



# Franklin Mayor's Drug Task Force

DFC Year 1:  
Evaluation Results  
and Celebration

October  
13, 2011

This is  
our  
story...

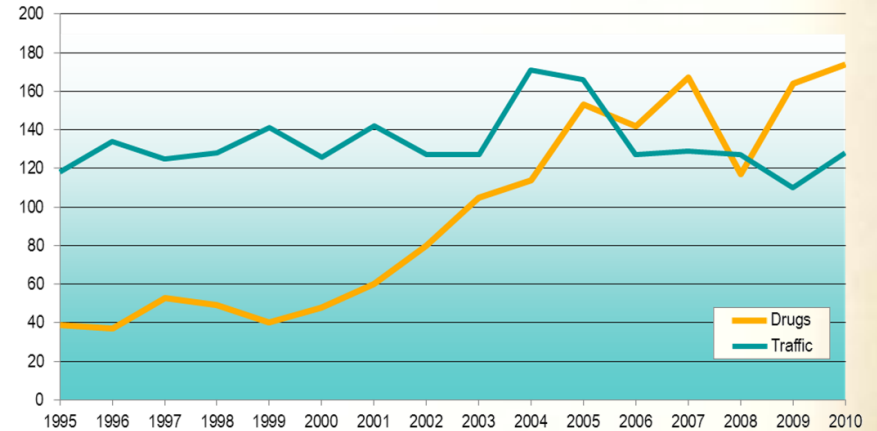


# September 2009

## The Mayor's call for action...



# Drug Deaths vs. Traffic Deaths in NH

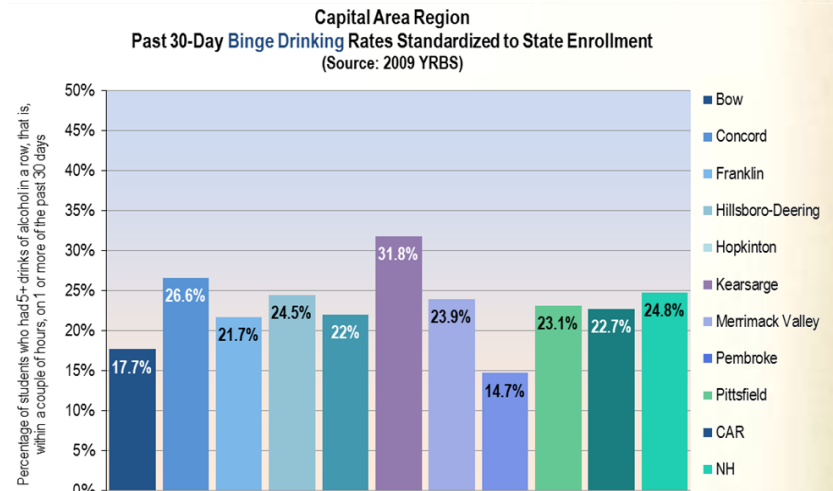
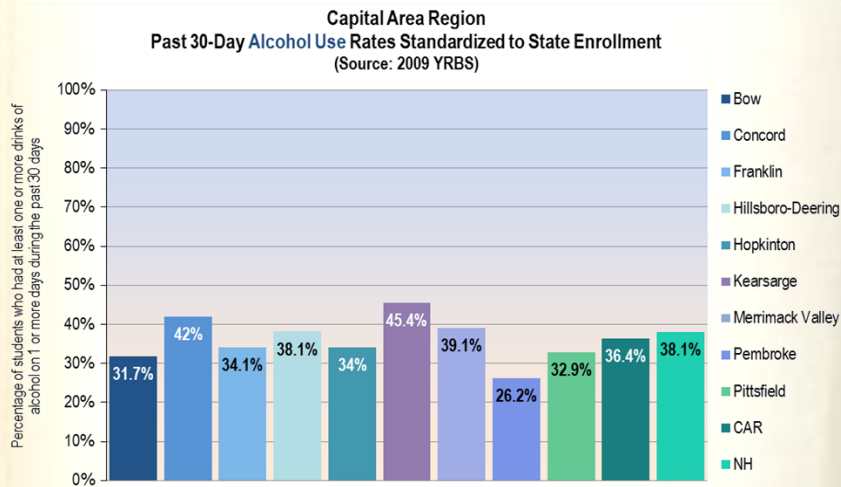


## 1995 – 2010



# 2009 Franklin Youth Risk Behavior Survey

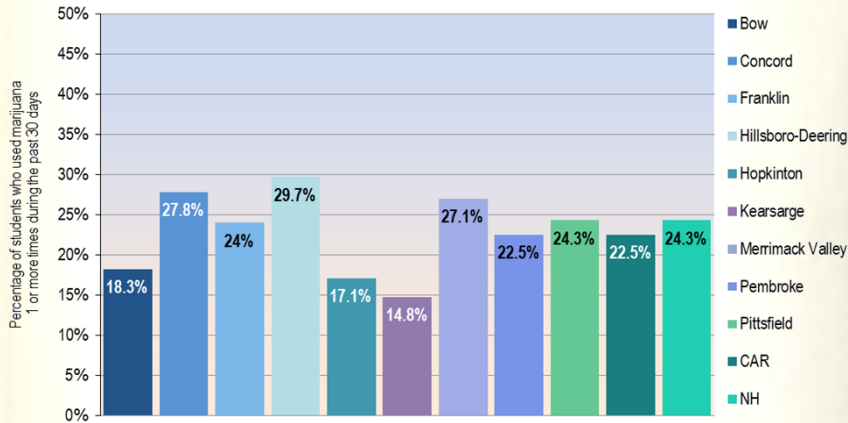
In Franklin, 31.3% of high school youth report that they have never tried alcohol.



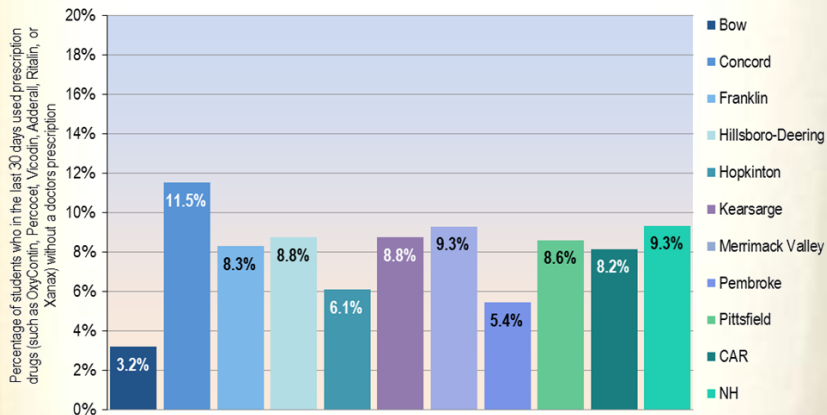
# Results

# YRBS Results

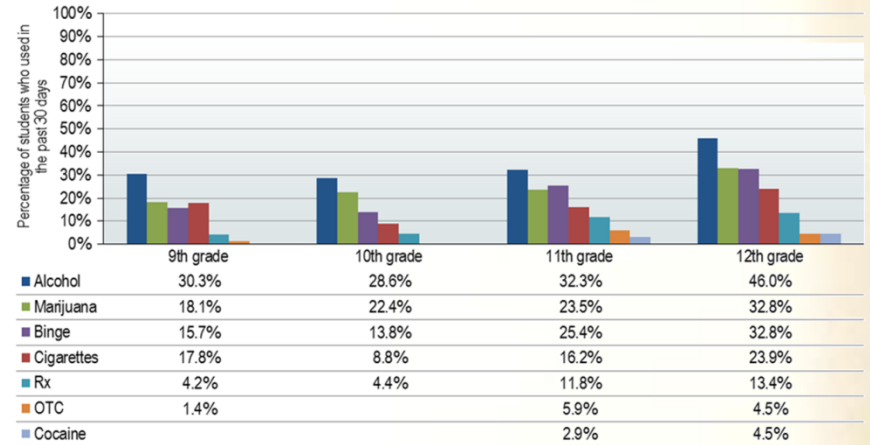
**Capital Area Region  
Past 30-Day Marijuana Smoking Rates Standardized to State Enrollment**  
(Source: 2009 YRBS)



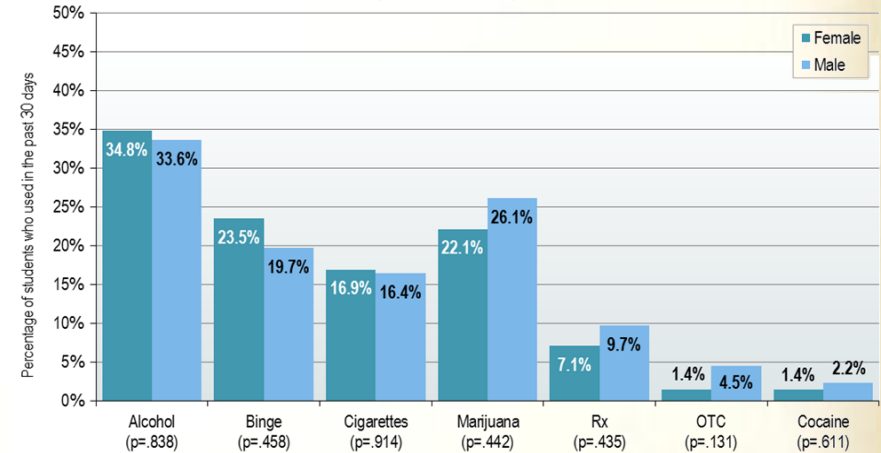
**Capital Area Region  
Past 30-Day Rx Abuse Rates Standardized to State Enrollment**  
(Source: 2009 YRBS)



