

PRC Regional Needs Assessment



HHSC PRC Region # 6

Please complete and submit this PRC Needs Assessment electronically to the following E-mail: substance.abuse.contracts@dshs.state.tx.us and mail a signed paper copy to: **Department of State Health Services, Contract Management Unit-Substance Abuse, Mail Code (2058), P.O. Box 149347, Austin, Texas, 78714-9347.** The due date is **December 15, 2009.** Please include attachments as needed. Please keep a signed copy in your PRC files.

OVERVIEW

Step 1 of the Strategic Prevention Framework involves a needs assessment of community needs, resources and readiness. The needs assessment, in turn, involves data collection, data management, analysis and the specification of risk and protective factors and target populations or geographic areas based on needs assessment data. Implementation of Step 1 implementation is important, because it directs your community to guide planning and activity.

The purpose of the Regional Needs Assessment is to determine the incidence and prevalence of ATOD use, misuse, and abuse and related problems within the targeted community in your PRC region.

Note: please use your contract service requirements to guide you in developing this PRC Regional Needs Assessment.

INSTRUCTIONS FOR COMPLETING THIS FORM: DOUBLE CLICK on check box of choice and mark checked in the default value and click OK to mark the chosen box. CLICK in text boxes located below each question and begin typing your response, the text box will expand as you type your response.

Please complete this needs assessment and submit electronically. Keep a signed copy in your PRC files

SECTION I. Contact Information

Organization Name:

Houston Council on Alcoholism and Drug Abuse, Inc. dba The Council on Alcohol and Drugs Houston

Executive Director

Name: William M. (Mel) Taylor	E-mail: meltaylor@council-houston.org	Phone #: 713-942-4100
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Program Director

Name: Cynthia Sequeiros	E-mail: csequeiros@council-houston.org	Phone #: 281-200-9321
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Program Manager

Name: NA	E-mail:	Phone #:
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PRC Coordinator:

Name: Angie Cano-Garza	E-mail: acano@council-houston.org	Phone #: 281-200-9118
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PRC Tobacco Education Specialist:

Name: none at this time	E-mail:	Phone #:
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SECTION II - Geographic, Demographic, Cultural Characteristics, and Population

Provide an overview of the target areas listed above.

1. Provide a geographic and demographic description about the target area:

A. List counties in your region to be served: Austin, Brazoria, Chambers, Colorado, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, Walker, Waller and Wharton

