



GWINNETT COUNTY  
**BOARD OF COMMISSIONERS**

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Charlotte J. Nash, Chairman  
Jace W. Brooks, District 1  
Ben Ku, District 2  
Tommy Hunter, District 3  
Marlene M. Fosque, District 4

Official

**Informal Briefing Minutes**

Tuesday, March 3, 2020 – 10:30 AM

Present: Charlotte J. Nash, Jace Brooks, Ben Ku

Absent: Tommy Hunter, Marlene M. Fosque

**1. Community Services**

Gwinnett United in Drug Education (GUIDE)

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

[www.guideinc.org](http://www.guideinc.org) ~ [@guidegti](https://twitter.com/guidegti) ~ [jessica@guideinc.org](mailto:jessica@guideinc.org)

# 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.

# GUIDE, Inc.

Training &  
Capacity Building

Youth Leadership  
& Engagement

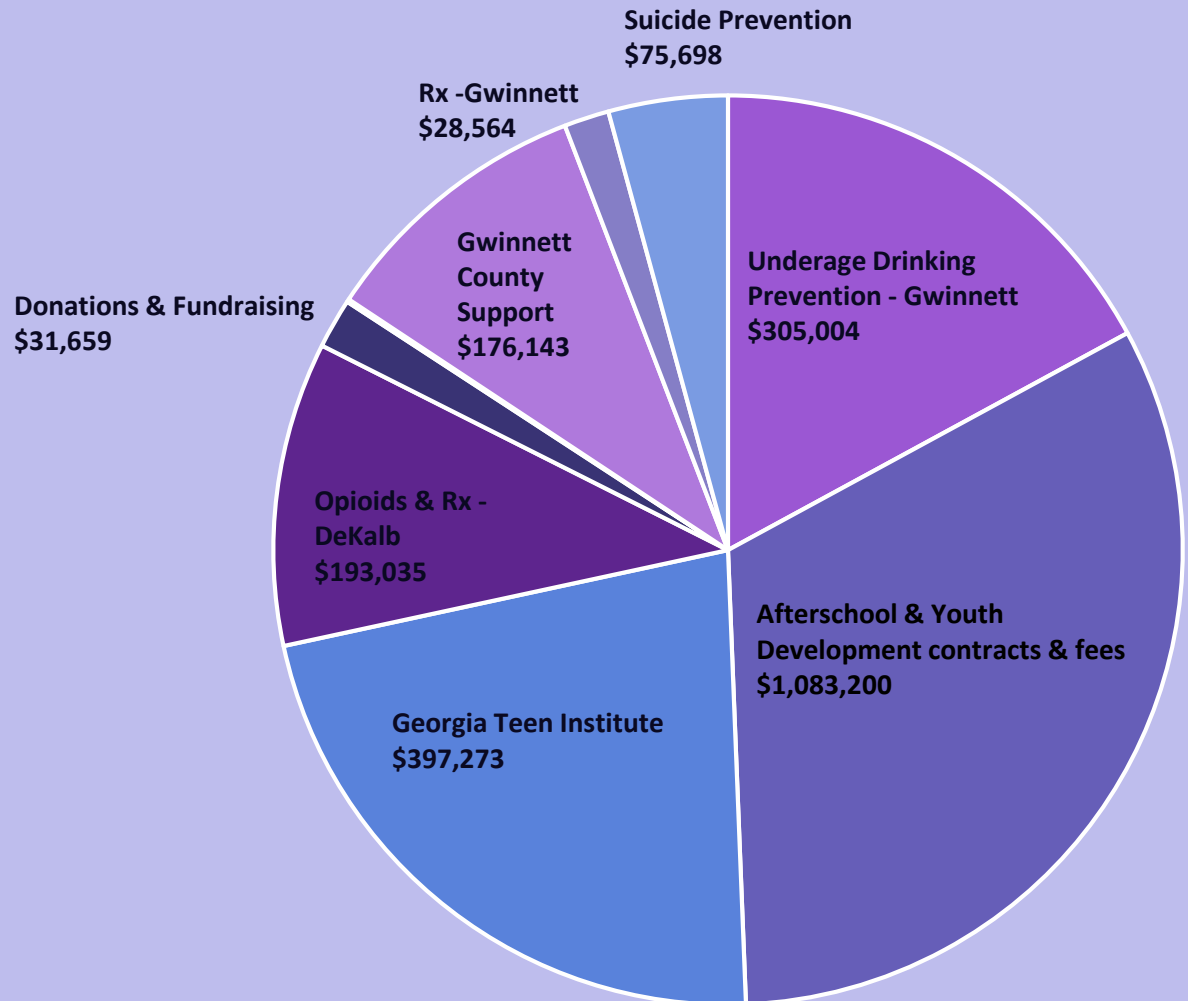


Georgia Teen  
Institute

Community Level  
Change Strategies

# In 2019...

- Total of 11 staff (10 full time, 1 part time)
- Year end revenue: \$1,785,832



# Substance Abuse Prevention

DBHDD: ASAPP (\$270,000)

Coalition: STOP Act (\$23,148)

Goals: Reduce access & reduce early onset; requires some tobacco prevention

- Compliance Checks
- Checking Age ID (Retail handouts)
- Public Awareness: PSAs, Banners, Social Media
- YATs
- PSN Campaigns
- Prevention Trainings (adults, professionals)
- Alcohol: True Stories

Goals: Increase compliance, increase perception of peer and parent disapproval

- Compliance Checks
- Checking Age ID (Retail handouts)
- Public Awareness: PSAs, Banners, Social Media
- YATs
- PSN Campaigns

# Substance Abuse Prevention

Coalition: CARA (\$15,000)

Goals: Increase collaboration to reduce youth Rx & opioid use, reduce youth Rx & opioid use, increase perception of parent disapproval

- GPP Committee
- Youth Athletics presentations
- PSN Campaign
- Public Awareness Campaigns

AmerisourceBergen  
Foundation (\$80,050)