**Franklin High School - Substance Use by Grade**  
(Source: 2009 YRBS)

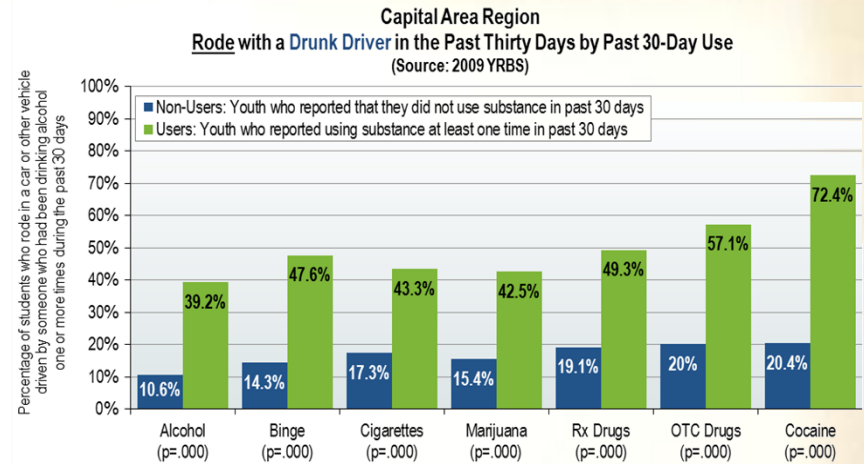
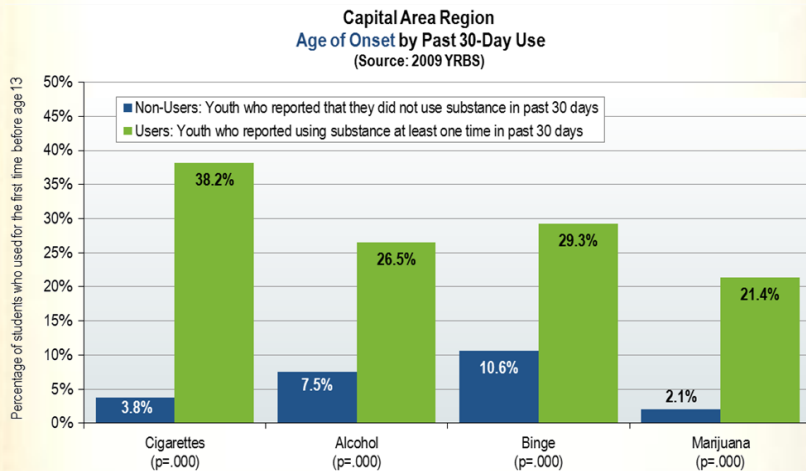


**Franklin High School - Past 30-Day Substance Use by Gender**  
(Source: 2009 YRBS)



# YRBS Results (Cont.)

In Franklin/Hill, 14.9% of high school youth report using alcohol before age 13.

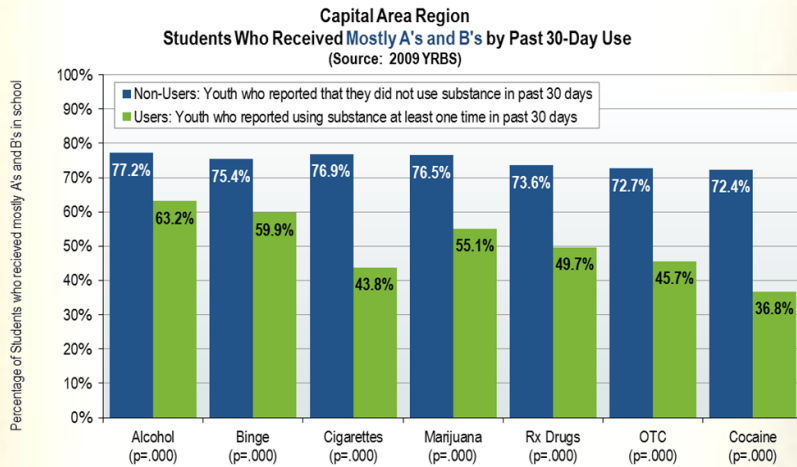


In Franklin/Hill, 20.6% of high school youth reported riding with a drunk driver in the past 30 days.

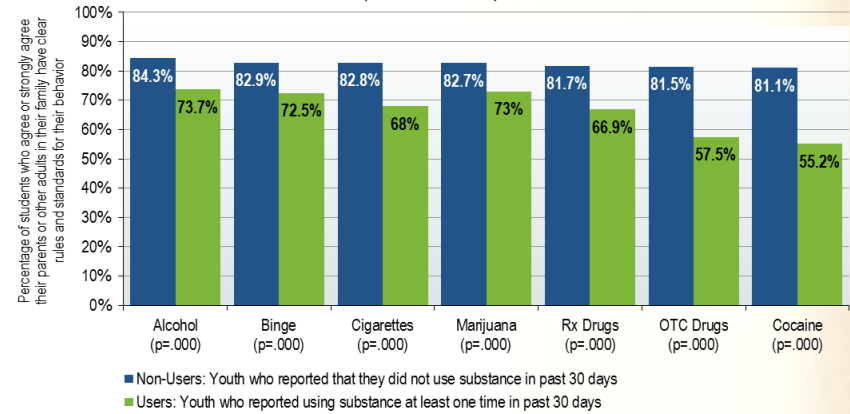


# YRBS Results (Cont.)

In Franklin/Hill,  
**51.1%** of high school youth report receiving mostly A's and B's.



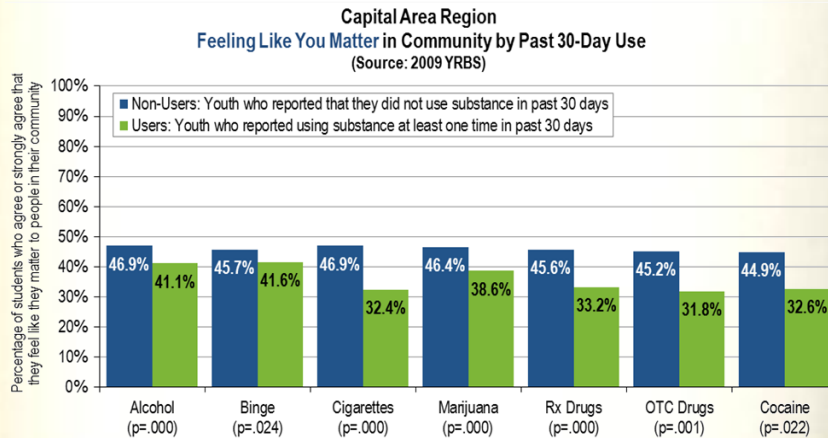
Capital Area Region  
 Family Rules by Past 30-Day Use  
 (Source: 2009 YRBS)



In Franklin/Hill, 76.6% of high school youth report that they agree or strongly agree that their family has clear rules and standards.

# YRBS Results (Cont.)

In Franklin/Hill, **44.7%** of high school youth report feeling like they matter in the community.





**Drug Free  
Communities  
Grant**

**Awarded on  
October 1,  
2010**

**\$125,000/  
year  
for 5 years**

# Mar 2010-Feb 2011

Awaiting notice of award...

But not waiting...

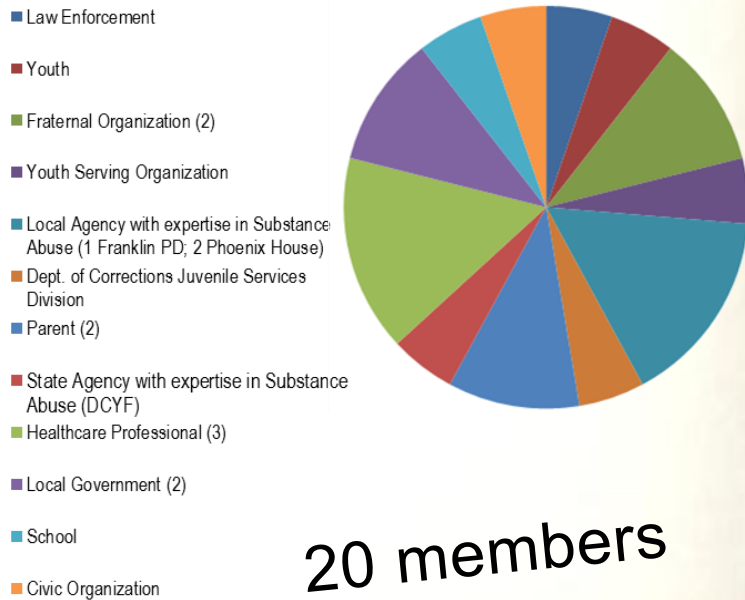
- Partnership with CADY
- K2 ordinance passed
- In search of a coordinator:  
Traci Fowler, Coordinator  
Hired, February 2011

## Goal 1: Capacity Building

Establish and strengthen collaboration among communities, public and private nonprofit agencies, and Federal, State, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance use among youth.