B. What are the zip codes in your region?

77418, 78931, 78933, 78944, 77452, 78950, 77473, 77474, 77485, 77511, 77512, 77515, 77516, 77422, 77531, 77430, 77534, 77431, 77541, 77542, 77566, 77577, 77578, 77463, 77581, 77584, 77588, 77583, 77480, 77486, 77514, 77523, 77560, 77580, 77661, 77597, 77665, 78935, 77412, 78934, 77434, 77442, 78943, 77460, 78951, 77470, 77475, 78962, 77417, 77545, 77441, 77444, 77053, 77494, 77451, 77459, 77489, 77461, 77464, 77406, 77407, 77469, 77471, 77476, 77477, 77497, 77478, 77479, 77487, 77496, 77498, 77481, 77518, 77539, 77546, 77549, 77550, 77551, 77552, 77553, 77554, 77555, 77617, 77623, 77563, 77565, 77568, 77573, 77574, 77650, 77510, 77517, 77590, 77591, 77592, 77411, 77413, 77520, 77521, 77522, 77401, 77402, 77530, 77532, 77410, 77429, 77433, 77539, 77547, 77562, 77447, 77001, 77002, 77003, 77007, 77008, 77009, 77010, 77011, 77012, 77013, 77014, 77015, 77016, 77017, 77018, 77018, 77019, 77020, 77021, 77022, 77023, 77024, 77025, 77026, 77027, 77028, 77029, 77030, 77031, 77032, 77033, 77034, 77035, 77036, 77037, 77038, 77039, 77040, 77041, 77042, 77043, 77044, 77045, 77046, 77047, 77048, 77049, 77050, 77051, 77052, 77053, 77054, 77055, 77056, 77057, 77058, 77059, 77060, 77061, 77062, 77063, 77064, 77065, 77066, 77067, 77068, 77069, 77070, 77071, 77072, 77073, 77074, 77075, 77076, 77077, 77078, 77079, 77080, 77081, 77082, 77083, 77084, 77085, 77086, 77087, 77088, 77089, 77090, 77091, 77092, 77093, 77094, 77095, 77096, 77097, 77099, 77202, 77203, 77204, 77205, 77206, 77207, 77208, 77209, 77210, 77212, 77213, 77215, 77216, 77217, 77218, 77219, 77220, 77221, 77222, 77222, 77223, 77224, 77225, 77226, 77227, 77228, 77229, 77230, 77231, 77233, 77234, 77235, 77236, 77237, 77238, 77240, 77241, 77242, 77243, 77244, 77245, 77246, 77247, 77248, 77249, 77250, 77251, 77252, 77253, 77254, 77255, 77256, 77257, 77256, 77257, 77258, 77259, 77260, 77261, 77263, 77265, 77266, 77267, 77268, 77269, 77270, 77271, 77272, 77273, 77274, 77275, 77276, 77277, 77278, 77279, 77280, 77282, 77284, 77285, 77286, 77287, 77288, 77289, 77290, 77291, 77292, 77293, 77294, 77296, 77297, 77298, 77299, 77336, 77337, 77338, 77346, 77396, 77449, 77450, 77491, 77492, 77493, 77325, 77339, 77345, 77571, 77572, 77315, 77501, 77502, 77503, 77504, 77505, 77506, 77507, 77508, 77586, 77587, 77373, 77379, 77383, 77388, 77389, 77391, 77375, 77377, 77484, 77598, 77327, 77328, 77533, 77535, 77538, 77561, 77564, 77575, 77582, 77368, 77369, 77404, 77414, 77419, 77415, 77428, 77440, 77456, 77457, 77458, 77465, 77468, 77482, 77483, 77301, 77302, 77303, 77304, 77305, 77306, 77307, 77384, 77385, 77333, 77353, 77354, 77355, 77316, 77356, 77357, 77362, 77365, 77372, 77380, 77381, 77382, 77386, 77387, 77393, 77318, 77378, 77334, 77320, 77340, 77341, 77342, 77343, 77344, 77348, 77349, 77358, 77367, 77423, 77445, 77466, 77446, 77420, 77432, 77435, 77436, 77437, 77443, 77448, 77453, 77454, 77455, 77467, 77488,

2. Population:

http://factfinder.census.gov/servlet/DTGeoSearchByListServlet?ds_name=DEC_2000_SF1_U&lang=en&_ts=311080573677 (Source)

A. Gender and number of each in your Region 5,733,026

Female: How many? 2,858,286

Male: How many? 2,874,740

B. Age and Number in your Region

- < 5 years old: How many? 485,053
- 5-9 years old: How many? 228,922
- 10-14 years old: How many? 440,945
- 15 – 19 years old: How many? 415,970
- 20 – 24 years old: How many? 395,354
- 25 – 34 years old: How many? 869,918
- 35 - 44 years old: How many? 853,328
- 45- 55 years old: How many? 813,278 (Census age range is 45 – 54 years old)
- 56 – 59 years old: How many? 309,192 (Census age range is 55-59 years old)
- 60 – 64 years old: How many? 227,315
- 65 – 74 years old: How many? 269,182
- 75 – 84 How many? 155,278
- ≥ 85 years old: How many? 53,094

Comments:

3. Describe Cultural Characteristics: Place an X on ALL that apply and indicate the (%) of each.

A. Race	C. Geographic	D. Socio-Economic Status (SES)	E. Religious Affiliation
<input checked="" type="checkbox"/> Black or African American <input checked="" type="checkbox"/> White <input checked="" type="checkbox"/> Asian <input checked="" type="checkbox"/> Hispanic/Latino <input checked="" type="checkbox"/> American Indian or Alaska Native <input checked="" type="checkbox"/> Native Hawaiian or Other Pacific Islander <input checked="" type="checkbox"/> More than one race <input checked="" type="checkbox"/> Race unknown	<input checked="" type="checkbox"/> Rural <input checked="" type="checkbox"/> Urban <input type="checkbox"/> TX-Mexico Border	Level of Education: See Comments Section Income Level: \$51,502	List: See Comments Section
B. Ethnicity <input checked="" type="checkbox"/> Hispanic or Latino <input checked="" type="checkbox"/> Not Hispanic or Latino			

