

2010 Community Assessment as prepared by Community Coalition for Healthy Youth of Tompkins County

TOMPKINS COUNTY

TOMPKINS COUNTY	476 sq. miles
Total population (2009 estimate)	101,779
Total municipalities	9 towns 1 city 6 villages
Median age (2000)	28.4
Enrolled K-12 school population ('09-'10)	11,314
# public schools (elementary/secondary) in 6 school districts	15 elementary 8 middle 9 high (incl. 1 charter & 1 alternative HS)
% free/reduced lunch participation ('08-'09)	31%
Diversity	
American Indian/Alaska Native	0.4%
Black/African American	4%
Hispanic/Latino	4%
Asian/Native Hawaiian/Other Pacific Islander	9%
White	84%
Two or more races	2%
Alcohol sales outlets (2007)	225

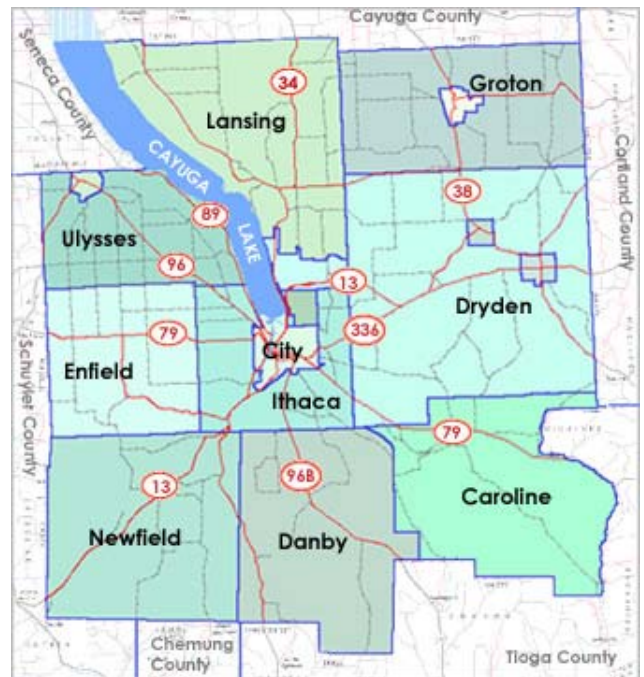
Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority

PLACE Cayuga Lake divides northern part of county, requiring longer distances to travel from one point to another within the county. City of Ithaca is in geographic center of county with densest concentration of population. Most agencies and services are based here or near here. City is surrounded by suburban areas, then rural. Racial diversity is concentrated in county center. 4 state parks within county borders plus city/town parks; geographically beautiful. Each municipality has its own identity (see attached for snapshots by school district).

EXPERIENCE 3 colleges/universities → 3/10 county residents are college students and 4/10 county residents are under age 25. Colleges → high population turnover. High poverty in rural areas & City of Ithaca. 4 school districts have 50% free/reduced lunch participation. Geography and limited public transportation impacts access to services, programs and opportunities, especially for those in rural areas.

INTEREST Appreciation for outdoor life, ecology, arts and culture. Education valued: primary, secondary & higher ed. Recreation supported in local communities. In general, inner ring of county = more progressive, outer ring = more conservative. Grassroots efforts, alternative lifestyle. LGBT communities.

HISTORY Rural/urban tensions between students. Municipal cooperation around recreation and providing youth programming. Lowest unemployment rate in the state; due to colleges, economic strain/recession has been felt less here.



School district boundaries in Tompkins County.

TRUMANSBURG DISTRICT

For CCHY community assessment board activity 5-21-10

	TRUMANSBURG DISTRICT
Total population (2007 estimate)	4,978
Enrolled K-12 school population ('09-'10)	1,160
# public schools (elementary/secondary)	1/2
% free/reduced lunch participation ('08-'09)	26%
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	0%
Black/African American	5%
Hispanic/Latino	2%
Asian/Native Hawaiian/Other Pacific Islander	1%
White	92%
Multiracial	0%
Alcohol sales outlets (2007)	12

Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority



PLACE

Village Center: Town Hall, school campus, churches, library, post office, children's village, shops, restaurants, grocery store, government offices (T/V), car dealership, farmers market, fairgrounds, dollar store, Gimme Coffee, Trumansburg Family Health Center
 Town of Ulysses: farms, lake frontage, falls & parks, Cayuga Nature Center, Yacht Club, fish & gun club, Aubles Trailer Park, mini-golf & golf; school district also includes youth from Seneca & Schuyler Counties; CARS in-patient rehab facility in Town.

EXPERIENCE

Population mix: village, farm, lake; lots of engagement re. school & village; tragic car accident (young man paralyzed) → community concern for safe driving/decision making; girls with drugs were denied school trip & suspended; strong athletics; lots of alcohol vendors; Rongo & Little Venice sponsored alcohol-free youth events; Rongo & other bars offer live music; high school drug use; village seen as progressive (viewed from afar); local grocery is a main business; speed zone is legendary; police chief has been there forever; home to Nancy Z. & Janice

INTEREST

Artistic community; several active faith-based communities; concern about village projects: sidewalks, street lights, children's village; strong youth program; Sams forum at school re. violence; active SADD group; youth interest in skate board park; festivals (fair, GrassRoots, events); very active youth commission & PTO; also active Rotary, Lions Club and local Chamber of Commerce.

HISTORY

Senior housing opened in early '80's → many older homes for sale → many young families settled, became leaders (playground, PTO); detention center (Goodhope) now closed.