Goals: Support 12 Youth Action Teams across Georgia to reduce youth Rx & opioid use, prevent Rx misuse, improper storage and disposal and easy access

- Generation Rx campaign
- GUIDE's YAB
- 11 other YATs

# Substance Abuse Prevention



# Substance Abuse Prevention

DBHDD: STR (\$190,000)

Goals: Increase awareness, prevent Rx misuse, improper storage and disposal and easy access

PSN Campaigns  
(billboards, newspapers, social media)

YATs

Public Awareness  
Campaigns: PSAs,  
community events

Take Back Days

Drugs: True Stories

DBHDD: SPF Rx (\$31,000)

Goals: Increase awareness, prevent Rx misuse, improper storage, disposal, easy access and sharing of medications

Public Awareness  
Campaigns (billboards,  
newspapers, social  
media)

PTA Meetings

# Substance Abuse Prevention

Prescription Drug Misuse  
is a **National Epidemic**



# Suicide Prevention

DBHDD: SPF Suicide Prevention (\$113,000)

Goals: Decrease stigma and increase evidence based practices to reduce suicides

- QPR and Youth Mental Health First Aid Trainings
- Community Resource Awareness Campaign
  - Health Fairs
  - Social Media
  - Website additions
- YAT Pilot at South Gwinnett High School
  - PSN Campaign
  - Resource Awareness Campaign

# Substance Abuse Prevention

## General Funding/Shared Funding

Statewide; heavily concentrated in Gwinnett

Underage Drinking, Rx and Opioid Prevention

- Public Awareness Campaigns & Materials
- Adult Opinion Surveys
- Inspired to Make Healthy Choices newsletters
- Red Ribbon Week
- Georgia Teen Institute/YATs
- Youth Advisory Board
- Prevention Training Events

# Positive Youth Development

DFCS, PCS: Youth Summit  
(\$100,000)

Goals: Provide Youth Summit, provide assemblies

- Youth Summit
- Assemblies (subcontract)

DFCS, Afterschool Care: Youth Development  
(\$200,000)

Goals: Provide positive youth development services

- STEAM Exhibition
- 4 Youth Development Workshops
- Georgia Afterschool & Youth Development Initiative

# Positive Youth Development

DBHDD: Statewide Georgia Teen Institute (\$232,910)