Comments:
 A. **Race:** African American 17%, Asian 6%, American Indian or Alaska Native 1%, Native Hawaiian or Other Pacific Islander 1%, Other Race: 10%, White 65%
 B. **Hispanic or Latino** 28%, **Not Hispanic or Latino** 72%

C. Geographic:

Rural – Austin, Colorado, Liberty, Matagorda, Walker and Wharton

Urban – Brazoria, Chambers, Fort Bend, Galveston, Harris, Montgomery, and Waller

Texas – Mexico Border – NA

County	Urban	Rural
Austin County, Texas	37%	63%
Brazoria County, Texas	71%	29%
Chambers County, Texas	36%	64%
Colorado County, Texas	39%	61%
Fort Bend County, Texas	90%	10%
Galveston County, Texas	92%	8%
Harris County, Texas	98%	2%
Liberty County, Texas	36%	64%
Matagorda County, Texas	66%	34%
Montgomery County, Texas	64%	36%
Walker County, Texas	64%	36%
Waller County, Texas	37%	63%
Wharton County, Texas	51%	49%

D. Socio-Economic Status (SES): Level of Education (individuals 25 years or older):

15% high school graduate; 12% some college; 11% bachelor’s degree; 6% master’s or PhD

Income Level: \$51,502

E. Religious Affiliation: The American Baptist Association, American Baptist Churches in the USA, The Antiochian Orthodox Christian Archdiocese of North America, Assemblies of God, Associate Reformed Presbyterian Church, The Association of Free Lutheran Congregations, Baha’i, Baptist General Conference, Baptist Missionary Association of America, Buddhism, Calvary Chapel Fellowship Churches, Catholic Church, The Christian and Missionary Alliance, Christian Church (Disciples of Christ), Christian Churches and Churches of Christ, Christian Reformed Church in North America, Church of God (Anderson, Indiana), Church of God (Cleveland, Tennessee), Church of God in Christ (Mennonite), The Church of Jesus Christ of Latter-day Saints, Church of the Nazarene, Churches of Christ, Community of Christ, Coptic Orthodox Church, Cumberland Presbyterian Church, Episcopal Church, The Evangelical Covenant Church, The Evangelical Free Church of America, Evangelical Lutheran Church in America, Evangelical Presbyterian Church, Free Methodist Church of North America, Friends (Quakers), General Association of Regular Baptist Churches, Greek Orthodox Archdiocese of America, Hindu, Independent Charismatic Churches, Independent Non-Charismatic Churches, International Church of Foursquare Gospel, International Churches of Christ, International Pentecostal Holiness Church, Interstate and Foreign Landmark Missionary Baptist Association, Jain, Jewish Estimate, Lutheran Church-Missouri Synod, Malankara Archdiocese of the Syrian Orthodox Church in North America, American Diocese of the Malankara Orthodox Syrian Church, Mennonite Church USA, Muslim Estimate, National Association of Congregational Christian Churches, National Association of Free Will Baptists, National Primitive Baptist Convention USA, North American Baptist Conference, Orthodox Church in America: Romanian Orthodox Episcopate of America, Orthodox Church in America: Territorial Dioceses, The Orthodox Presbyterian Church, Pentecostal Church of God, Presbyterian Church (USA), Presbyterian Church in America,

Primitive Baptist Churches-Old Line, Reformed Baptist Churches, Russian Orthodox Church Outside of Russia, The Salvation Army, Serbian Orthodox Church in the USA, Serbian Orthodox Church in the USA (New Gracanica Metropolitanate) Seventh-day Adventist Church, Sikh, Southern Baptist Convention, Southwide Baptist Fellowship, Syrian Orthodox Church of Antioch, Tao, Unitarian Universalist Association of Congregations, United Church of Christ, The United Methodist Church, Universal Fellowship of Metropolitan Community Churches, Vineyard USA, Wisconsin Evangelical Lutheran Synod and Zoroastrian (Source: The Association of Data Religion Archives)

SECTION III – Prevention Resources Capacity and Gaps

1. Resources:

a. What type of prevention resources currently exist in your target community?

