

Cover Sheet

**Cover Sheet for the 2016-2017
Region V Systems Prevention Federal Block Grant Funding**

Applicant Organization: Saline County C/URB Prevention Coalition
Address: PO Box 865 Wilber, NE 68465 City: Wilber Zip: 68465
County: Saline
Fiscal Agent: Region V Systems
Fiscal Agent FTIN (Federal Tax ID number): _____
Amount Requested in the Application: \$19,388.40

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- Those requesting Region V Systems to be their Fiscal Agent please check box.
(Region V System fiscal management rate for coalitions is 7% of amount awarded, *which is included in the above stated application amount*).

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I. Coalition Overview – Part 1, Demographic Information

Saline County is in southeast Nebraska bordering Lancaster, Gage, Jefferson, Thayer, Fillmore, York, and Seward Counties and is near the Cities of Lincoln and Beatrice. Saline County is a rural community with one City of the First Class (Crete), two cities of the Second Class (Friend and Wilber), and five Villages (Dewitt, Dorchester, Swanton, Tobias, and Western). Wilber is the County Seat and is best known as the Czech Capital of the USA boasting one of Nebraska’s finest annual ethnic celebrations, “Czech Days”.

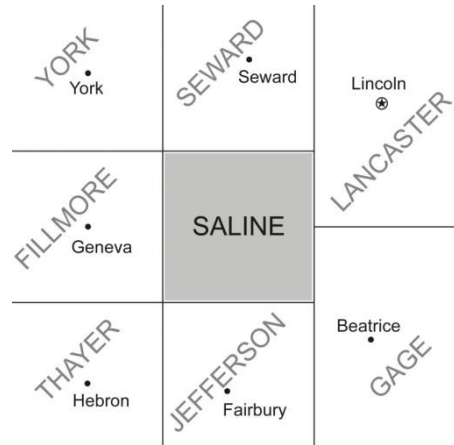


Figure 1. Saline County and Surrounding Counties

The U.S. Census Bureau estimates there were 14,317 people living in Saline County in 2014.¹

Base (July 1)	Population Estimates (as of July 1)			
2010	2011	2012	2013	2014
14,231	14,355	14,447	14,298	14,317

Table 1. Saline County Population Estimates 2011-2014

And, unlike many rural Nebraska communities, Saline County is growing.

Saline County Population

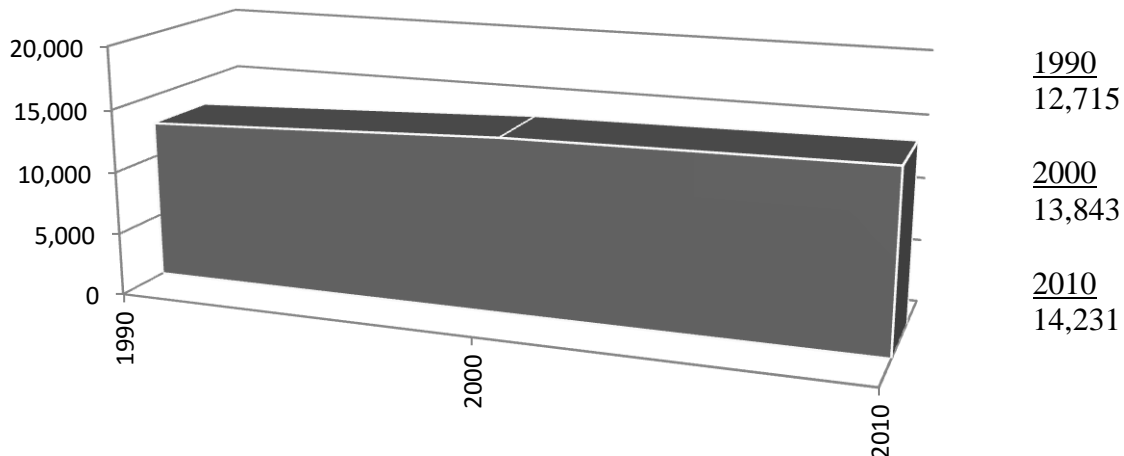


Figure 2. Saline County Population Growth 1990-2010

¹ U.S. Census Population Estimates, http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml, As of January 11, 2016

The County is also becoming increasingly ethnically diverse.²

2014 Total	White		Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Two or more races
	Hispanic	Non- Hispanic					
14,317	2,932	10,379	229	198	294	64	156
	20.6%	72.8%	1.6%	1.3%	2.1%	.4%	1.1%

Table 2. Saline County Race Estimates 2014

Saline County also struggles with associated issues. In 2014, the poverty level of several of our communities was above the State average and one was above the National average.³

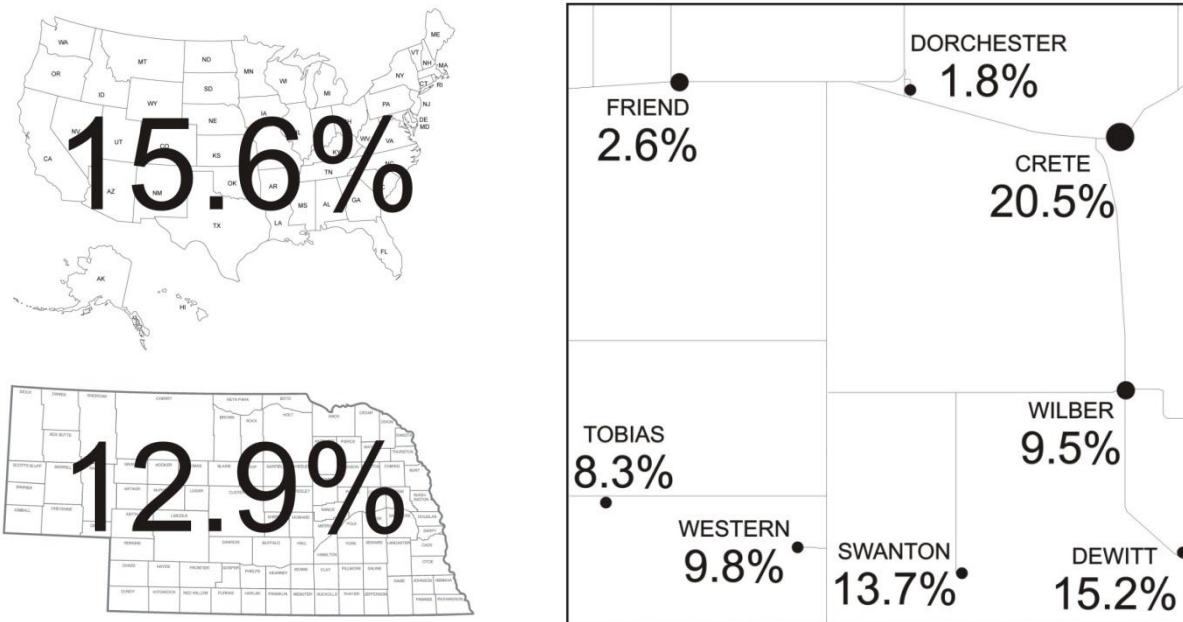


Figure 3. Saline County Poverty Estimates 2014 (Per Community)

There are four public school systems located in Saline County: Wilber-Clatonia is located in Wilber, the Crete Schools in Crete, and Dorchester and Friend School each located within their respective communities. Each of these school systems is located near County lines and their respective districts extend well into surrounding counties. There are three others school systems bordering upon and reaching into Saline County: Meridian located in Daykin (Jefferson County), Milligan in the Village of Milligan (Fillmore County), and Tri-County located at the county crossroads of Gage, Jefferson and Saline Counties.

