



# Bay Area Alliance for Youth & Families Annual Report 2011



## A Note from the Coalition Manager

**“Whether or not you have children yourself, you are a parent to the next generation. If we can only stop thinking of children as individual property and think of them as the next generation, then we can realize we all have a role to play.” – Charlotte Davis Kasl**

As I began this year as the new Coalition Manager, I found this quote to be so appropriate for the Bay Area Alliance. It has empowered me to learn more about the history of the Alliance and to help develop a solid path for the future. Additionally, the passion that I found in the people of the Alliance is contagious! The dedication to improving the lives of the youth in this community is unwavering – and it has made me a stronger leader.

This Annual Report reflects not only where we’ve been this year, but most importantly, where we are headed. It is exciting to be part of a movement of people so willing to stand up for what is right and to encourage others in the community to do the same. The Bay Area Alliance for Youth & Families is committed to strengthening support for parents, providing key information for law enforcement and legislators, reaching out to families who are struggling, and helping teenagers who are transitioning to adulthood.

I encourage you to find out more about how you fit into the Alliance and how we can help you play a critical role in preventing drug and alcohol use in our youth! Together – we can make a difference!

Sincerely,



Amanda McLauchlin – Coalition Manager



## Who is the Bay Area Alliance?

The coalition is made up of youth and adults speaking and acting to bring out a healthier community by:

- Organizing a community effort that includes businesses, law enforcement, schools, youth serving agencies, parents, the faith community, healthcare agencies, civic organizations, cities, the media, other drug and alcohol prevention groups, and youth to address underage drinking and drug use;
- Increasing community awareness of substance abuse concerns and the resources that are available to address these concerns;
- Decreasing access to alcohol in the home, school, and community environments; and
- Changing community norms by encouraging and supporting parents who provide a no-use message for their youth.

## What Vision does the Bay Area Alliance have for this community?

The mission of the Bay Area Alliance is “to unite and mobilize a community compelled to create an alcohol and drug-free future for our youth.”

## What are the goals of the Bay Area Alliance?

Strengthen collaboration among the Bay Area community to support efforts to prevent and reduce substance abuse

Reduce substance abuse among youth and, over time, among adults by addressing the factors that increase the risk of substance abuse



## What area does the Alliance Serve?

The area of focus for the Bay Area Alliance includes the Clear Creek Independent School District (CCISD) attendance zone, encompassing 103 square miles in the Clear Lake area south of Houston. The area is suburban and includes parts of two counties, Galveston and Harris, and eleven municipalities (Kemah, Seabrook, Friendswood, El Lago, Southeast Houston, Webster, Clear Lake Shores, Taylor Lake Village, Nassau Bay, Southeast Pasadena, and League City) surrounding NASA/Johnson Space Center. According to the 2000 census, approximately 148,250 people live in the area known as the Bay Area. With an estimated 73,200 households, the ethnic composition is estimated at 71.1% Caucasian, 6.5% African American, 9% Asian, 13.1% Hispanic, and .3% other. Enrollment data indicate at least 65 different languages are spoken in student homes. Approximately 45% of the housing is owner-occupied, and 55% is rented. Zip codes in the target communities include: 77059, 77062, 77573, 77586, 77598, 77546, 77565, 77089, and 77058.

Intermediate school campuses served include Clear Lake Intermediate, Seabrook Intermediate, Westbrook Intermediate, Space Center Intermediate, Brookside Intermediate, Victory Lakes Intermediate, Creekside Intermediate, Clear Creek Intermediate, Bayside Intermediate, and League City Intermediate. High school campuses include Clear Lake High School, Clear Creek High School, Clear Brook High School, Clear Falls High School, and Clear Springs High School. In addition, three non-traditional campuses (Clear Path, the Alternative Education Placement or AEP; Clear View, a Grade 7-12 Charter campus; and Clear Horizons, an early college campus) are also served by the Alliance. Secondary student population for this area includes 20,548 students currently enrolled in grades 6 through 12.