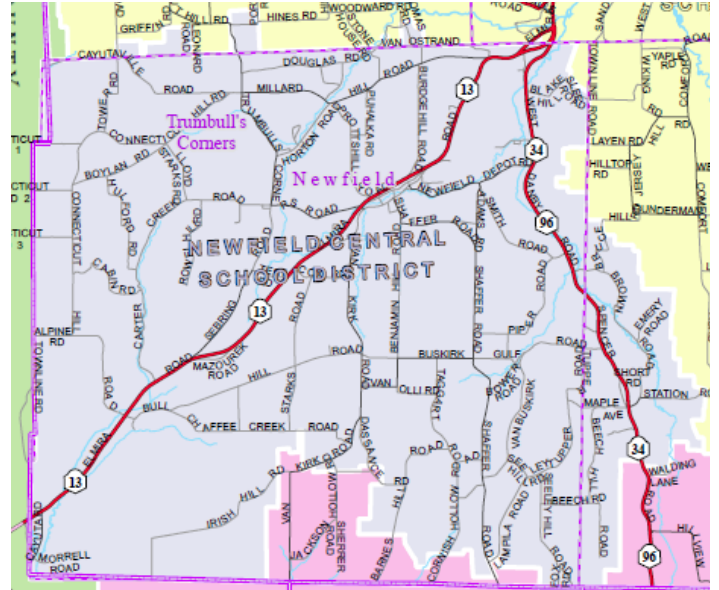
QUESTIONS

What do citizens (youth & adults) want to preserve about their community? What do they want to create for their community?
 Youth want a teen center and a skate park & swimming pool at the school

NEWFIELD DISTRICT

For CCHY community assessment board activity 5-21-10

	NEWFIELD DISTRICT
Total population (2007 estimate)	5,170
Enrolled K-12 school population ('09-'10)	936
# public schools (elementary/secondary)	1/2
% free/reduced lunch participation ('08-'09)	46%
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	1%
Black/African American	6%
Hispanic/Latino	3%
Asian/Native Hawaiian/Other Pacific Islander	0%
White	91%
Multiracial	0%
Alcohol sales outlets (2007)	4



Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority

PLACE

Large area, rural, split community by major roads cutting thru & by connection to Ithaca vs. Elmira, Link to Elmira, invisible from Rte. 13 (just a sign), no highway as main street, Green Springs National Cemetery, Covered bridge, Mills Park, Stella's Barn (now with alcohol), churches, market, Main St. (with signage), no stop lights, Littletree Orchards, Fire Hall, Lioness Club, school & pool as town center, library, mobile home parks (Wards, Jim Ray), one room school house; school in village center; Newfield Garden Apts.

EXPERIENCE

Almost 50% poverty!, lots of long timers → repeat of generations; generational poverty; isolate themselves, not a lot for kids to do, Chip Ray (MHP) very supportive; cultural diversity; recent change in school administration; home to Theresa, Nancy P., Stacy & Erin

INTEREST

Festivals - Old Home Days, Night Out; Boy Scouts (annual ritual of burning old flags), sports pride (basketball, football), outdoors (hunting, fishing), clubs in schools, RYS, Masonic temple, Pirates Club; creative identification (homeowner placed sign reading "Redneck Ridge" on a stone near Alpine Junction intersection); will be doing student survey for first time in 2010; community garage sales

HISTORY

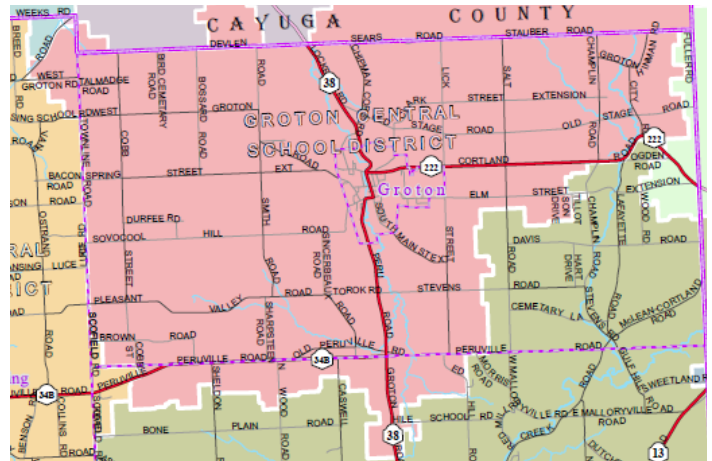
2000 Visioning Project with Coop. Ext. → action groups; new: town planning board doing comprehensive plan, new school superintendent, new town supervisor Richard Driscoll

GROTON DISTRICT

For CCHY community assessment board activity 5-21-10

	GROTON DISTRICT
Total population (2007 estimate)	5,857
Enrolled K-12 school population ('09-'10)	975
# public schools (elementary/secondary)	1/2
% free/reduced lunch participation ('08-'09)	41%
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	0%
Black/African American	1%
Hispanic/Latino	1%
Asian/Native Hawaiian/Other Pacific Islander	0%
White	98%
Multiracial	0%
Alcohol sales outlets (2007)	12

Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority



PLACE

Rural, youth isolation from county opportunities; more affiliated to Cortland than Ithaca; school district also includes parts of Cayuga County; Village center; Main St. "downtown"; own power plant → cheap electric; new fire truck plant; bowling alley, ice cream caboose, municipal swimming pool; golf course; Tompkins Community Action Head Start/Early Head Start facility (currently expanding); motorcycle shop; nursing home; includes McLean (Cassavant school is part of Dryden school district but in Groton) & West Groton

EXPERIENCE

Poor, rural; bored kids; home to Ted & Mrs. McPuppet; lack of youth job opportunities; summer camp; lots of foster kids are placed in Groton; diversity issues regarding students with disabilities; Village – good cooperation with Town

INTEREST

Active youth commission to develop youth programs; strong support for recreation; Winterfest; school really supports student survey & use of its data; Superintendent Brenda Myers extremely involved; hunting & fishing; rod & gun club; snowmobiling; motorcycle shop & kids; a lot of very active churches; focus on bullying at middle school; supportive elected officials; Old Home Days; active Groton Business Association; Village Police Dept.; dairy & farming; Groton's Families & Groton Even Start collaborate with Groton Elementary School