Goals: Provide Georgia Teen Institute program

- 2 GTI programs
- Funding, TA and support for up to 30 teams
- Youth leadership opportunities
- Prevention focus

# Positive Youth Development

## General Funding/Shared Funding

### Statewide

- Georgia Afterschool & Youth Development Initiative
  - Trainings, Conferences, Awards, Technical Assistance, Monthly Newsletters, Fact Sheets & more
- Red Ribbon Week
- Georgia Teen Institute/YATs
- Youth Advisory Board
- Youth Training Events
- Adult Training Events

# Training & Capacity Building

General Funding/Shared Funding

Training and/or Coaching on:

- Team Building
- Strategic Planning
- Organizational Development
- Leadership Development
- Communication Skills



# 2019 Highlights





# Substance Abuse Prevention



We have strong, collaborative relationships with Gwinnett County Government including the Department of Planning and Development, Communications, Police Department, Live Healthy Gwinnett and others as well as Gwinnett County Public Schools, the cities of Duluth, Lilburn, Lawrenceville and Snellville, Gwinnett Medical Center, CPACS and numerous other community agencies and key stakeholders.

# Substance Abuse Prevention

443 compliance checks were conducted in unincorporated Gwinnett in 2019 with an 84% compliance rate (similar to 2018).

360 glass clings were given out to alcohol retailers



# 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 adult opinion survey. In 2019, between in person events and online surveys, more than 1,200 people completed the adult opinion survey.

Over 26,000 pieces of prevention materials were distributed in Gwinnett, including the Brain and Addiction handout, Save Brains and Parents Who Host Lose the Most brochures 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 high quality PSAs in both English and several other languages.

In 2019, our PSAs were shown over 16,500 times on tvgwinnett, where they were seen by at least 40,000 residents, and over 10,000 times at the Lawrenceville DMV Office, where they were seen by almost 170,000 Gwinnett residents.

Monthly *Inspired to Make Healthy Choices* newsletters are distributed to more than 50 partners in Gwinnett via electronic and hard copies, reaching over 100,000 people every month. Gwinnett County Parks and Recreation posts hard copies each month, sharing the message with all Community Center visitors.



We published 37 blogs on health, wellness, prevention and youth development topics and more than 1,400 social media posts on Facebook, Instagram, Twitter, LinkedIn and YouTube. Our social media channels reach over 65,000 people a month.

# Substance Abuse Prevention

Across Gwinnett, 154 banners with the social norms message in English, Spanish and Korean are in all Gwinnett County Parks, Gwinnett County middle and high schools and several city parks, exposing parents and other adults to these important reminders.

Our “Save Brains” campaign digital billboards in English and Spanish received over nine million eyes on impressions.



# Substance Abuse Prevention

## Red Ribbon Week

Our 2019 Red Ribbon Week campaign was launched in June 2019 and lasted through October 2019. The tagline, “Power of One” focused on having at least one reason to stay drug free. Youth and adults were encouraged to think about the power that choosing to be drug free has on their life.



Overall, more than 150,000 people saw content associated with our Red Ribbon Year campaign via our newsletters, social media, blogs, webpage, community events and meetings.



# Suicide Prevention

## QPR and Mental Health First Aid

GUIDE staff members were trained as QPR Instructors and were able to offer a training slot to a partner from Live Healthy Gwinnett.

With this training, we have begun planning a partnership with Gwinnett Fire and Emergency Services to offer QPR to all Gwinnett Fire Fighters for free in 2020.



Additionally, we were able to partner with providers in the community to offer three Youth Mental Health First Aid and three Youth Mental Health First Aid classes for free, training over 105 adults.



# Positive Youth Development

## Youth Advisory Board

2018-2019 group had 13 youth from 9 Gwinnett high schools  
2019-2020 group has 20 youth from 12 Gwinnett high schools

Conducted 10 meetings and 6 projects with more than 460 service hours

6 members attended Georgia Teen Institute in June

Advocated at the Capitol and cohosted the Legislative Breakfast in partnership with the Gwinnett Youth Commission, received two proclamations from the Gwinnett Board of Commissioners, tabled at Walk Among the Stars and more!



