

# Needs Assessment Report

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)  
CLERMONT COUNTY

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## Community Profile

Clermont County has an estimated population of 199,139. The population is predominantly Caucasian (96.1%), with a small African American population (1.4%). Approximately 1.2% of the population identifies as multiracial and a similar percentage (1.6%) of the county's population reports being of Hispanic or Latino origin.

English is the predominant language, with 3.4% of residents reporting that another language is spoken at home.

Among residents above 25 years of age, 87.2% have a high school diploma and 24.8% have a Bachelor's degree or higher. Both the high school graduation rate and the percentage of higher education degrees in the county are similar to that of the state (87.4% and 24.1%, respectively).

The median household income (2006-2010) is \$58,472, which is above the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 9.3%. This is considerably better than the estimated state percentage (14.2%).

Clermont County is home to the University of Cincinnati - Clermont College.

*Note:* Data sources include the 2011 Census and the 2006-2010 American Community Survey.

## Introduction

**The community's biggest issue related to substance abuse:**

Clermont County needs to reduce the access to prescription drugs among the 18-25 year-old population in order to prevent individuals from misusing the medications. Of the 407 participants in the Community Readiness Survey, 71.53% believed that it is easy for people to get prescription drugs that have not been prescribed to them. The results of the Baseline Survey given to 18-25 year-old county residents indicated that 84% of respondents who reported misusing prescription drugs responded that they get their medications from a relative or non-family member. According to the Ohio Automated Rx Reporting System data, per capita dosage of prescriptions is higher in Clermont County than the per capita rate for the state of Ohio. This indicates that Clermont County residents are able to access prescription medications at a higher rate through physicians and other prescribers than in other areas of the state. A high per capita dosage of prescriptions can lead to greater availability of excess medications in the public possession.

**A description of the population being targeted for SPF SIG project:**

The focus of the Coalition for a Drug-Free Clermont County is on the 18-25 year-old population. At 17,947 individuals, this age group makes up approximately 9% of the total population of the county. According to the Community Readiness Survey, 86% of the respondents believed that substance abuse among 18-25 year olds is a problem in this community.

**Sub-target/underserved population(s) chosen for SPF SIG project:**

Clermont County will not be implementing the SPF with a sub-target/underserved population.

**Description of sub-target/underserved population(s):**

N/A

## Recent Community Needs Assessments

**Total Number of Needs Assessments: One**

<b>Needs Assessment:</b>	Clermont County Community Readiness Survey
<b>Year Conducted:</b>	2011
<b>Sponsoring Agency</b>	Clermont County Mental Health and Recovery Board and Clermont Recovery Center
<b>Findings Relevant to 18-25 Year Olds:</b>	<ul style="list-style-type: none"> <li>86% of respondents believed that “substance abuse among 18-25 year olds is a serious issue in my community.”</li> <li>81.8% of respondents believed that “prescription drug misuse is a problem in my community.”</li> </ul>
<b>Findings Relevant to Community Readiness:</b>	<ul style="list-style-type: none"> <li>92.9% of respondents believed that “preventing prescription drug misuse among youth and young adults is important.”</li> <li>70.3% of respondents believed that “other adults in my community believe preventing prescription drug misuse among youth and young adults is important.”</li> <li>71.5% of respondents believe that “it’s easy for people in my community to get prescription drugs that have not been prescribed to them.”</li> <li>87.7% of respondents agree that “improved management of prescription drugs” is a strategy that would reduce drug abuse in the community.</li> </ul>

## Community Readiness

### **Community Readiness Assessment Used:**

Two community readiness assessment tools were used. The Goodman and Wandersman's Community Key Leader Survey was used on a very small population segment. Another survey was developed by coalition members after reviewing a number of other community readiness surveys. The second survey was distributed to the general public at the Clermont County Fair, UC Clermont, and various community events. Nearly 400 surveys were completed.

### **Community Readiness Assessment Conducted:**

07/2011 - 10/2011

### **A review of the community readiness in the community, with respect to priority substance, found the following:**

For **prescription drug misuse/abuse**, the coalition determined that the community was in the *preparation* stage of community readiness.

### **Sharing community readiness findings in the community:**

The results have not been communicated to the community. It was decided that that it would be better to introduce more complete information about the situation.

### **Use of community readiness findings in strategic planning:**

It became clear from the community readiness assessments that, although the community is aware of the prescription drug misuse/abuse issue, the way to address the issue is not clear. More data collection was needed to determine which strategies would be most effective. In addition, although the community is supportive in general, there needs to be a stronger commitment to resolving the problem and a clearer direction as to how to address the issue. The data collected through the Baseline Survey helped with this process. When 18-25 year olds were asked if prescription drug abuse is a problem in Clermont County, 36% answered yes while 46% indicated that they did not know.

### **Suggested strategies for strategic planning:**

- Coalition board and recruitment training needs to be implemented. This will better define roles and responsibilities of staff and volunteers and provide structure for capacity building and sustainability.
- A survey targeted to 18-25 year olds will be distributed in the community to gather additional data from this audience. This survey will measure attitudes, age of first use, 30-day use, and perceived risk. This survey will be implemented annually.
- Active involvement and training of a core group of coalition members to collect and analyze data around prescription drug misuse.

**Plans to evaluate strategic plan strategies:**

- The effectiveness of the training and recruitment will be evaluated by reviewing coalition membership over time. If more people engage in the coalition, then the strategy for capacity building must be successful.
- Repeating the survey collection will provide comparison data to evaluate.
- Increased community involvement in the data collection, analysis and dissemination process.

