

29592

September 27, 2012

TO: The Honorable Board of Acquisition and Contract

FROM: George N. Longworth  
Commissioner-Sheriff of Public Safety

SUBJECT: Authority to enter into an agreement with the Student Assistance Services Corporation ("SAS") pursuant to which SAS will coordinate the activities of the Westchester Coalition for Drug and Alcohol Free Youth (the "Coalition") by strengthening the Coalition's efforts to prevent and reduce youth substance abuse for the period September 30, 2012 through September 29, 2013 for a total amount not to exceed \$55,872.00

Authority is requested for the County of Westchester, acting by and through its Department of Public Safety Services, Office of Drug Prevention and Stop DWI, to enter into an agreement with Student Assistance Services Corporation ("SAS") pursuant to which SAS will coordinate the activities of the Westchester Coalition for Drug and Alcohol Free Youth (the "Coalition") to strengthen the Coalition's efforts to prevent and reduce youth substance abuse and enhance collaboration among all sectors. The term of the proposed Agreement will commence September 30, 2012 and continue through September 29, 2013. In consideration for services to be rendered, SAS will be paid an amount not to exceed \$55,872.00, in accordance with an approved budget.

Since 1985, SAS has provided substance abuse prevention and early intervention services, programming, and training in schools, residential facilities, and communities in Westchester County and neighboring areas. SAS has touched the lives of thousands, working with students, parents, teachers, human service professionals, community leaders, health care providers, business people and clergy.

Student Assistance Services is a multi-faceted not-for-profit agency partner as required by the terms of the Drug Free Communities Grant. The Office of Drug Prevention and STOP-DWI utilizes the Quarterly COMET reports required by the Substance Abuse and Mental Health Services Agency to measure compliance with the terms of this agreement and effectiveness for yearly renewal. STOP-DWI also monitors detailed records of expenditures, in kind services and budget analysis as required by SAMHSA.

It is recognized and understood that the County shall evaluate the performance of this contract by the Agency and shall use such evaluation in deciding to award future contracts to the Agency. The performance requirements for this Agreement are as follows:

A. Technical Assistance and Reporting

- Assist the County in preparing all reports for CSAP pertaining to the project, including the quarterly progress reports;
- Supervise the Coalition Coordinator

B. Evaluation

- Create the Countywide Youth Survey data set;
- Create and analyze evaluation forms for all programs of the coalition including: Coalition Training, Student Leader Training, media campaigns, and point of sale materials;
- Assist with the preparation of the evaluation section of the reapplication and COMET report

C. Coalition Coordination

- Facilitate coalition meetings;
- Keep all records of meetings including minutes and attendance;
- Facilitate the meetings of all committees;
- Keep track of the committees' work;
- Oversee all grant activities including Coalition Training, Student Leader Training, model policy development, media campaigns, point of sale materials, and sustainability plan development

D. Prevention Specialist

- Coordinate services with the local College Consortium;
- Provide educational programs to local college students

The Results for the 2011-2012 Program are indicated below:

Objective 1: Enhance skills of coalition leaders

Outcome: The Coalition Coordinator attended the New Grantees meeting with the Project Director to assist in all aspects of grant compliance. She also attended the annual Community Anti-Drug Coalitions of America (CADCA) Conference and the Mid Year Conference and brought back valuable information to the Coalition. The Technical Assistance Provider also attended the CADCA conference. The Coordinator and Technical Assistant planned a training for coalition leaders on sustainability that was facilitated by a professional from CADCA. The training was well attended and well received. The Technical Assistant helped write a proposal for the

Project Director to present at the CADCA conference that resulted in the Project Director co-presenting with another CADCA attendee.

Objective 2: Strengthen the community risk profile

Outcome: The Evaluator analyzed the latest round of youth surveys and created a comprehensive data set for the County. The data was presented at a Town Hall meeting that received extensive media coverage. The newest data show that all measures of youth alcohol, tobacco, and marijuana use have decreased since 2008 except for 12<sup>th</sup> grade marijuana use. Youth prescription drug use has also been reduced. The Coordinator and Technical Assistant also helped conduct a parent survey and the evaluator integrated data from the parent survey into the youth data set. In addition: the Coordinator, Technical Assistant and Evaluator helped gather and analyze focus group data with youth, parents, and professionals who work with middle school students.

Objective 3: Enhance skills of member coalitions

Outcome: The Technical Assistant provided providers and Coalition Coordinator offered technical assistance to member coalitions and planned and facilitated regular coalition meetings. The results are that two Coalition members of our Coalition secured five years of Drug Free Community Support Program funding for a value of \$1.25 million in substance abuse prevention funding to the community. Three additional communities received STOP ACT grants totaling approximately \$600,000 in grant funds for Westchester communities.