² Ibid.

³ Ibid.

II. Coalition Overview – Part 2, *Coalition Historical Description*

The Saline County Drug & Alcohol Prevention Coalition was formed by Saline County Commissioner Tim McDermott in coordination with Wilber-Clatonia faculty member, Janet Bulger, a youth prevention sponsor at Wilber-Clatonia High School. Once hearing the needs expressed by annual representatives of Region V Prevention at a County Board meeting as well as several Community members relating an experience with an earlier attempt years earlier, the two combined available contacts and called our first meeting together at the High School in Wilber. The Saline County Drug & Alcohol Prevention Coalition is a County/Community-based organization which held its first meeting on September 10, 2013.

The purpose and focal point of this prevention group resides in its mission statement, *“To reduce the use and abuse of drugs and alcohol among people less than 20 years of age.”* Our Prevention Coalition has seen steady growth and involvement since its beginning, with less than a dozen stakeholders at our first meeting, to developing an outreach nearing 100 Prevention Coalition contact members. Among those having an investment throughout the year, representing a variety of Federal Government recognized sectors, include those members from the business community (Chambers of Commerce), civic organizations (Lions Club, etc.), the faith community (Pastor’s and church leaders), health care organizations (Public Health Solutions & Bryan Hospital in Crete), law enforcement agency members (area Police Departments and the County Sheriff’s Office), local government (Saline County government involvement), parents (several concerned and previously impacted parents), schools (School Administrator’s from Friend and Wilber thus far, as well as teachers from the various school districts), and youth (youth involvement from the Wilber High School TCBY group). In addition, we are found connected with prayerful support from several area Churches. County circulated newspaper outlets (Crete News and Wilber Republican) also support us with in-kind help relative to advertising our Prevention Coalition monthly meetings.

Beyond this, the Prevention Coalition has developed an ongoing relationship with Doane University in Crete as an integral stakeholder for coalition development in two areas; marketing & graphic identity. We’ve managed to recruit the investment of time and teamwork of two classes at the university to set a marketing course aimed toward the prevention message to be used in print, radio, signage and various online media outlets of our choosing. Both the marketing and graphics design students will design a logo and present options for emboldening the mission of the Saline County Drug & Alcohol Prevention Coalition.

The Coalition will continue to use the resources available to us to eliminate missing sectors at the conversational table as we meet from month to month. The Saline County Drug & Alcohol Prevention Coalition will continue to reach out to any stakeholder group or community needed to fill a void when rounding out a unified group for preventative support through our ‘resource committee’ using email or snail mail invitation and information messaging.

The Prevention Coalition meets on a monthly basis, currently the first Monday of each month and the general public is notified and invited each month in area newspapers and also highlighted at County Board, City Council, Chambers of Commerce and civic groups throughout the County.

III. Community Needs

The Saline County Drug & Alcohol Prevention Coalition is using supporting data from the Nebraska Risk and Protective Factor Student Survey Results for 2014 – Saline County Profile Report (NRPFSS) to identify and address achievable prevention goals as our primary justification for evident, community needs. After review of this NRPFSS data, the Prevention Coalition continues to narrow its immediate concerns to the following for the upcoming year.

Youth: In short, Saline County NRPFSS data indicates our youth are receiving and acting on the positive messages of avoiding the dangers of alcohol and drug abuse. Through this survey, we know that our high school age students report dramatic decreases in the use of alcohol in both “Past 30-days” and “Lifetime” use. These messages, and the involvement of both youth and adults alike, are critical to on-going success.

The Overall - Studied Marketing Approach: It is with the above findings we blanket our community concerns to the obvious; kids are obtaining and using alcohol to an often greater extent than those grouped into Regional or State averages. For this reason we are placing a greater focus on presented marketing approaches, led by faculty and staff at Doane University in Crete. There are currently two educationally based marketing classes led by professors who have devoted semester classroom time toward the prevention efforts of the Saline County Coalition. In class, the Graphics Designers helped zero in on the print and digital visualization of the Coalition and presented us with useable educational and informational components for prevention through the most recognizable marketing scheme they’ve anticipated. The second such class centered on the actual marketing of concepts, ideas, components and strategies relative to both known and unknown ideas thus far presented at Coalition meetings to date. It is in using this foundational approach that we again continue to concentrate on the following community needs and objectives:

Resource Building: A continued and profound need seen by the Saline County Coalition would be one of building resources in advance of our specific needs and objectives. This grant proposal for funding addresses our approach to building capacity while supplying the Saline County Coalition with the tools needed to proceed in moving toward more evidence based achievements in the long run. Resource building also encompasses the desire to remain diligent in maintaining a core model of stakeholder involvement. This may include funds ranging from mailing supplies to school support for Red Ribbon Week – a huge resource building experience finding great promise during previous years. In addition, there will always be found need in obtaining additional information and data moving forward. We find the need to continually dig deeper to find pertinent data that can be farmed and included in future formulas when addressing the needs of Saline County and our Prevention Coalition strategies.

Education: Here, the Coalition finds need to organize and present educational information to teachers, parents and students in various forms. We find in ourselves a great opportunity at hand when working with marketing & graphic design students at Doane University in Crete that have helped promote the Coalition and our prevention strategies in appropriate and cost effective ways. The Saline County C/URB Coalition have enjoyed

the consumer/marketer when placed as a 'client' in this collegiate marketing class. Now that this process has been completed we have been presented with a series of final product(s) derived from those efforts, we will use the anticipated funding in coordination with an educated marketing approach where community campaign activities that increases awareness, builds capacity, and encourages participation persists. We will continue to work with Doane, its teachers, and students to better utilize this information well into the future.

The education component of our overall community norms strategy will include print advertising, maintaining online website development, radio ad campaigns, and community/school signage. These all play a role in further encompassing our campaign in branding the Coalition so there is consistent messaging and increased awareness leading to: volunteers, education & awareness and dissemination of information when addressing the abuse and use of alcohol associated with Saline County youth. In school, the impact of such education on young people is also needed and requires further cooperation and development. We have one school in our County who had organized a youth prevention group called, TCBY; This Country's Best Youth. At least one representative of that group attends our Prevention Coalition meetings. They have discussed and are making attempts at sharing their group dynamic with the other three schools in our County to begin a far reaching in-school approach to Youth led prevention groups in each school. This would be of great importance and one that our Prevention Coalition will support in any way when area youth makes request of Prevention Coalition cooperation.

This includes school supported educational flyers, signs, and prevention factoids on sports programs, positive messaging, etc that may be introduced to the student and/or fan participant during sports events such as football, basketball, or volleyball games.

Intervention: The Coalition understand there is patience and long-term planning needed in providing young people of our county with positive places and positive things to occupy time and energy. It will always be the goal of our group to work toward the sponsorship of safe, countywide youth activities, and find and research implementation on what constructive things "kids want to do". In connection to this, we wish to continue helping support an 'alcohol/drug-free', safe dance, activity night or youth gathering at the Wilber Czech Festival. This festival is held annually and draws thousands of people to the area during this 3-day event. We are in communication with the Nebraska Czechs of Wilber to continue to strengthen, promote and develop the prevention based message and activity to youth who are often inundated with negative stereotypes during such an event as this. Providing the community with positive and safe environments in this unique atmosphere is a needed investment of community resources and energy.