## Individual-Level

**Based on the consumption data (30-day use and age of first use) analyzed, these are the community's major concerns surrounding the problem of consumption of the priority substance:**

According to the Clermont County Baseline Survey of 18-25 year olds, 14.5% (57) report having used a prescription drug that was not prescribed to them within the past 30 days for an average of 4.7 days per month. This indicates that 85.5% have not misused a prescription drug in the past 30 days. Of the respondents who provided an age of first use, 16.8% reported first use between the ages of 18 and 25. The concern is that individuals misusing prescription drugs in this age group may begin to abuse the medications more often and become addicted to the drugs because this is the stage of brain development when habits are formed.

**Based on the perceptions of disapproval data (attitudes) analyzed, these are the community's major concerns regarding the attitudes surrounding consumption of the priority substance:**

Disapproval of prescription drug misuse is high in Clermont County. 82% of the 18-25 year olds surveyed disapproved of prescription medication misuse – slightly higher than the disapproval rate for illegal drugs. This may reflect that prevention messaging about misusing prescription drugs is getting out into the community. However, it is alarming that in spite of this level of disapproval, 15% of this age group reported misusing a prescription drug in the past 30 days and 24% reported misusing a prescription drug at some point.

**Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance:**

76% of the 18-25 year olds surveyed perceive people who misuse prescription drugs once a month or more to be at a great or even moderate risk of harming themselves. In addition, there is still a perception among a number of 18-25 year olds, nearly 18%, that prescription drugs are not dangerous.

Priority Substance: Prescription Drug Abuse									
Data Available for Target Population									
30 Day Use									
<b>Specific Measure:</b> During the past 30 days, on how many days did you use a prescription drug that was not prescribed for you? Response Options: A number between 0-30									
<b>Does this measure qualify as a NOMs item?</b>					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Percent reporting use of a prescription drug that was not prescribed for self in the past 30 days	14.5%	Percent
Age of First Use									
<b>Specific Measure:</b> How old were you the first time you used a prescription drug that was not prescribed for you? Response Options: A number between 0 -100									
<b>Does this measure qualify as a NOMs item?</b>					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Mean age of first use of a prescription drug that was not prescribed for self	16.57	Mean
Disapproval of Use									
<b>Specific Measure:</b> How do you feel about someone your age using prescription drugs that are not prescribed for him/her once a month or more? Response Options: a. Neither Approve nor Disapprove, b. Somewhat Disapprove, c. Strongly Disapprove									
<b>Does this measure qualify as a NOMs item?</b>					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Percent reporting "somewhat" or "strongly disapprove"	82%	Percent
Perceived Risk/Harm of Use									
<b>Specific Measure:</b> How much do people risk harming themselves physically and in other ways when they take prescription drugs that are not prescribed for them? Response Options: a. No Risk, b. Slight Risk, c. Moderate Risk, d. Great Risk.									
<b>Does this measure qualify as a NOMs item?</b>					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Percent reporting "moderate risk" or "great risk"	76%	Percent

Priority Substance: Illegal Drugs									
Data Available for Target Population									
30 Day Use									
<b>Specific Measure:</b> During the past 30 days, on how many days did you use any other illegal drug? Response Options: A number between 0-30.									
<b>Does this measure qualify as a NOMs item?</b>					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Percent reporting use of an illegal drug	5.44%	Percent
Age of First Use									
<b>Specific Measure:</b> How old were you the first time you used any other illegal drug? Response Options: A number between 0-100.									
<b>Does this measure qualify as a NOMs item?</b>					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Mean age of first use of any other illegal drug	16.52	Mean
Disapproval of Use									
<b>Specific Measure:</b> How do you feel about someone your age using any illegal drug once a month or more? Response Options: a. Neither Approve nor Disapprove, b. Somewhat Disapprove, c. Strongly Disapprove									
<b>Does this measure qualify as a NOMs item?</b>					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Percent reporting "somewhat" or "strongly disapprove"	79%	Percent
Perceived Risk/Harm of Use									
<b>Specific Measure:</b> How much do people risk harming themselves physically and in other ways when they use any illegal drug once or twice a week? Response Options: a. No Risk, b. Slight Risk, c. Moderate Risk, d. Great Risk									
<b>Does this measure qualify as a NOMs item?</b>					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Clermont County Baseline Survey	2012	All 18-25 year olds in Clermont County	17,947	Convenience	394	394	Percent reporting "moderate risk" or "great risk"	80%	Percent

## Interpersonal-Level

### **Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Acceptance (Community Readiness Survey, Clermont County Baseline Survey)
- Multigenerational use (Clermont Recovery Center Information, focus group of key community leaders)
- 18-25 year-old perception (Baseline Survey)
- Culturally acceptable (Focus group of key community leaders)
- Available in homes (Clermont County Baseline Survey)

### **Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

No additional data needs to be collected on interpersonal level contributing factors at this time.