Objective 4: Limit youth access to alcohol and other drugs

Outcome: The Coalition Coordinator and a College Intern assisted in a drug abuse prevention campaign that included outreach to all pharmacists in the county. In addition, the Coalition Coordinator and Technical Assistant helped plan a county-wide Prescription Drug Take Back Day that resulted in a successful campaign. The Coordinator and Technical Assistant helped plan and host training for physicians and pharmacists to limit youth access to opiate pain medications. The evaluations indicated that as a result of attendance at the training, physicians were significantly more likely to participate in the state-wide tracking data base.

Objective 5: Create stronger community laws and norms that discourage alcohol and other drug use

Outcome: The Coalition Coordinator and Technical Assistant helped plan and implement strategies for “gate-keepers” who create policies and environments that impact youth. These strategies included outreach to the faith community to have them place prevention messages in their bulletins. It also included training for school nurses on recognizing and responding to youth alcohol and other drug use. The results of the training were excellent.

Objective 6: Increase the perception of risk of harm of marijuana use.

Outcome: The Coalition Coordinator and the Technical Assistant helped plan and launch a Marijuana prevention day centered around the idea of keeping the brain healthy. A diverse leadership group of teens participated

in this strategy resulting in a teen led rally and news conference on April 20 (4/20). The event created excellent media coverage including a robust YouTube presence of musical performances and inspirational speeches.

Objective 7: Delay the onset of alcohol and other drug use among teens.

Outcome: The Technical Assistant and the Coalition Coordinator helped recruit and train a leadership group of high school teens. In this project year we also helped plan and implement a county-wide conference attended by over 170 middle school youth. The evaluations of the conference were excellent; students overwhelmingly thought the conference increased their skills to advocate for alcohol and drug prevention in their community. The Coordinator helped manage all aspects of a Parent Media Campaign include postcards mailed home to parents, bus kiosks, bus ads, and a texting campaign encouraging parents to set and follow-through with no alcohol use messages for their teens.

The Agency shall provide the County with monthly written reports of its progress in achieving the above goals and objectives of this Agreement. In addition, the County may request additional reasonable documentation from the Agency to verify performance of the terms of this Agreement, which the Agency shall provide. The County may also make site visits and/or accompany the Agency to the location(s) where the work is being performed to both review the Agency's records and observe and monitor the performance of the contract.

These services will be funded through a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA), a division of the U.S. Department of Health and Human Services.

This agreement is exempt from the requirements of the Westchester County Procurement Policy pursuant to section 3(a)xviii thereof.

Accordingly, I most respectfully recommend your Board's favorable consideration of the annexed proposed Resolution

## RESOLUTION

Upon a communication from Commissioner-Sheriff of Public Safety, be it hereby

**RESOLVED**, that the County of Westchester, acting by and through its Department of Public Safety Services, Office of Drug Prevention and Stop DWI, is authorized to enter into an agreement with the Student Assistance Services Corporation ("SAS"), pursuant to which SAS will coordinate the activities of the Westchester Coalition for Drug and Alcohol Free Youth (the "Coalition") to strengthen the Coalition's efforts to prevent and reduce youth substance abuse and enhance collaboration among all sectors., for a term commencing September 30, 2012 and continuing through September 29, 2013 (the "Agreement"); and be it further

**RESOLVED**, that in consideration for services to be rendered, SAS will be paid an amount not-to-exceed \$55,872.00, in accordance with an approved budget; and be it further

**RESOLVED**, that this Agreement is subject to County appropriations; and be it further

**RESOLVED**, that the County Executive or his authorized designee is authorized and empowered to execute and deliver all instruments and take all action necessary and appropriate to effectuate the purpose hereof.

Account to be  
Charged/Credited

| Year      | Fund | Dept | Major Program, Program & Phase Or Unit | Object/ Sub-Object | Trust Account | Dollars     |
|-----------|------|------|--|--------------------|---------------|-------------|
| 2012/2013 | 711  | 71   | 013M                                   | 4380               | T013          | \$55,872.00 |
|           |      |      |  |                    |               |             |
|           |      |      |  |                    |               |             |

Budget Funding Year(s) **2012-2013**  
 Start Date: **September 30, 2012** End Date: **September 29, 2013**  
 (must match resolution)

Funding Source

**\$ 55,872.00**

(must match resolution)

Tax Dollars \_\_\_\_\_  
 State Aid \_\_\_\_\_  
 Federal Aid **\$55,872.00**  
 Other: \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACTS - 10/25/2012 - JOMARY NEIRA, SECRETARY