## What are the identified needs of the community the Alliance serves?

According to the Texas Prevention Impact Index (TPII) which was administered to Middle and High School students in CCISD in the Spring of 2010 -

### Areas of Increase from 2009-2010

- Students who admitted to using tobacco, alcohol, and other drugs in the last 30 days

### Areas of Decrease from 2009-2010

- Students who reported having a perceived risk of cigarettes, marijuana, and binge drinking (largest decrease for marijuana)
- Students who reported parental disapproval for tobacco, alcohol, and other drugs

### Other concerns:

- Social Access (youth who are able to get alcohol and other drugs from family and friends)
- Peer Disapproval of drug and alcohol use



## Who are some of the Alliance Partners?

Clear Creek Independent School District  
City of Webster  
United Way of Greater Houston  
Children's Services Board of Galveston County  
Communities in Schools – Bay Area  
Southeast Texas Poison Center  
Friendswood Police Department  
Texas Pharmacy Board  
Texas Attorney General's Office  
Southeast Harris Community Coalition  
Texas Department of Transportation  
Houston Galveston Area Council (HGAC)  
The Council on Drugs and Alcohol Houston  
Bay Area Council on Drugs and Alcohol  
Devereux Texas Treatment Network  
State Representative John E. Davis, District 129  
Mothers Against Drunk Driving (MADD)  
Texas Alcoholic Beverage Commission (TABC)  
Houston Police Department

Harris County Sherriff's Department  
Galveston County Sheriff's Department  
Intra Care Behavioral Health  
Harris County Precinct 2 – County Commissioner  
Harris County Precinct 8 – Constable's Office  
JSC Federal Credit Union  
Gulf Coast Educators Federal Credit Union  
Community Management Solutions, Inc.  
Hope Lutheran Church, Friendswood  
Bay Harbour United Methodist Church, League City  
Research and Educational Services (REdS)  
New Dimensions Day Hospital  
Memorial Hermann Prevention and Recovery  
Services  
EA Smith Family YMCA  
ITT Technical Institute  
United Behavioral Health  
Region 6 – Prevention Resource Center  
Chick-Fil-A



## Members of the Bay Area Alliance Senior Advisory Council

Representative John E. Davis – State Representative, District 129  
Daniel Cardinal DiNardo – Archbishop, Archdiocese of Galveston-Houston  
Kathy Dooley – Community Management Solutions  
Adrian Garcia – Sheriff, Harris County  
Trish Hanks – Superintendent, Friendswood ISD  
Sandra Mossman, Ed.D. – Former Superintendent, Clear Creek ISD  
Freddie Poor – Sheriff, Galveston County  
Greg Smith, PhD. – Superintendent, Clear Creek ISD  
Julie Stevens, LCDC, CPS – Texas State Liaison, Center for Substance Abuse Prevention  
Peter Wuenschel, PhD. – Executive Director, Communities in Schools