### **Plans to collect that data and/or evidence:**

N/A

### **Based on the data gathered on social norms, these are the concerns around social norms that might contribute to priority substance use in the community:**

- Acceptance: 8.6% of respondents to the Community Readiness Survey believe "It is okay to take more than the prescribed dosage of a medication if you are feeling more pain than usual" and 6.2% believe "It is okay to give my children/spouse or a friend/co-worker my prescription medication if they have the same symptoms as me." 17% of respondents on the Baseline Survey responded either "approve" or "neither approve nor disapprove" to the question, "How you feel about someone your age using prescription drugs that are not prescribed for him/her once a month or more?" This suggests that there is still a level of education necessary to address the danger of misusing prescription drugs.
- 18-25 year-old perceptions: Only 76% of Baseline Survey respondents reported people were at moderate or great risk of harming themselves physically and in other ways when they take prescription drugs that are not prescribed for them. There appears to be a segment of the population who may still feel that prescription drugs are "safe" because they are prescribed by a physician.
- Available in homes: 84% of Baseline Survey respondents report getting medications from a family member or from a non-family member. This may be attributed to people in Clermont County not properly monitoring, securing or disposing of their prescriptions.

Priority Substance	
Prescription Drugs	
Contributing Factors Presenting in Community	
<b>Acceptance Example</b>	Acceptable to give prescriptions to other family members. Acceptable to take more than the prescribed dose if needed.
<b>Supporting Evidence</b>	Clermont County Community Readiness Survey, Clermont County Baseline Survey
<b>Rite of Passage Example</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Multigenerational Use</b>	Scan of Clermont Recovery Center shows several generations of clients misusing prescription drugs.
<b>Supporting Evidence</b>	Clermont County Center anecdotal evidence, focus group of key community leaders
<b>Public Substance Use</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>18-25 Year Old Perception</b>	Perception of harm is low among 24% of the population surveyed.
<b>Supporting Evidence</b>	Clermont County Baseline Survey
<b>Culturally Acceptable</b>	Appalachian culture "takes care of their own" and will share medication when they feel it is needed.
<b>Supporting Evidence</b>	Focus group of key leaders, data received from the Ohio Pharmaceutical Board
<b>Available in Home</b>	Respondents reported getting medications most often from a relative or non-family member.
<b>Supporting Evidence</b>	Focus group of key leaders

<b>Factors Related to Social Norms That Contribute to Consumption in Your Community</b>
<b>Factor 1: Acceptance</b>
<b>Whom does this affect/occur with?</b>
It can affect the entire community. It occurs with a segment of the county population that does not understand the harm in sharing or misusing medication that has been prescribed by a doctor.
<b>Who allows this?</b>
This may begin at a parental level when someone in a household is given medication for an injury or illness that had been prescribed to another family member. Need additional data to support this theory.
<b>When does this occur?</b>
It depends on the situation. It may occur when someone has pain medication left from a previous surgery or injury and is now using it to treat a different injury. Or when a friend/family member presents with symptoms similar to an illness that another friend/family member has been prescribed medication for and they share.
<b>Where does this occur?</b>
Typically in a household
<b>How does this occur?</b>
A person uses a medication improperly for an injury/illness for which it was not prescribed.
<b>Under what conditions is this allowed to happen?</b>
Sharing medications appears to be viewed as "helping" someone else either financially, if they cannot afford to purchase their own or as a convenience. Some people do not dispose of unused medications, "just in case" they need them in the future for a similar illness or injury and can avoid paying for another doctor appointment.
<b>Factor 2: 18-25 year-old perceptions</b>
<b>Whom does this affect/occur with?</b>
Based on the survey respondents, nearly one-quarter of the 18-25 year olds did not perceive prescription drugs to carry a moderate or great risk of harm when misused once a month or more.
<b>Who allows this?</b>
The community as a whole
<b>When does this occur?</b>
There is not a specific time as this is a general perception.
<b>Where does this occur?</b>
These perceptions can be formed at home, at work, at school, through social media, or at social events with friends.
<b>How does this occur?</b>
Through a lack of accurate information and education about the dangers of misusing prescription drugs.
<b>Under what conditions is this allowed to happen?</b>
There is a great deal of prescription drug marketing which may lead to a general perception that these drugs are safe and part of every day life. There is not enough prevention education messaging to reach this population to provide a balanced understanding about the dangers of misusing these medications.
<b>Factor 3: Available in homes</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds as well as other age groups
<b>Who allows this?</b>
According to the data from the Clermont County Baseline Survey, relatives and non-family members.
<b>When does this occur?</b>
Availability can occur at anytime.
<b>Where does this occur?</b>
In households
<b>How does this occur?</b>
Either relatives or non-family members are sharing their prescription medications, or the medications are being diverted.
<b>Under what conditions is this allowed to happen?</b>
Whenever a person knowingly shares a prescription with someone else, or when prescriptions are not properly monitored and secured, they may be stolen by another household member or a visitor to the home.

## Community-Level

### Retail Factors

**Retail Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Density of pharmacies and other facilities distributing prescriptions
- Location of pharmacies and other facilities distributing prescriptions

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

- Potential sources for prescriptions
- Number of 24-hour pharmacies and location of 24-hour pharmacies

**Plans to collect that data and/or evidence:**

- Conduct a community scan for number and location of 24-hour pharmacies
- Map locations to determine activities of all prescribing facilities in the County

**Based on the data gathered on retail availability, these are the concerns around retail availability that might contribute to priority substance use in the community:**

There are 40 pharmacies, four urgent care facilities, one trauma center, and one pain clinic in Clermont County according to the community scan. The majority of these facilities are concentrated on the west side of the county. 57% of the pharmacies are located in the Milford-Loveland area. The number of pharmacies in this area may be a result of the close proximity to a number of hospitals and a higher population base.

