

Board of Commissioners

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



Unofficial
Informal Briefing Minutes
Tuesday, January 6, 2018 - 10:30 AM
Present: Charlotte J. Nash, Jace Brooks, Lynette Howard, John Heard
Absent: Tommy Hunter

- I. **Community Services**
Gwinnett United in Drug Education
Jessica Andrews-Wilson, Executive Director of GUIDE, presented an overview of programs and services. No Official Action Taken.

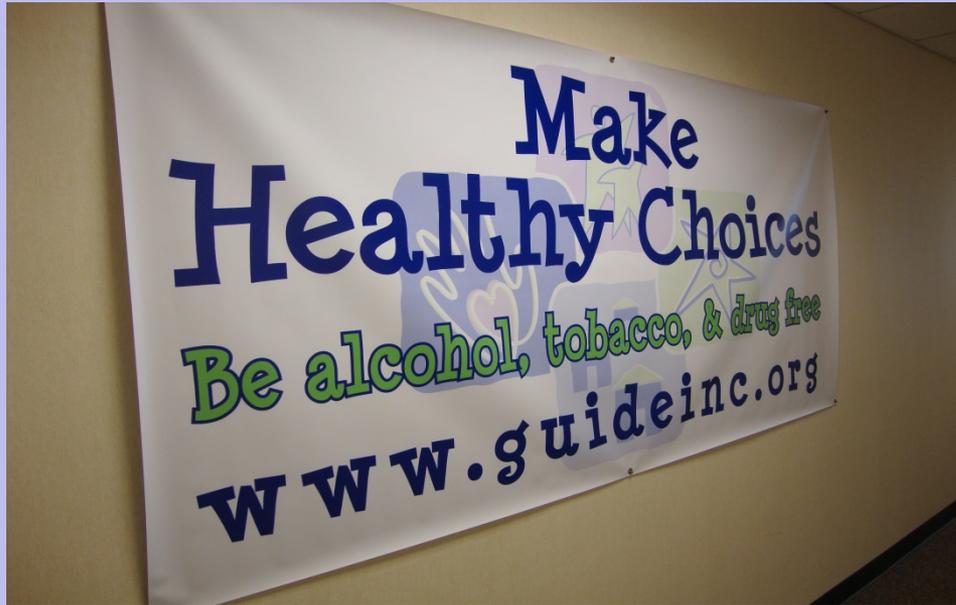


GUIDE, Inc.

working together for safe and healthy communities

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.

Our Staff

- Started 2017 with 9 staff
- Ended 2017 with 12, which included 1 retirement, 3 other departures and 7 hires



Substance Abuse Prevention



We have strong, collaborative relationships with the Gwinnett County Department of Planning and Development, the cities of Duluth, Lilburn, Lawrenceville and Snellville, Gwinnett Medical Center and numerous other community agencies and key stakeholders.

Substance Abuse Prevention

725 compliance checks were conducted in unincorporated Gwinnett in 2017 (a 62% increase from 2016) with an 85% compliance rate.



City of Lawrenceville initiated mandatory training for those who were cited and we kicked off the first training in early 2018.

Substance Abuse Prevention



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

24,807 prevention materials, including Save Brains and Parents Who Host Lose the Most brochures, Safe and Sober Prom posters and “8 Danger Zones” handouts in two languages.



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 2017, our PSAs were shown over 8,700 times on Tvgwinnett and over 9,200 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.

Volume 2 Issue 25
We support healthy choices
www.guidinc.org

INSPIRED

To Make Healthy Choices

Alcohol continues to be the drug of choice for our teens and young adults.

This is concerning because drinking alcohol before 21 years of age causes a serious threat to the development of the adolescent brain, affecting learning, academic performance and there may be long-term negative consequences of alcohol use. In 2014, more than 1.6 million (4.4%) people between the ages of 12 and 20 reported being under the influence of alcohol in the past year.

A big part of the problem is that alcohol is widely available at home and friend's homes and is aggressively promoted in our communities.