In addition, we will continue to support Compliance Checks by our Nebraska State Patrol, County Sheriff's Department, and local Police Departments. Also there is discussion of reinforcing rural neighborhood watch areas where information can be easily and readily transmitted to law enforcement officials; being steered well in conjunction with educational and advertising campaigns.

IV. Strategic Plan

To increase awareness, across all sectors, the mission statement of the Saline County C/URB Coalition is as follows:

“To reduce drug and alcohol use and abuse among people 20 years of age and younger!”

This will be the third year of grant operation for the Saline County C/URB Coalition. We are committed to updating and evaluating our Strategic Plan for the welfare of Saline County youth and our entire community. We welcome and value input from our Community partners and the public at-large to ensure the Plan remains relevant to the needs of Saline County. Our Coalition previously adopted two primary, all-encompassing objectives:

1. Recruit and Maintaining Stakeholders.
 - a. Increase knowledge through data collecting, skills, and community discussion and involvement to assist the Coalition members in creating effective strategies and activities to provide a positive effect on all Saline County residents,
 - b. Increase youth and school involvement in the Prevention Coalition’s planning and strategy meetings,
2. Explore and Implement Community-wide Alcohol/Drug Abuse Prevention Strategies to include.
 - a. Research
 - b. Education
 - c. Intervention

Through our collaboration with Community partners such as the Governing Bodies of the County and all incorporated villages and cities, Public Health Solutions, the Saline County Sheriff’s Office, Wilber Police Department, Crete Police Department, Friend Police, Wilber-Clatonia Public Schools, Crete Public Schools, the Dorchester and Friend School Districts, Doane University, parents, students, local business owners and faith partners; we continue to enrich our capacity for future endeavors.

This past year, the Coalition made significant strides in promoting responsible use of alcohol. Our efforts included:

1. Marketing. We engaged the faculty and students of Doane University to conduct a comprehensive marketing research effort. With their invaluable assistance, the Coalition has several options before us regarding the use of social media and possible methods to best put the Coalition’s identity and purpose before the people of Saline County.
2. Red Ribbon Week. We again promoted this nationally recognized program throughout our Communities. Coalition members garnered the support of the County Board of Commissioners and village and city councils. Law enforcement officers also partnered with local schools to involve 5-8 grade students in prevention and awareness activities.

The Coalition also placed red bows in various cities and villages and also placed a large banner across the main thoroughfare of Crete, our largest city.

3. Czech Heritage Drug/Alcohol Prevention Youth Activity. Partnering with the City of Wilber and the Czech leaders throughout the County, the Coalition sponsored a youth-oriented prevention activity during “Czech Days”, one of Nebraska’s largest cultural events of the year. Music, soda, dancing, fun and a prevention message encouraged our teens to refrain from misusing alcohol.
4. Alcohol Compliance Check. The Coalition is coordinating with the Nebraska State Patrol to organize a highway compliance check before June.
5. Extra Patrol. Local law enforcement agencies provided extra foot and mobile patrol during key events throughout the year.
6. Responsible Beverage Server Training. The Coalition sponsored this important training in Wilber prior to Czech Days.
7. Prom/Graduation Awareness Campaign. The Coalition sponsored letters from the Saline County Sheriff to high school students promoting alcohol-free activities.
8. Prevention-Based Radio, Newspaper, Banner and Billboard Message Campaigns. The Coalition blanketed the County with positive messages encouraging everyone to avoid the dangers of alcohol and drug abuse.
9. School Sports Flyer and Popcorn Bag Awareness. Leveraging the high attendance of parents and students at our local sports events, the Coalition placed our reoccurring messages on material handed to them at concession stands and entrance gates.
10. Coalition Website: With the partnership of Doane students, the Coalition kicked-off its website.

Collaborations with other agencies and partnerships with area organizations will increase and improve; as an example, our progressive relationship with the Doane University faculty and students and our reoccurring contacts with all local governing bodies. Through these interactions, we will continue to strengthen and achieve strategies and activities based on the specific identified needs. While this ‘plan’ highlights ‘one-year’ objectives, it does embrace future year extensions. Several of these individual tasks comprising our strategies can certainly be described as ongoing, multi-year endeavors.

The goals, objectives, and expected outcomes of the Saline County Drug & Alcohol Prevention Coalition are:

Prioritized Objective 1: Strengthen collaboration among community members, private business and nonprofit agencies/groups, and Federal, State, and Local governments to support the efforts of the C/URB Coalition to prevent and reduce substance abuse among youth in Saline County.

Relative Strategy 1.1: Maintain and/or increase stakeholder representation throughout Saline County involved with the County Coalition. This is and will continue to be an ongoing strategy. This Coalition is using a ‘committee based’ approach and we anticipate an outcome of increased buy-in by its community members when they are left in smaller groups and/or tasks to bring back to the full meeting.

Expected outcome: Continued involvement with awareness and education of Coalition members using individually focused goals will result in the broadening of member resources that will have a direct and positive impact on all those we've contacted with disseminated information to and from each stakeholder. This will allow the Prevention Coalition to improve its sustainability.

People served: This particular strategy would serve the Coalition membership, via committee. Those benefiting are those currently attached as both active and supporting 'members' of our Coalition, one-hundred and four (104).

Relative Strategy 1.2: Develop coalition membership that represents all sectors and geographic areas of the county to include representatives from local businesses, volunteer organizations, churches, healthcare professionals, law enforcement, local government, media, parents, youth, teachers and any youth serving agency that will come to the table.

Expected outcome: Increase the community awareness, investment and involvement in our Coalition's prevention efforts.

People served: The number of possible individuals served is unknown. It would be best to conclude our strategy would encompass the serving of all twelve (12) known federally recognized sectors of involvement. Numbers within those groups are difficult to calculate but would include the majority of our County's population base.

Relative Strategy 1.3: Increase involvement of "critical" partners of the Saline County Drug & Alcohol Prevention Coalition: students, schools/university, health/hospital services, Juvenile Diversion, Teammates Mentoring, local and state government, law enforcement, human services agencies, churches, and media.

Expected outcome: Increase the knowledge of risk of harm among our youth.

People served: This group would be "partners" with the Coalition and outside the scope of being 'members' of the Coalition. This also would be incalculable in a realm of time extended beyond the one-year plan. Best guess scenario, 10-12.

Relative Strategy 1.4: Increase funds and resources available to the Saline County Coalition. Augmented funding will allow us to follow through with fewer hesitations with some needed activities.

Expected outcomes: The Coalition received several in-kind donations from concerned community members on behalf of several area banking institutions. We hope to continue sharing the possibility of receiving additional funds through community donations in the future, helping to support the sustainability of the Saline County C/URB Coalition. These types of funds can be used "at the will of the Coalition" when situations arise where needed funding is required beyond that which is purportedly offered to us under this grant application and/or help to support those strategic plans in partnership or beyond our initial request.

People served: Those served would equal those served in total for all other tasks and/or strategies.

Relative Strategy 1.5: Increase knowledge/skills of Coalition members regarding successful prevention measures by collecting information and data through active member activity experience, maintaining a representative in attendance at regional coalition meetings, inviting knowledgeable speakers to the local meetings, conversational contacts in the community, and taking advantage of recruitment opportunities.