Priority Substance	
Prescription Drugs	
Contributing Factors Presenting in Community	
<b>ID Issues</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Density</b>	Density of pharmacies and other facilities distributing prescriptions
<b>Supporting Evidence</b>	Data received from the Ohio Pharmaceutical Board, focus group of key community leaders
<b>Characteristics</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Employees</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Product Placement</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Potential Sources for Prescription Drugs</b>	Potential sources for prescription drugs include trauma centers, pain clinics, pharmacies and urgent care centers.
<b>Supporting Evidence</b>	Focus group with key community leaders, data received from the Ohio Pharmaceutical Board
<b>Retailers</b>	Number of 24-hour pharmacies
<b>Supporting Evidence</b>	Data received from the Ohio Pharmaceutical Board, focus group of key community leaders
<b>Other (Location)</b>	Location of 24-hour pharmacies
<b>Supporting Evidence</b>	Data received from the Ohio Pharmaceutical Board, focus group of key community leaders

<b>Factors Related to Retail Availability that Contribute the Most to Availability</b>
<b>Factor 1: Density of pharmacies and other facilities distributing prescriptions</b>
<b>Whom does this affect/occur with?</b>
All 18-25 year olds in Clermont County
<b>Who allows this?</b>
The residents of Clermont County
<b>When does this occur?</b>
Any time a pharmacy is permitted to locate in Clermont County
<b>Where does this occur?</b>
The largest concentration is in the Milford/Loveland area
<b>How does this occur?</b>
Retail pharmacies locate in areas where there is potential for profits
<b>Under what conditions is this allowed to happen?</b>
During times of economic expansion
<b>Factor 2: Location of pharmacies and other facilities distributing prescriptions</b>
<b>Whom does this affect/occur with?</b>
All 18-25 year olds in Clermont County
<b>Who allows this?</b>
The residents of Clermont County
<b>When does this occur?</b>
Any time a pharmacy is permitted to locate in Clermont County
<b>Where does this occur?</b>
The largest concentration is in the Milford/Loveland area
<b>How does this occur?</b>
Retail pharmacies locate in areas where there is potential for profits
<b>Under what conditions is this allowed to happen?</b>
During times of economic expansion
<b>Factor 3: Potential sources for prescriptions</b>
<b>Whom does this affect/occur with?</b>
Individuals seeking prescription refills
<b>Who allows this?</b>
Urgent care facilities, pain clinics, trauma centers
<b>When does this occur?</b>
When an individual seeks to refill a prescription
<b>Where does this occur?</b>
Need more data
<b>How does this occur?</b>
Need more data
<b>Under what conditions is this allowed to happen?</b>
Need more data

## Social Availability Factors

**Social Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Easily accessible (Baseline Survey, Community Readiness Survey)

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

- Where 18-25 year olds gather to misuse prescription drugs

**Plans to collect that data and/or evidence:**

- Focus group interviews of 18-25 year olds to collect data around where they gather to misuse prescription drugs

**Based on the data gathered on social availability, these are the concerns around social availability that might contribute to priority substance use in the community:**

71.5% of all respondents to the Community Readiness Survey believe it is easy for people to get prescription drugs that have not been prescribed to them. From the Baseline Survey of 18-25 year olds, it was reported that medications were more often received from relatives and non-family members, indicating access from households. These indicators cause concern around access due to a lack of proper monitoring and securing of medications.

Priority Substance	
Prescription Drugs	
Contributing Factors Presenting in Community	
<b>18-25 Year olds getting priority substance from...</b>	Easily Accessible- Getting drugs from family and friends (84% report getting medications from a relative or from a non-family member).
<b>Supporting Evidence</b>	Clermont County Baseline Survey, Clermont County Community Readiness Survey
<b>18-25 year olds attending gatherings with large amounts of the priority substance...</b>	N/A
<b>Supporting Evidence</b>	N/A

<b>Factors Related to Social Availability that Contribute the Most to Availability</b>
<b>Factor 1: Easily Accessible</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Clermont County who misuse prescription drugs
<b>Who allows this?</b>
Anyone who does not monitor or secure prescription drugs or shares prescription drugs
<b>When does this occur?</b>
When 18-25 year olds take prescriptions from friends or relatives or share with their friends
<b>Where does this occur?</b>
Prescription drugs are often taken from a home.
<b>How does this occur?</b>
Pills are taken from another person's supply (stolen).
<b>Under what conditions is this allowed to happen?</b>
When prescription drugs are not monitored or secured, they become accessible to others.
<b>Factor 2: Where 18-25 year olds gather to misuse prescription drugs</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds in Clermont County who misuse prescription drugs
<b>Who allows this?</b>
18-25 year olds in Clermont County who misuse prescription drugs
<b>When does this occur?</b>
When 18-25 year olds get together to "party"
<b>Where does this occur?</b>
Need more data
<b>How does this occur?</b>
Need more data
<b>Under what conditions is this allowed to happen?</b>
Need more data

## Promotional Factors

**Promotion: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Mass media advertising that encourages the misuse of prescription drugs
- Entertainment, such as movies, TV and music, glorify the misuse of prescription drugs

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

- Prescription medications advertised and made available for sale within social media

**Plans to collect that data and/or evidence:**

- Research national and regional statistics and local media
- Focus groups of 18-25 year olds to learn what they think
- Additional scans of social media

**Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:**

During focus group discussions and interviews with key community leaders, the heavy promotion of prescription drugs through print and broadcast media was often mentioned as a concern. Even if the medications advertised are not opioids, the prevalence of pharmaceutical advertising is believed to have created a level of acceptance. These same focus groups revealed that pharmaceutical companies are advertising on social media too. This medium reaches youth where they are most engaged. The overall dominance of prescription drug advertising has conditioned youth to accept prescription drugs as a part of everyday life. Music and TV/film continue to “glorify” the alcohol and drug scene through lyrics and incidental placement of products.