PRC 6 works with the following on a regular basis: The Association for the Advancement of Mexican Americans, Bay Area Council on Drugs and Alcohol, Community Family Services, Change Happens, Family Services of Greater Houston, Fort Bend Regional Council, The Gulf Coast Center, The Council on Alcohol and Drugs Houston, Phoenix House, Santa Maria Hostel, Tri County MHMR, Unlimited Visions, Volunteers of America, Safe and Drug Free Schools, Safe and Healthy Advisory Council and Communities in Schools. There are other prevention resources that exist in the community and we will work towards verifying our work with them and/or developing relationships with them.

2. Please describe how you can engage the following entities in assisting the PRC:

a. DSHS funded Coalitions (includes CCPs, SPFs)

The PRC Coordinator participates in CCP and SPF meetings. CCP and SPF groups help identify gaps that exist in Region 6, express their needs so that Region 6 PRC can connect to resources that are available, help identify resources not known to Region 6 and collaborate on events and functions. Region 6 DSHS-funded CCPs and SPFs include: Galveston Community Coalition, Southeast Harris County Community Coalition, Gulf Coast Community Coalition, Matagorda Community Coalition, Coalition of Behavioral Health Services-North Harris County, and Bay Area Alliance for Youth and Families.

b. Drug-Free Community Coalitions, etc.

Drug-Free Community Coalitions help identify gaps that Region 6 PRC can assist with and identify resources that are available throughout the region. Drug-Free Community Coalitions in Region 6 include: Houston Galveston Area DWI Subcommittee, Houston-Harris County Office of Drug Policy, Mothers Against Drunk Driving, Roots of Change, Safe & Healthy Community Network, Western Area Networking Alliance and Tobacco-Free Fort Bend. The PRC Coordinator and Tobacco Education Specialist are actively engaged in these Drug-Free Community Coalitions.

c. School Programs

Region 6 PRC works in collaboration with schools to promote the Great American Smoke Out, plan and implement Red Ribbon Week activities, host Kick Butts Day activities and sponsor a regional Tar Wars poster contest. Region 6 PRC coordinates health fairs and presentations at school sites located in 79 school districts in the 13-county region.

d. Community services (YMCA, Goodwill, etc.)

Region 6 provides a PRC representative at health fairs and presentations, and literature for community services providers. Requests are received yearly from YWCA, YMCA - Success by 6, YMCA - Missouri City, YMCA - Coppinger, YMCA - Vista Del Sol Community, YMCA - South Central and YMCA - MD Anderson.

e. Parent programs (PTA, etc.)

Region 6 PRC provides presentations for parents and information specific to parents. Region 6 PRC also provides information on children, the 40 Developmental Assets, and signs and symptoms of drug abuse.

f. Direct Prevention Service Providers

Region 6 PRC works with Region 6 DSHS-funded prevention providers by providing information on resources such as PST 15-hour training, CEPP 15-hour training, curriculum training, SAPST 40-hour training, and resources throughout the region. Region 6 PRC helps promote the Great American Smoke Out, Red Ribbon Week, Kick Butts Day and coordinates health fairs and presentations with Region 6 prevention providers. PRC 6 also participates in prevention provider network meetings and Tar Wars, and coordinates the Store Alert Project with Region 6 prevention providers.

g. Treatment Providers

Region 6 PRC works with treatment providers to provide information on Great American Smoke Out, Recovery Month, and Alcohol Awareness Month. We provide literature and make videos available throughout the region to agencies including: Association for the Advancement of Mexican Americans, Bay Area Council on Drugs and Alcohol, Career and Recovery Resources, Community Family Center, Cornerstone, The Council on Alcohol and Drugs Houston, DAPA Family Recovery Programs, DebLin Health Concepts and Associates, Devereux Treatment Network, Change Happens, Family Services of Greater Houston, Fort Bend Regional Council, The Houston Clinic, Houston Northwest Rehab, IntraCare Hospital, Life Solutions Counseling Services, Lifeway, Memorial Hermann Prevention and Recovery, Motherland Incorporated, No More Victims, Palmer Drug Abuse Program, Unlimited Visions Aftercare, and Weinberger and Associates.

h. OSAR providers

Region 6 PRC works with the two Region 6 OSAR providers to disseminate information on Great American Smoke Out, Recovery Month, and Alcohol Awareness Month. We make literature, videos and resources available to Bay Area Council on Drugs and Alcohol and The Council on Alcohol and Drugs Houston.

i. Mental Health Centers

Region 6 PRC provides materials on mental health, substance abuse and dual disorders throughout the region. PRC 6 provides information and support to local MHAs such as Tri-County MHMR and The Gulf Coast Center. We provide presentations and participate in health fairs upon request.

