

Board of Commissioners

75 Langley Drive • Lawrenceville, GA 30046-6935
770.822.7000 • www.gwinnettcounty.com

Charlotte J. Nash, Chairman
Jace W. Brooks, District 1
Lynette Howard, District 2
Tommy Hunter, District 3
John Heard, District 4



Official

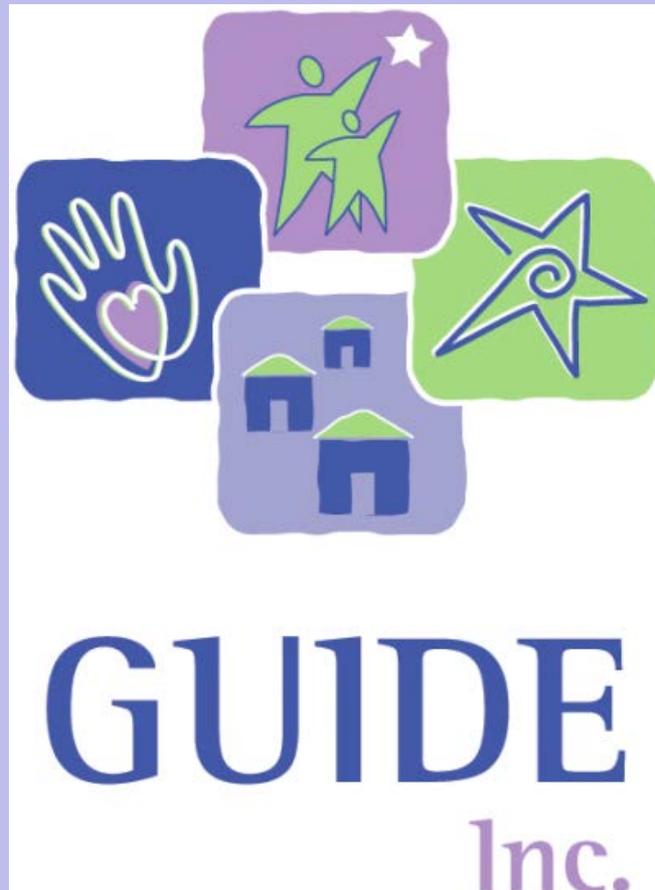
Informal Briefing Minutes
Tuesday, March 21, 2017 - 10:30 AM

Present: Charlotte J. Nash, Lynette Howard, Tommy Hunter, John Heard
Absent: Jace Brooks

I. Community Services

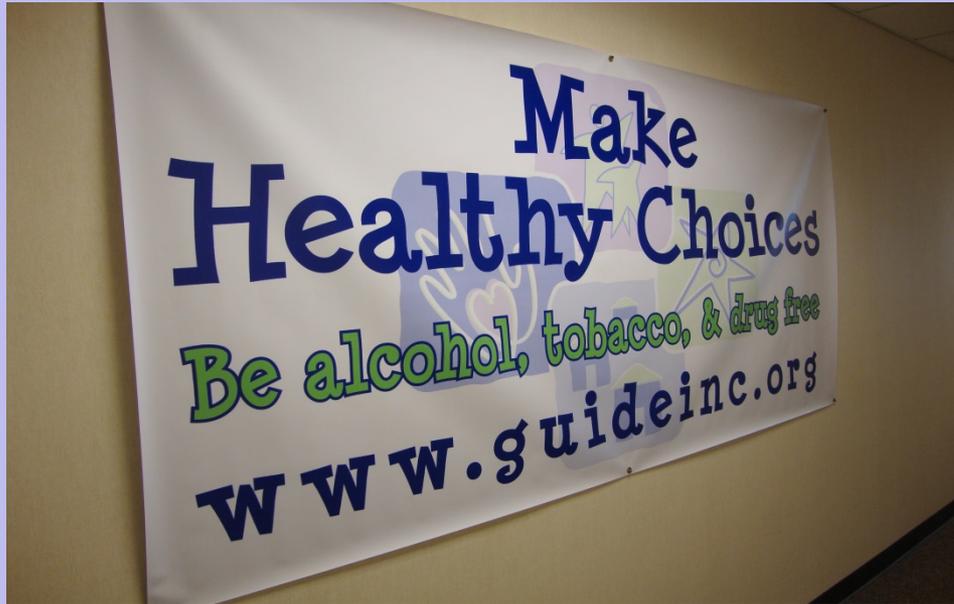
Gwinnett United in Drug Education (GUIDE) Overview

Jessica Andrews-Wilson, Executive Director of GUIDE, presented an overview of programs and services. No Official Action Taken.



