



GWINNETT COUNTY
BOARD OF COMMISSIONERS

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Nicole L. Hendrickson, Chairwoman
Kirkland Dion Carden, District 1
Ben Ku, District 2
Jasper Watkins III, District 3
Marlene M. Fosque, District 4

Official

Informal Briefing Minutes

Tuesday, March 2, 2021 – 10:30 AM

Present: Nicole L. Hendrickson, Kirkland D. Carden, Jasper Watkins III, Marlene M. Fosque
Via Teleconference: Ben Ku

1. Community Services

GUIDE, Inc.

GUIDE Executive Director Jessica Andrews-Wilson and Associate Executive Directors Mary Kate Chapman and Michael Davis provided 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

[@guidegti](https://twitter.com/guidegti)

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Our Mission

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



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Then...

1986

Joint effort between Gwinnett County Board of Commissioners and Gwinnett County Board of Education

A comprehensive, coordinated and proactive approach to reducing and prevention substance use and abuse

\$50,000

1.5 staff



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Now...

Joint effort between Gwinnett County Board of Commissioners and Gwinnett County Board of Education

A comprehensive, coordinated and proactive approach to reducing and prevention substance use and abuse

\$1,486,698

10.5 staff

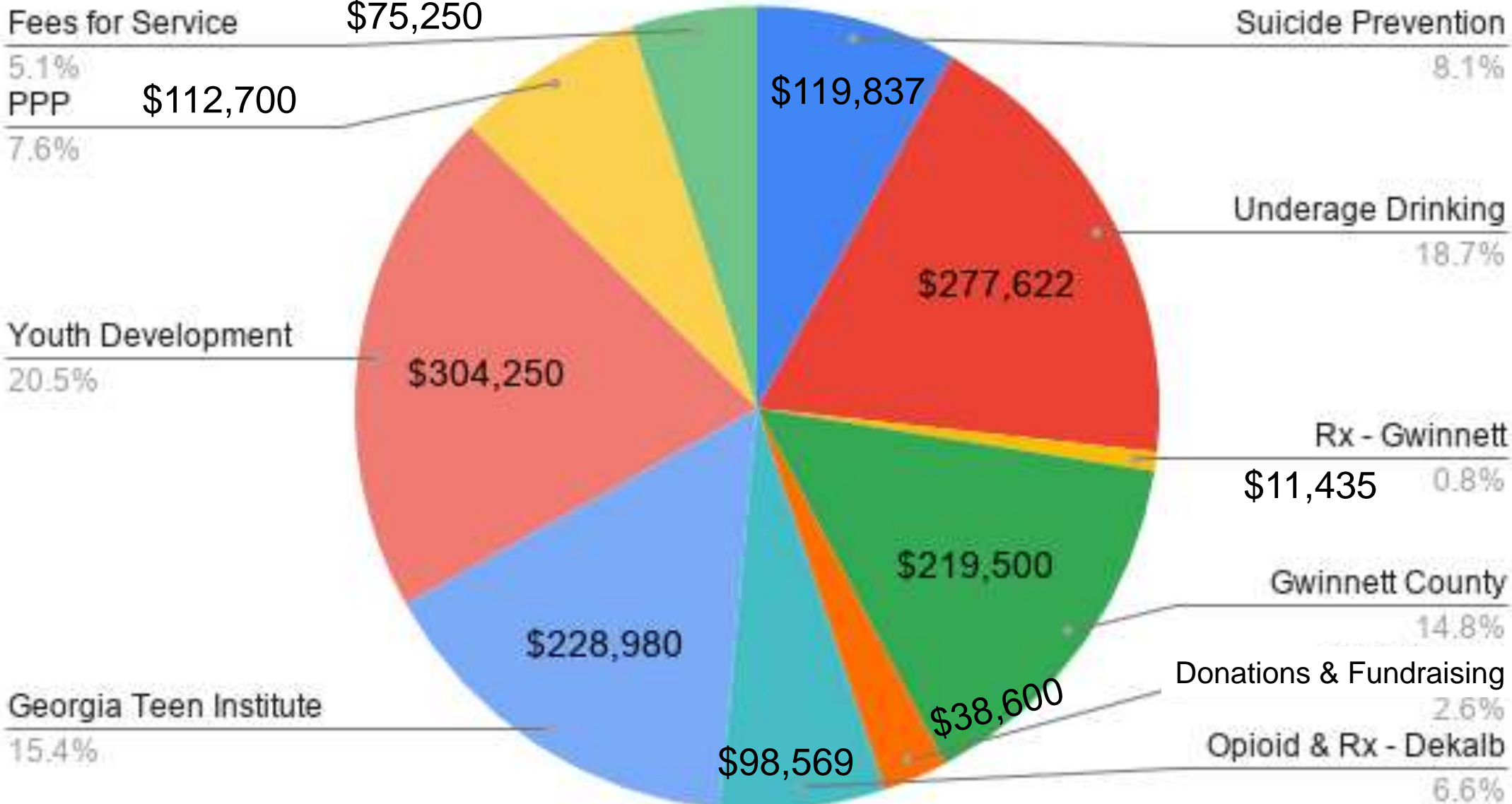


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2020 GUIDE Revenue



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Prevention

Rx - Gwinnett	\$11,435
Donations & Fundraising	\$38,556
Fees for Service	\$75,250
Opioid & Rx - Dekalb	\$98,570
PPP	\$112,700
Suicide Prevention	\$119,837
Gwinnett County Support	\$219,500
Georgia Teen Institute	\$228,980
Underage Drinking Prevention	\$277,670
Youth Development	\$304,250
Total	\$1,486,748



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Prevention

Gwinnett

Department of Behavioral Health and Developmental Disabilities	\$270,000	Underage Drinking Prevention
Substance Abuse and Mental Health Services Administration through Gwinnett Coalition	\$15,000	Gwinnett Prescription Drug Abuse
Department of Behavioral Health and Developmental Disabilities	\$113,000	Suicide Prevention and Mental Health Promotion



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Prevention

Combination of Gwinnett & Outside of Gwinnett



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AmerisourceBergen Foundation	\$80,050	Prescription Drug Abuse Prevention - Statewide
Department of Behavioral Health and Developmental Disabilities	\$31,000	Prescription Drug Abuse Prevention - DeKalb

Prevention Strategies

Compliance Checks

Health Fairs

Checking Age ID

Youth Mental Health First

Aid Training

PSAs on TVGwinnett

Youth Action Teams

Billboards