The latest studies show that middle schoolers see between two to four (2-4) alcohol advertisements each day and that when kids are exposed to advertising for a particular brand, they're more likely to drink that brand. The television was often the source, but outdoor ads, including billboards and signs outside stores and restaurants, were even more prominent in kids' lives. The study pointed out that local policymakers need to pay more attention to outdoor alcohol advertising to reverse this trend.

National statistics show that 10% of 9-10 year olds have already started drinking and more than 20% of underage drinkers begin drinking before they are 13 years old. Also 92% of alcohol consumed by 12-14 year olds is while binge drinking (having 4-5 drinks in about 2 hours).

We have made great progress in decreasing the 30 day use of alcohol and illegal drugs by Gwinnett County high school students, but need to continue our community prevention strategies and collaborations to assure that it stays this way.

Alcohol

Grade	Alcohol	Electronic Vapor	Marijuana
9 th	6.1%	4%	3.9%
10 th	9%	4.5%	4.3%
11 th	10.3%	4.7%	7.5%
12 th	13.9%	6.3%	9.4%

The top three drugs used in the last 30 days are:

In Gwinnett County 2% of 6th grade students and 5% of 8th grade students had an alcoholic drink in the past 30 days, while 2% and 3% respectively used electronic vapor products in the last 30 days.

As a community, we need to be aware that though alcohol is the number one drug used by our youth and young adults, electronic vapor products are gaining in popularity and the usage continues to grow each year. The use of e-cigarettes among middle and high school students continues to increase each year and the marketing is also targeting our youth with flavors like bubble gum, chocolate and fruit loops.

Parents are the number one reason teens and young adults do not choose to drink, smoke, use marijuana or other illegal drugs.

Do not wait to talk to your children about the negative consequences of drinking, smoking and/or using illegal drugs or prescription drugs. Elementary school-age youth are already bombarded by a lot of advertising which tries to put a positive spin on the use of these products. Letting them know that you disapprove of drinking and/or riding with someone who has been drinking, using marijuana and/or vaping is very important and one of the best preventions we, as a community, can continue to do to support our youth and set them up for long-term success.

For more information, go to www.guidinc.org

PREVENTION DRINKING

INSPIRED TO MAKE HEALTHY CHOICES
Created by GUIDEL, Inc.

We published 48 blogs on health, wellness, prevention and youth development topics and more than 1,200 social media posts on Facebook, Instagram, Twitter, LinkedIn and YouTube. Our social media channels reach over 50,000 people a month.

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



Substance Abuse Prevention

61 banners with the social norms message in both English and Spanish are in all Gwinnett County Parks as well as several other places, exposing parents and other adults to these important reminders.

60 new banners with the message that “87% of Gwinnett adults DISAPPROVE of people under 21 drinking alcohol” are in parks.

Based on a request from GCPR, a Korean banner has been printed and will be distributed this week.



Substance Abuse Prevention

Red Ribbon Week

Our 2017 campaign, “#MyStoryIs...,” built on the success of 2016’s campaign and 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.



In November, we launched our 2018 campaign, “Red Ribbon Year.” The tagline, “All in, all year” focuses us on one valuable prevention topic each month, encouraging people to engage in various prevention activities all year long.

Red Ribbon
Year

All in, all year.

Substance Abuse Prevention

DeKalb County Opioid Use Prevention

Because of our high quality work in Gwinnett, the Georgia Department of Behavioral Health and Developmental Disabilities approached GUIDE in July 2017 about accepting funding to provide services around opioid use prevention in DeKalb County.

The first year of funding ends April 30, 2018 and we expect to get at least one more year (May – April). Additionally, the first funding qualified us for an additional contract for a media campaign in DeKalb County.