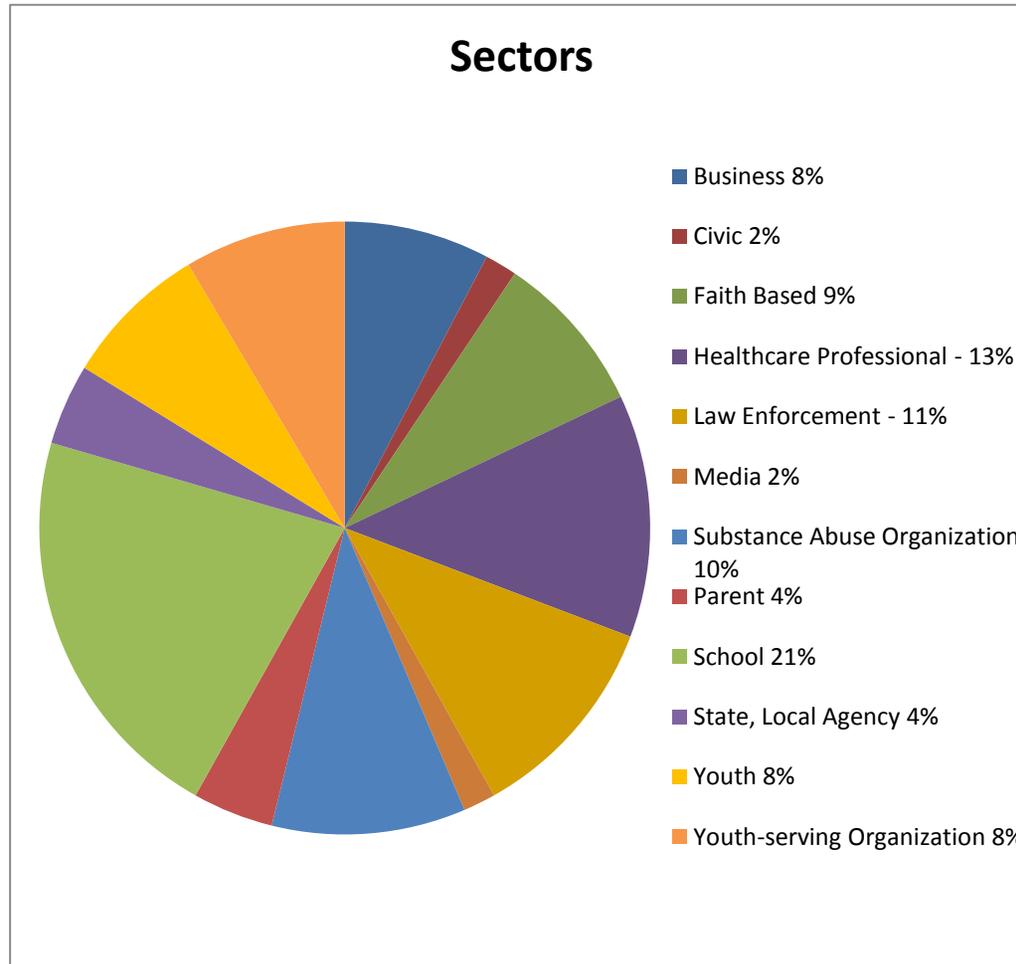
## Members of the Executive Committee 2010 – 2011

President – John Warnement, City of Webster  
Vice President – Leslie Wong, Parent & Community Member  
Secretary – Ann Hammond, Parent & Community Member  
Treasurer – Becky Jasso, United Way of Greater Houston  
CRAZY Mama Committee Chair – Chris Reeder, Parent & Community Member  
Prescription Drug Advisory Committee Chair – Eric Price, Friendswood Police Department  
Program Services Committee Chair – Janice Scott, Clear Creek ISD  
Faith Based Committee – Sara Bateman, Bay Harbour United Methodist Church &  
Robin Groeper, Hope Lutheran Church



## Coalition Membership

The Drug-Free Communities Grant funds local coalitions who are striving to make an impact on youth substance youth and abuse. One of the requirements is representation from 12 sectors of the community. Below is a chart depicting community sector representation:



## Initiative 1 – Prescription Drug Advisory Committee (PDAC)

(Addressing Social Access)

The Prescription Drug Advisory Committee has been active since February 2010. Its membership is comprised of representatives from Friendswood Police Department, Southeast Texas Poison Center, Texas Pharmacy Board, Texas Attorney General’s Office, Drug Enforcement Administration, Walgreens, and local physicians and dentists. These key stakeholders are working to address the issues associated with Prescription Drug Abuse in the Bay Area Community. Since September of 2010, over **250 community members** have participated in two Medication Take-Back events hosted by this group at UTMB Specialty Clinic at Victory Lakes. Through these events, this committee has helped to dispose of over **750 lbs.** of unwanted, unused, or expired medications – the most recovered in the greater Houston area. PDAC anticipates these Medication Take-Back events to occur twice a year – in the Fall and Spring.