Positive Social Norms

Alcohol Vendor Training

Banners at Parks &

Community Centers

Alcohol: True Stories

training for youth

Community Events

**Prevention training for
adults**

Public Awareness

Campaigns

Streaming Ads

PSAs at DMV

Youth Advisory Board

QPR Training

Adult Opinion Surveys

Inspired newsletters

Red Ribbon Week

Glass Clings

Social Media

Prevention Action

Collaborative of Gwinnett



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Positive Youth Development

Division of Family and Children Services – Office of Prevention & Community Support	\$100,000	Youth Summit & Assemblies
Division of Family and Children Services – Afterschool Care	\$200,000	Youth Development Workshops, ASYD Initiative, STEAM Exhibition
Department of Behavioral Health and Developmental Disabilities	\$232,910	Georgia Teen Institute



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Positive Youth Development Strategies

Youth Summit
Assemblies

STEAM Exhibition

Youth Mental Health First
Aid Training

PYD training for adults
Youth Action Teams

ASYD Quality Standards

Georgia Teen Institute

Technical Assistance

Training of Trainers

PYD Curriculum
Development

Youth Leadership
Opportunities

Youth Leadership training

ASYD Conference

Youth Advisory Board

QPR Training

Red Ribbon Week

Social Media

PYD Coaching



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2020...

Youth Advisory Board partnered with Gwinnett Youth Commission to host a legislative breakfast • **2 staff trained as Youth Mental Health First Aid trainers** • Participated in MLK Celebration & Health Fair • **Conducted True Colors training** • Youth Advisory Board participated in Opioid/Dept of Public Health focus group • **Conducted Youth Summit** • Participated in Health Fair at George Pierce Park • **Led South Gwinnett HS Parent Education session** • Participated in Rosebud Elementary Health & Wellness Fair • **Presented for Gwinnett Tech Diversity in the Workforce** • Sent “We Card” posters to Gwinnett retailers • **Participated in the Vaping Phenomenon Event** • Youth Advisory Board attended Substance Abuse Advocacy Day at the Capitol • **Conducted 3 prevention trainings** • **Conducted GTI Staff application & selection process** • **Gwinnett PD and Duluth PD conducted compliance checks at 159 retailers**

...the year of the PIVOT



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2020 Highlights

Youth Summit: Engaged 430+ youth in MS/HS and adults in leadership training and motivational messages

QPR: Partnered with GC Fire & Emergency Services to conduct 19 in-person trainings; conducted 15 virtual sessions; training over 800 people

GTI University: 62 adults (9 Gwinnett) representing 23 teams (8 Gwinnett) participated in Orientation, at least 18 hours of training (58 hours/23 webinars offered), Practicum and Graduation