HISTORY

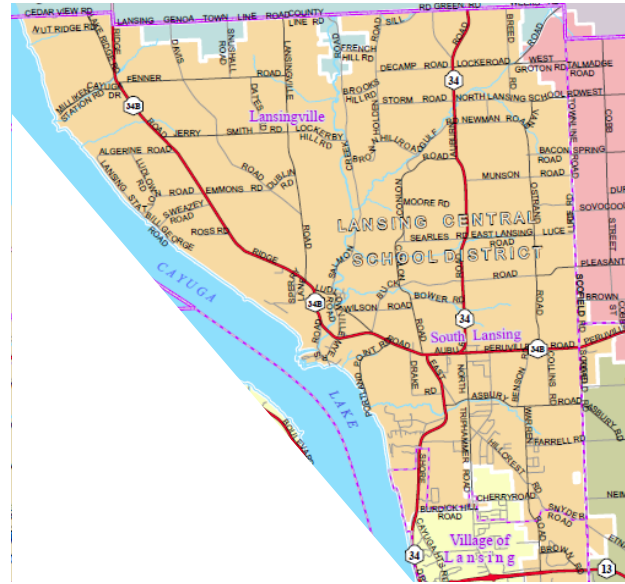
Town Hall Meeting (3/10) on Adolescent Brain Development & Alcohol; school budget issues; recent gun arrest; 150th anniversary in 2010; Smith Corona (Cortland) used to employ many from Groton; Groton "visioning" project → "Main Street & More" youth focused

LANSING DISTRICT

For CCHY community assessment board activity 5-21-10

	LANSING DISTRICT
Total population (2007 estimate)	11,011
Enrolled K-12 school population ('09-'10)	1,233
# public schools (elementary/secondary)	1/2
% free/reduced lunch participation ('08-'09)	19%
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	1%
Black/African American	3%
Hispanic/Latino	2%
Asian/Native Hawaiian/Other Pacific Islander	4%
White	91%
Multiracial	0%
Alcohol sales outlets (2007)	8

Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority



PLACE

Lots of farm land/few farms; lots of development along Town of Groton line; lots of new housing developments with big, expensive homes; lakefront property/people with money & rural poor; Myers Park (nice!), campground & marina; 2 NYS Division for Youth Residential Centers (\$); salt mines; Extra Mart with Dunkin Donuts; crossroads but no downtown; easy access to the mall & shopping; power plant; railroad; The Rink & The Field; indoor skate park; sports fields; library; Route 34 = main route between Ithaca & Auburn; high school & town hall; Borg Warner; railroad line runs thru

EXPERIENCE

Ability to raise money; drinking at UC Point; hidden zoning laws; kids "elitist", entitled, wealthy; oldest, strongest youth commission...tired & needs new blood; home to Amanda

INTEREST

Strong sports; excellent recreation dept.; new school district administration is supportive of youth development; school has small class size & expectation for graduation; strong support for youth employment; Lighthouse Festival; T. Lansing smoke-free law

HISTORY

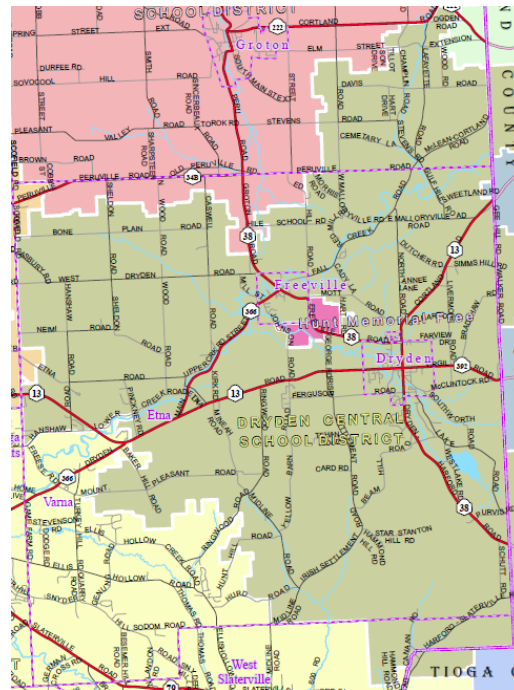
Salt mines; underground railroad at Rogues Harbor; upset parents when kids rezoned to BJM Elementary School; history of bulding supports for children: Jackie Baker et al, Andrea Benson, Barb & Frank Barry; highest property tax base in county: least amount of Cornell Univ. land plus salt mine and power plant (taxes)

DRYDEN DISTRICT

For CCHY community assessment board activity 5-21-10

	DRYDEN DISTRICT
Total population (2007 estimate)	14,068
Enrolled K-12 school population ('09-'10)	1,779
# public schools (elementary/secondary)	3/2
% free/reduced lunch participation ('08-'09)	35%
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	1%
Black/African American	3%
Hispanic/Latino	2%
Asian/Native Hawaiian/Other Pacific Islander	17%
White	93%
Multiracial	1%
Alcohol sales outlets (2007)	14

Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority



PLACE

Multiple population centers: Village of Dryden (center), Village of Freeville, Etna, McLean, mobile home parks; home to TC3 main campus; links to Cortland, Ithaca & Binghamton; access to Rte. 81; Fire Hall in Village of Dryden center is good meeting space; library; new town hall; 2 Dollar Stores; auto dealer; Dryden Community Café has become community center; luncheonette at crossroads; elementary schools are dispersed: Dryden, Freeville & Cassavant, but middle & high schools are co-located; home to many Cornell Ph.D's & faculty, some are TCAT commuters; golf course; close to Greek Peak skiing; Community Centers in Etna, Varna & West Dryden; has own grocery store; recreation trails & areas including Dryden Lake; golf course

EXPERIENCE

High school sports; spiritual center; annual community fireworks moving to TC3 & expanding; home to journalist/author Amy Dickinson (strong connection to Freeville & Queen Diner); Dryden Hotel wing night

INTEREST

2 Sertoma Civic Groups; major drug traffic at TC3 early; Dryden Dairy Days; family support possibilities; fishing & outdoor recreation; strong school & town recreation; active youth programs at Congers & Hanshaw Village Trailer Parks;

HISTORY

Unique organization (rumored to be home of KKK previously); murders & tragedies; child abuse; pharmaceutical drug sales/busts; isolated incident; TC3 has expanded educational offerings, activities and facilities, including student residences; fires at Dryden Hotel

QUESTIONS

Challenge to build district-wide spirit?

