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**INTRODUCTION TO SAN ANTONIO WEST SIDE PROJECT REACH COALITION**

Thank you for your interest in the West Side Project REACH Coalition If you Live, Learn, Work, Play, Dine, or Recreate in San Antonio West Side you are a member of the Coalition.

Join us at our meetings on the third Thursday of every month at 3:30p.m. Mexican American Unity Council Building (2300 W. Commerce, San Antonio, Texas 78209)

Contact Information

[www.cdp-sa.org/projectReach](http://www.cdp-sa.org/projectReach)

**Project REACH History**

The Coalition was first formed over two years ago due to concerned citizens in the area who wanted to protect the youth from risky behavior. The coalition was restructured in 2019 due to community substance abuse problems and has met monthly since then to reduce and prevent substance use among youth.

**Our Mission Statement**

**Project REACH** (**Reaching and Educating Adolescents/Adults on –tobacco, drugs and alcohol – through Changing Habits)** Coalition aims to reduce alcohol and substance abuse among target areas adolescent population by dialogue, cooperation, resource-sharing, problem-solving and collective action and celebration. Thus Project REACH mission is to change the environment for young people, so they no longer have to grow up in environments where alcohol and drugs are tolerated by changing the values and norms in the target community so it’s not a rite of passage to use alcohol, tobacco, and drugs and to make non-use the norm for anyone under 21 for tobacco and 21 for alcohol.

**Coalition Information**

A Coalition is collaboration between groups or sectors of a community in which the group retains its identity

but all agree to work together toward a common goal of building a safe, healthy, drug- free community.

Coalitions should incorporate evidence based approaches when developing initiatives. These strategies should focus on the following approaches for community change: provide information; enhance skills; provide support; enhance access/reduce barriers; provide support; enhance barriers/reduce access; change consequences; change physical design; modify/change policies.

Coalitions should be representative of the community and should consist of members from various sectors: youth; parents; businesses; media; schools; youth serving organizations; law enforcement; religious and Fraternal Organizations; civic and volunteer groups, healthcare professionals; state or local government; and other organizations involved in reducing substance abuse.

**Project REACH and the Drug Free Communities Support Program**

Project REACH was awarded the Drug Free Communities grant program in November 2019 and funded through 2024. Community Development Partnerships (CDP) serves as the fiscal agent of the grant.

The Drug Free Communities program is a collaborative initiative sponsored by the White House Office of National Drug Control Policy (ONDCP) in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA). The DFC program provides grants over five years to community coalitions that facilitate citizen participation in local drug prevention efforts. Coalitions are comprised of community leaders from 12 sectors: youth, parents, businesses, media, schools, youth-serving organizations, law enforcement, religious or fraternal organizations, civic and volunteer groups, healthcare professionals, government and other organizations involved in reducing substance abuse.

The DFC program was created by the Drug Free Communities Act of 1997, and was reauthorized by Congress in 2001 and 2006. Since 1998, ONDCP has awarded approximately 1,500 DFC grants to local communities in all 50 states, the District of Columbia, Puerto Rico, Palau, Guam, American Samoa and the U.S. Virgin Islands.

DFC grantees are required to work toward these two goals as the primary focus of their federally funded effort.

* Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal,

State, local, and tribal governments to support the efforts of community coalitions to prevent and reduce

substance abuse among youth.

* Reduce substance abuse among youth and, over time, among adults by addressing the factors in a

community that increase the risk of substance abuse and promoting the factors that minimize the risk of

substance abuse. (Substances include, but are not limited to, narcotics, depressants, stimulants,

hallucinogens, cannabis, inhalants, alcohol, and tobacco, where their use is prohibited by Federal, State,

or local law.)

**Goals of the Coalition**

* Strengthen the San Antonio West Side (Project REACH) by increasing community collaborations

and the involvement of community organizations, community groups and individuals in coalition initiatives and activities.

* Reduce use of alcohol and marijuana among adolescence through education, enforcement, and other

environmental strategies that will increase youth’s developmental assets.

* Engage the community to prevent and reduce substance abuse in San Antonio West Side, while also helping to build the 40 Developmental Assets.
* Build core competencies, enhance community bonds, and promote healthy activities in the community.