A few references from a scan of media:

- The titular character of the popular American television medical drama *House* habitually uses (and abuses) Vicodin to manage pain stemming from an infarction in his quadriceps muscle incurred some years earlier.
- Vicodin is referenced in multiple songs by rapper Eminem such as "Kill You," "Under the Influence," "Déjà Vu," "Old Time's Sake," "Underground," "Going Through Changes," "Oh No," and "Cocaine." He also featured a Vicodin pill on the CD of his debut album *The Slim Shady LP*. The rapper has admitted to an addiction to the painkiller (along with other substances), the hiatus in rapping that it caused, and the subsequent rehabilitation required to return to his career.
- "The Vicodin Song" is a song by the musician Terra Naomi.
- Earl Sweatshirt mentions Vicodin on the Odd Future track "Blade."
- Rappers Gorilla Zoe and Lil' Wayne often mentions "Purple Drank" in their songs – a reference to drinking a cough syrup mixture to get high.
- *Charlie Bartlett* – A 2009 movie about a high school student selling prescription drugs at school.

<b>Priority Substance</b>	
Prescription Drugs	
<b>Contributing Factors Presenting in Community</b>	
<b>Local Promotion</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>National Promotion</b>	N/A
<b>Supporting Evidence</b>	N/A
<b>Other (Mass Media)</b>	Mass media advertising that encourages the misuse of prescription drugs
<b>Supporting Evidence</b>	Focus group interviews with key community leaders and media scans
<b>Other (Entertainment)</b>	Entertainment, such as movies, TV and music, glorify the misuse of prescription drugs
<b>Supporting Evidence</b>	Scan of TV, music and movies

<b>Factors Related to Promotion that Contribute the Most to Availability</b>
<b>Factor 1: Mass Media advertising that encourages the use of prescription drugs</b>
<b>Whom does this affect/occur with?</b>
Entire community
<b>Who allows this?</b>
Government regulations and FCC.
<b>When does this occur?</b>
At all times on television and radio.
<b>Where does this occur?</b>
Television, radio, newspaper, magazine and billboard advertising.
<b>How does this occur?</b>
Pharmaceutical companies are allowed to promote their products with seemingly little restriction.
<b>Under what conditions is this allowed to happen?</b>
All conditions. There don't seem to be many restrictions on the advertising.
<b>Factor 2: Prescription medications advertised and made available for sale within social media</b>
<b>Whom does this affect/occur with?</b>
Primarily youth up to the age of 30, including the 18-25 target group.
<b>Who allows this?</b>
Government regulations and internet companies.
<b>When does this occur?</b>
All the time. Need more data.
<b>Where does this occur?</b>
On a variety of sites. There doesn't seem to be any regulation.
<b>How does this occur?</b>
Pharmaceutical companies are allowed to place advertisements online as it fits into their marketing plans. Facebook and Twitter are also used. Little governmental restrictions apparent.
<b>Under what conditions is this allowed to happen?</b>
All conditions. It is a concern because there is no way to regulate the age of the person visiting a particular site where a product is being advertised.
<b>Factor 3: Entertainment, such as movies, TV, and music, glorify the misuse of prescription drugs</b>
<b>Whom does this affect/occur with?</b>
Primarily youth up to 30, including the 18-25 year-old target group.
<b>Who allows this?</b>
The music/film/TV industries
<b>When does this occur?</b>
Song lyrics glorify alcohol and drug use. In film, smoking, drinking, and drug use is depicted, often in a glamorous way. On TV incidental use of alcohol is frequent and references to prescription drug misuse are becoming more common. The messages sent to youth are contrary to the realities of substance abuse. Media is extremely influential to youth.
<b>Where does this occur?</b>
Radio, internet, movie theaters, television
<b>How does this occur?</b>
Although there are some regulations on the music and film industries, the movie ratings don't seem to mean much anymore. With Redbox purchases and direct downloading, young people can get any type of movie they want at any age. Lyrics to rap and other songs are available for downloading online. Again, any media can be downloaded without discretion.
<b>Under what conditions is this allowed to happen?</b>
Before the internet, there was more discretion about who was viewing movies or listening to a type of music. Now, there is little control since everything is accessible online.

## Organizational-Level

### Capacities

**Organizations currently implementing prevention strategies for priority substance:**

Focus groups with key community leaders reveal there are not any organizations implementing prevention strategies for prescription drug misuse among the 18-25 year-old population. FAST TRAC does work with the 18-21 year-old population and addresses substance use issues when necessary. Clermont Recovery Center provides treatment options for 18-25 year olds addicted to prescription drugs in Clermont County. The Boys and Girls Club offers programs that do touch on prevention strategies and address misuse of prescription drugs for youth under the age of 18. UC Clermont does not have any prevention strategies for the students at the college, although they do have an impairment policy in place.

**Opportunities for SPF SIG coalition to work with these organizations:**

The coalition already partners with many of these organizations or has met with a representative for the organization. There may be ways to expand current programs to include prevention strategies and information about misuse of prescription drugs. The organizations are open to collaborative efforts.