3. Who do you serve in your Region? Place an X on all that apply.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Concerned Individual | <input checked="" type="checkbox"/> Teacher |
| <input checked="" type="checkbox"/> Educator | <input checked="" type="checkbox"/> DSHS funded coalitions |
| <input checked="" type="checkbox"/> Faith-based Organization | <input type="checkbox"/> Colonias |
| <input checked="" type="checkbox"/> Parent | <input checked="" type="checkbox"/> Prevention Staff |

- DSHS funded-providers
- Youth

- Hurricane evacuees
- Other, List _____
- Other, List _____

Comments:

4. Gaps:

- a. What prevention gaps exist in your target population?

There are not enough prevention services available throughout the region. Prevention services are primarily concentrated in the large counties, whereas resources are scarce in less populated, predominantly rural counties such as Austin, Brazoria, Chambers, Colorado, Liberty, Montgomery, Walker, Waller and Wharton.

SECTION IV - Consequences and Consumption Patterns of the Community

Please identify the patterns in each of the following data sources, when available. If the data source is unavailable in the community, provide an explanation. Please feel free to also utilize alternative data sources.

- a. DWI Rates

16,297 DWI arrests were made in 2004 in 12 of the 13-county Region 6 area (information not available for Fort Bend County), totaling 3.9% of all arrests (DSHS Arrests for Substance-related and Violent Crimes)

- b. Alcohol related vehicular fatalities.

7.2 per 100,000 (Strategic Prevention Framework Needs Assessment, 2005)

- c. Violent crimes per year

6,813 violent crimes were committed in 2004 in 12 of the 13-county Region 6 area (information not available for Fort Bend County), totaling 1.4% of all arrests (DSHS Arrests for Substance-related and Violent Crimes)

- d. Possession of illicit drugs (arrests)

27,656 arrests in 2004 in 12 of the 13 county Region 6 area (information not available for Fort Bend County); 4.5% of all arrests (DSHS Arrests for Substance-related and Violent Crimes)

- e. Public intoxications (arrests)

5.35 per 1,000/region population was the total public intoxication arrest rate in Region 6 (Strategic Prevention Framework Needs Assessment, 2005)

- f. Suicide rates

486 suicide deaths (10.5 per 100,000 population) (TDH Selected Facts for Region 6, 2000)

- g. Homicide rates

453 homicides (2008 Crime in Texas, Texas Crime by Jurisdiction, TDPS)

- h. Hospital discharges for youth alcohol poisoning.

An attempt was made to extract this information from Texas Health Care Information Council;

due to the complexity of the system, no data was attainable.

i. Hospital discharges for youth

An attempt was made to extract this information from Texas Health Care Information Council; due to the complexity of the system, no data was attainable.

j. Underage binge drinking rates

9.88% of 12-17 year olds reported binge drinking in the past month in 2005-2006 (SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health, 2004, 2005, and 2006).

k. College age binge drinking

40.99% of 18-25 year olds reported binge drinking in the past month in 2005 -2006 (SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health, 2004, 2005, and 2006)

l. Current 30 day drinking rates

53.98% of the Region 6 population (Strategic Prevention Framework Needs Assessment, 2005)

m. Current 30 day illicit drug use rates

14.33% of the Region 6 population (Strategic Prevention Framework Needs Assessment, 2005)

n. Perceptions of harmfulness of use (alcohol and other substances)

42.68% of the Region 6 population (Strategic Prevention Framework Needs Assessment, 2005)

o. Future intentions to use

Information not available

p. Family/social bonding indicators

According to the 2006 Texas School Survey, Region 6 data, 66.4% of 7-12th grade students reported that “all,” “most” or “some” of their friends feel close to their parents; 77.33% feel “very safe” in their home; and 58% would go to a parent if they had a drug or alcohol problem.

q. HIV infection rates and transmission route

In 2008, there were 1,175 new HIV (non-AIDS) cases diagnosed in Region 6. There was a 17.8% AIDS rate per 100,000 persons.