Positive Youth Development

Youth Advisory Board

2016-17 group had 14 youth from 10 high schools
2017-18 group has 13 youth from 12 high schools

Conducted 10 projects with 578.5 service hours

7 members attended Georgia Teen Institute in June

Received two proclamations from the Gwinnett County
Board of Commissioners
(Alcohol Awareness Month & Red Ribbon Week)



Positive Youth Development

Youth Advisory Board



Partnered with the Gwinnett Coalition for Health and Human Services to host a prevention gameshow on the April episode of “People Helping People”

Designed and piloted a prevention Snapchat geofilter for Alcohol Awareness Month in April

Positive Youth Development

Youth Advisory Board



Participated in Gwinnett Great Days of Service by collecting and delivering hygiene items for youth in need

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 a community tour where they conducted an “environmental scan” around alcohol and learned about Gwinnett County from representatives in the nonprofit, business and government sectors of Lawrenceville.



Positive Youth Development

Youth Action Teams

9 Gwinnett Youth-Adult teams working on prevention, leadership and community service projects in Gwinnett involved more than 1,200 members and participants in more than 75 projects

(Parkview, South Gwinnett, HOOKED, Diamond in the Rough, Grayson SADD Club, CETPA Heroes, CPACS CAT, Central Gwinnett, GUIDE YAB)

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

In 2017, YATs across the state held 327 meetings to plan and implement 173 prevention and community service projects that reached over 150,000 youth across Georgia
Statewide YATs engaged 3,627 volunteers in 13,308.5 hours of service

Positive Youth Development

Youth Action Teams

Seven Youth Action Teams traveled to the Georgia Capitol to participate in Substance Abuse Prevention Day and talk to their state legislators about this important issue.

Four teams created television and radio Public Service Announcements to spread underage drinking prevention and opioid abuse prevention messages, reaching over 500,000 people in Georgia.



Positive Youth Development

Youth Action Teams

Youth Action Teams participated in 37 Red Ribbon Week projects as part of GUIDE's #MyStoryIs... Campaign.



Positive Youth Development

Professional Development: Trainings & Workshops

66 trainings conducted for 4,056 adults and 19 trainings conducted for 1,153 youth on topics including prevention courses, positive youth development, communication skills, project based learning and STEAM



Positive Youth Development

Professional Development: Trainings & Workshops

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

98% 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:
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

Children's Healthcare of Atlanta
City of Atlanta

CHRIS Kids/CHRIS 180
Amerigroup

Gwinnett County Parks and
Recreation

Camp Twin Lakes

Scottdale Child Development
Center

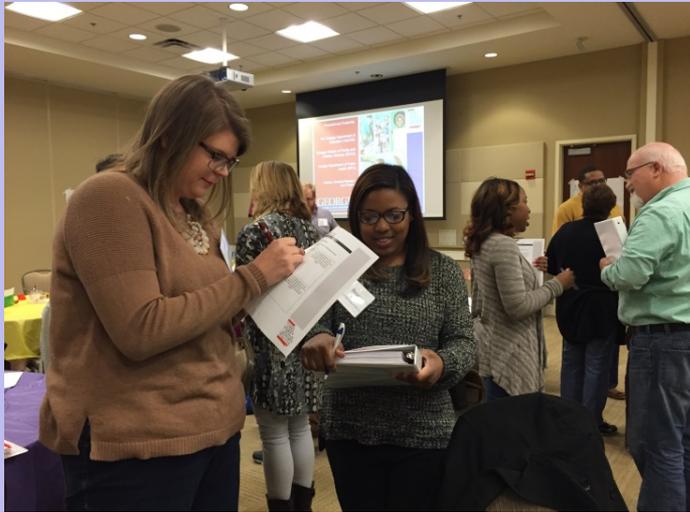
Philadelphia College of
Osteopathic Medicine

Future Foundation
Lilburn Middle School

These contracts brought over \$700,000 into GUIDE in
2017.

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 2017, included two trainings for 74 participants on the ASYD Quality Standards and the planning for the 2018 Georgia ASYD Conference.