ITHACA DISTRICT – INNER

For CCHY community assessment board activity 5-21-10

	ITHACA DISTRICT (INNER)
Total population (2007 estimate)	50,195
Enrolled K-12 school population ('09-'10)	5,231*
# public schools (elementary/secondary)	6/4
% free/reduced lunch participation ('08-'09)	32%*
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	1%*
Black/African American	12%*
Hispanic/Latino	5%*
Asian/Native Hawaiian/Other Pacific Islander	13%*
White	69%*
Multiracial	1%*
Alcohol sales outlets (2007)	147

* These figures are for the entire Ithaca District, not only for the Ithaca (Inner) section.

Ithaca (Inner) - City of Ithaca, Town of Ithaca

Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority



PLACE

Includes City of Ithaca, city center, Town of Ithaca, villages of Cayuga Heights & Lansing; county center; urban and suburban, begins to be very rural on West Hill & South Hill; Stewart & Cass Parks plus Treman & Buttermilk State Parks; 2 major colleges: Cornell University & Ithaca College plus Empire State College & TC3 satellite; downtown Commons; lots of traffic & development on route 13 & Southwest Park including Ithaca Brewery & many "big box" stores; Ecovillage plus low/moderate-income housing at Linderman Creek, West Village, Chestnut Hill, Ithaca Housing Authority & Overlook; "alternative" secondary schools include LACS, New Roots & BOCES Community School; Farmers Market; businesses include Ithaca Brewery, Gimme Coffee, Ithaca Bakery, Wegmans

EXPERIENCE

Employment opportunities especially in education & service jobs; lots of services located in City; opportunities to mix across groups; Stewart & Cass Parks allow alcohol; Stewart Park holds beer festival; evidence of gang activity; presence of colleges contributes to college student parties & substance use; home to Monty & Kris; service oriented community; lots of college students & younger population; strong cultural identity in Northside (GIAC Festival) and Southside (Juneteenth Festival);

INTEREST

ICSD's commitment to equity; strong youth programs at GIAC, West Village, Southside, Ithaca Youth Bureau (possible partner); Ithaca Festival; Joint Youth Commission involved in youth issues & programming; Northside neighborhood planning efforts; dedicated police force; "hippie" feel downtown; Commons has several "head shops" & drug access; pool tables at Cornell & IC; safety

HISTORY

History of rural/urban & class tensions; overdose at LACS led to creation of Drug Task Force in 1990's which evolved into CCHY; structured racism

ITHACA DISTRICT – OUTER

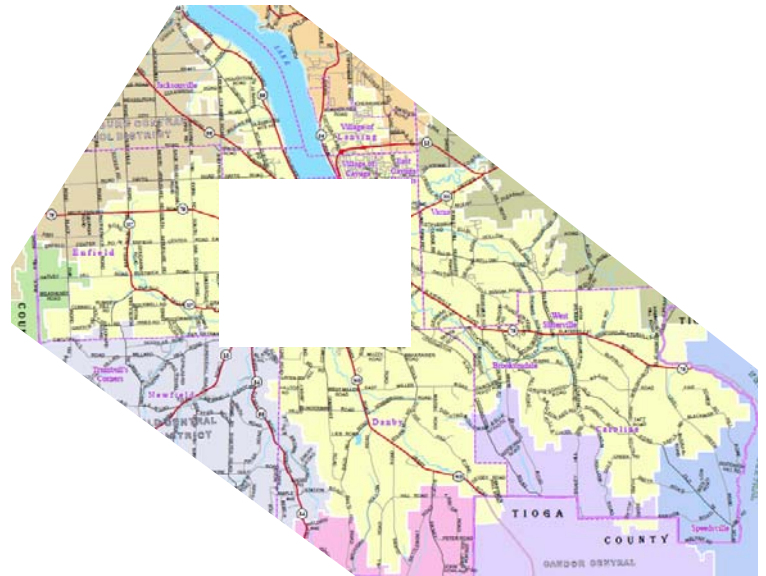
For CCHY community assessment board activity 5-21-10

	ITHACA DISTRICT (OUTER)
Total population (2007 estimate)	9,776
Enrolled K-12 school population ('09-'10)	5,231*
# public schools (elementary/secondary)	2/0
% free/reduced lunch participation ('08-'09)	32%*
Diversity (of enrolled students, '08-'09)	
American Indian/Alaska Native	1%*
Black/African American	12%*
Hispanic/Latino	5%*
Asian/Native Hawaiian/Other Pacific Islander	13%*
White	69%*
Multiracial	1%*
Alcohol sales outlets (2007)	21

* These figures are for the entire Ithaca District, not only for the Ithaca (Outer) section.