# Active Membership by Sector\*

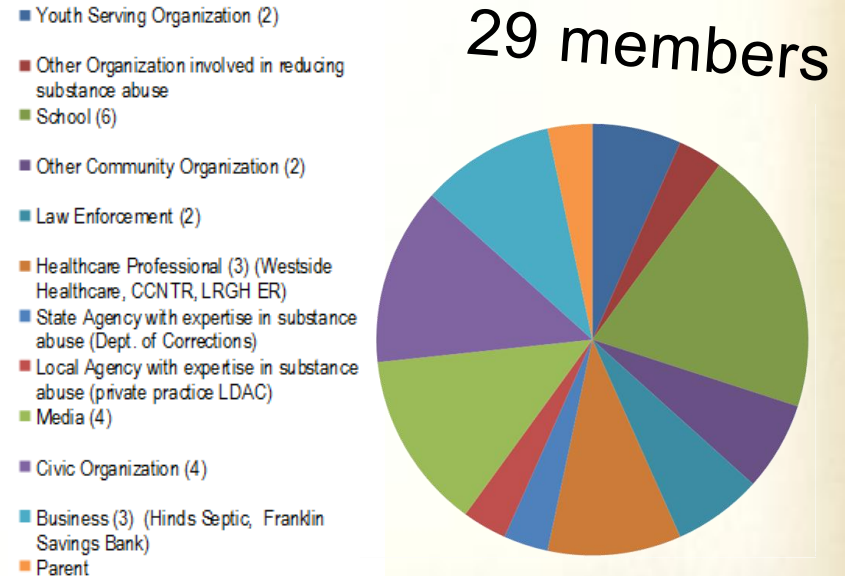
ACTIVE members attend meetings or events on fairly regular basis, are engaged in the group process.



\*Missing: Business and Religious

# Extended Resource Network by Sector

EXTENDED RESOURCE NETWORK members receive emails, are interested and supportive of overall effort, can be engaged in one-time activities as needed, available for collaboration.

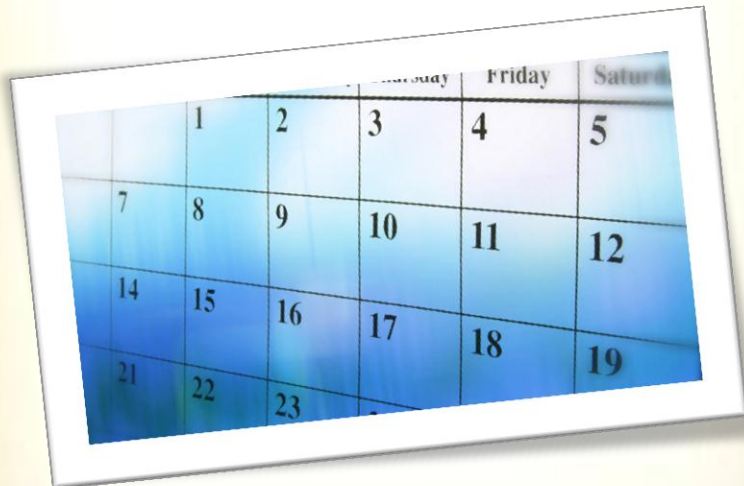


# Task Force Meetings

Sept 30, 2010 through Sept 29, 2011

**11** Monthly Meetings  
(full-group)

Average Attendance  
**14** members



# Documented In-kind

**Total \$ 111,229.54\***

Volunteer Hours: 659

Value of Volunteer Hours:

**\$13,740.15**

(at \$20.85/hr)

Police (directed patrols, staff time,  
DARE Program, SRO Officer):

**\$54,801.19**

City Staff: **\$8070.19**

Use of City Facilities: **\$28,288.01**

Meeting Space: **\$2875**

\*Total Year One Grant expenditures were \$110,900, with an approved carryover of \$14,100 into Year Two. Year Two In-Kind match will need to be higher at \$139,100.

Radio Announcements: **\$3,180**

For the Mayor and Police Chief PSA  
94.1 FM donated the air time for a  
total of **\$1,680**

For the two youth PSAs, 94.1 FM  
matched our air time for an in-kind  
donation of **\$1,500**

Other: **\$275**

Gift Cards for KC Phipps Jewelers  
**\$100**

Hannaford Gift Card **\$25**

200 red tulip bulbs donated from NH  
National Guard **\$150**

# www.franklinnh.org

	Documented (yes/no)
Monthly and Sub-Committee Meeting Minutes	Yes – monthly meeting minutes are currently posted. Subcommittee/Work Group minutes not yet posted, but hopefully will be once we assign Committee Chairs, and have better functioning website.
By-laws	Yes
Job Descriptions	(general description in by-laws)
Roles and responsibilities	(general description in by-laws)
Community Calendar	Not created at this time, but will be part of new website

# Logo

Franklin Mayor's  
**DRUG TASK FORCE**



*Turning on the Power of Prevention  
in the Franklin-Hill Community*



# Leadership Team

5 Meetings

10 Current  
Members

## Major Accomplishments

- Strategic Development of Organizational Structure and Practices
- Leadership Role in the passage of K2/Spice City Ordinance
- Adoption of Coalition By-Laws
- Decision on 2011-2012 Chair (Melissa Rizzo) and 2011-2012 Vice Chair (Chief Goldstein)
- Support of all Task Force initiatives and projects
- Planning for 2011 Leadership Retreat (November)
- Liaisons and Spokespeople in/with the Community



# Subcommittees

4 Subcommittees:

- Evaluation
- Marketing and Communications
- Advocacy and Outreach
- Development and Sustainability

8 Meetings

17 Participants

# Major Accomplishments

- Community Data Collection: Survey and Asset Map
- Initial Feedback on Name and Logo Design
- Community Awareness and Education Strategies Planned
- Beginning Steps of Sustainability Planning

# Trainings

**3** Trainings held for  
Task Force Members

**11** Trainings attended by one  
or more Task Force members

Leadership Retreat  
(Leadership Committee) and  
Afternoon Strategic Action Plan  
Session (Full Group)

Scheduled for **11/18/11** with  
CADCA Facilitator

# Marketing Outreach: Articles

7 articles published in local media

- **Three Rivers News** is distributed to **717** email addresses community-wide; **250** email addresses of SAU staff; **150** print copies distributed at key community locations (City Hall, Library, McDonalds, Darny Drive)
- **10,000** copies of the **Home Town Voice** is distributed each month to **18** towns in Central NH

Traci has conducted

**6** TASK Force presentations to various community groups in the area

The Task Force has been represented

at **7** Community Events

# Community Education

## Parent/Teen Rx Abuse Information Session

47 parents and middle school students; 1 school board member; 3 panelists (medical doctor, police chief, program director at local treatment facility); 6 Task Force Members volunteered their time for the event



Senior  
Citizen  
Session  
10/27/11

Healthcare  
Professional  
Sessions –  
Dates TBD

# Steps Taken to Develop a Youth Council

- Task Force provided scholarships for 5 Franklin High School Youth to attend week-long residential **Summer Camp with NH Teen Institute**
- TI students created a “You have a Choice” **PSA** that aired on 94.1 (33 times/week for 3 weeks)
- Recruitment through **Venture Out Summer Program**
- Developed an MOU between HS Youth and the Task Force and HEAL Coalition encouraging students to earn **Community Service Hours** in collaboration with our two groups.
- In collaboration with the Franklin HS (Safe & Drug Free Schools Grant) and the HEAL Coalition, we are supporting engaging HS students in helping with overall community health ... substance use and abuse prevention, increasing physical fitness awareness and education about healthy food choices are all elements that we’d like to engage youth in!
- **Teacher Advisor Hired** Sept. 2011 – **Ms. Shannon Libby**

# Collaborating Community Organizations

- ❖ Franklin Police Department
- ❖ Franklin Parks & Recreation
- ❖ Franklin High School
- ❖ Merrimack County Juvenile Diversion Program
- ❖ LRGHealthcare
- ❖ Capital Region Community Prevention Coalition
- ❖ Caring Community Network of the Twin Rivers
  - ❖ Healthy Eating, Active Living Coalition (HEAL)
  - ❖ Healthy Homes Committee
- ❖ Odell Park Committee
- ❖ Parent Involvement Committee
- ❖ Casey Family Services
- ❖ Franklin Children's Coordination Team

# Diagnosing the Health of Your Coalition

Dimension	Score: Pre-DFC Grant	Score: Now	Comments
The clarity of your coalition's vision, mission and goals.	3	15	The goal of coalition building may still be confusing to the community and some members
The effectiveness of your coalition structure.	7	16	
The effectiveness of your outreach and communication.	5	7	We need an annual member satisfaction survey
The effectiveness of coalition meetings.	12	14	
Opportunities for member responsibility and growth.	5	9	

# Diagnosing the Health of Your Coalition

Dimension	Score: Pre-DFC Grant	Score: Now	Comments
The coalition's effectiveness at planning, implementing and evaluating projects.	8	12	
Your coalition's use of research and/or external resources.	9	12	
The coalition's sense of community.	12	12	
How well the coalition meets needs and provides benefits.	5	6	
Your coalition's relationship with elected officials, institutional leaders and other key decision makers.	16	19	



