



Casa Grande Alliance  
Mail: PO Box 11043, Casa Grande, AZ 85130  
Physical: 901 E Cottonwood Lane, Suite C  
Casa Grande, Arizona  
520-836-5022  
[www.CasaGrandeAlliance.org](http://www.CasaGrandeAlliance.org)

## CASA GRANDE ALLIANCE PROGRAMS 2014-2015

### **Goal 1: Increase community collaboration around reduction of youth and adult substance abuse.**

Activity 1: Facilitate coalition support and collaboration with SADD chapters and other community organizations

- Coalition meetings
- Coalition communiqués
- Supporting coalition member activities
- Mentor other coalitions
- Public policy advocacy

### **Goal 2: Reduce past 30-day alcohol and marijuana use among 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders**

Activity 2.1: Peer Leadership – Working with each school’s SADD advisor, engage 50 youth (total) in SADD clubs across three school campuses: Casa Grande Union, Vista Grande, and Casa Grande Middle. Facilitate monthly meetings and engage youth in community-level projects and activities.

Activity 2.2 SADD Chapter participants will plan and implement a social norms prevention campaign on each of three campuses utilizing the Challenging College Alcohol Abuse evidence-based program. Targeted social marketing of accurate youth substance use prevention information, to youth population by SADD Chapter members. Information will be disseminated through outlets such as school announcements, tabling events on campus, social media, and posters.

Activity 2.3 Provide social norms information to youth in 9 Casa Grande Elementary District 5<sup>th</sup> grade classrooms. Indirectly serve 1,000 fifth-grade students at Casa Grande Elementary schools, in collaboration with Boys and Girls Clubs of CG Valley “SMART Moves” program.

### **Goal 3: Increase and enhance parental and caregiver involvement**

Activity 3: Implement Strong Families parent and child program using Strengthening Families curriculum by enrollment of at least 40 parents.

- Increase family functioning as measured by retrospective pre-test.
- Increase parenting skills as measured by retrospective pre-test.

### **Goal 4: Increase education about the serious risks and public health problems caused by substance abuse**

Activity 4.1 : Implement multifaceted Prescription Drug Misuse Prevention program in Casa Grande

- Contact prescribers with resource information
- Educate prescribers about opioid prescribing best practices
- Encourage prescriber registration to PDMP
- Implement patient education component
- Participate in 12 community awareness activities
- Increase public access to knowledge and use of proper storage and disposal methods for medicine



Casa Grande Alliance  
Mail: PO Box 11043, Casa Grande, AZ 85130  
Physical: 901 E Cottonwood Lane, Suite C  
Casa Grande, Arizona  
520-836-5022  
[www.CasaGrandeAlliance.org](http://www.CasaGrandeAlliance.org)

Page 2 of 2

Activity 4.2 Implement education and awareness project about the serious risks and public health problems caused by substance abuse using curricula and materials appropriate to the target audience/ population

- *Prescription drug-specific information:*
  - Provide parent and other adult training: *Rx 360*
  - Provide *Wrecked* to 100 youth (one-time sessions)
- *Play Healthy:* Educate youth, parents and coaches of youth athletes about youth substance abuse risks and building resilience in their youth
- *Military outreach:* Educate military families and parents about youth substance abuse risks and building resilience in their youth
- *General Workshops:* Provide 6 workshops to 60 adults on substance abuse
- *Literature:* Provide literature and 1:1 dialogue w/community members on risks of substance abuse
- *Social media/web-based:* Provide web-based to youth and adults, including
- *Public info/social marketing:* Develop and distribute social marketing materials on local drug trends, and awareness information, and messaging specific to marijuana and underage drinking risks and prevention, Social Host and Unruly Party ordinances, on website, brochures, posters, newspaper, online media, etc.