Ithaca (Outer) - Enfield, Danby, Caroline

Data are from U.S. Census, NYS Dept. of Education School Report Cards, NYS Liquor Authority



PLACE

Very large area with diverse, separate areas with own identities; includes parts of towns of Caroline, Danby, Enfield, Ulysses, Lansing & Dryden; several pocket communities with own centers (Slaterville Springs, Brooktondale); retreat center; McCormick Secure Detention facility (Caroline), Jennings Pond (Danby); no grocery stores, mini-marts instead; Caroline & Enfield Elementary Schools are local gathering places; Danby – no school or village center but has fire dept., Town Hall, park...creating new space facilities; Caroline has new town hall & includes “Buffalo Hill”; Brooktondale & Ellis Hollow Community Centers; lots of state park & national park lands; gorges; Enfield strip joint (BarAngus); Rte. 79 is a major road; Caroline farmers’ market; some local community libraries

EXPERIENCE

Lower property taxes; fear of “inner city”; rural poverty; volunteer fire depts. are a big deal; county taverns; municipalities send kids to lots of school districts; ICSD will have a new superintendent later this year; school board focused on equity with Village at Ithaca; kids say “not a lot to do”; lack of transportation limits access; Caroline & Enfield: poorest part of county & lowest employment; Caroline’s Don Barber is a progressive leader with a conservative board; churches independent

INTEREST

CSA’s (Community Supported Agriculture); lots of No Fracking signs; local pride about elementary schools; caring youth commissions are concerned with youth issues; Caroline youth commission has career emphasis

HISTORY

Loss of elementary schools in Danby & Glenwood; Enfield visioning project in late '90's; Caroline – racial motivated problems

Community Overview

Located in the Finger Lakes Region of Upstate New York, Tompkins County blends urban, suburban, and rural landscapes with an uncommon mixture of beautiful natural features, farms, a vibrant urban center, internationally renowned academic institutions, and pockets of urban and rural poverty.

Tompkins County encompasses 476 square miles around the southern end of Cayuga Lake and includes one city, nine towns and 6 villages with a total population of 101,779. Male and female populations are roughly equal. One in four people is under age 19, 19% are between age 20 and 24, and 10% are at least 65. 58% live in an urban/suburban area; 42% live in a rural area.



Tompkins County has six school districts with 6,645 students in grades 6-12, which receive

shared vocational, special education, and prevention services they cannot afford on their own through a regional Board of Cooperative Education Services (BOCES).

Tompkins school districts, gr. 6-12 enrollment and % of County enrollment		
Dryden (1,069, 16%)	Groton (577, 9%)	Ithaca (2,916, 44%)
Lansing (733, 11%)	Newfield (577, 9%)	Trumansburg (773, 12%)

The Community Coalition for Healthy Youth (CCHY) originally coalesced over the death of an Ithaca student from a heroin overdose. We responded with direct services, and then expanded to focus on alcohol, marijuana, and tobacco. For the past 5 years, we have worked with the Ithaca School District, serving just under half of all students in our County. We have achieved some encouraging decreases in alcohol, marijuana and tobacco use and our social norms campaign in one middle school has earned national recognition for making significant reductions in use, compared to a similar middle school that did not participate. In 2008, we achieved a key milestone by engaging 5 of 6 schools in our first countywide survey. We are now excited and poised to expand our efforts to respond to the recent death of a Dryden student from an overdose of cough syrup, the students in Trumansburg who lost out on a state sports championship because their athletes were caught drinking, and the 15 year old who was raped at a party where alcohol and marijuana were used to incapacitate inexperienced girls. The lives of our children are at stake and our Coalition is reaching out to learn from, connect with, and link all of our County's communities to create the synergy and change needed to protect and support our youth.

We work in a community that offers both opportunities and challenges. Tompkins County is home to three institutions of higher education: Cornell University, Ithaca College, and Tompkins Cortland Community College. Total enrollment is nearly 30,000 students (28% of the County's and 58% of the City of Ithaca's total population). The large concentration of college students has unique impacts on our school-age population, contributing to problems with their alcohol and marijuana use. The large college population also impacts our demographics. We have a low median age (28.6) and high household mobility – only 42% lived in the same house in 2000 as in 1995 (comparison rate for NY state: 62%). A large percentage of households live in rental housing (47%), and median monthly costs for rental housing are the highest in the region.

Colleges also contribute to our diversity. 83% of residents are White; Asian is the next largest ethnic group (10%), followed by Black/African American (4%). 4% of our residents are Hispanic. Our rural towns are over 93% White. Tompkins County has no tribal areas or populations. The far-reaching Ithaca school district serves the most diverse student population (29% minority) and those from varied life circumstance: children of professors and those living in generational poverty. 19% of the overall population and 13% of ages 0-17 live below the poverty level. Poverty rates vary by community; child poverty rates are over 20% in the City of Ithaca and Town of Enfield. 35% of youth attending public school receive free or reduced lunch; rates exceed 50% in 4 schools within 3 districts (Ithaca, Dryden, Newfield). Our unemployment rate (2/09) is 5.6%. Median household income in 2007 was \$44,379, lower than N.Y. median income \$53,448. These economic and social differences are our reality.

Our Coalition is well-positioned to help unite our geographically, economically, culturally, and racially diverse communities which share a common commitment to developing healthy youth.

Section A: Community Assessment

A1: Data on Youth Substance Abuse Trends

CCHY has surveyed students in the Ithaca district with a local instrument since 2003. Our first countywide risk and protective survey was just completed in Oct. 2008. To identify countywide time trends, we looked to other sources: treatment providers, law enforcement, schools, and youth focus groups. (See end of A1 for data sources). We survey students and adults, talk to treatment and law enforcement professionals, and track indicator data and trends. CCHY focuses on issues and trends that emerge from multiple sources and work on substances whose use have high prevalence, are potentially damaging to health and life outcomes, and where we see growing community concern. In this grant, CCHY will focus on the most prevalent (alcohol, marijuana), persistent (tobacco), and emerging drugs (pharmaceuticals).

