

**The BEACON Coalition  
Accomplishments  
Grant Year 4  
October 1, 2008-September 30, 2009**

**Goal One: Reduce substance abuse among youth in Newburyport.**

***Objective 1: Decrease current use and delay first use of alcohol, tobacco, and other drugs by youth in grades seven through twelve.***

**Strategy 1 & Strategy 2 - Provide Information**

***Delay onset of high risk behaviors in middle school-age adolescents through All Stars curriculum for 6<sup>th</sup> grade and continue curriculum in 8<sup>th</sup> grade***

**All Stars:** The All Stars Core and Booster programs ran at Rupert A. Nock Middle School for grades sixth and eighth with 336 youth. The All Stars pre and post test were completed and show that the program is effective. The YRBS & Asset Survey also indicate that high risk behaviors are decreasing. The only challenge this year was school scheduling which is being addressed for next year 2009-2010.

**Strategy 3 - Enhance Skills**

***Implement Youth Asset training to school faculty and administration.***

**Developmental Assets:** All of the faculty and staff of the public school district have received training about the 40 Developmental Assets as part of the ***Support YA*** Campaign created to raise awareness of the youth assets. Several community groups have also received training such as the YWCA and the Newburyport Education Business Collaboration. There are plans to increase community trainings by the Youth Asset Leaders and to offer PDPs to the school faculty September 2009. The asset training is always well received. It is a positive youth development model that is working in our community. The average asset per youth has increased by 4 assets since the start in 2004, a 20% increase, and the number of students with the least number of assets (0-10) has decreased by 4 from 9% to 5%.

**Strategy 4 - Providing Support**

***Create teen drop-in center.***

**Kelley School Youth Center:** The Kelley School Youth Center will be opening for summer programs June 2009. There will be teen nights beginning in July, which will be geared toward young people entering grades nine and ten. The middle school drop in will open fall 2009 and will be open everyday after school until 6 PM. This is a major accomplishment for the young people in Newburyport as well as the entire community. The Director of Recreation and Youth Services has worked very hard to find funding to make the building handicap accessible. Potential challenges of this strategy will be to continue to provide building

maintenance and upkeep with the funding available and maintaining good relationships with the property abutters in terms of parking and teen supervision.

### **Additional Strategies, not specifically part of the DFC Grant**

**Mass Youth Against Tobacco (MYAT):** Received Mass Youth Against Tobacco Grant for \$8,000. This is the second year of receiving funding from MYAT. This year's grant was written by Rosie Preston, a Newburyport High School student and Youth Chair for The BEACON Coalition.

**TATU:** Presentations to Elementary and Middle School students. TATU presented an anti-smoking program to the elementary students based on the financial cost of smoking. The students were very engaged and asked questions to the TATU panel for about 45 minutes. The group created a mini video about the truth about smoking at the high school which included student smokers and non smokers. This video was excellent and very well received by middle school students.

**Save A Life Tour:** Save A Life Tour was brought to the high school in October for the entire student body (722 students). The virtual drunk driving simulator was offered to the seniors (178 seniors) only due to time constraints. Pre and post tests were completed and a six-month follow-up survey was also completed. The presentation was effective initially on drinking and driving behaviors and attitudes and continues to have an impact 6 months post presentation on teen drivers. This program was paid for by the Coalition and community sponsors.

### ***Objective 2: Implement environmental change strategies to change social norms around alcohol in our parent community.***

#### **Strategy 1 - Provide Information**

##### ***Develop Social Norms, Attitudes, and Perceptions Project.***

**Developmental Assets:** A community presentation will be made summer 2009 to release the new asset data. The Youth Asset Leaders will be meeting throughout the summer developing their community presentations.

**Town Hall Meeting on Underage Drinking:** Youth Risk Behavior Survey data was shared at this virtual meeting, which was broadcast to the Newburyport community via local access channels and live streaming on the internet.

#### **Strategy 2 - Enhance Skills**

##### ***Provide parent/teen education opportunities.***

**Staying Connected with Your Teen Parenting Program:** A series of five, two-hour sessions on parenting ran in the late winter/early spring. Becky Dill, MSW, was the program facilitator. Eleven parents completed all of the workshops, 20 registered for the program. Pre and post tests were completed. The program was designed to increase positive communication and family bonding. The feedback

was all positive. This program will run again in fall 2009 and spring 2010. The only challenge is that the length of the program makes it difficult to get full participation from all that are registered.

### **Strategy 3 - Changing Consequences**

***Alcohol-free weekend and events including a recognition ceremony for asset builders.***

**Alcohol Free Weekend/Family Prom & BEACON Awards:** Prior to the teach-in the fifth graders were asked to design a button to be worn during Alcohol-Free Weekend. The winning button design was chosen and buttons were made and distributed to the local churches, library, City Hall, and YWCA. The button was also featured on Chronicle and the student was recognized at the Family Prom and BEACON Awards as an asset builder. The Family Prom & BEACON Awards was a very successful event - we had 115 people who attended and we gave out 9 BEACON Awards to Community Members including young people who were recognized for their efforts in asset building. We received good press and this was featured on the Chronicle piece.

### **Additional Strategies, not specifically part of the DFC Grant**

**Media Campaign:** Several articles were printed about the Alcohol Awareness Month/Week as well as several shows on underage drinking that ran on local access channels 9 & 10. Newburyport was featured in a segment of Boston Channel 5 *Chronicle* – the Taylor Meyer story about the death of a Massachusetts teen who was binge drinking.