# Substance Abuse Prevention Goals...

## **Underage Drinking:**

[..\..\Documents\Franklin DFC\NEW Logic Models\Franklin NH Underage Drinking Logic Model Obj 2.1 9 1.doc](#)

[..\..\Documents\Franklin DFC\NEW Logic Models\Franklin NH Underage Drinking Logic Model Obj 2.2 9 1.doc](#)

## **Marijuana Use:**

[..\..\Documents\Franklin DFC\NEW Logic Models\Franklin NH Marijuana Logic Model Obj 2.3 9 1.doc](#)

## **Prescription Drug Abuse:**

[..\..\Documents\Franklin DFC\NEW Logic Models\Franklin NH Rx Drugs Logic Model Obj 2.4 9 1.doc](#)

# Work Groups

Work Group	# of Meetings	Membership	Work in Progress (brief description) /Major Accomplishments
Rx Drugs	1 – July 2011	5	Researched Rx Take Back Lock Boxes for Franklin PD; Planned & coordinated logistics for Open House tables at Middle and High School, Planned & coordinated logistics for Rx Info Sessions with target audiences of parents and senior citizens. Upcoming projects include: October 29 <sup>th</sup> National Take Back, Rx Info Sessions for Healthcare Professionals/Providers; including all prescribers of Rx Drugs (dentists, veterinarians, etc)
Underage Drinking	To be formed		
Marijuana	To be formed		

# Increased Enforcement

**What:** Bike Patrol = 20 hrs

**Where:**

- Downtown
- Trails
- Beaches
- West Bow-East Bow Loop

**Purpose:**

Visibility, improved public relations, builds confidence in PD,  
serves as a deterrent



**Decrease access to**  
**alcohol/other**  
**drugs, change**  
**community norms**

# Increased Enforcement

**What:** Party Patrol = 5 hrs

**Where:** “Hot Spots”

**Purpose:**

PROACTIVE

surveillance, Increased visibility, improved public relations, builds confidence in PD serves as a deterrent



Decrease  
access to  
alcohol/other  
drugs, change  
community  
norms

# Increased Enforcement

Party/Bike Patrol  
= 12 hrs



# Reducing Access to Alcohol

1700-2000

2-1-1 Tipline  
Magnets  
Distributed

Task Force  
Supported 5  
Chem-Free  
Events

2 PSA's produced by youth,  
each PSA ran 33 times for  
3 weeks during the summer

Re-ran PSA created by the Mayor  
and Police Chief about making safe  
choices during graduation and  
prom season

# Taking Prescription Drugs off the Street

Legislative testimony supporting a statewide prescription drug monitoring program by at least **4** city leaders!!!

**Ongoing** Rx Drop Box in final stages of implementation

**150** lbs. of Prescription Drugs Collected during April Take Back Event

**2** Take back events held over past year, **1** October Take Back Event Scheduled

# Community Survey Results

## Assessment and Baseline:

### 32 Franklin residents responded

Where Collected	
Community Day	40.6%
Rec Department	37.5%
Pancake Breakfast	21.9%

Gender	
Male	18.8%
Female	81.3%

Length of Residence	
1-2 years	3.1%
3-10 Years	37.5%
More than 10 Years	59.4%

Member of Task Force?	
Yes	3.1%
No	96.9%

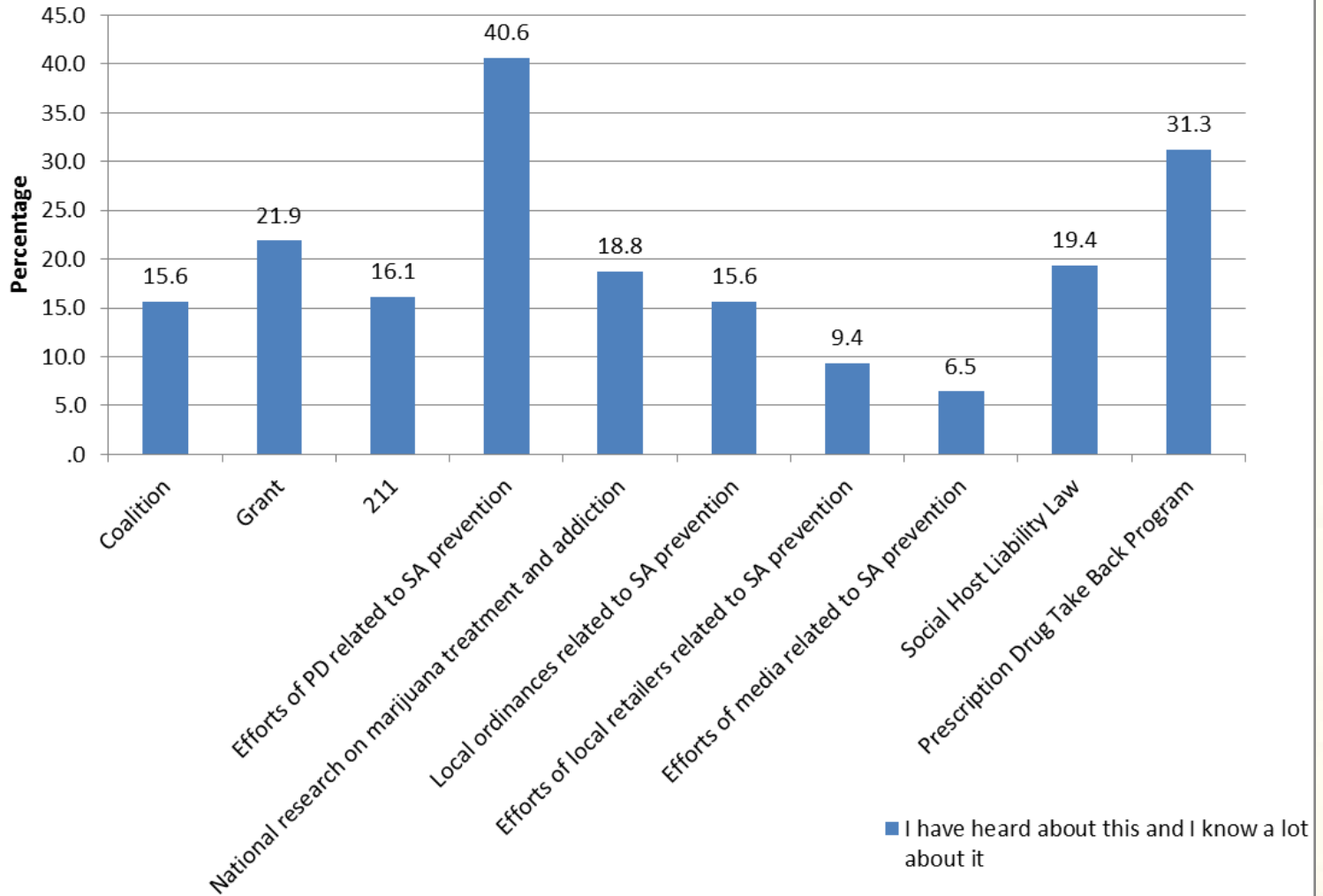
Age	
18-25 Years	3.1%
26-35 Years	21.9%
36-50 years	50.0%
Over 50 years	25.0%