Alcohol is the most prevalent substance used by our teens. 30-day use by 10th graders (32%) exceeds that of national peers (29%); for grades 6-12 combined, the use rate is 22%. Average age of first use is 12.9 years. Although

Tompkins 10 th grade students' 30-day substance use			
Alcohol	Prescr. pain killers	Marijuana	Cigarettes
32%	6%	16%	9%

CCHY does not target college use, we track campus trends because local college students are a sizeable, visible and influential presence on younger students. 73% of Cornell students and 82% of Ithaca College students report 30-day use of alcohol. During presentations to CCHY in 2008, treatment providers, Student Assistance counselors, and law enforcement officers agreed alcohol is the teen drug of choice. Students report easy access, primarily from home and friends. We also have a higher-than-regional prevalence of alcohol outlets. 37% of adults surveyed said it is OK for youth to drink if they are supervised by adults and close to 10% of parents allow their children to drink under supervision with the goal of teaching “responsible drinking”. Students reported parental disapproval that decreases from 96% toward cigarettes, to 94% for marijuana, to the lowest disapproval for alcohol (89%).

Pharmaceutical drugs, including unauthorized use of prescription and over the counter drugs, are an emerging local trend, according many sources. While student survey data show 7% of 12th graders use prescription pain killers (30-day use), anecdotal data about a 2007 student death from cough syrup overdose, a student’s aspirin overdose, and anecdotal reports by parents, law enforcement and schools of “pharming parties” lead CCHY to believe our community is experiencing early stages of this national trend. A parent shared her daughter’s input that kids get pharmaceuticals from their home medicine cabinets and think they have advantages: they are free, overlooked by adults, easy to conceal, and their use is less noticeable (no tell-tale smoke or evidence on the breath). Another parent noted that pharmaceuticals can be ordered over the internet, that teens believe prescription pain killers, even if not prescribed to them, are safer to use than illegal drugs and that their parents do not talk with them about pharmaceuticals.

Marijuana Our student survey reveals higher than national 30-day use rates of marijuana. (16% of local 10th graders vs. 14% of national peers; 10th grade use is higher than national peers in 4 of 5 school districts). Aggregate rates for 12th graders (21%) also exceed national rates (19%). These countywide data are consistent with the trends tracked in Ithaca district surveys and are confirmed by treatment agencies, law enforcement, and anecdotes from youth program staff working at a downtown community center. Marijuana use is also common among area college students with 30-day use rates of 17% for Cornell students and 32% for Ithaca College students. Student survey results show that 1 in 4 10th graders do not perceive harm related to marijuana use. Students perceive lower parental disapproval for marijuana use than for cigarettes. Not coincidentally, the school district with the highest youth marijuana use also has the lowest parental disapproval rate. These findings underscore perceptions of parents and Coalition members that there is a high community tolerance for marijuana use.

Tobacco While 30-day cigarette smoking rates have decreased from 13% in 2005 (Ithaca survey) to 6% in 2008 (countywide survey) due to the success of several public health strategies, CCHY continues to be concerned about tobacco. Age of onset for cigarette use is 12.6 years, the lowest of any drug. The Coalition is also concerned that the incidence of 30-day use of chewing tobacco is higher in rural schools (5%) than in Ithaca (3%) and than national peers.

Other drugs Youth 30-day use of other substances is relatively low: less than 1% report use of hallucinogens, cocaine, meth, heroin or ecstasy. 2% report using inhalants; rates peak in 8th grade and drop to less than 1% by 12th grade.

Data sources New York State Youth Development Survey given universally in Tompkins County in Oct. 2008 to 4,937 students in grades 6-12 in 5 of six school districts (81% response rate); historical student survey data from the Ithaca district's 2003, 2005 and 2007 surveys; comparison national data from Monitoring the Future Survey; CCHY's 2008 Community Survey on Underage Drinking and Drug Use for adult views and ideas on how to reduce the problem; 70 teens in 7 focus groups (2008) generated and rated 115 ideas for reducing teen use of alcohol and marijuana; law enforcement panel presentation to CCHY Board (2008) on youth alcohol use and its impacts, other local drug trends and suggested strategies to address the problems; reports to CCHY Board (2008) from 2 treatment agencies on youth drug use trends; data and anecdotal information from school districts and BOCES on student use and effects; Cornell University Core Alcohol and Drug Survey and Ithaca College National College Health Assessment for alcohol and drug use on local college campuses; local DWI and drug arrest data from Tompkins Stop DWI, New York Dept. of Motor Vehicles and New York Division of Criminal Justice Services; background data on youth demographics, success and behavior from NY Office of Alcohol and Substance Abuse Services (OASAS), U.S. Census, NY State Kids Count Data Book; NY Education Department; NY State Liquor Authority: alcohol licenses and compliance.

A2: Problem description

CCHY will take a tiered approach in addressing local youth use in four substance abuse areas.

Alcohol, our most widely used drug, will be our area of greatest focus. In 3 out of 5 school districts, 10th graders' 30-day use is higher than national norms; use rates jump when students move from middle to high school. We will concentrate on addressing community norms, including low parent disapproval and low perceived risk of harm, and easy youth access to alcohol.

CCHY will also lead efforts to address pharmaceutical abuse, a new area of focus. Local use is increasing, reflecting national trends. 7% of 12th graders use prescription pain killers regularly. Pharmaceuticals are readily available and perceived risk of harm is low. We are concerned about the heightened danger of using pharmaceuticals in combination with alcohol. Parents, law enforcement, youth workers and teachers identified the need for additional information and training about identifying signs of use and strategies to reduce youth access. CCHY will work with our hospital and medical providers to establish a baseline of current Rx and OTC related visits to enable us to monitor and evaluate our efforts to reduce use and consequences.

Marijuana is the second most common drug used by our youth. In 4 out of 5 school districts, 10th graders' 30-day use (ranging from 15% to 25%) is higher than national use rates (14%). In the first year, we will research best practices to increase enforcement and build strategies to address low perceived risk of harm and low disapproval of use by both students and adults.