According to the Texas HIV/STD 2008 report, the following modes of exposure are listed in order of frequency reported: Male-Male Sex (MMS), Unknown/Other, Heterosexual Contact, Intravenous Drug Use (IDU), MMS and IDU, Mother with Risk or has HIV, Transfusion, and Coagulation Disorder.

r. Noise violation data

Information not available.

s. Treatment episode admission data

According to the 2002 DSHS Region 6 statistical county information, there were 9,327 adult and 995 youth admissions to Substance Abuse Treatment among clients who were residents of the 13 county Region 6 area. Youth data for the following counties were either unavailable or had less than 4 admissions for 2002 (which were unreported to maintain confidentiality): Austin, Colorado, and Waller. (www.tcada.state.tx.us/research/statistics/region6.shtml)

t. Minors in Possession (MIP) data

According to data provided by TABC for FY 09 in Region 6, there were a total of 490 minor in possession violations (479 which cited as cases and 11 as warnings).

u. Truancy data / drop-out rates

In 2003, there were 1,437 substance abuse-related disciplinary actions in Region 6 school districts. (2003 TEA Substance Abuse-Related Disciplinary Actions by County and School District)

According to county supplemental data from the “Longitudinal Completion Rates Grades 9-12, Class of 2008” report, on average, 84.6% of Region 6 students graduated from high school while 7.1% dropped out. The remaining 8.3% of students either continued on in school (did not graduate on time) or acquired a GED. Walker County had the highest GED completion rate at 18.2%, which is 10 times higher than any other Region 6 county.

http://ritter.tea.state.tx.us/research/pdfs/dropcomp_county_supp_2007-08.pdf

v. TABC data on citations

According to data provided by TABC for FY09 in Region 6, there were a total of 1,630 violations (1,522 were cited as cases and 53 as warnings)

w. Texas School Survey data

www.dshs.state.tx.us/sa/Research/Regional-School/Survey/HighSchool/2006/Region%206%20Report_G712.pdf

x. CORE survey data

No CORE survey data was used at this time

y. Other data sources

According to 2008-2009 data provided by Coordinated Training Services in Region 6 respondents reported an average of 9.97 years of experience in providing substance abuse and an average of 8.44 years of experience in providing HIV activities. Respondents also reported they have been employed in their current position an average of 7.96 years with 43% reporting they have a professional certificate; overall, 39% are bilingual. Region 6 respondents also reported their top three training needs as: strategies for strengthening families, program evaluation/ quality assurance systems, and leadership skills to include coaching, mentoring, and conflict resolution.

Part V – Intervening Variables

1. Please discuss each of the following variables as they relate to Alcohol, Tobacco, and Other Drugs (ATOD) in the target community of your region.

A. Easy Retail Access

Easy retail access is a significant issue in Region 6 and one of the biggest contributing factors to youth’s ability to obtain ATOD. The “shoulder tap,” or youth asking a stranger to buy tobacco or

alcohol, is very common. Other easy access issues include products placed on ice as customers walk in the door or at eye level, allowing youth easy access to steal and run out the door. In addition, fake identification is very common in the region. Often the availability of marijuana, prescription and other drugs make them easier for youth to obtain than alcohol or tobacco because a friend or acquaintance sells it.

B. Low Enforcement

Low enforcement is a common issue throughout Region 6 due to the extreme shortage of law enforcement personnel, easy accessibility and daunting task of policing approximately 7,500 alcohol and tobacco retailers in the region. Law enforcement organizations have limited resources to enforce underage alcohol or tobacco law violations, which reinforces the perception that underage alcohol or drug use is not a serious problem.

C. Social Access

Social access is prevalent on college campuses, in part, due to the belief that alcohol consumption is a “rite of passage” among students. Alcohol consumption is facilitated by many Greek organizations and is further bolstered by the “guerilla marketing” practiced by alcohol companies on or near college campuses, enticing college and high school students to use alcohol or tobacco products.