In addition, the Prescription Drug Committee is dedicated to providing important information to the community about this serious problem facing our youth. In September of 2010, they hosted a conference at the Tremont House – Davidson Ballroom in Galveston to provide an overview of the prescription drug problem as well as a legislative update for over **100 law enforcement officials**. Speakers included Texas State Senator Tommy Williams; Matthew Mireles, PhD, MPH; John DeRosier – Calcasieu Parish, Louisiana District Attorney; Amarillo Poison Center’s “Operation Medication Cleanout,” and parent and advocate, Esther Scarborough.

The evaluation component of this strategy included participant surveys, number of participants, and total weight collected. For the second Medication Take-Back event, the Southeast Texas Poison Center led a medication pill/liquid sort by classification to count all medicines recovered from the first 50 participants. No identifying information was kept or recorded, but pills and liquids were counted to identify the kinds of medications being disposed of during the event.



## **Initiative 2 – CRAZY Mamas – Not in My Backyard**

(Addressing Social Access and Parental Disapproval)

CRAZY Mamas is a parent-driven social norms campaign which has been part of the Alliance since 2008. CRAZY stands for Creating Resilient Aware Zealous Youth. This year, the CRAZY Mamas are bringing back a concept, “Not in My Backyard,” but adding some new action plans to help bring it to life. This is a multi-year project that will eventually encompass every community served by CCISD. The hope is to bring a direct relationship between each individual strategy’s short-term outcomes and long-term impacts. For the first year of this new initiative, CRAZY Mamas will focus on the communities that feed into Clear Lake and Clear Brook High Schools. This will also incorporate Intermediate Schools in the surrounding neighborhoods. CRAZY Mamas also plan to reach out to parents of Clear View Education Center students in year one.

The Bay Area Alliance has utilized Drug Free Communities Grant monies to purchase yard signs that read: “Not in My Backyard” – A Drug and Alcohol Free Youth Zone – with the CRAZY Mamas logo. CRAZY Mamas will host a “Kick-off Party” in early Fall 2011 to begin the distribution of these signs and the CRAZY Mama message. It is important to encourage all parents of CCISD students to be CRAZY by taking a stand and not providing alcohol to be served in their backyards!

In years 2 and 3 of this initiative, CRAZY Mamas will expand to the remaining high schools within CCISD and reach out to every parent within the district.

CRAZY Mamas also utilize social networking through their webpage [www.crazymamas.org](http://www.crazymamas.org), Facebook, and Constant Contact. Our dedicated “team” of CRAZY Mamas is committed to helping parents through the tough challenges that they may face when raising their children.



## Initiative 3 – Transitions

(Addressing Perceived Risk and Peer Disapproval)

The Faith-Based Committee of the Bay Area Alliance is committed to helping students within CCISD make wise choices with regard to their futures. With this mission in mind, they are planning for a brand new initiative scheduled for January 14, 2012. This project is the Transitions Conference for high school juniors and seniors. As part of a highly successful school district, we believe that our students are academically prepared for their futures. The Transitions Conference will help them continue to develop other skills that will provide an edge for success.

The Mission Statement for this initiative is: One community committed to helping youth transition to adulthood through making wise choices. The Purpose Statement for this initiative is: To provide resources and support to our youth in order to assist them in making wise choices.

Keynote speaker, Bob Lenz, will talk to the students about the critical nature of choices. Bob will use humor and a serious note to bring home his message to these students who are at a crossroads as they make plans for the future. In addition, the Transitions team is putting together a program that includes financial literacy, nutrition and health, time management, safety, underage drinking and other critical information for these teenagers.

Community partnerships will be key to the success of this first-annual event. These same community partnerships will also provide an opportunity to strengthen existing relationships while building capacity.