Child under age 18?	
Yes	71.0%
No	29.0%

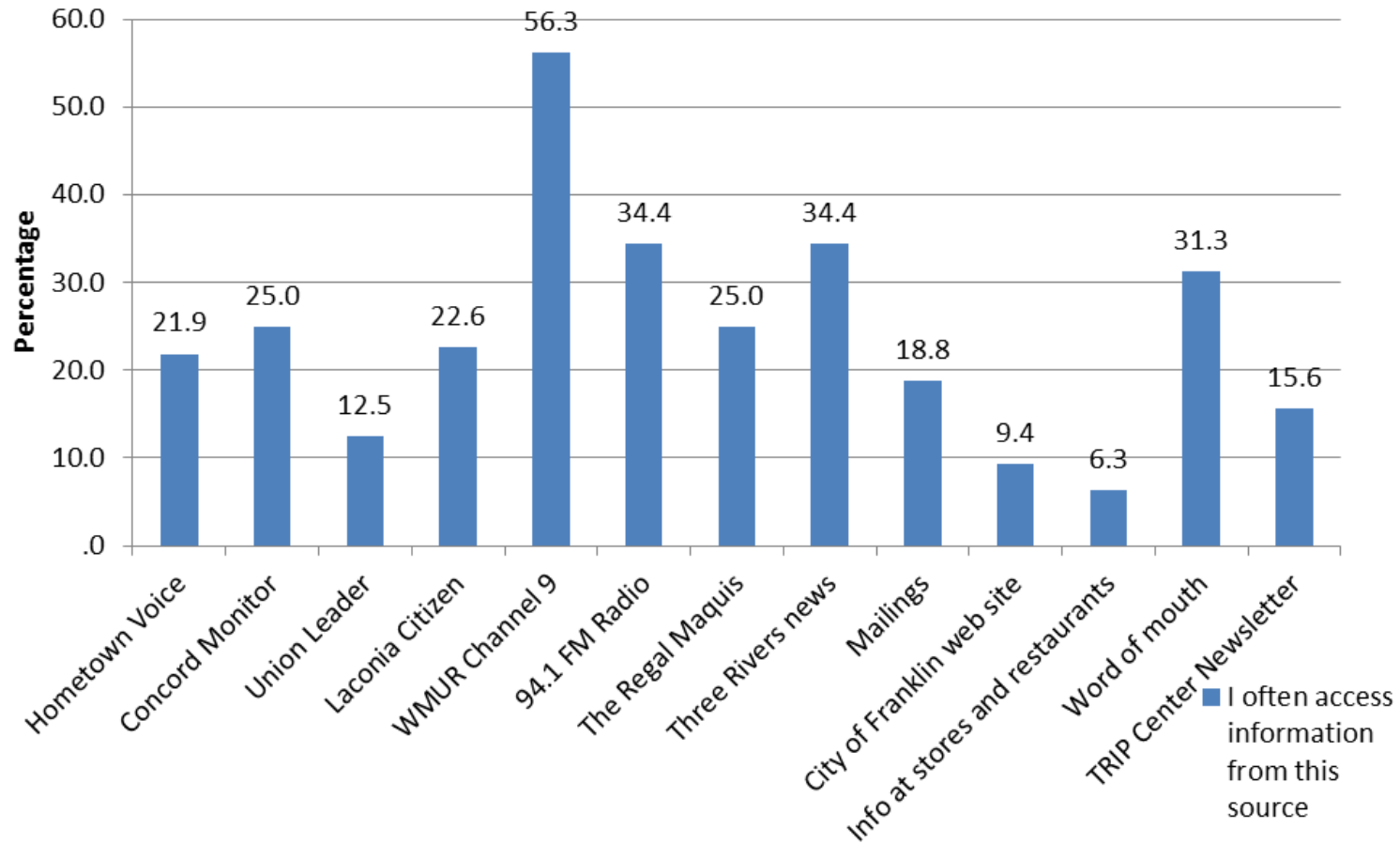
Homeowner?	
Yes	56.3%
No	43.8%



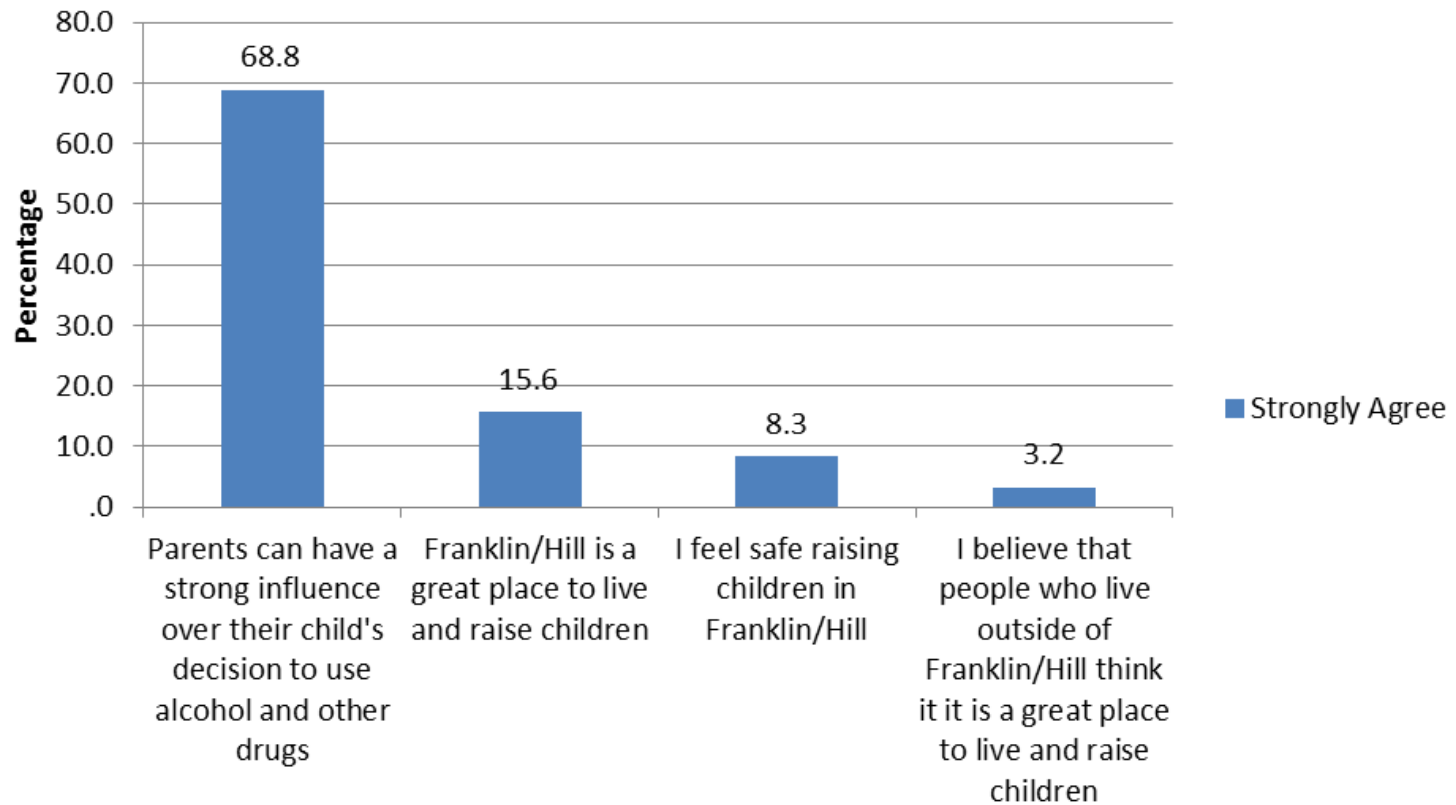
## Awareness of Coalition Activities (Source: Spring/Summer 2011 Community Survey)