**National Town Hall Meeting and Teach-In:** We had a panel of people including the Police Marshal, Superintendent of Schools, Director of Recreation and Youth Services, a parent, and other coalition/community members to discuss the impact of underage drinking, specifically binge drinking on families and youth. Youth leaders led a Teach-In for the 5<sup>th</sup> graders to talk about the how alcohol affects the brain. The students created a paper chain for display at the family prom that had over 200 drinking refusal messages.

## ***Objective 3: Increase the number of developmental assets in the city's youth.***

### **Strategy 1 - Enhance Skills**

***Continue Youth Asset Leaders' initiative to promote asset building in the community.***

**Youth Asset Leaders (formally Mayor's Youth Council):** Expanded youth council membership. Provided trainings in leadership and asset building.

### **Strategy 2 - Enhance Skills**

***Youth Empowerment and Advocacy Trainings.***

**Youth Empowerment and Advocacy Training (YEAT Retreat):** Provided leadership training to 60 middle and high school students at a full day retreat in

Danvers. The youth analyzed and presented information to student led panel on high risk behaviors identified in Newburyport. This is an asset building initiative.

### **Strategy 3 - Enhance Skills**

***Asset trainings and resources for community members and groups.***

**Developmental Assets:** All of the faculty and staff have received training about the 40 Developmental Assets as part of the ***I Support YA*** Campaign created to raise awareness of the youth assets. Several community groups have also received training such as the YWCA and the Newburyport Education Business Collaboration. There are plans to increase community trainings by the Youth Asset Leaders and to offer PDPs to the school faculty September 2009. We are working on the possibility of having an asset newsletter distributed through the Newburyport Mother's Club fall 2009. We have a mini asset piece in the morning announcements at the Newburyport High School and hope to have an insert in the NHS Log and Middle School Notes that are distributed to parents.

### **Additional Strategies, not specifically part of the DFC Grant**

**Youth At Risk Conference:** Provided the opportunity for 11 coalition and community members to attend the Annual Youth At Risk Conference in Beverly.

**Teens Against Tobacco Use (TATU):** This is a group of 8-10 students who met bimonthly to create several school presentations to educate students about the detrimental effects of tobacco use. The presentations were designed to be age appropriate. The programs were very positive for both the students who presented the program and the students who attended. This is an asset building initiative for the students - positive peer influence.

**Newburyport School District Wellness Policy:** The coalition participated in the development of the district wellness policy which states "the district will strive to reduce youth risk behaviors and to build youth assets in our youth and community..." – a goal which is shared by the coalition.

### ***Objective 4: Increase youth and family participation in ATOD-free activities and programming. (NYS programs)***

**Strategy 1 - Eliminated this strategy**

***Evaluate and update Community Resource Guide. Another community agency has continued with the Community Resource Guide.***

**Strategy 2 - Provide Information**

***Continue development of coalition and youth services websites.***

***[www.beaconcoalition.com](http://www.beaconcoalition.com) and [www.newburyportyouthservices.com](http://www.newburyportyouthservices.com)***

**Strategy 3 - Alternate Access**

***Create online registration to make it more accessible to the community.***

**Objective 5: Complete community assessments on a regular basis.**

**Strategy 1 -Provide Information**

**Asset Survey, Youth Risk Behavior Survey, or other community survey.**  
Completed the Developmental Asset Survey in the high school for 2008.

**Strategy 2 - Provide Information**

**Choose assessment tools.**

**Community High Risk Behaviors/Perception Survey:** Had 200 respondents to the community survey that provided information to guide our discussion at the National Town Hall Meeting. The survey reported that parents underestimated how much the young people were drinking so we focused on binge drinking.

**Goal Two: Establish and strengthen a coalition of community sectors to implement strategies to prevent and reduce substance abuse among youth.**

**Objective 1: Increase and strengthen Coalition membership.**

**Strategy 1**

**Retain and foster current memberships.**

**Recruiting New Members:** We continue to increase the coalition membership by drawing in new members through their participation in community coalition activities and events. There are currently 145 members. Supporting members receive the coalition activity updates, quarterly report, and invitations to participate/lead coalition events and activities. Active members are those that are currently involved in an “active” coalition project, event, or activity. Quarterly meetings were held November, February, May, and August.

**Strategy 2**

**Recruit new members.**

**Coalition Building:** Assessed the twelve sectors of the coalition and have made plans to find a contact person in some of the sectors with less representation to help build those sectors.

**Mental Health Providers Luncheon:** Held second health providers luncheon. New members from the Health Sector were added as supporting members. We intend to continue with this activity and are recruiting members to help to sustain this activity. We are planning a Healthy Youth Forum to work with local pediatricians and dentists on screening methods.

**Objective 2: Strengthen coalition’s capacity to reach goals and objectives..**

**Strategy 1**

### ***Strategic Planning***

**BEACON Steering Committee:** We have established a steering committee that will be working on a long term strategic plan. The committee is currently looking at the goals of the coalition.

### **Strategy 2**

***Develop plan to foster new coalition leadership.***

**Board Creation and Development:** We currently do not have a board; however, we have several key stakeholders that we can depend on for input, feedback, and guidance. Our steering committee has reviewed our current budget, objectives, and activities.

### **Strategy 3**

***Offer training to coalition and community members.***

**Annual Youth At Risk Conference:** Provided the opportunity for 11 coalition and community members to attend the Annual Youth At Risk Conference in Beverly.

**UNH Continuing Education Learning Disabilities Workshop:** Sent one coalition member for this training.

**Mean Girls Workshop:** Sent one coalition member to this training, who brought back information to others at the school.

**MARC - Massachusetts Aggression Reduction Center:** Provided a workshop on cyber bullying to community and coalition members.