## Initiative # 4 – CRAZY Krewe

(Addressing 30 Day Use and Parental Disapproval)

Building from the basic principles of CRAZY Mamas, CRAZY Krewe was created in 2010 to provide an avenue to communicate important family prevention messages to the community while also lending itself to fundraising and increased visibility of the community effort. March 5, 2011, was the first ever CRAZY Krewe event. It consisted of a 5K Family Run and Walk, a Bazaar with local vendors, an anti-drug themed carnival with a central prize station, concessions including free hot dogs made possible through generous donations, and family friendly entertainment provided for all participants.

Sponsors for this first-annual event included: JSC Federal Credit Union, Ann Hammond, City of Webster, Clear View Education Center, Dr. Greg Smith, Gulf Coast Educators Federal Credit Union, Dr. Sandra Mossman, The Children's Services Board of Galveston County, State Representative John E. Davis, Devereux Texas Treatment, Andrea Wilson, Dee Scott Insurance Agency, and Community Management Solutions, Inc. In addition, there were more than 20 in-kind sponsors for this event that provided prizes, publicity, and other key resources important to the success of this project.



## What are the Alliance plans for Sustainability?

### **Continue to build, support, and strengthen infrastructure capacity to ensure that the Alliance is adaptive and receptive to change.**

The Alliance currently has developed an administrative structure that is supported by a coalition manager and a secretary who are funded through the Drug Free Communities Grant. The structure includes policies and procedures and recently revised bylaws that, along with the district policies and procedures, serve as the guiding documents of the coalition. Membership in the Alliance has changed over the last year primarily as a result of major transition of staff and a 4-month Manager vacancy. However, we continue to add business members who provide support for various youth activities and public awareness events; Senior Advisory council members, who are strong community-based leaders that bring credibility and visibility to the organization even if they cannot devote the time required; and our steadfast long-term members who have been a constant advocate for the change the Alliance is working toward. We have several community champions who bring with them expertise on various aspects of prevention, policy change, and environmental strategies.

### **Complete the paperwork to file for a 501 (c) 3.**

The Alliance has already begun work to complete needed paperwork that will enable the coalition to file for its own 501 (c) 3. This will increase availability of foundation and other grant opportunities, donations, and additional support. Funding from other state and federal grants have ceased in the last year creating an increased need to help focus on sustainability.

### **Incorporate sustainability and capacity building into all Alliance initiatives.**

All four main initiatives of the Alliance include key strategies that will allow for increased sustainability through sponsorships, expanded community visibility, and/or additional volunteer participation.



## Volunteers are the **KEY** to Alliance Success

The past year has been an important one for volunteers of the Alliance. With such a large staff leadership transition, volunteers played a key role in helping the Alliance to continue to impact the community through the change.

From June 2010 – May 2011

Over **1,536** volunteer hours

Providing a value of over **\$32,988**

As the Alliance moves forward, volunteers will play a critical role in the implementation of the 4 Core Initiatives as well as the long-term sustainability of the coalition. Board leadership firmly believes that there is a role for everyone to play within the Alliance – no matter what time they may have to contribute!



## How is the Alliance getting the message out?

Beginning in July of 2010, the Bay Area Alliance joined forces with The [Partnership@Drugfree.org](http://Partnership@Drugfree.org) to help get important messages to parents! This is done through Public Service Announcements, building relationships with Houston area media partners, and offering information in the form of interviews and connections to media outlets. In addition, the Alliance has had a long-term partner and supporter in the *Bay Area Citizen*. *The Citizen* is committed to the success of area youth and has been important in helping the Alliance educate the Bay Area about issues critical to this community!

Since June 2010, **8** articles run by the *Bay Area Citizen* (not including paid advertisements)

Since June 2010, **2** news reports on Fox 26

Since June 2010, **1** interview on all Cox Radio Stations

Since June 2010, **1** interview on all CBS Radio Stations

Since July 2010, **1,046** PSAs run on Houston television media outlets



## Interested in being a part of what the Alliance is doing in the community?

### Contact us!

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