## Sources of Information (Spring/Summer 2011 Community Survey)

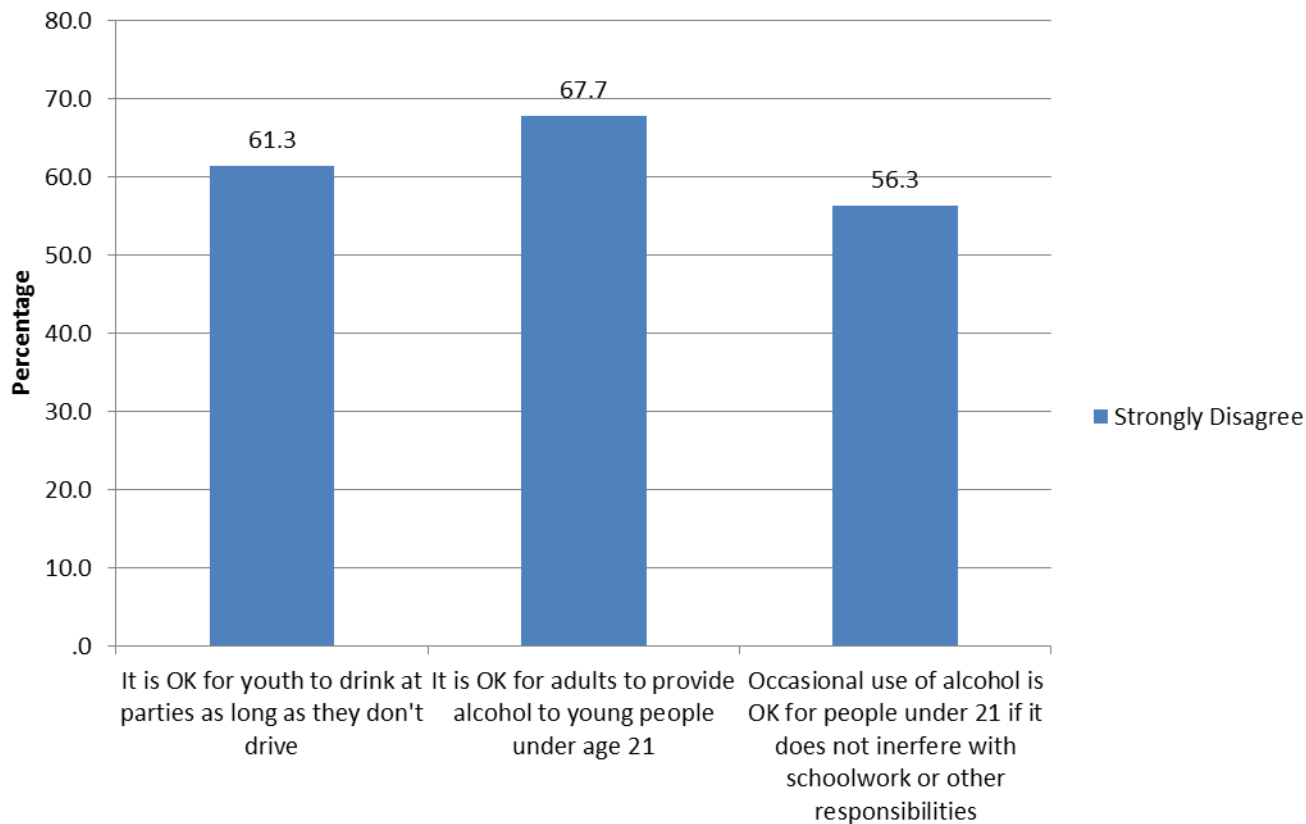


## Social Norms: Family and Community (Source: Spring/Summer 2011 Community Survey)



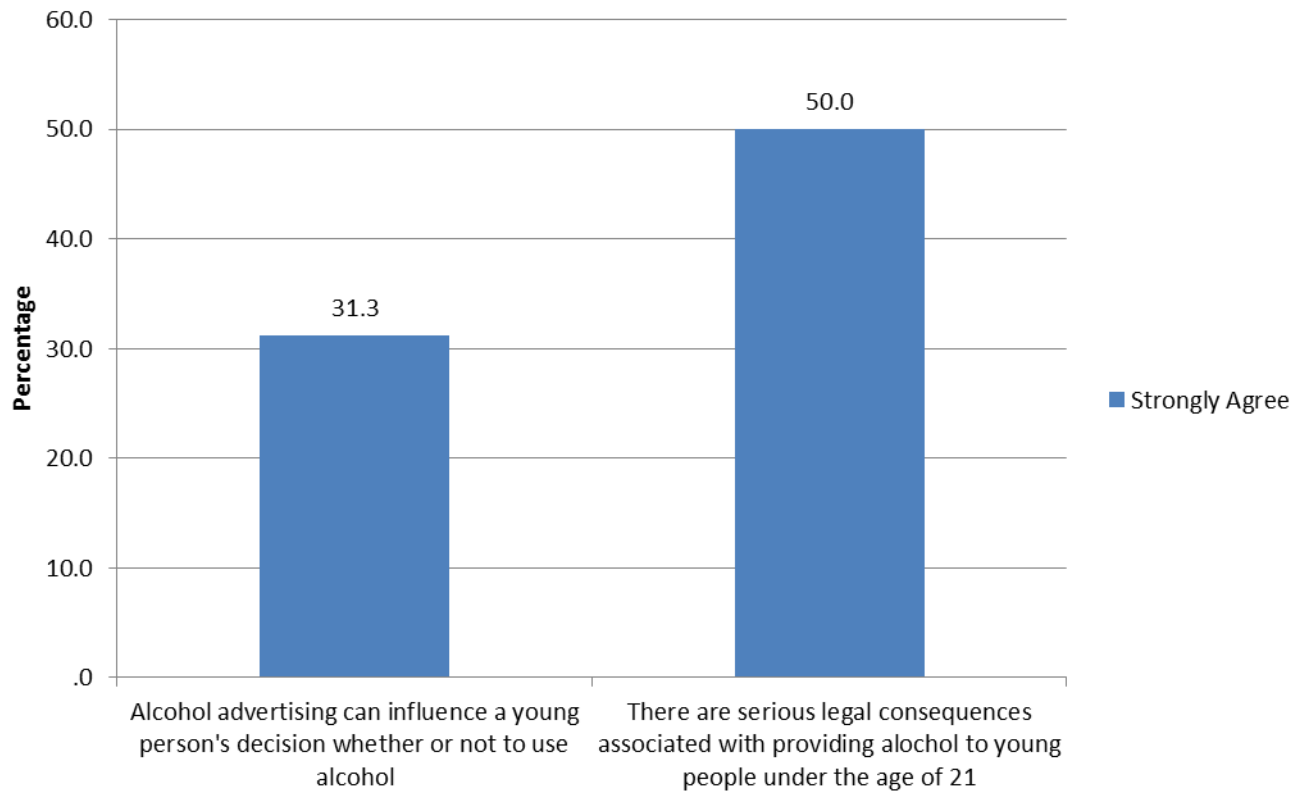
## Social Norms: Alcohol

(Source: Summer/Spring 2011 Community Survey)

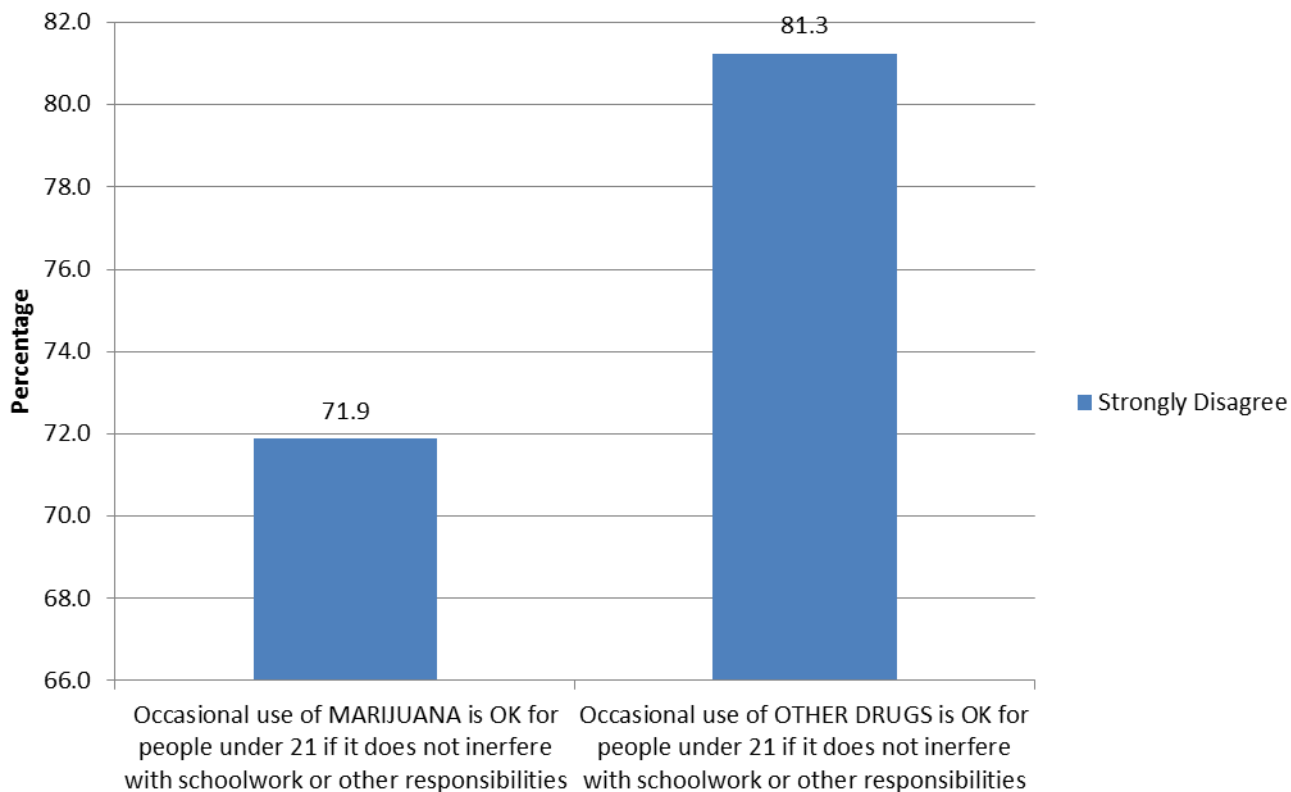


## Social Norms: Alcohol

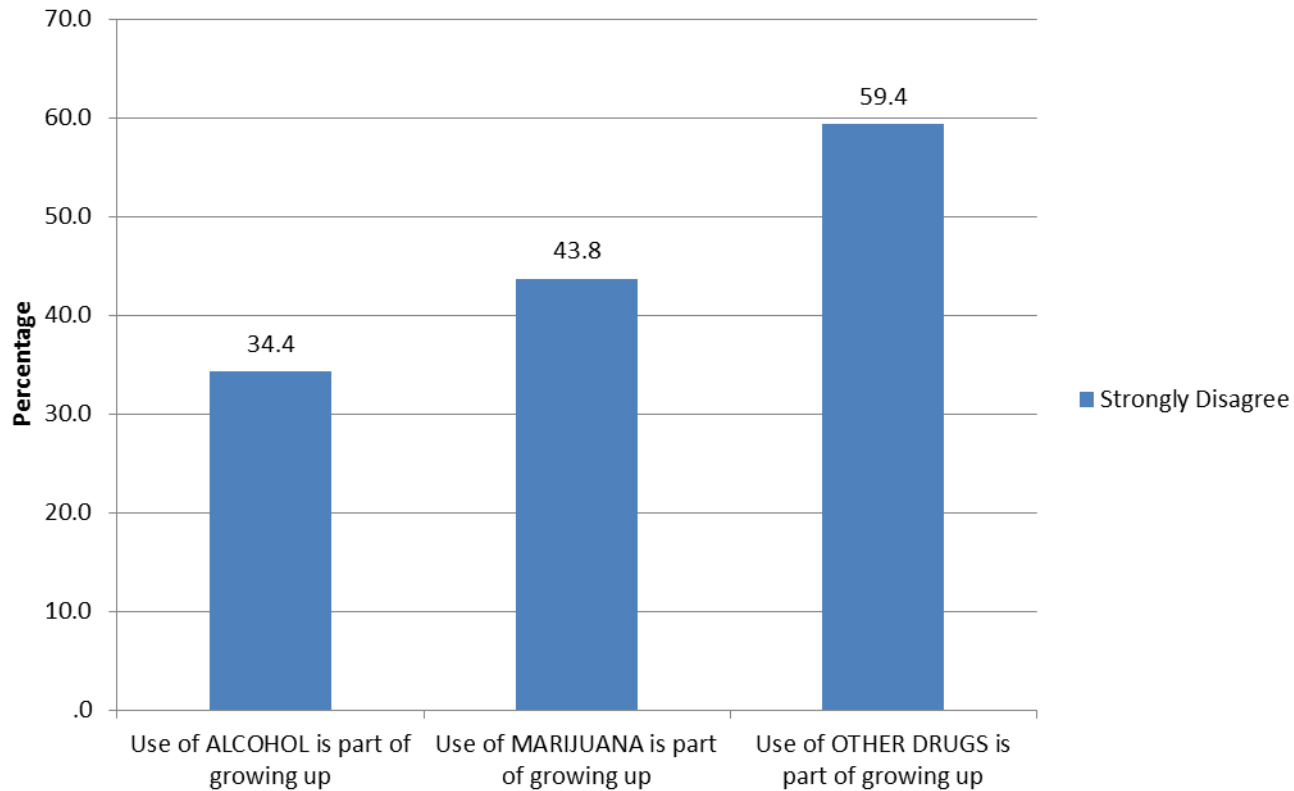
(Source: Spring/Summer 2011 Community Survey)