Expected outcomes: By increased knowledge, through continued data collection, skills, and learning programs, will assist the Coalition members in creating effective strategies and activities to provide a positive effect on county residents and youth; all the while strengthening the resolve of the Coalition.

People served: Those served may be limited to Coalition members, its Committees and associated Partners. Beyond this, the information farmed will play indirectly in service to all residents of Saline County.

Relative Strategy 1.6: Increase youth involvement in Coalition planning and activities by continuing to extend invitations to meetings and visiting the schools ‘where the kids are’. The one-year plan involves coordination with the area schools that have known civic, health or wellness groups. Crete High School TeamMates and Wilber-Clatonia TCBY are known and will be focused upon during this year.

Expected outcomes: By assuring youth are involved provides youth ownership of any and all achievements made in creating safe, healthy, and positive environments in which to live and learn as young community members.

People served: This element would be a new beginning of a longer range, strategic plan. The end result of those served would be calculated by the number of twelve-eighteen (12-18) year olds we have in Saline County.

Relative Strategy 1.7: Increase School involvement in Coalition planning and activities.

Expected outcomes: This is an area where the Coalition has found the most difficult connection to sustain over the course of the year. School administration, faculty and students can, and often do, change the dynamic of any potential partnership. We are making small steps forward in addressing this situation with continued invitations to meetings, with school visits, and most productively, Red Ribbon Week activities. It can be said, “We’ve made it through your door”. Our goal is to continue the message of “...we won’t be leaving anytime soon”.

With respect to Education: Educating youth is well beyond an 8-hour job. Schools staffs, teachers and administrators, are very much dedicated and already feel a great deal of pressure from a multitude of external entities. We will attempt to walk softly, giving ourselves over to patience, yet moving forward in attempts to connect with each school with an ongoing partnership of prevention.

People served: Again, long term goal. Yet, this upcoming single-year plan encompasses the working partnership with the two known groups/clubs in our

community schools in planning the development of a long term, supportive partnership.

Prioritized Objective 2: Reduce the incidence of youth involved in illegal activity; MIP, Tobacco purchase, drug possession, and subsequently - among adults, by addressing the factors in a community that increase the risk of substance abuse and/or promote the risk of shared or learned substance abuse. (*Substances may include, but are not limited to: narcotics, depressants, stimulants, hallucinogens, cannabis, inhalants, alcohol and tobacco.*) It also remains a priority to bring to light the positive aspects in existence among youth in the County.

The backbone of our approach dealing with all elements of Objective 2 are the goals placed upon ourselves due to the learned experience in coordination with Doane University in Crete during the 2nd semester - 2015-16 school year. We've endeavored thus far to build a relationship with the faculty, staff and student marketing and digital design classes at Doane that will enable us to proceed with a marketing strategy that exceeds what we can structure on our own. These marketing concepts will not only fold into our remaining ideas for the current grant year but are designed to be brought forward into the future. We anticipate and plan for elements outlined to us, including the following:

Relative Strategy 2.1: Parents of school aged children will be aware of and increase their awareness and commitment to educational opportunities highlighting the importance of creating and maintaining a healthy and drug free living environment for their youth in Saline County. We have used in-kind media alerts as well as paid advertisements in connection to prevention messages in County newspapers. Banners have also served and will continue to serve the schools and those visiting the schools for sporting events.

Expected outcomes: This relative strategy will provide a continued beginning as a notifying informational system for parents to acknowledge the safety parameters of their children while better availing themselves to do the same for others when confronted. In other words, a continued reminder that drugs and alcohol are unwelcomed in our communities.

People served: Relative to local eyes on advertising in area newspapers, Crete News currently has 3200+ subscribers. The Wilber Republican sees 1,400+. The use of school banners and those having an eye on this element are unknown, but many.

Relative Strategy 2.2: Continue to monitor and identify county risk and protective factors for all youth, in area schools, in grades 8th, 10th, and 12th through the use of the SHARP Survey Instrument; NRPFS, in addition to the Nebraska Crime Commission – FBI Crime data figures and all other data collection models which can be found to target the needs of Saline County.

Expected outcomes: By doing so, needed information regarding the extent of alcohol and other substance abuse issues will be collected and used to identify those needs and problem areas in our county/communities. It would also go without saying to identify areas of improvement in which to show evidence paths in which to continue building.

People served: Primary individuals served are the schools, Coalition members and other community stakeholders who sift through and disseminate the information to use in building upon current strategies, or using the data to create new strategies for the future. The end result is that the entire population base of Saline County will be served using the information provided by the SHARP survey.

Relative Strategy 2.3: Target available audiences with information by use of media campaigns in county newspapers, school sports programs, banners/skins in school gymnasiums, social media campaigns through website, FaceBook, Twitter, etc., and research/implement the inclusion of marketing and graphics design students from Doane University, along with any available assistance from area high school media class students, to prepare public marketing program designed to open doors in several areas: Public Service Announcements (PSA's) for use in a radio advertising campaign, logo development for print and online advertising and educational website and any other potential offerings

Expected outcomes: Patrons at local events typically attended by parents, students, and community members alike will be captivated in allowing shared information to be placed easily in front of them. By doing this, the reach will extend and thereby compound as dedication to this effort is maintained.

People served: This is difficult in which to put a number. It encompasses students, schools, faculty and the Coalition members out of the gate. Yet, the service to the community derived from this approach is far reaching.

Relative Strategy 2.4: Expand efforts to reduce the availability and accessibility of alcohol to youth in Saline County through the support of compliance checks by utilizing available resources provided by the Nebraska State Patrol on the road and in establishments where those substances are located and obtained. Responsible Beverage Server Training (RBST) is another sub-strategy having a direct correlation to the education aspect of prevention.

Expected outcomes: A reduction in availability and accessibility results in a reduction of use and a decrease in law violations received by those under 21.

People served: Those served in the educational aspect of this approach would be the establishment owners/servers targeted by the strategy. Secondary, and no less important, is the end result of future recognition that serving alcoholic beverages has an attached responsibility; benefiting not only youth, but all County residents.

Relative Strategy 2.5: Explore avenues of youth involvement that would open doors of availability to them when spending positive time away from home. By addressing the question of, "*what is there good for kids to do?*" we concentrate on finding unexplored means to expand youth involvement in area communities through activity and social engagement. One such strategy saw the potential to engage not only the youth of Saline County during the annual Czech Days Festival but many other visiting youth from outside the County who are taking part in the annual celebration. Last year's C/URB sponsored youth, prevention oriented event

would be welcomed as a safe, drug and alcohol free youth dance and music night. This was seen as a great opportunity to continue educating and sharing important prevention information while teens can remain in a safe, public environment.

Expected outcomes: Increased time in healthy environments, away from idle influences or negative encounters often associated with events such as Czech Days in Wilber where the abundance of alcohol can be problematic during certain times during the event.

People served: Historically, this event can capture 60-120 youth, at a minimum, of which can be served. Our first-year event in 2015 gathered roughly 60-70 teens who enjoyed the activity.

Relative Strategy 2.6: Reach out to parents of high school students highlighting the importance of parental and educator influences utilizing focused elements of “40 Developmental Assets”, as a foundation in messaging placed in mailings to parents, as being addressed from local law enforcement, essentially “enforcing” the elements of “40 Developmental Assets” in an annual letter writing campaign centered around either high school proms or graduation.