Positive Youth Development

Capacity Building: OPFS Youth Summit



In May, we coordinated the Georgia Division of Family and Children Services – Office of Prevention and Family Support Youth Summit for 413 youth and 115 adults. Held at the John C. Maxwell Leadership Center in Duluth, this event engaged middle and high school youth, in grades 6-12. They joined together for a dynamic, engaging day filled with inspiring, motivational and educational messages that were designed to empower youth to make the best choices for their lives.



Positive Youth Development

Capacity Building: STEAM Exhibition

In July, we coordinated the Georgia Division of Family and Children Services STEAM Exhibition for 77 youth and 163 adults. The ultimate goal of the event was to provide STEAM (Science, Technology, Engineering, Arts and Math) resources and tools to youth programming. This event was mandatory for all DFCS contractors, and each DFCS program had a youth-driven STEAM exhibit.



Positive Youth Development

Capacity Building: Prevention Trainings

We conducted eleven Prevention Credentialing Consortium of Georgia (PCCG) core courses, which reached 169 adults. PCCG works to advance the prevention field by promoting credentialing standards of excellence. To fulfill one of the



requirements to become a credentialed Preventionist in Georgia, applicants must attend all core courses. GUIDE is one of the only providers of these trainings in the state.

Positive Youth Development

Capacity Building: Technical Assistance

Technical assistance related to the Georgia Afterschool & Youth Development (ASYD) Standards was provided to 19 Georgia Division of Family and Children Services – Office of Prevention and Family Support grantees by six TA providers through 23 site visits. This technical assistance process was developed to provide grantees throughout Georgia with tools and resources needed to utilize the Georgia ASYD Self-Assessment Tool and make positive changes to enhance programs.

Positive Youth Development

Georgia Teen Institute: Summer Conference



Two sessions in 2017 that were 4 days each at Oxford College in Oxford, GA

Over 250 youth and adults from 45 Youth Action Teams across Georgia participated, representing 29 Georgia counties



Positive Youth Development

Georgia Teen Institute: Summer Conference

52 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 (\$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 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

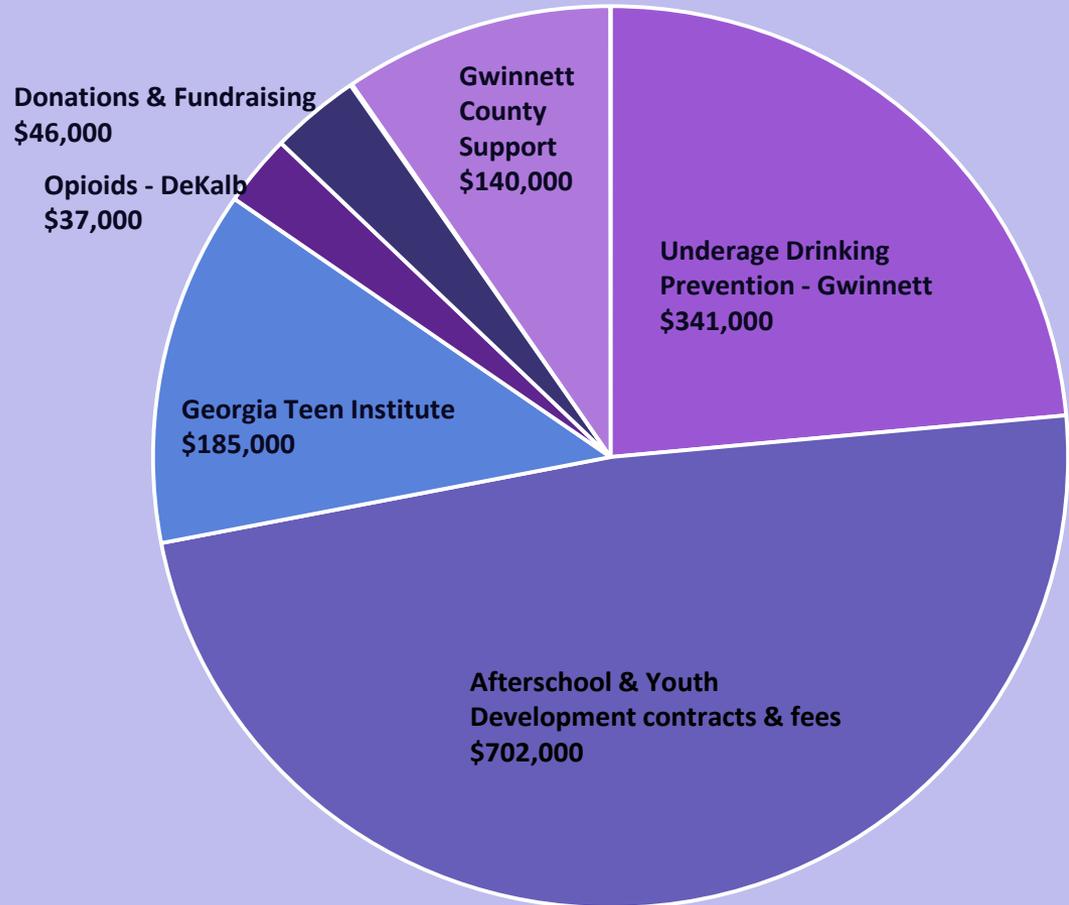
“My Story Is” Campaign to encourage teams to celebrate being drug-free during Red Ribbon Week