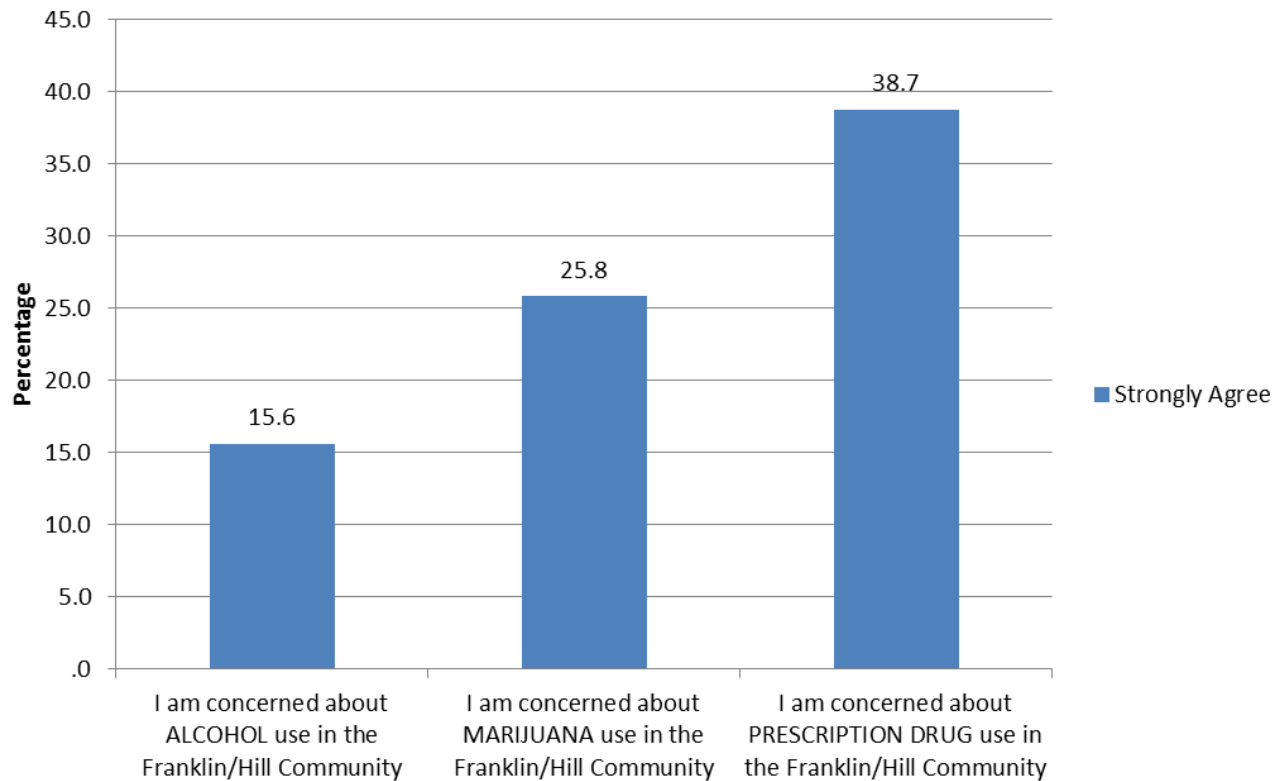
## Social Norms: Marijuana and Other Drugs (Source: Spring/Summer 2011 Community Survey)