Expected outcomes: Increasing awareness and education among parents when spreading a positive campaign centered on the assets identified by the Search Institute®. The long-term approach to measurable benefits and outcomes is to be expected. This long range result in less use by youth as defined by promoted this positive community norm.

People served: This would range depending on the target event. Graduation events when mailings are used would target and serve 215. If the event was Junior & Senior Prom mailings, it may easily double to 430.

V. Logic Model

Problems and Related Behaviors	Risk Factors	Interventions	Short-term Outcomes	Long-term Outcomes
	Protective Factors			
Underage Drinking in Saline County	Easy first-hand Access to Alcohol	+Compliance Checks	Reduce the number of sales to minors	+Reduce underage current use and binge drinking abuse +Stabilize/reduce increased reliance to alcohol access
	Enforcement and awareness of laws and repercussions	+Support enforcement efforts by all local jurisdictions		
Underage Drinking in Saline County	Easy second-hand access to Alcohol	Directional education campaign via newspaper, internet, and advertisement interaction at numerous county sporting and school/family events	Awareness levels rise to the problem of supply and demand via access to alcohol by provisional adults	Reduce the overall use of alcohol in youth under 20 years of age in Saline County
	Awareness through education of illegal contributions by legal-age young adults and parents			
Underage Drinking and/or substance use/abuse in Saline County	+County residents often ignoring the extent of drug/alcohol use/abuse among people under the age of 20 +Lack of training and/or educational materials for parents and teachers	Put in place approaches based upon “40 Developmental Assets” making information available to members of the community through mailing/handout materials when and where that information would pose the greatest impact	Parents and teachers and community members would begin to re-enforce “support”, “empowerment”, “positive community norm values” in connecting to children and students	+County youth will be encouraged, supported, nurtured, and strengthened by the positive influences of parents and teachers +There are many parents and teachers standing at the ready to learn and help the community address substance issues
	Coalition developed and functioning - Community members willing to help with substance abuse intervention			

Problems and Related Behaviors	Risk Factors	Interventions	Short-term Outcomes	Long-term Outcomes
	Protective Factors			
Underage Drinking and/or Substance use/abuse in Saline County	Youth lack positive environmental activities in the County or are limited in available programs in and away from school	Explore opportunities to involve schools, churches, Civic groups, Doane University and businesses in finding new approaches to support functions in giving youth additional opportunities for mentoring and time away with friends	+Adults will support and model healthy and community engagement +Youth will begin to engage in activities and practices that keep them occupied in positive environments	Youth will be empowered to use time wisely while enjoying a healthy social life and life style
	Awareness and involvement by business and civic groups who are ready to offer resources to assist in expanding youth involvement at area events			
Underage Drinking and/or Substance use/abuse in Saline County	Communication and multi-district, group encounters and joint school ventures are lacking	Initiate collective involvement by holding informational meetings with area school(s) faculty or staff to discuss joint, collaborative efforts to instill drug/alcohol free supported presentations and/or events	+Youth will be involved, invested, and empowered to be an influence on their peers and under classmen at school +Parents and adult community members reduce the availability of drugs and alcohol	Youth, Parents, and Community work collaboratively to promote an alcohol safe environment where younger teens have health role models in which to model
	There is a known youth drug/alcohol free, prevention group formed in one area school with a program and support mechanism			
Underage Drinking and/or Substance use/abuse in Saline County	Identified methods of support	Making use of local Doane University marketing students as identifiers when addressing voids in our Positive Community Norms Campaign	Peer groups nearest to our target prevention efforts will identify strategies that we'll quickly put into practice at fiscal year start date	This marketing group instills potential when finding long ranging initiatives relative to our Positive Community Norms Campaign
	Using Doane University students as marketing team			

VI. Implementation Plan

As the Saline County C/URB Coalition, all members will in various ways be involved in the implementation of the strategies identified on the logic model. The plan will be implemented and reviewed at monthly coalition meetings with roles and responsibilities being discussed as the strategies are planned and pre-implemented. Members will continue to collect, use and share feedback data as it becomes available.

The members of the Coalition want to be a driving force behind countywide prevention efforts for our communities. By implementing the strategies in this our one-year plan, even as some strategies are multi-leveled and require several years to measure results, we will build sustainability of the Coalition by keeping and recruiting new members while leveraging any and all needed resources available to us.

Umbrella Strategy; Marketing Plan: During the course of ‘implementation’ we will dedicate much of our overall strategical approach, as we address each sub-strategy, in our reliance upon the learned partnership being developed by Doane University and its Marketing program. While it is easy for us to make assumptions based upon last year’s successes, we will fold those successes into an educated plan designed to present the Coalition in a most productive light. During the previous months it included the design of a high visibility and memorable coalition logo, colors and slogan, the use of a newly formed, visual identity in banners, signs and various print advertising, as well as our informative online website. During its second semester class, the marketing students at Doane had been given liberty and latitude in which to arrive at a youth-based approach to drug & alcohol prevention messaging on our behalf. We look forward to implementing those youthful endeavors related to our united strategy.

- 1. Search Institute®, “40 Developmental Assets”:** The Saline County C/URB Coalition will utilize the assets promoted by the “Search Institute®” as a framework of strengths and support, which has become one of the most widely recognized, most frequently cited approach to positive youth development. For more than 50 years, the Search Institute® has been a leader and partner for organizations in discovering what kids need to succeed on a worldly basis. Our local Coalition will implement an environmental campaign addressed toward parents and using various elements of the “40 Developmental Assets” Campaign as a foundation. The planning and implementation for this program will involve the following:
 - a. An educational approach** with any group or one-on-one conversations held with area schools and other stakeholders as representing the Coalition in learning and responding to needs expressed by those entities in which the Coalition can collect and provide in regard to the available elements contained in “40 Developmental Assets”. This helpful approach may provide research materials, student handouts, CD’s & DVD’s, survey materials, trainings and speakers, etc. We will look for ways in which to implement these Assets.
 - b. Advertising** of any element of the “40 Developmental Assets” can and will be incorporated into print and online advertising in which the Coalition engages. There are many focal topics in which to choose.
 - c. Supplies** will be needed in our annual mailing campaign to parents prior to either high school prom or graduation events. This will be a well orchestrated letter centered partially

