesses in the community
- To incentivize and accurately reflect the value that Youth Advisors and Youth Coalition members bring to the CTC process through budgeted youth stipends

Collective Impact

We strive to have a community that is dedicated to the prevention of youth substance use and violence and the promotion of mental-wellbeing of young people. We know that an effective prevention system means that many agencies and individuals work together with a common mission to address community and young people's needs.

We commit to focusing attention on applying the principles of collective impact to maximize existing community assets to support the goals of this community action plan, as well as the strategies and programs in it. These strategies and programs were selected as part of a comprehensive community planning effort, and we recognize the potential that can be achieved when there is broad community focus on common goals. We have developed the following goals toward this end:

- Activate our funding workgroup to explore potential funding streams for all the pieces of our community's action plan
- Work across agencies to ensure appropriate support for successful implementation of each strategy, program, or practice described in this plan
- Enhance each implemented strategy in years to come with continued evaluation and improvement plans

At the same time, we also commit to finding common, community-integrated ways to achieve the sustainability of our collective efforts, embodied in the Communities That Care coalition and process – that have at their heart the ability to integrate community and youth voice into the mission to prevent problem behaviors by building robust community systems that support healthy youth development and safe and supportive spaces for young people to flourish. We know that if we do not start working on securing sustainable support for our coalition, much of our progress will be lost.

We have developed the following goals to ensure that efforts like ours can be sustained in the future:

- Leaders of community organizations and departments continue to make the CTC strategies established today a part of their agency goals for the future
- Strategies determined through this CTC process will be adopted by designated leading organizations so that continued success of the strategies can be long term in the community
- Leaders and community members will commit to the continued enhancement of strategies implemented through the CTC process

Funding Strategies

Summit County Communities That Care has developed implementation and evaluation plans to promote the social development strategy and positive youth development in our community, as well as prevention strategies to address our identified risk factors.

Community-Level Prevention Strategies and Programs

Risk Factor: Low Neighborhood Attachment and Community Disorganization

Strategy: Hot Spot (Community) Mapping

[Summit County Community Mapping Implementation and Evaluation Plan](#)

Risk Factor: Favorable Attitudes towards the Problem Behavior

Strategy: Mass Media Campaign

[Summit County Mass Media Campaign Implementation and Evaluation Plan](#)

Protective Factor: Community Opportunities for Prosocial Involvement

Strategy: Promote Social Development Strategy (SDS/PYD) Broadly in the Community & Support Community Spaces for Youth

[Summit County Positive Youth Development Implementation and Evaluation Plan](#)

Funding Strategies

Summit County Communities That Care has developed preliminary funding plans to support the development, implementation, evaluation, and sustainability of our selected prevention strategies and programs to ensure that CTC can be continued in years to come.

For the selected strategies and programs, we plan to fund these efforts as follows:

Strategy: Hot Spot (Community) Mapping Strategy

We plan to utilize \$10,000 of the funding currently provided by CDPHE to support this strategy. These funds may be used towards any of the following needs: contracting costs for a 3rd party to help the Planning Departments with focus groups, data collection, and analysis; a contractor to assist the GIS Department with mapping creation; mapping software purchase; software programming that will demonstrate the mapping strategy and outcomes to the community; and a grant writer to identify and write for grants that will help to fund additional strategies identified as a need through the mapping process.

Additional funds will also be need to support these efforts. These investments may include:

Funding Strategies

- Funds needed to support recommended strategies and community improvements that are identified in the Hot Spot (Community Mapping)
- Funds towards the purchase of additional licenses of mapping and outreach software
- Funds needed to hire on-going consultant or staff member that will manage mapping efforts in the future

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

Strategy: Mass Media Campaign

We plan to utilize \$10,000 of the funding currently provided by CDPHE to support this strategy. These funds may be used towards contract costs of using Amelie Company for campaign management and contract costs related to future community perceptions survey

Additional funds will also be need to support these efforts. These investments may include:

- Incentives for involvement of community members at events and functions
- Additional costs related to conducting the community survey and analysis of the campaign as shown by perceptions of harm expressed by community residents

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

Strategy: Promote Social Development Strategy (SDS/PYD) Broadly in the Community & Support for Community Spaces for Youth

We plan to utilize \$5,850 of the funding currently provided by CDPHE to support this this strategy. These funds may be used towards any of the following needs: the training of and contracting with two local trainers of Positive Youth Development in Summit County; purchasing recruitment materials for youth safe spaces; contractor costs to provide social media and logo development for the Youth Coalition; and a grant writer to identify and write for grants that will help to fund additional programming with PYD focus.

Additional funds will also be need to support these efforts. These investments may include:

- Recruitment and marketing of the PYD trainings in the community
- Costs associated with ongoing PYD trainings in the community for space, food, staff time
- Additional recruitment materials and expansion of the Youth Coalition and identified safe spaces for young people in the community.

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

In addition to the current strategies chosen for implementation, Summit County Communities that Care will also identify evidenced based individual and family level programs that could be recommended for future implementation. This will be done through continued assessments of current program gaps in Summit County, ongoing community resource assessments, data analysis, and needs identifications. As a part of our sustainability plans, the Funding workgroup will identify funding sources for these programs as those are currently outside of the CDPHE and CTC funding scope. Summit County Communities that Care will utilize the latest 2017 Healthy Kids Colorado Survey data for the most up to date program needs in Summit County.