Jessica Andrews-Wilson
Executive Director

GUIDE, Inc.



Our Mission is...

To improve community conditions by preventing substance use and abuse and promoting positive youth development through training and capacity building.

Substance Abuse Prevention



We have strong, collaborative relationships with the Gwinnett County Department of License and Revenue, the cities of Duluth, Lilburn and Snellville and numerous community agencies and key stakeholders.

Substance Abuse Prevention

448 compliance checks were conducted in unincorporated Gwinnett in 2016 with a 90% compliance rate. This is up from 85% in 2014.



Substance Abuse Prevention

Local community events such as Lilburn National Night Out, the Gwinnett Public Safety Event, the Gwinnett County Employees Wellness Fair and many others increase awareness and allow parents to sign pledges not to provide alcohol and take our survey about underage drinking attitudes.



79,301 prevention materials, including Save Brains and Parents Who Host Lose the Most brochures, were distributed in 2016.



Substance Abuse Prevention

We continue to collaborate with the Gwinnett County Communications Department, allowing us to create higher quality PSAs in both English and several other languages. In 2016, ten 30 second PSAs were created in five languages and shown over 4,900 times on Tvgwinnett and four of them were shown over 9,300 times at the Lawrenceville DMV Office, where they were seen by over 14,000 residents a month.

Monthly *Inspired to Make Healthy Choices* newsletters are distributed to 30 partners in the community, reaching over 150,000 people every month. They are also shared with the Gwinnett County Employees and Gwinnett Medical System, which place them on their internal internet, making them available to all the doctors, nurses and educators.

Gwinnett County Board of Commissioners' Resolutions
April, Alcohol Awareness Month and October, Red Ribbon Week.

Substance Abuse Prevention

We delivered 10,000 brown bags with our English and Spanish warning stickers on them to four liquor stores in the City of Lilburn that were distributed to their customers during Alcohol Awareness Month in April to remind adults not to provide alcohol to minors.



Banners with the social norms message are in all Gwinnett County Parks as well as several city parks and school stadiums across Gwinnett, exposing parents and other adults to these important reminders.



Substance Abuse Prevention

Red Ribbon Week

Our 2016 campaign, “#MyStoryIs...,” provided a digital toolkit and other support to share one word describing how life is better because of choosing to be drug free. The tagline, “The best stories are drug free.” guided the messages behind the campaign.



Overall, the campaign reached 33 Georgia counties and over 60,960 people.

GUIDE received recognition from DBHDD in the form of a category award (nonprofit) and the Prevention Cup Award for the best project of the year.



Positive Youth Development

Youth Advisory Board

2015-16 group had 15 youth from 9 high schools
2016-17 group has 15 youth from 10 high schools

Participated in Advocacy Day at the Capitol and spoke with legislators about their work in Gwinnett to reduce underage drinking



Positive Youth Development

Youth Advisory Board



Participated in Gwinnett Great Days of Service by making “Boo Bags,” coloring books and thank you cards for Veterans

Celebrated Red Ribbon Week 2016 by obtaining proclamation and participating in the “My Story Is” campaign

Positive Youth Development

Youth Advisory Board



Were featured on
“People Helping People”
to share their
perspectives about
underage drinking
prevention in Gwinnett

Advocated for safe and sober proms by partnering with local businesses to hang alcohol free messages on prom attire to encourage prom-goers to choose not to drink on prom night

Positive Youth Development

Youth Advisory Board

The 2016-17 group had seven members attend Georgia Teen Institute to learn leadership and prevention skills and to begin their planning. They followed that four day training with a two day summer session in July where members began planning Red Ribbon Week activities, creating an underage drinking prevention Snapchat filter and identifying their sober prom initiatives.