# Positive Youth Development

## Georgia Teen Institute: Summer Conference



Two 4 day sessions at Oxford College in Oxford, GA

More than 350 youth and adults from 51 Youth Action Teams across Georgia participated, representing 27 counties

Trained in the Strategic Prevention Framework and Community Level Change Strategies

Post-GTI, eight Gwinnett YATs accounted for 227 youth volunteers and 775 hours of volunteer service

# Positive Youth Development

## Georgia Teen Institute: Summer Conference



47 volunteer staff members served, collectively, over 12,000 volunteer hours

On the post-survey of our 2019 GTI youth participants, “agree” or “strongly agree” was indicated for the following...

...98% felt safe at GTI.

...99% said GTI staff listened to what they had to say.

...97% said GTI staff treated all participants fairly.

...95% reported that coming to GTI encouraged them to feel better about themselves because they can help others.

...95% indicated that coming to GTI motivated them to be active in their communities.



# Positive Youth Development

## Professional Development: Trainings & Workshops

100 trainings conducted for 4,947 youth and adults on topics including prevention, positive youth development, communication skills, project based learning and STEAM

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

American Camp Association  
Children's Healthcare of Atlanta  
Department of Behavioral Health &  
Developmental Disabilities  
Georgia Recreation & Parks Association  
Georgia School of Addiction Studies  
Gwinnett County Board of Education  
Georgia Department of Juvenile Justice  
Division of Family and Children Services

Boys and Girls Clubs of Metro Atlanta  
Gwinnett County Parks and Recreation  
Philadelphia College of Osteopathic  
Medicine  
Mulberry Elementary School  
Georgia Statewide Afterschool Network  
Chris180  
Decatur City Schools  
The Council on Alcohol and Drugs

These contracts brought over \$570,000 into GUIDE in 2019.

# Positive Youth Development

## Capacity Building: Georgia Afterschool & Youth Development Initiative



GUIDE was instrumental in the development and is a key partner in the sustaining of the Georgia Afterschool & Youth Development (ASYD) Quality Standards. These Standards and the ASYD Conference are a collaborative effort that is endorsed by the Georgia Department of Education, the Georgia Division of Family and Children Services and the Georgia Department of Public Health.



# Positive Youth Development

## Capacity Building: PCS Youth Summit



In February, we coordinated the Georgia Division of Family and Children Services – Office of Prevention and Community Support Youth Summit for 319 youth and 107 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 123 youth and 83 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 11 Prevention Credentialing Consortium of Georgia (PCCG) core courses and other prevention-related courses, which reached 198 adults. PCCG works to advance the prevention field by promoting credentialing standards of excellence. To fulfill one of the requirements to become a



credentialled Preventionist in Georgia, applicants must attend all core courses. GUIDE is one of the only providers of these trainings in the state. Courses are held twice a year in Gwinnett.



# 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 2019 post-test results indicate that after attending GTI...

- 98.5% of participants felt that after coming to GTI they could resist pressure to drink alcohol; and
- 98% indicated they intended not to use in the next year.

# How Do We Know It's Working?

The percentage of 12<sup>th</sup> grade students in Gwinnett who used alcohol in the last 30 days has decreased from 21.5% in 2013 to 14.7% in 2019.

The percentage of students in Gwinnett who had 5 or more drinks in one sitting in the last 30 days decreased from 14% in 2010 to 5% in 2019.

4 of 5 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 2019, we brought over 1.5 million dollars into Gwinnett through grants and contracts 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.

# What's Ahead in 2020...

Continued work with...

DBHDD: ASAPP

Coalition: STOP Act & CARA

DBHDD: STR & SPF Rx

AmerisourceBergen Foundation

DFCS, PCS: Youth Summit (February 2019)

DFCS, Afterschool Care

DBHDD: Georgia Teen Institute

Capacity Building through Prevention and Youth Development Trainings

# What's Ahead in 2020...

- Applying for...
  - Expansion of underage drinking prevention, tobacco/vaping prevention and prescription drug abuse prevention work in Gwinnett with Coalition
  - Expansion of prescription drug and opioid abuse prevention via partnership with GNR Health Department and Gwinnett's Healthcare Roundtable
  - Project funding to support Youth Advisory Board's Gwinnett prevention projects

# Thank you for your support!