## Social Norms: Rite of Passage (Source: Spring/Summer 2011 Community Survey)

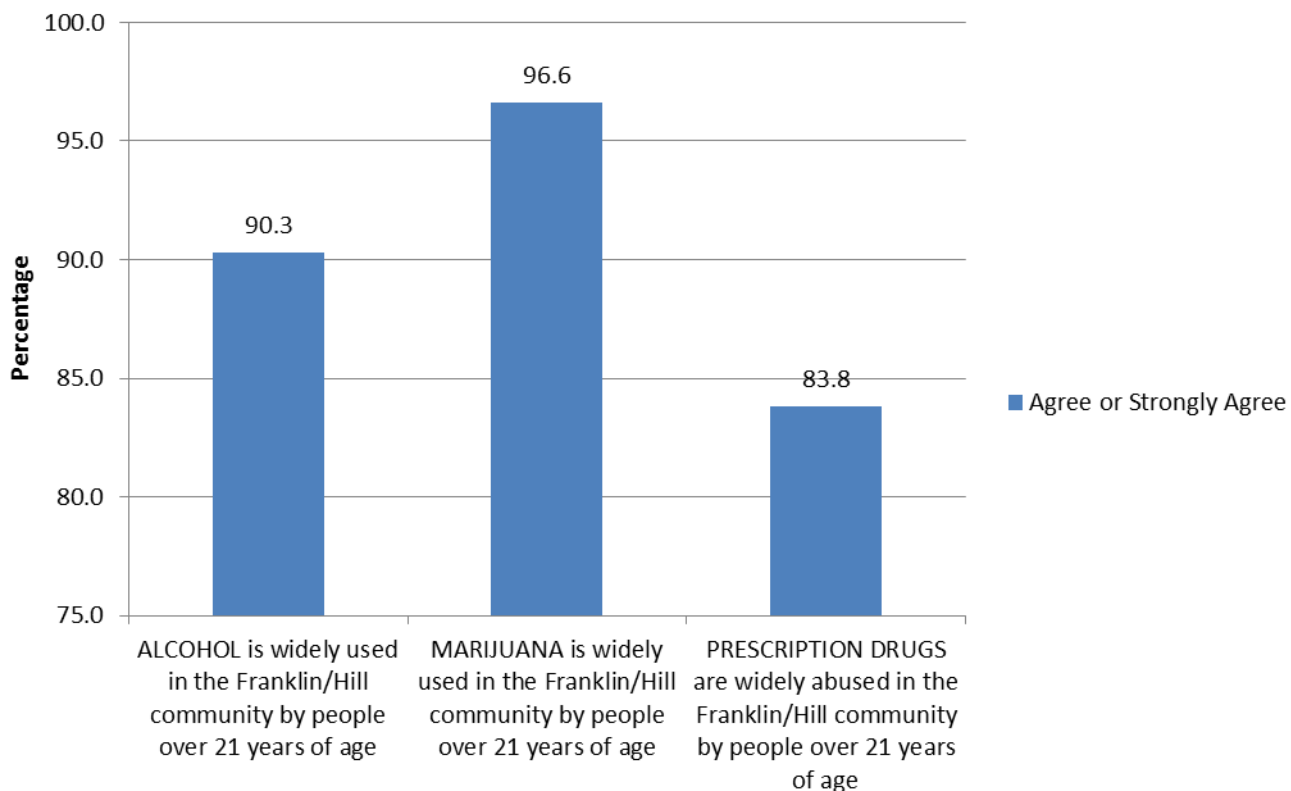


## Community Concern about Substance Use (Source: Spring/Summer 2011 Community Survey)

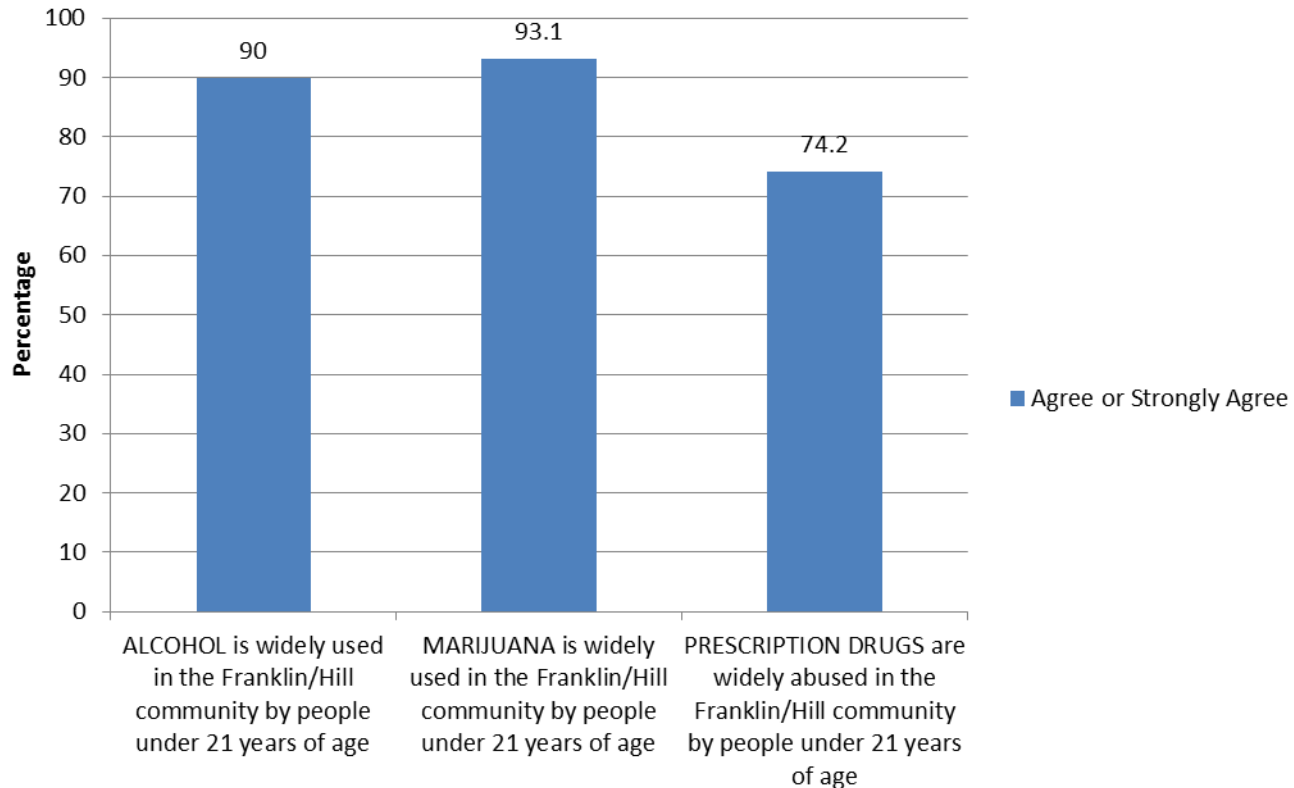




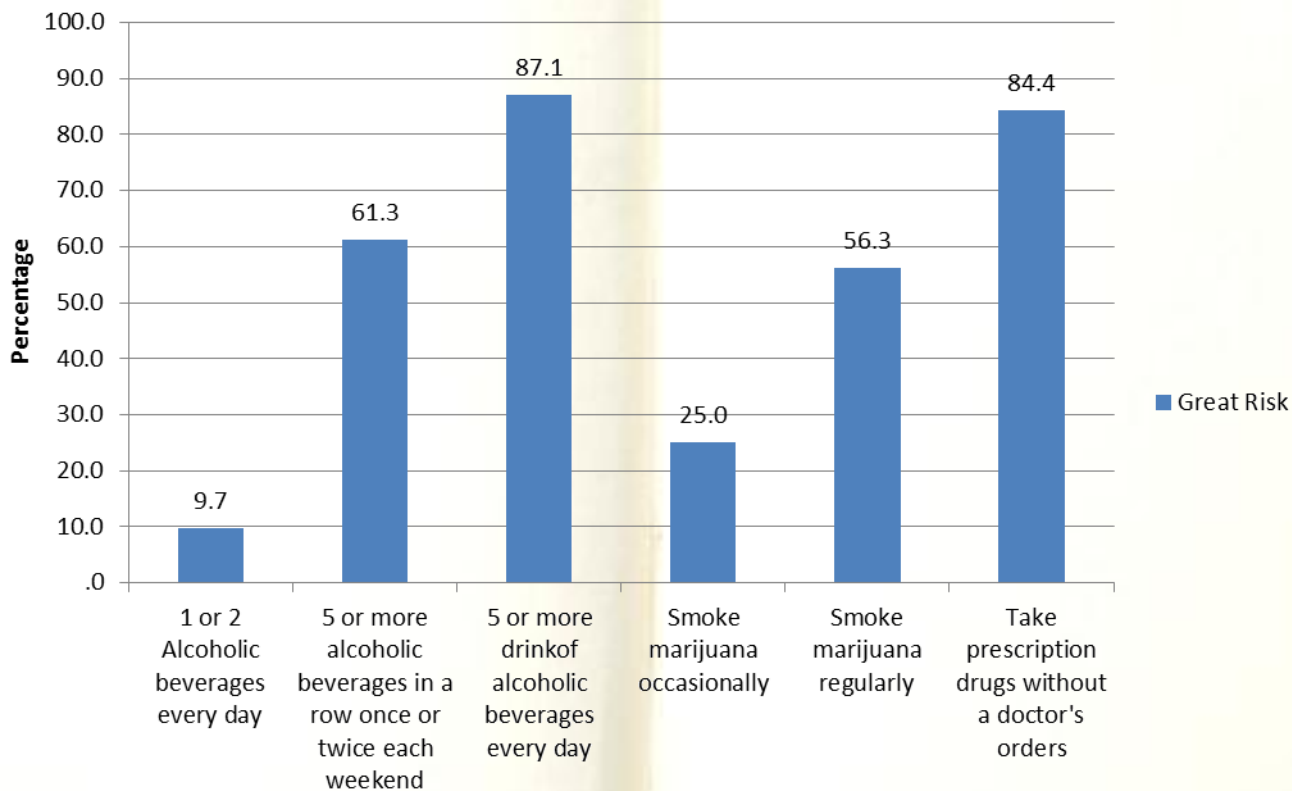
## Perceptions of Substance Use by Adults (Source: Spring/Summer 2011 Community Survey)



## Perceptions of Substance Use by Youth (Source: Spring/Summer 2011 Community Survey)



## Perception of Risk (Source: Spring/Summer 2011 Community Survey)



# What do you think the Task Force should do to help prevent substance use in the Franklin/Hill Community?

- Class within school -besides DARE - Centered @ older kids, drinking and driving, drugs and sports, etc.
- Continue efforts to connect with residents.
- Create a Facebook page and link it somehow to the friends of the City of Franklin.
- Educate parents and provide resources for people.
- Educating people about the harm it causes is one of the best tools - (harm to one's body & the harm to one's family and community. Also continuing to crack down on the dealers, letting them know that drugs won't be tolerated in this community.
- Encourage business/program development that captures interest of under 21 age group. Give them jobs or healthy recreation choices & they may be less likely to use. Poverty often limits healthy choices and it should be recognized that a lot of families have been challenged for generations.
- Have more places for people to learn about substance abuse. Have more NA meetings in Franklin. DARE classes should be offered in the MS if not already.
- He is doing a great job now.

- Help to ensure a safe place for our children.
- I believe this is a positive trend, however the focus should be on narcotics/prescription drug abuse.
- It would be nice if Franklin had more programs for children - just more things to do in general.
- Keep drugs out of our community.
- Not really sure there is much more they can do. People who choose to abuse/push drugs/alcohol are gonna do it no matter what the consequences - wish it wasn't like that but people are not going to stop doing these stupid things until they are ready :(

- Please watch parking lot at Cumberland Farms!!
- Promote "Franklin Pride." Drug meeting and education by Franklin Police Department at Paul Smith School.
- Randomly search suspicious houses.
- Stop production of illegal drugs. Close down outlets selling alcohol to minors.

- Support DARE. Get parents more involved with their children. Publicly campaign for more police presence. Support the SRO continued presence in schools.
- Take people off welfare. More welfare to work. Drug test welfare participants and encourage recovery. More busts - offer reward for tipline. Talk to kids in school and summer rec program.

- Target parents who have substance abuse problems so that their children will not see this behavior as "normal."
- Teach parents how to teach children. Show graphic images to children early on of consequences associated with drug and alcohol use. Invite reformed users to share lifetime experiences.

# Is there anything else you would like us to know?

- Don't waste the money. Find ways to get quantifiable results that have changed people's lives.
- Franklin "Police Relief Association," what are they doing in the schools, etc.
- Good narcotics anonymous meeting on Friday nights 7:30 UU Church.
- Good work. I am glad for this task force.
- I have lived in Franklin my entire life and I take a lot of pride in it. I am confident that with focus on improving this city and educating residents about what is being done- Franklin will remain a positive place to live and raise our families.
- I think a lot of people don't understand what addiction is really about and they jump to conclusions that it is easy to deal with! It is a disease that can hit ANYONE or ANYONE'S family members. I know from personal experience.
- I think it is important to reduce the drug/alcohol abuse among adults/parents in the community.

- It frustrates me that often those with a good amount of money or seem to have their lives together by community standards, abuse/push drugs and alcohol just as much - if not more - than those of us less well off. Yet the "well to do's" get away with being stupid w/substance abuse and pushing. IT NEEDS TO STOP.
- Keep it up!
- Many severe addictions are due to each persons genetic makeup and we need programs to ensure that addicts are educated of replacement behaviors.

- Our school is one of the worst. The teenage pregnancy is out of control. Our town is becoming welfare dependent. People look at this town as scumville!
- Police should monitor convenience stores more regularly. Myself and my friends/neighbors frequently witness what seem to be "transactions" in those parking lots. "Easy in...easy out."
- What do you do if you suspect people using and selling drugs in our community.



Questions



# Contact Information

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