Positive Youth Development

Youth Action Teams

8 Gwinnett Youth-Adult teams working on prevention, leadership and community service projects in Gwinnett (Parkview High School, South Gwinnett High School, HOOKED, Diamond in the Rough, Grayson SADD Club, CETPA Heroes, CPACS CAT, GUIDE YAB)

Trained in the Strategic Prevention Framework and Community Level Change Strategies to make greatest impact in their schools and communities

In 2016, YATs across the state held 187 meetings to plan and implement 127 prevention and community service projects that reached over 120,000 youth across Georgia

In 2016, Gwinnett YATs engaged 3,354 volunteers in 6,831 hours of service

Positive Youth Development

Professional Development: Trainings & Workshops

86 trainings conducted for 3,048 adults on topics including prevention courses, positive youth development, communication skills, project based learning and STEAM

23 trainings conducted for 364 youth on topics including leadership, communication and teamwork



Positive Youth Development

Professional Development: Trainings & Workshops

In evaluations of each training and workshop conducted for adults...

97% rated the session overall as “above average” or “excellent”

92% indicated that their knowledge increased as a result of the training



Positive Youth Development

Professional Development: Trainings & Workshops

Conducted workshops at conferences including:

American Camp Association National

Georgia Family Engagement

Safe and Welcoming Schools

Systems of Care

Communities in Schools of Georgia

Boys and Girls Clubs of American Military Leadership

Georgia School of Addiction Studies

Department of Behavioral Health and

Developmental Disabilities Health Symposium

Georgia Recreation and Parks Association



Positive Youth Development

Professional Development: Trainings & Workshops

Conducted trainings through partnerships or contracts for organizations including (to name a few):

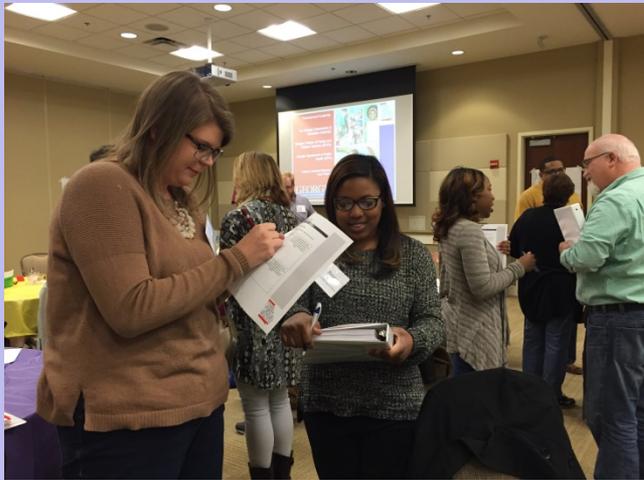
Departments of Juvenile Justice,
Education and Family and
Children Services
Boys and Girls Clubs of Metro
Atlanta
Metro Atlanta YMCA
Children's Healthcare of Atlanta
City of Atlanta
CHRIS Kids/CHRIS 180

Atlanta Children's Shelter
Gwinnett County Parks and
Recreation
Camp Twin Lakes
Twilight Park Day Camp (NY)
Philadelphia College of
Osteopathic Medicine
Future Foundation
Lilburn Middle School

These contracts brought over \$421,000 into GUIDE in
2016.

Positive Youth Development

Capacity Building: Georgia Afterschool and Youth Development initiative



GUIDE was instrumental in the development and is a key partner in the sustaining of the Georgia Afterschool and Youth Development (ASYD) initiative that, in 2016, included a 600 person conference, six trainings on the previously developed ASYD Quality Standards and the development of webinars to be launched in 2017.