**Types of prevention strategies currently being implemented for the priority substance in the community:**

One prevention strategy in place in the community for prescription drugs is the placement of drop boxes. Pierce Township led this idea by installing one in February of 2012. Two other locations received drop boxes through the state program in October 2012. They included the Clermont County Sheriff's Department and Goshen Police Department. Another prevention strategy in the community is participation in the DEA Prescription Drug Take Back program twice each year at multiple locations throughout the county. There has been a promotional flyer developed to educate the public how to monitor, secure and properly dispose of their medications.

**Opportunities for the SPF SIG coalition to capitalize on current prevention programming to help support or buttress SPF SIG efforts:**

The county does not have any prevention programming at this time, the coalition will need to partner with existing organizations to develop and expand appropriate programming.

## Gaps

### **Gaps in prevention programming for the priority substance:**

There is an absence of prevention programming for 18-25 year olds specific to non-medical use of prescription drug in Clermont County.

### **Ways the SPF SIG coalition can fill these gaps:**

In a focus group discussion with key community leaders the following ideas were shared:

- Partner with organizations that educate physicians and other prescribers about the concerns of 18-25 year old patients misusing prescription drugs
- Educate the community about what constitutes prescription drug misuse and the dangers of misusing prescription drugs
- Partner with the students in the prevention specialist program at UC Clermont to develop programming that will decrease the misuse of prescription drugs among 18-25 year olds in Clermont County

## Policy-Level

**Policy issues, based on gathered data, that may contribute to consumption of the priority substance within the community:**

Prescription drugs are easily obtainable in Clermont County through physicians, according to a focus group of key leaders. State level protocols for dispensing pain medications have only recently been put in place for pain management clinics and emergency departments. The Ohio Administrative Code addresses prescribing guidelines for physicians including physical examinations, prescription drug limits, and tamper resistant forms (Scan of internet sources).

Future coalition work could include an environmental scan to see how the Ohio Administrative Code is being applied in Clermont County.

Policy		Number of Infractions (arrests, etc.)					
Policy Level: State, local or IHE	Description	2007	2008	2009	2010	2011	2012
Local	Various illegal possession laws for prescription drugs.	30	60	61	39	82	41*
IHE	Random drug testing, not specific to prescription drugs, done on nursing students at the University of Cincinnati College of Nursing at UC East Campus	N/A	N/A	N/A	N/A	N/A	N/A
IHE	No policies at University of Cincinnati Clermont College.	N/A	N/A	N/A	N/A	N/A	N/A

\*Through June 30, 2012

<b>Factors Related to Policy Issues That Contribute to Consumption in Your Community</b>
<b>Factor 1: Inconsistent policy enforcement by local law enforcement agencies and courts</b>
<b>Whom does this affect/occur with?</b>
All law enforcement when encountering a site where drugs could be/are present
<b>Who allows this?</b>
Local courts and local policies
<b>When does this occur?</b>
Whenever an officer is on a call where drugs are present.
<b>Where does this occur?</b>
Throughout the county at all levels of law enforcement.
<b>How does this occur?</b>
Whenever an officer encounters drugs on a call. The officer may not be able to arrest the individual without a search warrant. When they are able to arrest the individual, the person may be released because there isn't enough evidence of an illegal substance at the site unless the drug is tested. That process can take several days to weeks.
<b>Under what conditions is this allowed to happen?</b>
When a person is arrested for possession of an unidentified substance that has to be tested.
<b>Factor 2: Physician and community lack of awareness of new state statutes</b>
<b>Whom does this affect/occur with?</b>
Physicians prescribing medications.
<b>Who allows this?</b>
Physicians who lack knowledge of all the information in the statutes.
<b>When does this occur?</b>
When a patient is examined in the doctor's office, emergency department, trauma center, dentist's office, etc.
<b>Where does this occur?</b>
Wherever a patient is examined by a physician.
<b>How does this occur?</b>
The physician may not be aware of the most recent state statutes or may not have adequate guidelines established in their practice to follow the statutes.
<b>Under what conditions is this allowed to happen?</b>
When a patient is examined in the doctor's office and a physician does not follow proper protocol as required by state statute.

## Cultural Competence

### Millennials (Generation Next)

#### Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**
  - None for prescription drugs
  - Safe Communities: Alcohol abuse prevention education offered by the Public Health District.
- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**  
None for prescription drugs
- **Sources for program information:**  
Focus group of prevention providers and key community leaders

#### Expertise:

Individuals with Expertise Working with Millennials		
Name	Agency	Contact Information
Martha Enriquez	Public Health District	(513) 735-8409, menriquez@co.clermont.oh.us
Jill Gomez	University of Cincinnati-Clermont College	(513) 732-5266, jill.gomez@uc.edu
Rick Butts	University of Cincinnati-Clermont College	(513) 732-5266, Rick.Butts@uc.edu
Steph Billingsley	Vineyard Community Church	(513) 671-0422, billingsley@VineyardCincinnati.com
Danny Little	FAST TRAC	(513) 305-3471, dlittle.ft@ccmhrb.org
Katherine Schneider	Women, Infants and Children, Public Health District	(513) 732-7455, kschneider@clermontcountyohio.gov

- **Ways local expertise can be tapped into for the SPF SIG process:**  
Several of these individuals are already involved in the coalition and SPF SIG process. Each will be willing to offer assistance in the planning process.
- **Sources for expertise information:**  
Focus group of prevention providers and key community leaders

**Gaps:**

- **Perceived gaps in prevention programming for Millennials:**  
No prevention programming is available in Clermont County. It has been the experience that Millennials are scattered and hard to reach which may lead to this group becoming overlooked.
- **Ways these gaps were identified:**  
Through anecdotal evidence from 18 months of working in the community and speaking with agency professionals, prevention specialists and key community leaders during a focus group session.
- **Ways to close these gaps:**  
The agencies can connect with the 18-25 year olds in non-traditional ways, such as through social media, by creating communication vehicles for ongoing conversation. Seek community assistance (financial and otherwise) to support the programming.