**Objectives of the Coalition**

1. Continue to sustain and expand representation from the community sectors within REACH by recruiting

new coalition members from the community as measured by REACH membership forms, by October 2020.

1. Increase coalition capacity by providing trainings to coalition members, as measured by a 5% yearly increase in mean scores on the Coalition Members Assessment tool by October 2020.

3. Enhance sustainability of REACH and its members through leadership development, recruitment

efforts, and financial security, as measured by Project REACH sign-sheets, secured funds, and trainings, by October 2020.

1. Increase perception of harm of alcohol use among target area Westside youth (7th -12th graders), as measured by a 10% increase in perception of harm, by October 2020.
2. Decrease in 30 day use of alcohol among 10th and 12th grade students in target area by 5% by 9/30/20, and increase perception of parental disapproval underage drinking activity among 10th and 12th grade students in target area by 5% by October 2020.
3. Decrease access to alcohol among target area Westside youth (7th -12th graders), as measured by an 8% decrease among youth who report getting alcohol from home-with parents’ permission, and from home-without parents permissions, September 2020.
4. Decrease in 30 day use of cannabis among 10th ​ and 12th grade students in Elgin by 5% by 9-29-2020, and among 10th and 12th grade students, perception of parental disapproval of marijuana use increases by 5% by October 2020
5. Increase perception of harm of marijuana use among West Side youth (7th -12th graders), as measured by a

5% increase in perception of harm, by October yearly.

1. Decrease the access to prescription drugs not prescribed by a doctor as demonstrated by the number of pound of prescription drugs collected by October 2020 throughout the West Side target Community.

1. Increase the developmental assets in the category “Boundaries and Expectations” among West Side San Antonio youth (7th -12th graders), as measured by a 5% increase in the “Boundaries and Expectations Assets” as
2. Increase the developmental assets in the category “Boundaries and Expectations” among San Antonio West Side youth (7th -12th graders), as measured by a 5% increase in the “Boundaries and Expectations Assets” as measured by the Search Institute survey, by October 2020.

**Prevention**

Substance abuse prevention is an ever-evolving public health issue. In short, it is about preventing children and teenagers from ever experimenting with alcohol, tobacco or other drugs. Research shows that preventing youth

from drug and alcohol use during their teenage years significantly reduces their risk of developing chemical dependency as adults.

Alcohol, tobacco and other drug prevention is an ongoing process with each new generation of parents, children, educators and community leaders. Effective prevention helps reduce violence, teen pregnancy, high school dropout rates, HIV/AIDS infection and countless other issues.

By maintaining public awareness of the truth and dangers of drugs, prevention has a positive effect on children, teens, families, schools, businesses and communities. Project REACH strives to carry out substance abuse prevention efforts in San Antonio West side and to empower community members to recognize the worth of constant and continued prevention.

**Standards of Operation**

Project REACH follows the guidelines of the Strategic Prevention Framework (SPF). Developed by the federal

Substance Abuse and Mental Health Services Administration (SAMHSA), the SPF is a five-element model intended to aid community coalitions in developing an infrastructure which can act to effectively reduce alcohol, tobacco, and other drug use through primarily evidence-based, environmental strategies.



The five elements include:1

**Assessment:** Collect data to define problems, resources, and readiness within a geographic area to address needs and gaps.

**Capacity:** Mobilize and/or build capacity within a geographic area to address needs.

**Planning:** Develop a comprehensive strategic plan that includes policies, programs, and practices creating a logical, data-driven plan to address problems identified in Step 1.

**Implementation:** Implement evidence-based prevention programs, policies, and practices.

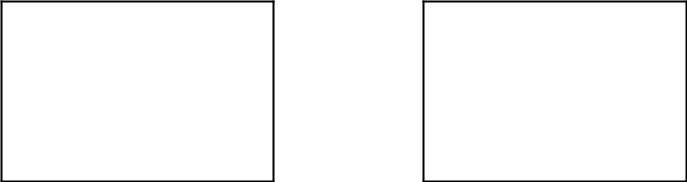
**Evaluation:** Measure the impact of the SPF and the implemented programs, policies, andpractices.

These elements are intended to support one another and are conducted regularly and often concurrently. Central to all elements (as shown in the above graphic) is an emphasis on sustainability and cultural competence, without which a coalition’s success will likely be short-lived.



