

York County Prevention Initiative Proposal, 2021-2024

York County Prevention Initiative

Vision: To reduce the impacts of substance misuse and mental illness on those youth most at risk and to improve youth and family health in York County.

Mission: To provide training and resources – programs, information and data, funding, and expertise - that increase sustainable mental health and substance use disorder education and prevention in York County, Maine.

Mental Health and Substance Use Disorder in York County

In the past 10 years, through its collaboration in York County communities and using evidence-based substance use prevention and education strategies, the Choose To Be Healthy Coalition has helped:

- Reduce underage alcohol use in our area from 32%-24%,
- Reduce youth prescription drug misuse from 10-5%, and
- Kept marijuana use at 24-22% among high school students despite legalization and normalization (MIYHS, 2019).

However, local youth depression rates, like those across the state, have risen from at least a quarter of our youth to a third or more of our youth. And, 16% of our youth have thought about killing themselves. This is local data from 2019 – *before* the pandemic hit with its dramatic impacts including increased isolation, poor mental health, and adult drinking and drug use. York County towns, families and schools were already dealing with a substance use and mental health crisis before the pandemic.

The county as well as the state and most of the country is dealing with a severe increased need for prevention and mental health services – all while being impacted by a reduced workforce and less funding dedicated to primary prevention. As of May of 2020, there were only 110 licensed psychiatrists in Maine, most not taking new patients. And, according to the Maine Department of Education, there is only one school psychologist to every 1,500 students. The national recommendation is one for every 500 students (Feb. 2021). Moreover, we know from our regular School Networking Meetings that school counselors feel over worked and under trained to support youth with mental health and drug use issues and health educators are woefully unprepared and under resourced to teach these topics.

Proposal

The Choose To Be Healthy Coalition at York Hospital (CTBH) will coordinate efforts to provide mental health and substance use disorder programming, training, information and grants to the most at risk youth and their families in York County, Maine.

CTBH, is a community coalition with over seventy-five members and an Advisory Board serving nine communities in southern York County located at York Hospital.

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CTBH staff, members, and partners have over twenty years' experience in managing large federal grants, coordinating proven prevention and education strategies and representing all community sectors including schools, faith, youth, parents, businesses, healthcare, law enforcement, courts, government and civic organizations. CTBH also regularly collaborates on projects with mental health agencies, NAMI Maine and Sweetser, as well as the Maine Resilience Building Network, and the Maine Department of Education. CTBH staff work with the Maine Center for Disease Control and Prevention and both the federal CDC and SAMHSA.

York County Prevention Initiative Structure

The York County Prevention Initiative (YCPI) will be coordinated by Choose To Be Healthy staff in collaboration with members from the other two prevention coalitions in York County (Partners For Healthier Communities, serving the Sanford area and Coastal Healthy Communities Coalition serving the Saco/Biddeford area), the York Public Health District Council, plus staff and volunteers. The YCPI will report to its Advisory Board, the York County Commissioners and Manager and follow any reporting requirements of the federal ARP funds. Decisions will be based on the work plan and evidence with input from the Advisory Board.

York County Prevention Initiative Goals

The YCPI will undertake the following goals with this three year funding opportunity. While three to five years *minimum* is needed to change unhealthy behaviors, this funding can provide much needed services post-pandemic as well as build the capacity of our educational, health and family systems to address mental health and substance use disorders. The short- term goals (3 years) are to:

- Increase opportunities for substance use education, prevention and treatment for youth and young adults, especially those underserved and most affected by the pandemic;
- Improve access to mental health education and services for York County families, especially those at most risk;
- Build the capacity of York County families and agencies to respond to mental health and substance use crises through training, resources and assistance; and,
- Provide a model for future prevention work in York County that can be replicated and sustained.

Evidence-based Strategies

- **Create collaborative group** made up of sector representatives and York County Government in all areas of York County (York Area, Saco/Biddeford, and Sanford) to serve as an Advisory Board for YCPI.
- **Assess needs and gaps** informed by capacity, ARP funding requirements, inclusion of most at risk families.

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- **Train** families and professionals in proven models of substance use prevention and mental health education and support (i.e. Building Resiliency, Positive Social Norming and Developmental Assets, Mental Health First Aid, Family 2 Family, Social Emotional Learning, Child Centered Listening and Parenting Skills, Risk and Protective Factor Model of Substance Use Disorder).
- **Create a fair grant process** to award funds to communities, coalitions, schools and other family serving agencies to implement substance use prevention, mental health education programs and/or curriculum for youth and/or families.
- **Institutionalize and improve access to help and support information and education** through existing resources (Maine211, Choose To Be Healthy, Partners for Healthier Communities, Coastal Healthy Communities, York Hospital, Southern Maine Health Care, York Public Health District, York County Community Action, General Assistance Offices, Housing Authorities, Prevention Training and Technology Center).
- **Build sustainable collaboration** through grant writing training and assistance, grant applications and new partnerships with existing local, state and national agencies, foundations, civic organizations, businesses and financial institutions.