<b>Sub-Target/Underserved Population</b>
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Clermont County will not be implementing the SPF with a sub-target/underserved population.

## Generation Rx

### Prevention Programming:

- **These prevention programs are offered to Generation Rx by the following group(s):**  
There are no prevention programs that address the culture of 18-25 year old prescription drug misuse.
- **These programs do not specifically target Generation Rx, but could potentially reach them or be modified:**  
Safe Communities – a program focused on alcohol abuse offered by the Public Health District could be developed to include prescription drug misuse and offer a cultural component.
- **Sources for program information:**
  - Focus group interviews with prevention providers and community organizations.
  - Targeted efforts to involve 18-25 year olds' input and involvement

### Expertise:

Individuals with Expertise Working with Generation Rx		
Name	Agency	Contact Information
Dr. Whitsett	Clermont Recovery Center	(513) 735-8116, marc@recoveryctr.org
Debbie Lange	Remke-Biggs and the Ohio Pharmaceutical Board	(513) 336-6472, dalrx1985@aol.com
Steve Goldsberry	Clermont Recovery Center	(513) 735-8139, steve.goldsberry@recoveryctr.org
Doug Ventre	Clermont Narcotics Team	(513) 625-2806, dventre@clermontcountyohio.gov
Mark Coyle	Veterans Administration	(513) 732-7363, mcoyle@clermontcountyveterans.com
Todd Tudor	Clermont Recovery Center	(513) 735-8116, richard.tudor@recoveryctr.org
Mary Wolff	FAST TRAC	(513) 732-5415, mwolff.ft@ccmhrb.org

- **Ways local expertise can be tapped into for the SPF SIG process:**  
All of the individuals listed above with the exception of Mark Coyle are already committed to assisting with the SPF SIG process in any way requested.

- **Sources for expertise information:**  
Focus group of prevention providers, community organizations, and coalition members

## **Gaps**

- **Perceived gaps in prevention programming for Generation Rx:**  
Generation Rx consistently hears positive messages about medications through advertising, and there is not enough prevention information out there to combat those messages.
- **Ways these gaps were identified:**  
Focus group with medical professionals, public health professionals, prevention professionals and community organizations
- **Ways to close these gaps:**  
Utilize social media to reach 18-25 year olds to provide accurate information about the proper use of prescription drugs

## Appendix: Organizational-Level Assessment Tools

<b>Agency Name:</b>	Boys and Girls Club of Clermont County	<b>Contact:</b>	Jill Cochran
<b>Address:</b>	212 Market Street, New Richmond, OH 45157		
<b>Phone:</b>	(513) 553-1948	<b>Email:</b>	jcochran@thepositiveplace4kids.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Smart Girl and Passport to Manhood		
<b>Resource Description:</b>	Smart Girl is a prevention and enrichment program designed to engage girls in activities that develop their social-emotional skills. Passport to Manhood consists of 14 sessions, each concentrating on a specific aspect of character and manhood through highly interactive activities.		
<b>Target Population:</b>	Target population is 6-18 year olds		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family			
Community	Low neighborhood attachment and community disorganization, opportunities for prosocial involvement in community		
School			
Individual/Peer	Rebelliousness, gang involvement, friends who engage in the problem behavior, favorable attitudes toward the problem behavior (including low perceived risk of harm), early initiation of the problem behavior, opportunities for prosocial involvement, increase in social skills		
<b>Implementing Agency:</b>	Boys and Girls Club of Clermont County		
<b>Number Reached Annually:</b>	1,000		
<b>Duration:</b>	All year		
<b>Frequency:</b>	All year		
<b>Prevention Strategies Utilized:</b>			
Education	X	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities	X	Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance	X	Other	
Satisfaction			
<b>Evidence-Based:</b>	Yes		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No	<b>If 'yes', describe below:</b>	
<b>Geographical Area Served:</b>	Clermont County		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
The strategy was developed with the community participation. Local culture and needs were considered in the process.			

<b>Agency Name:</b>	Clermont Recovery Center	<b>Contact:</b>	Steve Goldsberry
<b>Address:</b>	1088 Wasserman Way, Batavia, OH 45103		
<b>Phone:</b>	513-735-8139	<b>Email:</b>	Steve.Goldsberry@recoveryctr.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Out-patient substance abuse treatment		
<b>Resource Description:</b>	Intensive out-patient and traditional out-patient, prevention in schools and low income housing area, driver intervention programs		
<b>Target Population:</b>	Treatment for adolescent and adult substance abusers. Prevention for at-risk youth.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	X	Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family history of the problem behavior, family management problems, family conflict, favorable parental attitudes and involvement in problem behaviors		
Community			
School	Lack of commitment to school		
Individual/Peer	Rebelliousness, favorable attitudes toward the problem behavior (including low perceived risk of harm), early initiation of the problem behavior, opportunities for prosocial involvement, increase in social skills		
<b>Implementing Agency:</b>	Clermont County Mental Health and Recovery Board, Child Focus, and Clermont Recovery Center		
<b>Number Reached Annually:</b>	1,750		
<b>Duration:</b>	Duration of the treatment programs varies. Prevention programs at schools are offer throughout the school year. Prevention programs at low income housing are offered all years.		
<b>Frequency:</b>	Every one to five weeks, depending on the treatment program. Prevention programs are ongoing.		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	X
Environmental Strategies		Information Dissemination	X
Alternative Activities		Other	
Community-Based Process	X		
<b>Type of Implementation Data Collected:</b>			
Attendance	X	Other	
Satisfaction	X		
<b>Evidence-Based:</b>	Yes		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
Mental health board program administered by CFI and partially staffed by CRC; CFI does evaluation.			
<b>Geographical Area Served:</b>	Clermont County		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
Translation services are offered. Cultural competency training is provided to all staff.			