1. http://www.coalitioninstitute.org/SPF\_Elements/SPFElementsHome.asp

**Project REACH Coalition Organizational Chart**

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Recruitment/

Outreach

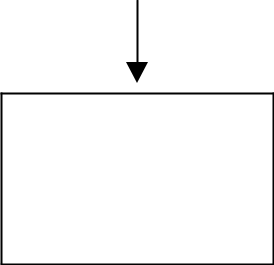
Committee

Fiduciary



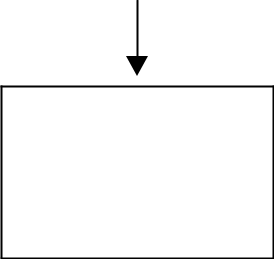
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| Project Director |  |  |
|  |

CDP, Inc.



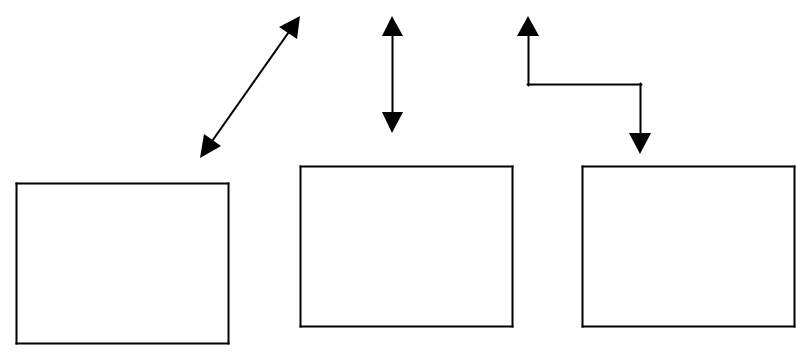
REACH Executive

Committee



REACH Coalition

Members



Community ADHOC

Education Committee

Committee

**Levels of Leadership**

Membership is available to anyone that is interested in supporting the Coalition’s mission. Members will receive all information regarding the coalition and its activities.

Active Members must participate annually in *at least two* of the following: sub-committee meetings, monthly coalition meetings, coalition events or activities. Members are encouraged to attend meetings as their schedule allows. Active members have the privilege to vote at meetings and through email.

Affiliated Membership is available to a business, organization, or individual who donates to the coalition or sponsors an event or activity.

**REACH COALITION WORKING GROUPS**

The coalition has working groups that focus on coalition activities and needs. These groups meet during the last half of Project REACH Coalition Meetings: Groups focus on:

**Recruitment/Outreach Group**

1. Committee members will develop creative ways to engage new members (civic groups, commissions, chamber/merchant assoc., property owners, banks, consumers, municipality, schools, churches, parents, restaurants and etc.) in coalition activities that have meaning and value to them, attend or host different events to showcase the coalition, and seek out individuals to fill sector vacancies as needed.

**Community Event Group**

1. Committee members will develop events and activities that address community needs, hold informational workshops, presentations, and trainings (i.e. social media campaigns, drug trends, parent educational session, etc.)

**Youth Advisory Group:**

1. Students will be responsible for recruitment of other youth and developing and implementing initiatives based on the needs of the student body.

**Adhoc Group:**

1. Committee members will meet to help plan one-time activities and/or volunteer at the event (i.e. LaFortuna Fundraiser, Movie Night, Opening Day, Parent Night, etc.)

**Executive Committee (meets at 3:00 p.m. before the Project REACH meeting)**

1. Members will review, update and evaluate the coalition’s grant process and manage coalition and community concerns.

**REACH Monthly Meetings**

All REACH Coalition members are encouraged to attend bimonthly meetings. Any community members interested in learning more about the coalition are invited to attend these meetings. Meetings take place the third Thursday of the month at 3:30 p.m. at Project REACH office, 2300 W. Commerce, Ste. 309, San Antonio, Texas 78208. Please review the website for any updates or information regarding the monthly meeting at [www.cdp-sa.org/projectREACH.org](http://www.cdp-sa.org/projectREACH.org).

**REACH Monthly Newsletter**

The coalition has a monthly newsletter highlighting recent coalition activities, a member spotlight, local and national news about substance use and prevention. To contribute an article to the monthly newsletter or to highlight a committee member, please submit materials to jbautista@cdp-sa.org by the 15th of each month to be added to the newsletter.