Proposed Timeline, November 2021-December 2022

Activity	Strategies	Timeline
Announce new YCPI	Media, presentation, meetings	Nov-December 2021
Create Advisory Board	Recruit 1-2 members from each coalition in county plus County Commissioners and others as recommended	January 2022
Bring together coalitions, York Public Health District	Assessment of plan and prioritization of SUD and mental health needs	January 2022
Community forum to review/revise plan	New plan drafted	February 2022
Create training series on topics approved by Advisory Board	Topics to include: mental health and psychological first aid, suicide prevention, building resiliency, parenting, prevention model	Beginning March 2022 monthly
Grant Award Applications	Create, provide and promote one page online application, choose awardees	April 2022
Award Announcements	Meeting and outline of guidance for grantees	May 2022
Technical assistance provided to grantees and others doing work	Monthly via zoom or site visits	June 2022-October 2022
Evaluate Process and Products	Focus groups, post activity surveys, photo voice projects	July-September 2022
Celebrate	Annual Meeting with awards and grantee presentations on progress	October 2022
Evaluate YCPI	On line assessment to all participants; Annual Report and presentations to communities, York County Commissioners, potential future funders	November-December 2022

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Successful Activities/Strategies Examples

The following successful education and prevention activities of the CTBH Coalition in 2020-2021 are examples of initiatives that can be expanded to *all* of York County as needed:

- Mental Health First Aid trainings provided to school staff, parents, law enforcement, town employees and other caring adults.
- Intervention and help given to youth and young adults in trouble for their drug use through the York County Court system and local schools.
- Collecting and analyzing needs and assets data, local school surveys and writing grants.
- A Regional Youth Summit held every year to provide youth leadership opportunities.
- Parent and Teen Check-Ins held to help families cope with isolation and anxiety, build resiliency and share successful strategies.
- Public education campaigns and educational materials on issues including marijuana harm, overdose dangers, how to administer lifesaving naloxone and where to get help for substance use disorder, anxiety or depression. Successful examples include CTBH's Help Card, Overdose Card, Public Health Response to Marijuana Legalization paper and marijuana harms media campaign.

Proposed Budget*

salary	\$ 66,560.00	\$ 68,640.00	\$ 70,720.00	\$ 205,920.00
benefits	\$ 17,305.60	\$ 17,846.40	\$ 18,387.20	\$ 53,539.20
office supplies	\$ 650.00	\$ 650.00	\$ 650.00	\$ 1,950.00
travel	\$ 200.00	\$ 200.00	\$ 200.00	\$ 600.00
other/operating expenses	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00	\$ 6,600.00
office space	in kind	in kind	in kind	\$ -
admin/indirect costs	in kind	in kind	in kind	\$ -
consultants	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 10,500.00
Awards for initiatives	\$ 34,584.40	\$ 31,963.60	\$ 29,342.80	\$ 95,890.80
Total going directly to communities	\$ 38,084.40	\$ 35,463.60	\$ 32,842.80	\$ 106,390.80
	\$ 125,000.00	\$ 125,000.00	\$ 125,000.00	\$ 375,000.00

*If \$500,000 is available, proposal to include a part time Project Assistant at \$21/hr position at 24 hrs/week and an increase in the line item for community initiatives to \$40,000-\$48,000 per year.

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Budget Detail

Budget Item	
Project Director Sally Manninen, MA PS-C, 25 + years' experience (resume attached)	\$32/hr-\$34/hr (based on current salary +3% annual raise) Benefits based on YH .26%, 40 hrs/week 52 weeks a year, Responsible for: oversight of grant, reporting to funders, communications, meetings and grant proposals, implement assessments, evaluation and data collection as well as TA for prevention initiatives, serves on York Public Health District Executive Council, serves in National Prevention Advisory Council
Office supplies	Printing educational materials, paper, ink, etc.
Travel	.55/mile reimbursement for 364 miles in York County for meetings, trainings, site visits
Other expenses	Annual subscriptions for Zoom, Squarespace for website, Constant Contact for distribution list and electronic newsletter, Survey Monkey for evaluations and assessments
Office space (YH)	Meeting spaces and office space for YCPI on York Hospital main campus
Admin (YH)	Fiscal oversight and management, IT and HR
Consultants	Providers of training and assistance such as NAMI Maine, Sweetser, Maine Resilience Building Network and OUT Maine
Grants for community initiatives	Initiatives chosen with evidence based criteria ¹ , to provide programming in gap areas of most need of prevention and mental health education

¹ Community Initiative Application Criteria

- Is project/program based on mental health and or substance use need, capacity and uses best practice or evidence-based approach?
- How many youth or adults will it reach?
- How will it reach more at risk population (i.e. children in middle school, children with existing mental health or social challenges, LGBTQ+, young adults)?
- What need or gap does it address and does it compliment and not duplicate existing efforts?
- How will grantee evaluate project/program? Project Director to provide simple evaluation tool(s) and assistance.
- Is budget commensurate with actual and reasonable costs?
- Will there be at least one person to coordinate the effort? (Grant funds can pay stipend for person's time if required.)
- What will grantee do to sustain project/program after three-year period?

Members of the YCPI Advisory Board to help choose award grantees.

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