- upon a heightened awareness of County drug/alcohol prevalence, “40 Developmental Assets” material and a congratulatory message associated with the mailing event will be used.
- d. **Trainers/Speakers** will be kept in mind as we move forward with promoting a positive community norms campaign; learning of the feedback from the marketing students at Doane University, we request this funding be included during “Red Ribbon Week” and when other opportunities present themselves.
2. **Education & Positive Community Norms Campaign** will be implemented which capitalizes on the following elements for information dissemination:
- a. **Banners/Skins** will in some degree be coordinated with area High Schools and placed in school gymnasiums to address both youth and parents with a prevention message. The previous year “Timeout”/Sports relevant theme presented in each High School during basketball season brought back supported feedback and good comments from parents. We will partner with area schools for other connecting, theme-based banner ads in the upcoming year as our partnerships continue to grow.
 - i. **Roadside Signage/Billboards** is an element of advertising that provided good responses, although short lived. We will again entertain the prospect of this again with our spring/summer prevention messaging application.
 - ii. **Postal Mailing** while seemingly sparse, this does offer us a vehicle to share with members of our local communities who are better reached by way of traditional means. Churches and the elderly receive letters as personal invitations to contribute and/or supply feedback to the Coalition. Larger groups, such as local Churches, post letters on bulletin boards so that information is viewed by all members of their organization/church body that are best delivered via mail.
 - b. **Newspaper Advertising** will be used to place informational data and provide useful reminders of the negative impact drug/alcohol use/abuse have on our community. Doane University students have been heavily involved in creating youth-based messaging to be utilized as we begin to designing such ad campaigns in the upcoming year.
 - c. **School Game/Event Advertising** can be used in connection with sporting events and other gatherings at area schools in which patrons are handed programs that include drug/alcohol prevention information. Youth and adults in the community see this as a valuable, visible, and soon to be expected reminder. This element can be expected to cost very little, if not supplied as an “in-kind” support mechanism by area schools, when supplied suitable information/data to do so.
 - d. **Public Service Announcements (PSAs)** are planned to connect local radio listeners to prevention based advertising. Teen student voice-overs were used to produce quality prevention ads over the airwaves using chosen radio stations last year. This was seen as a suitable way in which teens could typically be reached when they tune to their popular stations.
 - i. **PA PSA’s** written for sporting event PA announcements is another probable undertaking that requires time, information gathering and sharing with County schools.
 - e. **County Events:** Search and explore ongoing ideas that infuse the Coalition and its purpose into area wide event gatherings.
 - i. **Czech Day’s** is one such event that brings the Coalition to the table in several

ways:

1. **Uniformed Law Enforcement**, while not supported through this proposed grant, this will be an “in-kind” request the Coalition will make to invite the presence of the Nebraska Highway Patrol in and around the festival area as a community support tool and as a reminder that prevention looms over this public gathering and supported by the event organizers, the community, law enforcement and the Coalition.
2. **Drug/Alcohol Free Teen Event**, supported by the Coalition and the Nebraska Czech’s of Wilber, we will use grant supported dollars for several activities such as a dance, DJ music and possible game-night during the Czech Festival. This is a youth event that is also supported by the Nebraska Youth Action Board (YAB) in hopes of bringing youth from other County’s into the event to take part in an growing, youth-based activity located within our safe, adult sponsored and controlled environment; apart from general crowd of revelers.
- f. **Red Ribbon Week (RRW)** will be an excellent opportunity for the Coalition to help support schools during “Red Ribbon Week” when drawing city governments and county government together in uniting in resolution for the sake of drug & alcohol prevention. RRW was a great success for us last two years and we will strive to make it an even more productive experience; inviting Main Street businesses to take part in the observance and support of RRW.
 - i. **Local Government** will be invited and recognized when signing resolutions/proclamations in observance of Red Ribbon Week.
 - ii. **Youth** in County schools will again be provided prevention messaging in which to take home and take ownership when reminded of the weeklong event and as they move forward in their new school year.
 - iii. **Auditorium Speaker** is planned to be funded for any and/or all schools wishing to have this involvement at some point during the week-long event.
 - iv. **In-kind Advertising** will be expected again this year as local newspapers were kind enough to run photographs and content pertaining to RRW in their weekly newspapers. We will again make ourselves available in providing the media with a variety of Coalition information in connection to RRW.
- g. **Internet Presence:** We will continue our work under the 2014-15 grants funding to develop our community Coalition website presence. This will be used for educational, data and other resources requested by the community. As mentioned elsewhere in this application, we will be using Doane University marketing and graphic design students as one of our creative springboards to further this project. In addition to the Coalition website, FaceBook and Twitter feeds are planned as additions in this effort.
3. **The Nebraska SHARP Survey Instrument:** The Coalition engaged in conversations with area High Schools and encouraged each to administer the SHARP NRPFSS survey instrument in the fall of 2014. Information has since surfaced that we were successful in being a small part of enforcing the need for the data derived from the student survey as it is designed to provide schools and communities with important local-level data to help them plan effective prevention and intervention programs identifying and reducing substance abuse, and antisocial behaviors among youth. The survey is conducted with 8th, 10th, and 12th grade students on alternating years. Information and data from the 2012 survey had been available to us as a Coalition and the

public since the fall of 2013. This new round of data from the 2014 survey was made available earlier this year and studied in preparation for this grant proposal.

4. **Youth Alternative/Youth Activities:** Provide requested support, guidance, and planning for youth programs and activities where either/both peer-developed, school sponsored education pieces, dances or other events can be used to highlight a drug & alcohol-free, safe environments in which youth can be engaged. (*Expanded upon above County - Teen Event*)
5. **Compliance Checks** will be encouraged and supported by the Coalition with the Nebraska State Patrol and local law enforcement. A compliance check is a tool to identify alcohol establishments that sell alcohol to minors. These have been an effective tool in reducing teen access to alcohol. The Saline County C/URB Coalition will seek to recognize in our prevention advertising campaign all businesses that successfully complete compliance check.

VII. Local Administration

The County C/URB has introduced by way of this grant a proposed funding source for administrative costs, or a stipend, to support the leadership efforts of the Coalition. In adhering to the limits associated with this request, the Coalition will use the prescribed 20% as its requested amount. The Coalition Chairperson will locally administer such programs, activities and services herein described. He/She will act as the primary recipient relevant to the administration funding provided by this substance abuse prevention and treatment block grant (SAPTBG). The use of these funds is to administer and maintain development of the County's comprehensive primary prevention program that includes activities and services provided in a variety of application and settings.

VIII. Successes and Challenges

The Prevention Coalition has made measurable progress in several key areas within the prevention framework aimed toward the under aged in our County communities. We include below a numbered list outlining what we feel are our primary successes, along with their associated challenges:

1. **SUCCESS:** Over the course of the first year under our federal grant application, and the use of resources received therein, we have built strength and sustainability in our Prevention Coalition membership through both paid and in-kind advertising, phone, email and postal mailings to interested stakeholders and potential parties in reaching out to achieve a goal of providing full sector involvement in our planning and implementation strategies. Our first meeting began with an estimate of 12 people present and has grown to almost 100 contacts from the year-long stream of meeting visits and/or a simple request by others to know more about the work of the Coalition. We continue to search for ways to expand our reach and involvement where there may be found a void in any particular sector.
 - a. **CHALLENGE:** We recognize the need to insure sustainability by using the strengths of our membership to a broader degree. Keeping the membership at the table properly engaged from meeting to meeting, tying them personally to various projects, is often overlooked and we wish to accept the challenge in making changes to correct this.