**REACH Coalition Best Practice Guidelines**

1. Have sound knowledge of the REACH Coalition, its work, and its vision for the future.
2. Accept and follow the bylaws of the REACH Coalition and have signed and agreed to them per DFC funding Requirements.
3. Lead by example, model work and commitment for others to follow.
4. Be a strong advocate for the REACH Coalition in the community.
5. Be actively involved in at least one working committee.
6. Actively attend board meetings (at least eight per year), committee meetings, and special events.
7. Support the staff and encourage them to grow professionally and to personally achieve the objectives of the REACH Coalition.
8. Be an advocate for the REACH Coalition as a liaison to the community sector they belong to.
9. Keep records of in-kind services on behalf of the REACH Coalition.
10. Behavior in conflict with the coalition’s mission and goals constitutes grounds for removal such as, hosting parties where alcohol is served to minors.

**Ways to support the Coalition…**

* Visit our website and join our newsletter mailing list
* Read and participate in our blog
* Forward Coalition e-mails to friends, colleagues, etc. and ask them to join our mailing list.
* Talk to people you encounter in San Antonio West side about the Coalition.
* Participate in Coalition surveys and evaluation efforts and encourage others to do so.
* Write letters to the editor.
* Talk to elected officials.
* Post your agency’s events on the Coalition Facebook page
* Help us arrange speaking events with community groups.
* Speak about the Coalition at meetings in the community.
* Volunteer to staff booths at various community events
* Recruit Coalition and committee members.
* Set a good example in your daily life and relationships
* Teach youth to respect themselves, property and others
* Share your stories, trials and triumphs with the public
* Attend events to increase awareness of substance abuse and the issues today’s youth face

**Online Presence:**

The coalition has a website, Facebook page, and Twitter account. To find us online please go to:

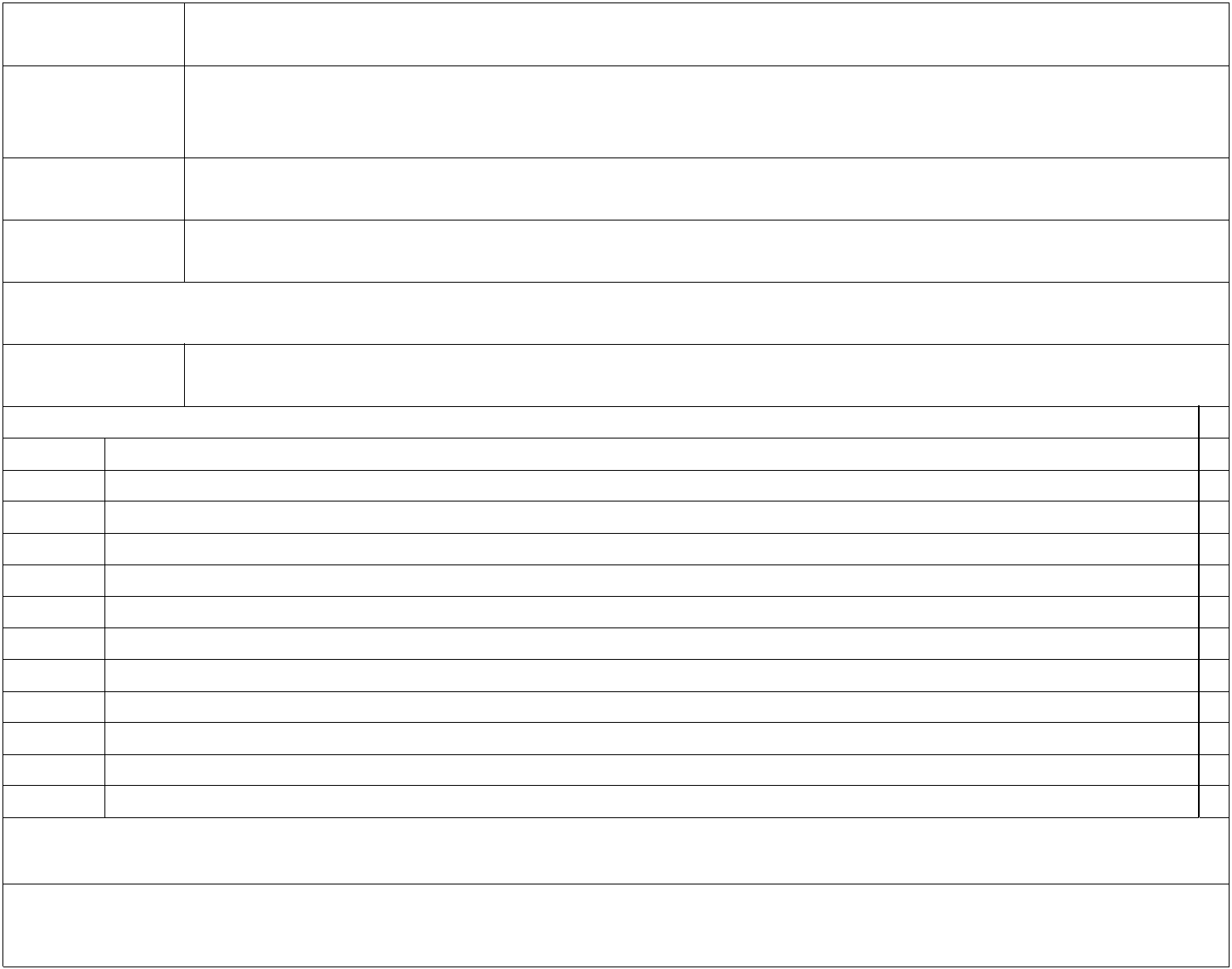
**Website:** www.cdp-sa.org/projectreach