Local cigarette use by both youth and adults is lower than state and national rates. However, we believe that tobacco use rates are still too high and are concerned because age of onset for cigarette use is 12.6 years, younger than for any other drug. Grade 6-12 combined 30-day cigarette use rates are higher for students in rural school districts than in the Ithaca district. To maintain the positive trend, CCHY will support the work of our Coalition partners who take primary responsibility for reducing the use and availability of tobacco products and limiting exposure to secondhand smoke.

Community Conditions Our needs assessment identified 3 primary conditions that contribute to youth substance use problems: community norms are accepting of youth substance use, substances are easily accessible, and policies and enforcement have not kept pace with trends of use by youth. We expect that we can achieve population-level reductions in use by addressing these 3 conditions.

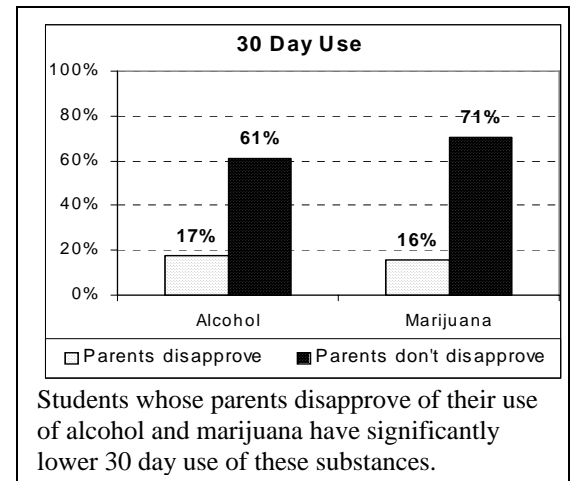
Issue 1: Community norms

a. Low disapproval of youth alcohol, marijuana and pharmaceutical use

Alcohol: Over 55% of adults say occasional youth alcohol use is acceptable. Fewer than 1 in 4 parents say they regularly discuss family rules about alcohol use and its risks with their children. The chart at right illustrates the results when they do: parental disapproval dramatically decreases student 30-day use of alcohol and marijuana. Finally, conflicting parent feedback on how much they want schools to enforce alcohol and drug use rules makes it difficult for school administrators to address substance abuse problems.

Marijuana: During a focus group, teens told us they know Ithaca is tolerant of marijuana because, “If you take the vowels out of Ithaca you’re left with THC” (the main psychoactive substance in marijuana). Over 30% of adults in our community survey said it is OK for youth to smoke marijuana. Teens in treatment report that the presence of multiple head shops displaying drug paraphernalia in storefront windows of our downtown pedestrian mall shows community tolerance of marijuana and makes their recovery more difficult. Finally, local adults and teens perceive lower risk of harm for use of marijuana than alcohol.

Pharmaceuticals: Stories from students about “pharming parties” are more common. Police and parents say that they need more information about the risks and signs of pharmaceutical use.



b. Insufficient youth opportunities for pro-social behavior

Our County’s rural/urban makeup leaves the 42% rural-living youth with limited access to public transportation, places for recreation or socializing. Even the urban-living youth report inadequate social resources; there are no teen centers in the County. While youth programs, funded by Coalition partners, offer after-school options to middle schoolers in the County, there are not enough resources for all to participate. For many rural high school teens looking for social opportunities, alcohol and drugs seem attractive and available. Also, many teen parties are unmonitored, creating opportunities alcohol, marijuana and pharmaceutical use. County high schoolers have regular opportunities to observe and mimic extreme alcohol-use behavior modeled by local college students. In one focus group, a homeless teen summed it up: “It’s cheaper to buy drugs than go to the movies.”

Issue 2: Easy access to alcohol, pharmaceuticals and marijuana

Alcohol: By 12th grade 80% of students say it would be easy to get alcohol if they wanted. Most who drink obtain it from their friends or parents (with permission) and drink at their own homes or at the homes of friends. Our County has 225 alcohol sales outlets, an average of one for every 2 square miles. Businesses cater to our large college student population. Local police and campuses have worked to reduce problems related to alcohol use but campus efforts are primarily geared toward harm reduction, not reducing access.

Pharmaceuticals: Anecdotal reports from teens indicate that pharmaceuticals are readily available from family or friends’ medicine cabinets or the internet and are being sold by teens.

Marijuana: 68% of 12th graders say it would be easy to get marijuana if they wanted. Marijuana is grown locally, increasing access and lowering price. The local college student population increases supply and demand for marijuana.

Issue 3: Policies and enforcement are inconsistent and have not kept pace with need

Law enforcement agencies have limited resources to conduct compliance checks of alcohol sales outlets. Only 70 businesses (31%) received compliance checks by state police between 2003 and 2007. Of these, 27% failed. In addition, there is a need for stronger policies to reduce access and increase consequences for non-compliance. A recent effort to restrict smoking in downtown Ithaca and at city parks faced strong resistance by the community.

Tompkins youth told CCHY that teens use alcohol and marijuana for 3 main reasons: youth feel great stress to succeed in school, both academically and socially, and using alcohol and marijuana relieves stress. Secondly, teens report insufficient opportunities and venues for healthy teen activities and teen jobs. Teens have limited access to public transportation and places for recreation or socializing. Finally, teens identified easy access. Teens suggested strategies to address access: identify dealers/providers to dry up access at school and in the community; enforce strong sanctions against people who provide alcohol to underage drinkers, intervene to shut down locations where youth gather to use alcohol and other substances.

In summary, Tompkins County has higher than national youth use rates for alcohol and marijuana and lower than national rates for tobacco use. Pharmaceutical use is reported as a concern by multiple sectors. We have easy access to substances and community norms tolerate their use. We also know that parental disapproval can significantly reduce use, so we will focus on changing norms, reducing access, and strengthening policies and enforcement to reduce use.