The Financial Picture

2017: projected \$1,199,560 in revenue ended year with \$1,448,341 in revenue

2018
projected budget
\$1,642,970



How Do We Know It's Working?

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

Georgia Teen Institute's 2017 post-test results indicate that after attending GTI...

- 100% of participants said they felt safe at GTI;
- 98% of participants felt that coming to GTI encouraged them to feel better about themselves, because they can help others; and
 - 100% of participants felt that coming to GTI motivated them to be more positive in their actions and behaviors.

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 13.87% in 2017.

The percentage of students in Gwinnett who had 5 or more drinks in one sitting in the last 30 days decreased from 8% in 2010 to 3% in 2017.

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 2017, we brought over 1.1 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 2018...

Landed a \$440,000 contract from Boys and Girls Club of America to plan and implement events across the country for youth development professionals

Ongoing training and professional development workshops – already conducted 4 this year including a Youth Summit supported by the Rotary Club of Gwinnett County that brought together several youth leadership programs and a Vendor Training in Lawrenceville

Youth Summit for 1200 youth being held in Gwinnett this weekend (February 10)

Georgia Teen Institute (Two weeks in June)

In 2018...

Youth Action Teams

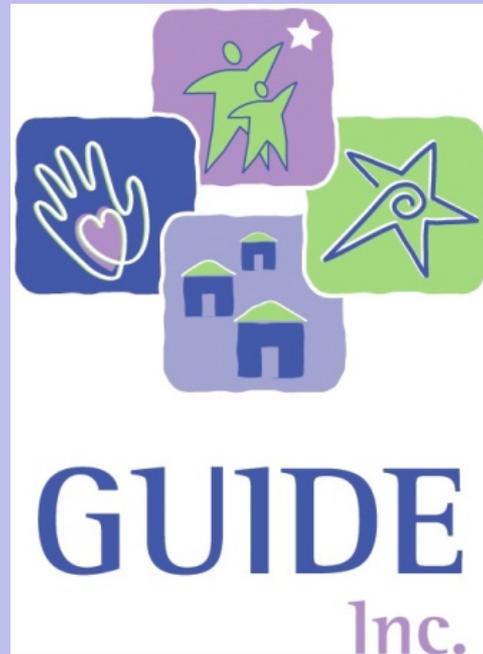
Youth and Adult Social Norms Campaigns

Applying for funding to address the opioid crisis in Gwinnett

Compliance checks in unincorporated Gwinnett and several cities

Vendor training in Lawrenceville

**Thank you for your
support!**



www.guideinc.org