**Facebook:** San Antonio Project REACH

**Twitter:** San Antonio Project REACH

**REACH Membership Form**

Membership is welcome to all residents, businesses, schools, churches, government officials, and anyone else who has a vested interest in our community.



**Name:**

**Agency**

**Name: (if**

**applicable)**

**Title:**

**Address:**

**Phone:  Cell:**

**E-mail:**

**Please check which sector you represent**

Youth (age 18 or younger)

Business Community

School

Law Enforcement

Faith Based Community

Health Care Professional

State or Local Government

Civic or Volunteer Group

Youth Serving Organization

Media

Parent

Substance Abuse Professional

**If you were invited to attend by a Coalition member, please list his/her name here:**

**How will you contribute to Project REACH This Year: 2020.**

As a Project REACH member, I agree to attend or participate in at least three (3) Project REACH coalition meetings/activities per year. I will become involved in one (1) Project REACH Committee, and I will help to promote the coalition and recruit new members.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

REACH Mission Statement “is to reduce alcohol and substance abuse among target areas adolescent population by dialogue, cooperation, resource-sharing, problem-solving and collective action and celebration”

**Coalition Terms and Definitions**

**CADCA-Community Anti-Drug Coalitions of America**

CADCA trains local grassroots groups, known as community anti-drug coalitions in effective community problem-solving strategies, teaching them how to assess their local substance abuse related problems and develop plans to address them

**Community Level Change**

Community level change is achieved when a change occurs within the target population (youth, parents, etc.) in your community. It typically requires a multi –strategy approach that focuses on multiple groups in the community in order for the change to be sufficient.

**Community Sector**

A sector is a portion of a community that represents an important community organizations or institution, examples: law enforcement, government and parents

**Compliance Checks**

Compliance Checks are police-enforced checks that take place at local businesses who sell tobacco and alcohol products. The purpose of these checks is to make sure business employees properly check IDS and do not sell or serve to underage youth.

**DFC-Drug Free Communities**

In 1997 congress funded the Drug Free Communities program to address and respond to local substance abuse problems.

**SAMHSA-Substance Abuse Mental Health Services Administration**

SAMHSA oversees the federal DFC grant program and its mission is to reduce substance abuse and mental illness in America’s communities.

**SPF-Strategic Prevention Framework**

The SPF is SAMHSA approach to prevention that provides a process that anti-drug coalitions use to determine environmental strategies and create community level change. The framework has five steps: assessments, capacity, planning, implementation, and evaluation.

**TIPS-Training Intervention Procedures**

TIPS is a training for all liquor selling/serving establishments to learn how to sell and serve alcohol safely and how to handle intoxicated customers and/or situations.