Capacity

Community Resources

Our Coalition is relatively mature in its development and organization, according to a national evaluation commissioned by SAMHSA. Over the past 5 years, we have added members, linked with other coalitions and groups, strengthened our Coalition, and reduced use in one region of our County through collaborations. Some of our financial and programmatic resources are listed below. Perhaps the most important of our assets is the CCHY Board and staff members that represent the diversity of our community. About half our members reside in small towns that have rural school districts; the other half live in the city of Ithaca or suburban areas; we come from cultural backgrounds that include: European, African American (3), Latino (1), and that include families that are multicultural (2) and gay or lesbian (2). Members affiliate with Protestant, Jewish and Catholic faith communities.

Leadership generally comes from our strongest sectors: schools and other publicly funded agencies (youth services, substance abuse treatment agencies, health services). The grantee (County Youth Services Dept. or CYS) offers a stable professional base with many advantages: expertise in youth development, planning, substance abuse prevention, and grant management; and donated rent, computers, tech support, equipment, phone, professional development trainings, conference space, and more, amounting to over \$6000 annually from state and county funding. By engaging 5 of 6 school leaders and NYS OASAS, we were able to survey over 4,900 students to get countywide baseline data for 2008, which is now a valuable resource.

CCHY serves as the hub through which many alcohol, tobacco and other drug (ATOD) related programs are coordinated. By meeting regularly to share information, jointly sponsoring trainings or events, writing collaborative grants, supporting one another's planning and activities, we are more than the sum of our parts. Only some of these resources are budgeted as "match".

Resources that change community norms to increase perception of ATOD harm:

- Print media, school newsletters, CCHY website, presentations to groups about prevalence and profile of local drug use – \$300 donated for free Coalition web hosting; print media articles and presentation are free; presenters are paid by their organizations
- Alcohol & Drug Council's TAPP peer educator program (60 youth teach anti-drug use workshops to 6th graders) – approx. \$50,000 from non-profit agency, state funded
- Reality Check youth advocates work with retailers to remove tobacco ads and do counter-advertising with peers – approx. \$40,000 from Tobacco Settlement Funds
- Park Outdoor Billboard Advertising and Bus Ads – \$800 donated in discounts this year
- Businesses and schools that support BOCES/Rite Aid Drug Quiz each year

Resources that change community norms to increase pro-social youth behaviors:

- County Youth Services supports 9 rural youth commissions that offer Rural Youth Services – pro-social, drug-free programs for 2,900 middle school youth in all 6 school districts, roughly 50% of youth have risk factors for ATOD use – \$20,000+ from Tompkins County

- Nationally recognized Social Norms campaign operating at a middle school in Ithaca
- BOCES Youth Voice and Action Network educate peers/model pro-social behaviors

Resources that help to prevent and reduce use & reduce access to alcohol and other drugs:

- 2 out-patient treatment agencies serving both youth and adults, state and federal funding
- 6 school districts and BOCES regional district provide ATOD prevention education for 6 districts; evaluation and counseling for ATOD in Ithaca district; training events - approx. \$100,000 funded from local and state taxes

Resources that help to strengthen/enforce policies and regulations:

- Tobacco Free Tompkins – for tobacco control and smoking cessation, BOCES for consulting on school tobacco policies, smoking cessation – \$88,000 from state sources
- Stop DWI grants for law enforcement equipment, drug-free prom activities, media campaigns; recognition and awards for law enforcement – \$113,000 from fines
- 3 drug treatment courts (Family Court and Criminal Courts) and committed judges

Community Gaps and Weaknesses

An obvious gap discovered when we began looking at pharmaceutical abuse is awareness of the problem. Even though a local youth died of cough medicine overdose in 2007, the incident was not publicized and gained little or no attention. We co-sponsored a training, “From Adderall to Viagra”, attended by 70 people in 2007, but youth tell us that parents and teachers are not on the alert for signs of use and it generally goes undetected. Law enforcement staff indicate they need more training in this area. Among our objectives for next year are changing the belief by youth that medicines won’t harm them, reducing access from homes, and a media campaign to alert the public. We have one new member with links to additional medical, business and media partners.

We still have a lot to learn about social marketing, environmental strategies, and working together for local policy changes. The environmental strategies adopted in this proposal aim to change underlying institutional systems by 1) supporting positive community norms, 2) reducing availability and 3) strengthening policies and enforcement. In recent years, we have seen the value of working for systems change (for example, jointly supporting an outdoor smoking restriction and improving alcohol/drug enforcement at a large music festival), but will need to build our collective knowledge and experience. Another weakness is not having youth members’ perspective present at all our board-level discussions. Three active youth groups work effectively in their own sphere with peers to reduce ATOD use, but the ties to the Board have been primarily through their adult leaders rather than the young people themselves. To be most effective as a Coalition, the knowledge and ideas from these “experts” must be included directly.

Challenges to overcoming those gaps Making the paradigm shift from service orientation to social marketing, media campaigns, and policy changes requires new skills and resources that we need help to assemble. Ithaca and Trumansburg are both communities where changing community norms for teen alcohol and marijuana use will be a challenge. Law enforcement officers tell us that now, when they find groups of youth partying with alcohol, they call the parents and ask them to take their children home. As far as we know, no arrests have been made in our County for providing alcohol to minors using existing laws. In our community survey, when we asked whether “calling police for teen parties” would make a big difference, only 36% thought it would. As we look toward systems change in pharmaceutical abuse, health providers and pharmacists may be hard to recruit; lessons from tobacco control efforts show that asking physicians to do something like advising patients to take anti-theft measures with medications may take considerable time and effort. Finally, our communication methods are out-dated, especially when it comes to reaching young people so we will engage media and youth to learn new methods.