

22973

November 7, 2011

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, 2011 through September 29, 2012 for a total amount not to exceed \$55,202.00.

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 on September 30, 2011 and continue through September 29, 2012. In consideration for services to be rendered, SAS will be paid an amount not-to-exceed \$55,202.00, 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 2010-2011 Program are indicated below:

Objective 1: Enhance skills of coalition leaders

Outcome: The Coalition Coordinator attended the annual Community Anti-Drug Coalitions of America (CADCA) Conference and brought back valuable information to the Coalition, including information about a parent education campaign that we wrote into the application for the 2011-2012 grant year. The Technical Assistance Provider also attended the CADCA conference and the grant writing workshop. Both of these Coalition Leaders then assisted in writing the competitive grant application for an additional five years of funding. The application was successful and the Coalition will receive another \$625,000 in funding over the next five years. In addition, the Coalition Coordinator, Technical Assistant and Evaluator, helped write a grant application to strengthen alcohol prevention activities for high school aged youth. This application was also successful, bringing in \$861,000 to the county over the next three years. A survey of our members indicates that they feel that one of the strengths of the Coalition is the skill and commitment of the leaders.

Objective 2: Strengthen the community risk profile

Outcome: The Coalition Coordinator worked with local communities to gather their student survey data. The Evaluator then synthesized the data into one complete data set and created a presentation of the outcomes for the Coalition. In addition, the Evaluator, the Coalition Coordinator and the Technical Assistant gathered these additional data for the community risk profile: updated archival indicators of youth alcohol and other drug use; created a data base of compliance check "pass rates"; and analyzed data related to county-wide prevalence of prescription drug abuse.

Objective 3: Enhance skills of member coalitions

Outcome: The Technical Assistant 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. In addition, the technical assistance helped in the production of youth developed prevention PSAs, parent education campaigns and other prevention activities around the county. A survey of our members indicates that they feel that one of the strengths of the Coalition is the skill building training that they receive as part of the Coalition.

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. This year, 80 pharmacists agreed to distribute prevention materials during one week in August. The campaign also included a news conference covered by two local television stations. This is the third year of the campaign and the county-wide data shows that fewer young people are using opiate narcotics for non-medicinal purposes. In addition, the Coalition Coordinator and Technical Assistant helped plan a county-wide Prescription Drug Take Back Day that resulted in a successful campaign. Hundreds of people returned a combined total of over 1,000 pounds of prescription drugs, successfully limiting the supply of these drugs to young people.

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 trainings for “gate-keepers” who create policies and environments that impact youth. These included leaders in the Faith community, school administrators, and school faculty and staff. About 75 people attended the trainings and the evaluations were excellent. 95% said the trainings improved their understanding of alcohol and other drugs. 83% said that the trainings improved their ability to work with youth around alcohol and other drug issues.

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 media campaign. This included identifying and focus group testing several possible ads, and selecting a final ad and venues for posting. The ads were posted as movie theater slides in local movie theaters and in kiosks at local train stations.

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 the students helped plan and implement a county-wide conference attended by over 250 youth from 35 high schools. 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 student leaders also spoke on a local radio call-in show and helped plan a county-wide “reality wall” campaign in which young people record and display the negative impacts that alcohol and drugs have had on them, their friends, and their communities.

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

APPROVED BOARD OF ACQUISITION & CONTRACT ADMINISTRATION
JANUARY 2011 - JONATHAN SECRETARY

RESOLUTION

Upon a communication from the 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 on September 30, 2011 and continuing through September 29, 2012 (the "Agreement"); and be it further

RESOLVED, that in consideration for services to be rendered, SAS will be paid an amount not-to-exceed \$55,202.00, 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
2011/2012	711	71	013L	4380	T013	\$55,202.00

Budget Funding Year(s) **2011-2012**

Start Date: **September 30, 2011**; End Date: **September 29, 2012**

(must match resolution)

Funding Source

Tax Dollars _____

State Aid _____

\$ 55,202.00

Federal Aid **\$55,202.00**

(must match resolution)

Other:

APPROVED BOARD OF ACQUISITION CONTRACT - 12/08/2011 JOMARY VEIRA, SECRETARY