Compliance Checks: 333 compliance checks were conducted in unincorporated Gwinnett with an 81.7% compliance rate



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2020 Highlights

GTI Certificate of Leadership: 21 youth and young adult leaders (16 Gwinnett) participated in at least 10 hours of training (18 hours offered) and completed a final project

Youth Advisory Board: 20 Gwinnett high school students from 12 schools/21 students from 8 schools (2019-20/2020-21) engaged in youth leadership, advocacy and prevention work

Streaming Ads: Save Brains campaign messages seen 879,818 times over 17 weeks with an 81% ad completion rate

Virtual Training: 79 virtual training events for 2,582 adults & 248 youth for partners through contracts



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2020 Highlights

Translated Materials: Underage drinking prevention materials translated into Spanish, Korean and Vietnamese; suicide prevention resource translated into Spanish

Mental Health First Aid: Two staff trained to offer YMHFA; partnered to offer MHFA to 27 participants; staff trained 16 in YMHFA

Creative Materials Distribution: Partnered with Live Healthy Gwinnett to get 1,837 bags of our materials into the hands of picking up food at distribution sites; ran ads and inserts in Gwinnett Daily Post; boosted ads on social media targeting specific zip codes



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2020 Partners

GC Police Department
Children's Healthcare of
Atlanta

GC Parks & Recreation
Georgia Dept of Juvenile
Justice

Gwinnett Youth Commission
Gwinnett County Public
Schools

GC Planning & Development
Communities in Schools
Atlanta

GC Fire & Emergency
Let's Be Clear Georgia
Gwinnett Technical College

Live Healthy Gwinnett
Duluth Police Department
Center for PanAsian
Community Services

Snellville Police Department
Philadelphia College of
Osteopathic Medicine
Lawrenceville Police
Department

Georgia Statewide Afterschool
Network

Lilburn Police Department
Navigate Recovery Gwinnett
GC Communications Dept
View Point Health



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2020 by the Numbers

\$112,700 received in Paycheck Protection Program loan

412 compliance checks conducted across Gwinnett

58,000+ pieces of prevention materials distributed

25,000+ Gwinnett residents a month saw our PSAs

100,000 Gwinnett residents a month saw our Inspired newsletter

65,000 people reached via social media channels

154 banners across the county in English, Spanish and Korean



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2020 by the Numbers

13,000,000 eyes on impressions of our “Save Brains” billboards

879,818 views of our “Save Brains” streaming advertisement

124 live participants in our 4 Community Dialogue events

921 individuals trained in suicide prevention strategies

431 Youth Summit participants trained in leadership skills

181 virtual training events offered on topics including prevention, positive youth development and more

5,753+ people trained



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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 13.1% in 2020.

In 2020, we brought over 1 million dollars into Gwinnett through grants and contracts to address prevention and youth development through evidence-based programs and services.

100% of GTI Certificate of Leadership participants surveyed post-program said,

“the program was valuable and worth my time,”
“I gained new prevention knowledge from the courses,” and
“I will apply knowledge/skills from this program to future endeavors.”



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How Do We Know It's Working?

“My key takeaway from this webinar was me realizing that it is okay to feel the way I do. It is important to come to terms with how you feel because you cannot properly address the issues at hand if you have not even come to terms with them. This webinar has taught me how to effectively implement self-care into my everyday life. Thank you so much to Mary Kate and to everyone involved. It means more than you'll ever know.”

(Self-Care Webinar)

“I realized that when it comes to talking with others on ATOD usage, their opinion may vary from yours. However, that should not make you sway your own opinion on the subject matter. You have to stand firm, assertive, yet respectful when it comes to handling others that think differently from you. I also learned that at the end of the day, you do not have to convince anyone of what you know is right for you. No one can take away your “no.””

(Developing Your No Webinar)



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What More Is Needed?

The percentage of students in Gwinnett who believe that smoking or vaping is harmful is decreasing and those that report vaping in the last 30 days is increasing.

Several city police departments are reporting a shortage of Narcan and requesting assistance obtaining more.

Youth reports of suicide attempts has increased: 5.49% of Gwinnett middle schoolers and 5.44% of high schoolers reported attempting suicide at least once in the past year.



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What's Ahead in 2021...

Continued work on all grants & contracts:
virtual and in-person as appropriate

Obtained \$113,543 in 2nd round of PPP

Have applied for over \$1 million in grant funding in the
last 30 days; planning to apply for more – hoping to
expand mental health work, provide more Rx prevention
in Gwinnett and reduce youth access to alcohol and
tobacco/vaping



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Thank you for your support!