Positive Youth Development

Georgia Teen Institute: Summer Conference

Two sessions in 2016 that were 4 days each at Oxford College in Oxford, GA

Over 300 youth and adults from 46 Youth Action Teams across Georgia participated, representing 33 Georgia counties

54 volunteer staff members served, collectively, over 9,000 volunteer hours

Continues to be partially funded through a grant from Georgia Department of Behavioral Health and Developmental Disabilities of \$232,910



Positive Youth Development

Georgia Teen Institute: Year-Round Support

Provide resources, support, networking, tools and technical assistance to 30 Statewide Youth Action Teams, including the 8 Gwinnett teams

Ladder of opportunity for youth to increase responsibility and leadership roles within GTI

Manuals and guides for projects including “How to Conduct Compliance Checks” and the “Red Ribbon Week and Beyond” manual

“My Story Is” Campaign to encourage teams to celebrate being drug-free during Red Ribbon Week



How Do We Know It's Working?

100% of the last two year's Youth Advisory Board members' graduating seniors went on to post-secondary education.

Georgia Teen Institute's 2016 post-test results indicate that after attending GTI...

- 96% of youth say they are better at standing up for what they believe;
- 99% say GTI encouraged them to stay away from alcohol or drugs;
- 95% say they feel more comfortable with peers of other cultures, races or ethnic groups; and
- 97% say they feel GTI helped them feel they can make a difference.

How Do We Know It's Working?

The percentage of 12th grade students in Gwinnett who used alcohol in the last 30 days has decreased from 21.5% in 2013 to 15.66% in 2016.

The percentage of 12th grade students in Gwinnett who had 5 or more drinks in one sitting in the last 30 days decreased from 10.65% in 2013 to 7.89% in 2016.

87% of Gwinnett parents and other adults disapprove of people under 21 drinking alcohol.

How Do We Know It's Working?

We continue to be tapped for our involvement and/or management of projects and grants. In 2016, we brought over a million dollars in grants to address prevention and youth development through evidence-based programs and services

Products that we develop are so graphically appealing and well done that people across the country (and sometimes in other countries) purchase them from us and/or approach us to design and develop products for them.

We have been asked to serve on numerous statewide and national advisory groups including those focused on increasing access to afterschool and summer learning and substance abuse prevention best practices.

In 2017...

Recognized as Nonprofit of the Month by the Gwinnett Chamber

Ongoing training and professional development workshops – already conducted 15 this year

Youth Summit for 1000 youth being held in Gwinnett in May

Youth Advisory Board (Alcohol Awareness Month, Advocacy Day, Sober Prom Campaign)

Georgia Teen Institute (Two weeks in June)

In 2017...

Youth Action Teams

Youth and Adult Social Norms Campaigns

Distribution of glass clings, brown bags and other prevention materials

Compliance checks in unincorporated Gwinnett and several cities

In 2017...

Received award of pro bono evaluation services from the Atlanta Area Evaluation Association for GTI

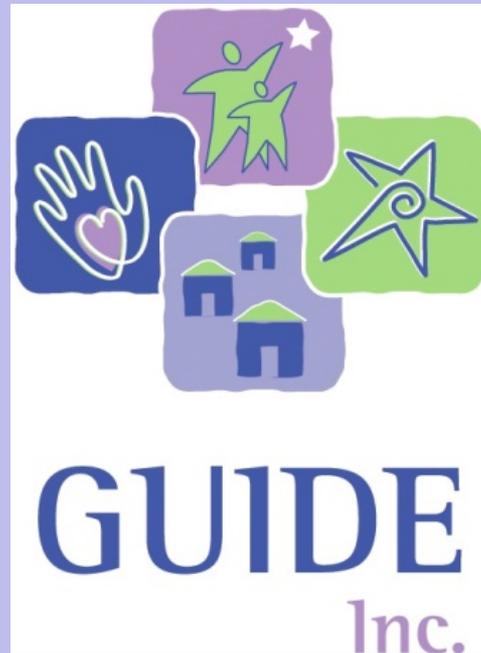
Supporting the new Gwinnett Youth Citizens Academy with leadership training

Planning the Division of Family and Children Services' STEAM Convening for 200+ youth and adults in July

Working with the ASYD team to write Georgia's first ever statewide goals around afterschool and out of school time

Planning the 2018 Afterschool and Youth Development Conference (hoping it will be in Gwinnett!)

**Thank you for your
support!**



www.guideinc.org