2. **SUCCESS:** A devotion of time, energy and resources were given to each of the four high schools in our County in connection to the annual Red Ribbon Week (RRW) campaign. The Coalition was as the table in developing a RRW Proclamation in each school. Those schools also accepted our involvement in procuring the RRW wrist bands that used the universal theme, “Love Yourself – Living Drug Free” in 2014 and likewise similar, “Drain a Bottle – Drain Your Future” message in 2015. A visit to each school by a Coalition representative was well received. In addition, the Coalition promoted RRW to each city, town and village within the borders of Saline County, along with the County Board, and was 100% successful when speaking to each of those ruling councils about RRW. We also provided each agency with their own special Proclamation in which each of those governing agencies signed and pledged to support a drug-free community & environment.
 - a. **CHALLENGE:** As far reaching as our rural school districts and government agencies were touched by the connection to RRW, we can see a further outreach being extended in the upcoming year(s) to the business community making home in those communities. Our challenge is to expand our RRW campaign onto main street storefronts in an attempt to broaden the visual awareness to RRW and its associated activities.
3. **SUCCESS:** We had started with a conversation with several staffers at Doane University in an attempt at feedback from the University students regarding prevention at that level. We’ve since developed an even greater than expected partnership that encompassed Professor guided, class project activities in two areas beneficial to the sustainability of our Coalition; Marketing and Graphic Design. Doane University marketing students had taken our Coalition on as ‘clients’ and have structured a template for marketing opinions and proposed ideas in helping spread the word of prevention in the most productive and worthwhile way. Meanwhile, another such class of graphic design students facilitated the creation of a logo in which we now use in our publications, print and online advertising, website, email and postal mailings. The end result of this process is seen beneficial to the Coalition and its identity well into the future.
 - a. **CHALLENGE:** The challenge here rests solely on the limits at which funding, community resources and volunteer membership rises to meet.
4. **SUCCESS:** Since 1962, the Nebraska Czechs of Wilber have held an annual festival in the Saline County town of Wilber. The three day event attracts visitors from all over the U.S. The originators of the festival saw it as a means by which to provide a tourist attraction while perpetuating Czech culture and honoring its proud tradition of heritage through music and dance. While many are drawn to this small town to enjoy the festivities, there can also be times when the celebration takes an unhealthy turn. The Coalition, under the authority and sponsorship of the NE Czechs of Wilber, announced the partnered decision to advertise the restriction of alcoholic beverages used by participants during each of the parades held during each day of the festival. While this seemed an obvious request, it had become an issue with many onlookers who saw the need for a reminder and subsequent enforcement by local officials prior to the start of each parade. The Coalition takes pride in knowing the festival organizers are in tune with prevention

in this improved extent. We will continue encouraging further partnerships and be of help in all ways to safely provide for future prevention efforts during this cultural and well attended event.

- a. CHALLENGE: There will always be an element of ‘over use’ and ‘partying’ at this type of event. We are encouraged by fresh conversations dealing with our expanded role during the Czech Festival. In particular, we’ve made good progress in coordinating a “drug/alcohol free” teen dance and social during the Czech Festival in August, 2015. Our challenge is to assist in planning and implementing this large group activity as a partnering effort with the Nebraska Czech’s of Wilber again this upcoming year. This is our challenge; to continue improving on a great start.
5. SUCCESS: Over the course of the past year, we have been provided with several opportunities for ‘in-kind’ donations. Some are offers of a reduction in price, others were free notifications by the local print media when advertising our monthly meetings, yet another was of a monetary nature. We have since found a suitable banking solution that would provide a nesting area for any further donations the Coalition would receive in the future.
 - a. CHALLENGE: We now have the potential to offer acceptance of continued community buy-in support. It could be said that pursuing in-kind fundraising is a challenge just an advertisement away. We will continue to explore our options and opportunities.

IX. Supporting Data

The Saline County Drug & Alcohol Prevention Coalition currently uses existing data from past Nebraska Risk and Protective Factor Student Surveys. This data focuses on 8, 10, and 12 grade student responses including: Frequency of use in the past 30 days, lifetime use, perception of risk or harm, and perception of disapproval. This survey is conducted bi-annually in participating schools. Four schools in Saline County participated in the 2014 Risk and Protective Factor Survey.

The Coalition will encourage Saline County schools to participate in this valuable survey, as it is administered, every other year. The Coalition will also continue to collect available data from other sources such as: Law enforcement, Public Health Solutions and others.

Data mined from the 2014 NRPFSS							
Data Measure	Grade	2014 Prevalence Rates (How common is this?)*			Comparison	Saline County 2010	Saline County Trend
		Saline County	Regional	State			
Past 30-Day Alcohol Use	8	6.6%	3.9%	4.4%	More prevalent than both regional and State	6.6%	No change
	10	13.4%	12.5%	15.9%	More prevalent than region but less than State	17.5%	- 23.4%
	12	20.3%	26.8%	29.6%	Less prevalent than both regional and State	38.0%	- 46.6%
Lifetime Substance Use	8	19.2%	-	18.4%	More prevalent than State	26.2%	- 26.7%
	10	34.0%	-	40.5%	Less prevalent than State	54.2%	- 37.3%
	12	64.2%	-	60.0%	More prevalent than State	71.3%	- 10%

*Represents students who completed the Nebraska Risk and Protective Factor Student Survey (NRPFSS) and is not intended to represent all students in any school district

Nebraska Risk and Protective Factors Student Survey Comparisons – 2010, 2012 & 2014

Past 30 – Day Use Rates	Substance	Grade 8			Grade 10			Grade 12		
		2010	2012	2014	2010	2012	2014	2010	2012	2014
Alcohol										
	Local	7.0%	5.3%	6.6%	18.0%	19.9%	13.4%	38.0%	43.1%	20.3%
	Regional	7.0%	5.1%	3.9%	21.0%	16.7%	12.5%	34.0%	31.3%	26.8%
	State	8.0%	6.3%	4.4%	21.0%	18.4%	15.9%	35.0%	31.4%	29.6%
Binge Drinking										
	Local	3.0%	2.0%	2.7%	15.0%	12.5%	7.3%	24.0%	29.4%	15.0%
	Regional	3.0%	1.9%	1.8%	14.0%	9.9%	8.1%	28.0%	22.6%	18.8%
	State	4.0%	2.8%	2.2%	13.0%	11.3%	9.5%	26.0%	21.7%	21.2%
Marijuana										
	Local	2.0%	0.7%	1.6%	9.0%	4.4%	2.7%	10.0%	7.8%	10.8%
	Regional	2.0%	1.1%	1.9%	8.0%	8.7%	7.6%	9.0%	10.4%	14.1%
	State	2.0%	2.3%	2.3%	8.0%	8.6%	16.6%	12.0%	11.7%	12.7%

Past 30 – Day Sources of Alcohol	Substance	Grade 8			Grade 10			Grade 12		
		2010	2012	2014	2010	2012	2014	2010	2012	2014
	Response									
Gave someone money to buy it for me	8.0%	16.7%	13.6%	28.0%	40.0%	25.9%	49.0%	40.0%	35.3%	
Other family member gave or bought it for me	n/a	41.7%	27.3%	14.0%	30.0%	19.2%	15.0%	25.0%	20.6%	
Got it from a parent	10.0%	25.0%	4.5%	11.0%	10.0%	7.7%	21.0%	15.0%	11.8%	
Got it at a party	23.0%	58.3%	17.4%	75.0%	71.4%	30.8%	78.0%	60.0%	52.9%	

*FBI Juvenile (17 & Under) Arrest Statistics		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
	Drug abuse violations	4	4	5	3	4	3	7	14	9	8	17
	Driving under influence	4	2	1	0	1	1	0	1	1	0	1
	Liquor laws	25	15	13	9	15	19	14	8	24	4	13
	Disorderly conduct	6	6	18	6	7	6	7	9	7	8	6

*FBI Adult (18 & Over) Arrest Statistics		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
	Drug abuse violations	35	52	29	20	20	11	23	35	30	40	26
	Driving under influence	114	116	124	91	96	85	57	76	47	39	38
	Liquor laws	58	59	63	40	60	30	36	79	94	16	70
	Disorderly conduct	38	37	36	50	59	33	43	34	47	39	25

*Data derived from – Nebraska Commission on Law Enforcement and Criminal Justice - <http://www.ncc.ne.gov/>

The Saline County Drug & Alcohol Prevention Coalition will continue to collect local data from the Saline County Attorney’s and Sheriff’s Offices, local police departments, the Nebraska Department of Probation, the Nebraska Department of Health and Human Services, and other open sources to monitor data pertaining to the procurement of alcohol, driving under the influence, minors in possession, open container, minor misrepresenting age, possession of drug paraphernalia, possession of marijuana in Saline County, surrounding region, and across.