D. Perceived Risk

Perceived risk is most commonly minimized when family beliefs give messages that it is alright to drink as long as it is at home or under family supervision. This would include parents allowing youth to drink at “special events” such as prom, wedding, birthday celebrations and graduation. Parents knowingly supply a venue and the alcohol for consumption under their supervision with the rationale that “kids are going to do it anyway and it is safer under their watchful eye.”

E. Social Norms

The social norms in Region 6 communities are similar to those throughout the state: high school and college students often use because they think everyone else is ‘doing it.’ The media often inadvertently contribute to these norms when they report on breaking stories and sensationalize the information. Local students also hold misconceptions around impaired driving. Many youth believe that they can get away with impaired driving because of a lack of enforcement (they won’t get caught) and if they do get pulled over, they hold the misconception that it is easy to get out of a ticket. Texas laws allowing minors to consume alcohol in the presence of their parents also contribute to increased alcohol consumption among minors. Parents think other parents are allowing their children to drink because “if the law says it’s OK, isn’t it?”

F. Promotion

Promotion at community events such as county fairs, festivals, sporting events, and rodeos continues to be a contributor to substance use in Region 6. Often, attendees are encouraged to use alcohol and tobacco through aggressive advertising as well as vendors providing free samples of their products. Community groups and law enforcement have begun working together to combat sponsorships and promotions of community events by requiring promoters who need to obtain an alcohol permit to sign a release stating that they will provide a “safe ride home” booth. The purpose of the booth is to provide a free ride home to event-goers who become intoxicated.

G. Pricing

Cheap pricing affects ATOD sales by increasing the accessibility of substances. As prices drop on marijuana or other drugs, they become more commonly used. Region 6 especially sees this in drug trends across the 13-county area – more affluent areas use more cocaine or higher priced substances while more impoverished areas use more syrup and cheaper priced substances. Happy hour pricing and dollar beer night are very enticing due to lowered costs of consumption. Products such as alcohol energy drinks are often cheaper than non-alcoholic energy drinks, therefore making them more attractive to consumers (especially underage consumers).

2. Do you feel that the area in which you serve has a high incidence of drug use?

Yes No 86.2% of respondents felt that the area which they serve has a high incidence of drug use

3. If yes, what types of drugs are being used in the areas you serve? Place an X to ALL that apply:

<input checked="" type="checkbox"/> Amphetamines = 28.2%	<input checked="" type="checkbox"/> Tobacco = 84.5%
<input checked="" type="checkbox"/> Club Drugs = 18.3%	<input checked="" type="checkbox"/> Alcohol = 95.8%
<input checked="" type="checkbox"/> Crack = 43.7%	<input checked="" type="checkbox"/> Cocaine = 46.5%
<input checked="" type="checkbox"/> Heroin = 18.3%	<input checked="" type="checkbox"/> Ecstasy = 25.4%
<input checked="" type="checkbox"/> Inhalants = 25.4%	<input checked="" type="checkbox"/> Prescription Drugs = 70.4%
<input checked="" type="checkbox"/> Marijuana = 93%	<input checked="" type="checkbox"/> Steroids = 7%
<input checked="" type="checkbox"/> Methamphetamines = 15.5%	<input checked="" type="checkbox"/> Other %
<input checked="" type="checkbox"/> PCP = 15.5%	

Part VI – Community Readiness

1. Please describe the readiness of your community, in each of the following community sectors:

a. Youth

7.3% No knowledge of local problems / issues
37.8% Some knowledge of local problems / issues
29.3% Knowledgeable of local problems / issues
19.5% Very knowledgeable of local problems / issues
6.1% Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

b. Parents

6.1% No knowledge of local problems / issues
50% Some knowledge of local problems / issues
29.3% Knowledgeable of local problems / issues
14.6% Very knowledgeable of local problems / issues
0 Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

c. Business community

<p><u>11%</u> No knowledge of local problems / issues <u>35.4%</u> Some knowledge of local problems / issues <u>32.9%</u> Knowledgeable of local problems / issues <u>19.5%</u> Very knowledgeable of local problems / issues <u>1.2%</u> Extremely knowledgeable of local problems / issues</p>
<p>Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.</p>

d. Media

<p><u>12.2%</u> No knowledge of local problems / issues <u>25.6%</u> Some knowledge of local problems / issues <u>41.5%</u> Knowledgeable of local problems / issues <u>17.1%</u> Very knowledgeable of local problems / issues <u>3.7%</u> Extremely knowledgeable of local problems / issues</p>
<p>Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.</p>