<b>Agency Name:</b>	FAST TRAC - Clermont County Mental Health and Recovery Board	<b>Contact:</b>	Mary Wolff
<b>Address:</b>	2337 Clermont Center Drive, Batavia, OH 45103		
<b>Phone:</b>	(513) 732-5415	<b>Email:</b>	mwolff.ft@ccmhrb
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Clermont FAST TRAC		
<b>Resource Description:</b>	A collaborative, sustainable mental health system of care that is family-driven and youth-guided, providing community-based and individualized support and services that are responsive to the cultural characteristics of Clermont County's multi-need children, youth and their families, strengthening them with hope and supporting them to lead successful lives.		
<b>Target Population:</b>	3-21 years of age.		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family management problems, family conflict, bonding to family with healthy beliefs and clear standards		
Community			
School			
Individual/Peer	Early initiation of the problem behavior, increase in social skills		
<b>Implementing Agency:</b>	FAST TRAC Clermont County		
<b>Number Reached Annually:</b>	80		
<b>Duration:</b>	Duration is determined on an individual basis		
<b>Frequency:</b>	Offered on an as-needed basis		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	<b>X</b>
Environmental Strategies		Information Dissemination	<b>X</b>
Alternative Activities		Other	
Community-Based Process	<b>X</b>		
<b>Type of Implementation Data Collected:</b>			
Attendance	<b>X</b>	Other	
Satisfaction	<b>X</b>		
<b>Evidence-Based:</b>	Yes		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>	
No explanation provided.			
<b>Geographical Area Served:</b>	Clermont County		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
FAST TRAC has a designated Cultural Linguistic Coordinator.			

<b>Agency Name:</b>	University of Cincinnati - Clermont County	<b>Contact:</b>	Jill Gomez
<b>Address:</b>	4200 Clermont College Drive, 272 Snyder, Batavia, OH 45103		
<b>Phone:</b>	(513) 732-5266	<b>Email:</b>	Jill.Gomez@uc.edu
<b>Resource Type:</b>	Policy		
<b>Resource Name:</b>	Code of Conduct		
<b>Resource Description:</b>	The College has a Code of Conduct that is punitive. Students can be dismissed if they are impaired while on campus. The College also offers wellness opportunities for students.		
<b>Target Population:</b>	University of Cincinnati - Clermont College students		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family			
Community			
School	Bonding and attachment to school , opportunities for prosocial involvement, recognition for prosocial involvement		
Individual/Peer	Opportunities for prosocial involvement, increase in social skills		
<b>Implementing Agency:</b>	The College Administration		
<b>Number Reached Annually:</b>	4,000		
<b>Duration:</b>	Annual		
<b>Frequency:</b>	On-going throughout the year		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	<b>X</b>
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other	
Satisfaction			
<b>Evidence-Based:</b>	No		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No	<b>If 'yes', describe below:</b>	
<b>Geographical Area Served:</b>	University of Cincinnati - Clermont College campus		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
It does not discriminate.			

<b>Agency Name:</b>	Child Protective Services	<b>Contact:</b>	Tim Dick
<b>Address:</b>	2400 Clermont Center Drive, 206C, Batavia, OH		
<b>Phone:</b>	(513) 732-7173	<b>Email:</b>	dickt@odjfs.state.oh.us
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Child Protective Services		
<b>Resource Description:</b>	Child Protective Services investigates allegations of child abuse and neglect to provide protective services to such children in Clermont County.		
<b>Target Population:</b>	Clermont County		
<b>Causal Factors Targeted:</b>			
Social Availability		Community Norms	
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	<b>X</b>	Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family history of the problem behavior, family management problems, family conflict, favorable parental attitudes and involvement in problem behaviors, bonding to family with healthy beliefs and clear standards, attachment to family with healthy beliefs & clear standards, opportunities for prosocial involvement		
Community			
School			
Individual/Peer	Opportunities for prosocial involvement		
<b>Implementing Agency:</b>	Child Protective Services		
<b>Number Reached Annually:</b>	2,000		
<b>Duration:</b>	The program is year round.		
<b>Frequency:</b>	The program is offered on an as-needed basis.		
<b>Prevention Strategies Utilized:</b>			
Education		Problem Identification and Referral	<b>X</b>
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance		Other (Child placement into foster care)	<b>X</b>
Satisfaction			
<b>Evidence-Based:</b>	No		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementing Agency Evaluated Outcomes:</b>	No	<b>If 'yes', describe below:</b>	
<b>Geographical Area Served:</b>	Clermont County		
<b>Culturally Competent:</b>	No	<b>If 'yes', describe below:</b>	