X. Subcontracts with Prevention Providers

The Saline County Drug & Alcohol Prevention Coalition does not currently have any subcontracts with Prevention Providers.

XI. Sustainability

The Saline County Drug & Alcohol Prevention Coalition works cooperatively with its members and Community partners for the long-term sustainability of the group, to include recruiting new members, through shared experience and vested interest in the well-being of the people of Saline County. The Coalition will emphasize partnerships with youth, law enforcement, county attorney's office, Public Health Solutions, Crete Area Medical Center, news outlets, churches, civic organizations, parents, and schools in all rural areas, cities and villages our communities in including. We will continue to monitor and use available data to measure and assure proper focus, attention and efforts in the most effective way. Our Coalition believes evidence-based SUCCESSES will fuel answers to our local CHALLENGES in the coming year.

XII. Evaluation

The Saline County Drug & Alcohol Prevention Coalition will continue to use the SHARP Nebraska Risk and Protective Factors Student Survey (NRPFS) as a key measurement of our continuing SUCCESSES. Given our development of positive personal relationships we've formed within our many schools, their continued involvement is certain.

The results from the NRPFS Survey are shared with community members and will undoubtedly drive our planning and implementation of strategies throughout Saline County. The Coalition recognizes the NRPFS as our best way of obtaining data directly from the voice of our youth. Projected data will be collected through assessments with Region V Systems, project documentation (e.g., meeting and program reports), and observation at coalition meetings. This information will provide Coalition members with feedback necessary to assess our effectiveness and guide those changes needed to be executed and improve the implementation and delivery of the project strategies and activities.

XIII. Attachment F: Coalition Sectors/Members & Role in the Application Process

Sector	Sector Member Name	Organization Name and Role	Specific Contribution to Coalition
<i>Youth (an individual 18 or younger)</i>	Sheyenne Kiesel	Wilber-Clatonia High School Student	Youth representative to the Coalition and grant review
<i>Parent</i>	Jayme Cowan	Parent	Media Committee member and grant review
<i>Business</i>	Dan McElravy	Crete Chamber of Commerce	Attending member and grant reviewer
<i>Media</i>	Pat Hier	Crete News Reporter/Photographer	Consulting member and grant resource advisor
<i>School</i>	Laura Sears	Doane University - Crete	Resource Committee Chair, grant preparation, organization and planning
<i>School</i>	Kurt Kiesel	Wilber-Clatonia High School - Educator	Media Committee Chair, grant review, organization and planning
<i>Youth-Serving Organization</i>	James Bates	Wilber-Clatonia TCBY Coordinator	Youth group sponsor and grant reviewer
<i>Law enforcement</i>	Steve Hensel	Crete Police Department	Saline County Drug & Alcohol Prevention Coalition Vice-Chairman, grant review/preparation, organization and planning
<i>Law enforcement</i>	Steve Sunday	Wilber Police Department	Saline County Drug & Alcohol Prevention Coalition Treasurer, grant review, organization and planning
<i>Law enforcement</i>	Alan Moore or Deputy Alternate	Saline County Sheriffs Department	Organization and planning and grant reviewers
<i>Religious or Fraternal Organization</i>	Dr. Wayne Reynolds, Pastor	Grace United Methodist Church, Crete	Grant preparation/review
<i>Civic or Volunteer Group</i>	Lori Pilfold	SE Nebraska CASA Volunteer	Grant reviewer
<i>Healthcare Professional</i>	Caitlin Moore	Public Health Solutions - Educator	Grant Reviewer/Contributor
<i>Healthcare Professional</i>	Jill Kuzelka	Public Health Solutions - Educator	Resource Committee member and grant review/preparation
<i>State, Local, or Tribal Governmental Agency</i>	Tim McDermott	Saline County Commissioner	Saline County Drug & Alcohol Prevention Coalition Chair, Media Committee member, grant preparation, organization and planning
<i>Other Organization</i>	Sarah Rinne	Chief Probation Officer – District 1, Beatrice	Grant review/preparation
<i>Other Organization</i>	Zach Pilfold	SE Nebraska CASA Program Coordinator	Grant review/preparation

XIV. Budget Justification

Program	Item	Justification	Budget Expense	Amount Requested	Total
“40 Developmental Assets”	Advertising	Newspaper Ads relative to “40 Developmental Asset” Info/Educational Material	\$375	\$375	\$375
	Supplies	“40 Developmental Asset” Based Materials (e.g., envelopes, labels, postage)	\$625	\$625	\$625
Education and Positive Community Norms Campaign	Postage/Printing	Miscellaneous informational materials, education, events notices, invitations where electronic communications does not suffice	\$600	\$600	\$600
	Billboards, Skins, and Posters	Signs, in the form of billboards and skins, along highways and posters on school property (e.g., gymnasiums and school hallways, youth events)	\$2,000	\$2,000	\$2,000
	Newspaper Advertising	Coalition created advertising campaign with area print media, newspapers, etc	\$1,700	\$1,700	\$1,700
	School game/event advertising	Place drug/alcohol prevention statements/data in sports programs, etc	\$500	\$500	\$500
	PSA’s	Local Radio Advertising & Public Service Announcements	\$3,200	\$3,200	\$3,200
	PSA’s (In-Kind)	Public Service Announcements at area events, games, etc.	\$0	\$0	\$0
	Annual Red Ribbon Week	Support County schools with Red Ribbon Week, etc upon need found/requested	\$2,000	\$2,000	\$2,000
	Guest Speaker	Speaker	\$1,000	\$1,000	\$1,000
	Website/Facebook/Twitter/etc	Maintain/Update informational, educational online presence – Website, Facebook, Twitter, etc	\$200	\$200	\$200
Alternative Youth Activities	Area Youth Focus Groups (In-Kind)	Invite and initiate online Focus Groups to gain information concerning needs perceived by youth – Online Survey	\$0	\$0	\$0
	County Youth Gathering Event	Partner/Organize an area wide Drug/Alcohol-free youth summer event	\$1,000	\$1,000	\$1,000
Compliance Checks, etc	Compliance Checks	Coalition Sponsored State Patrol Compliance Checks	\$1500	\$1500	\$1500
Travel	Mileage	Coalition member travel to and from Regional and/or State gatherings	\$400	\$400	\$400
			-	-	-
Subtotal:			\$15,100.00	\$15,100.00	\$15,100.00
Admin Costs	Personnel/Administration	Local Stipend/Admin Costs for Coalition Planning and Implementation	\$3,020.00	\$3,020.00	\$3,020.00
MISC	Fiscal Agent Fees – 7%	Fee via Region V for Fiscal Agency Duties	\$1,268.40	\$1,268.40	\$1,268.40
Total:			\$19,388.40	\$19,388.40	\$19,388.40