e. Schools

<p><u>3.7%</u> No knowledge of local problems / issues <u>14.6%</u> Some knowledge of local problems / issues <u>42.7%</u> Knowledgeable of local problems / issues <u>30.5%</u> Very knowledgeable of local problems / issues <u>8.5%</u> Extremely knowledgeable of local problems / issues</p>
<p>Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.</p>

f. Youth-serving organizations

<p><u>7.3%</u> No knowledge of local problems / issues <u>20.7%</u> Some knowledge of local problems / issues <u>29.3%</u> Knowledgeable of local problems / issues <u>25.6%</u> Very knowledgeable of local problems / issues <u>17.1%</u> Extremely knowledgeable of local problems / issues</p>
<p>Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.</p>

g. Law enforcement agencies

<p><u>4.9%</u> No knowledge of local problems / issues <u>7.3%</u> Some knowledge of local problems / issues <u>20.7%</u> Knowledgeable of local problems / issues <u>41.5%</u> Very knowledgeable of local problems / issues <u>25.6%</u> Extremely knowledgeable of local problems / issues</p>
<p>Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.</p>

h. Religious or fraternal groups

7.3% No knowledge of local problems / issues
41.5% Some knowledge of local problems / issues
25.6% Knowledgeable of local problems / issues
23.2% Very knowledgeable of local problems / issues
2.4% Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

i. Civic or volunteer groups

9.8% No knowledge of local problems / issues
39.0% Some knowledge of local problems / issues
28.0% Knowledgeable of local problems / issues
18.3% Very knowledgeable of local problems / issues
4.9% Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

j. Healthcare professionals

8.5% No knowledge of local problems / issues
23.2% Some knowledge of local problems / issues
30.5% Knowledgeable of local problems / issues
29.3% Very knowledgeable of local problems / issues
8.5% Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

k. State, local, tribal governments

8.5% No knowledge of local problems / issues
28.0% Some knowledge of local problems / issues
37.8% Knowledgeable of local problems / issues
18.3% Very knowledgeable of local problems / issues
7.3% Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

l. Other organizations interested in substance abuse prevention

6.1% No knowledge of local problems / issues
20.7% Some knowledge of local problems / issues
34.1% Knowledgeable of local problems / issues
30.5% Very knowledgeable of local problems / issues
8.5% Extremely knowledgeable of local problems / issues

Comments: 82 surveys completed by DSHS Region 6 providers throughout the region. This data is based on the opinions of persons who completed these surveys.

Part VII – Putting it all Together

1. Now that you have conducted your needs assessment, what have you identified as your primary target population? Why?

The primary target population in Region 6 is youth because this is the population that the PRC has its greatest impact on through presentations, health fairs, alternative activities, etc.

2. What have you identified as your target intervening variables? Why?

The target intervening variables for youth are the lack of knowledge of local problems and/or issues along with easy retail access, perceived risk, and social norms relating to the use of alcohol, tobacco and other drugs.

3. What have you identified as secondary target populations? Why?

The secondary target population is parents due to their lack of knowledge of local problems and/or issues.

4. What have you identified as secondary variables you would *like* to address but *may not be able to* address this fiscal year? Why?

The secondary variables we would like to target are promotion (particularly with the “safe ride home” booths sponsored at community events) and law enforcement. However, due to the lack of resources and funding needing to focus on these variables, we may not be able to do so. These secondary variables were identified through the Region 6 PRC’s recognition of some fragmented efforts in the community that could be enhanced and extended with assistance from Region 6 PRC.

5. How will you go through the process of creating a strategic plan for the selection of evidence-based environmental strategies, policy and procedure recommendations? *Note: This is a process question. I am not asking what strategies you have chosen (you may not know yet). I am asking what **process** you will use to strategically choose the strategies.*

PRC 6 will use SAMHSA/CSAP's web-based Prevention Platform to input all of the needs assessment and resource information to receive technical assistance in developing a strategic plan.

Acknowledgement of this Needs Assessment:

Executive Director

Name (PRINT): William Taylor	Signature: Date: 12/30/10
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Program Director

Name (Print): Cynthia Sequeiros	Signature: Date: 12/30/10
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