



Alliance for Healthy Communities 2012-2013 Annual Report

AHC 1st Tuesdays
3:30 to 5 PM

12657 Fee Fee Rd.
St. Louis, MO
63146



Alliance Vision: To create a community empowered to make positive choices through knowledge, skills and resources.

Alliance Mission: Engage the community to reduce youth substance abuse and risks of suicide by raising awareness and changing community norms.



Message from the Director

Greetings!

I am proud of, and delighted in, Alliance for Healthy Communities' development through its first year of operations. In our first year we (a) developed essential organizational tools, policies and practices, (b), recruited knowledgeable and impassioned stakeholder-partners (c) initiated pilot projects that informed and shaped our initial strategic plan, (d) contributed funds to expand community wide enforcement strategies and (e) identified important data gaps and the means by which we will fill these gaps. We are now poised for action:

action aimed at raising knowledge and awareness, action targeting ineffective, or absent, health promoting policies or practices, and action offering or broadening services.

Many people have given a lot during this first year. I want to extend my sincere gratitude to all the AHC partners who have contributed their time, energy, and knowledge. The heart and soul of coalitions like Alliance for Healthy Communities are the community partners in their willingness to give of their knowledge, talent and resources. Every voice expressed in our meetings adds knowledge and insight for our work and every act of participation strengthens our efforts.

I want to thank the members of the AHC Executive Board for the extra time and energy they have contributed in this first year. Executive Board members have "slogged" through the tedium of strategic plan and budget revisions and by-laws development and adoption.

The Parkway School District, through its administrators and staff, has been remarkably generous in support of AHC. Without Parkway's in-kind contributions as fiscal agent and facilities host, AHC would be significantly diminished. Further, while AHC work is, in varying degrees, unfamiliar to most people in the district, without exception, we have been met with interest and encouragement.

I also want to express my gratitude to the students who have steadfastly stood by *Teen Voice for Change* through an awkward, yet productive, first 7 months. What has been learned in that time has contributed significantly to revisions in AHC's larger strategic plan. As we actively build relationships with advocates in area high schools, we will be better able to include more teens.

Alliance for Healthy Communities is purposed with cultivating grass roots, community partnerships through which local knowledge, norms, policies and practices can be influenced for improved community health. With a first year of capacity building behind us, we are ready to contribute to improving the health of our communities and the developing lives that depend on them.



For More Information Contact
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Alliance for Healthy Communities Funding Streams

The Alliance for Healthy Communities is funded through grant programs administered by the Missouri Foundation for Health and ACT MO.

The Community Health and Prevention (CHP) grant program was initiated in 2012 by the Missouri Foundation for Health. The CHP grant program provides five years of funding specifically for community coalitions with a demonstrated capacity and commitment to address local conditions that fuel identified health challenges. Alliance for Healthy Communities was awarded funding through this grant program to address ongoing rates of underage drinking, youth substance abuse and risk for suicide.

Additionally, Alliance for Healthy Communities, as a registered coalition with the state of Missouri Department of Mental Health, Division of Alcohol and Drug Abuse, is eligible to receive funding through mini-grant programs administered by ACT MO, the state level prevention management agency.

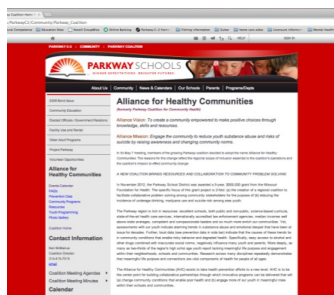


Alliance for Healthy Communities receives significant in-kind contributions from the Parkway C-2 School District, which serves as AHC's fiscal agent and facilities host. Additionally, Parkway contributes communications and technology supports.



Funding for this project was provided in part by the Missouri Foundation for Health. The Missouri Foundation for health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves.

AHC History



Alliance for Healthy Communities short history lends insight into its rapid growth and development, as only two years ago, AHC was little more than a dream for area preventionists.

AHC's inception is rooted in several facets of the Parkway School District and the surrounding community. Parkway has long maintained a commitment to best-practice substance abuse health education. For many years, PSD has sustained Safe and Drug-Free (SADF) high school involvement in drug-free peer education, mentoring and leadership. During the 2011-12 school year, the Health Education and SADF faced significant budget cuts. Simultaneously, HPE and SADF staff recognized the need to extend substance abuse prevention into surrounding communities.

In January 2012, Ken McManus, a Parkway resident with a history of community coalition leadership, approached Ron Ramspott, Parkway's HPE and SADF coordinator, with a Request for Proposals from the Missouri Foundation for Health (MFH). MFH was soliciting proposals for the Community Health and Prevention (CHP) grant program, the purpose of which was to provide five years of funding to community coalitions for the implementation of evidence-based, environmental strategies (community change strategies) as a means of reducing the incidence of identified health challenges.

Both McManus and Ramspott were motivated to collaborate in submitting a proposal. Over the next 10 months, they initiated the networking and partner orientations necessary to inform and engage community partners. These initiatives were met with immediate and enthusiastic response.

The Parkway region is rich in educational and healthcare resources and has a strong history of school-based substance abuse prevention, including significant "Title IV" era collaboration between public and independent high schools. Importantly, area law enforcement agencies and community prevention organizations have had community coalition experience and were quick to participate. Similarly, youth-family serving organizations and local health care providers stepped forward to participate in the development of a Parkway regional coalition.

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AHC History (cont.)



In June 2013, the new coalition, initially called The Parkway Coalition for Community Health (PCCH), became registered with the Missouri Department of Mental Health: Division of Alcohol and Drug Abuse which provided access to technical support from the Missouri Eastern Regional Support Center in the St. Louis area National Council on Alcoholism and Drug Abuse (NCADA). This status afforded PCCH the opportunity to apply for a mini-grant of \$5000 through ACT MO with the purpose of providing stakeholder training and a youth-led social norms correction project. The submitted proposal was funded in October 2012 and PCCH was on its way.

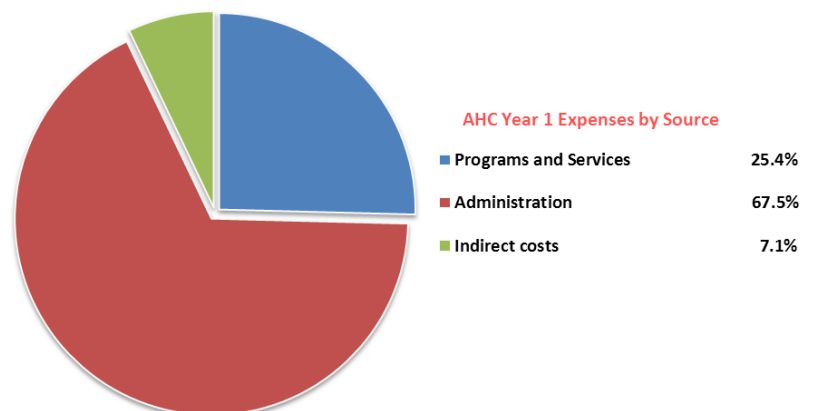
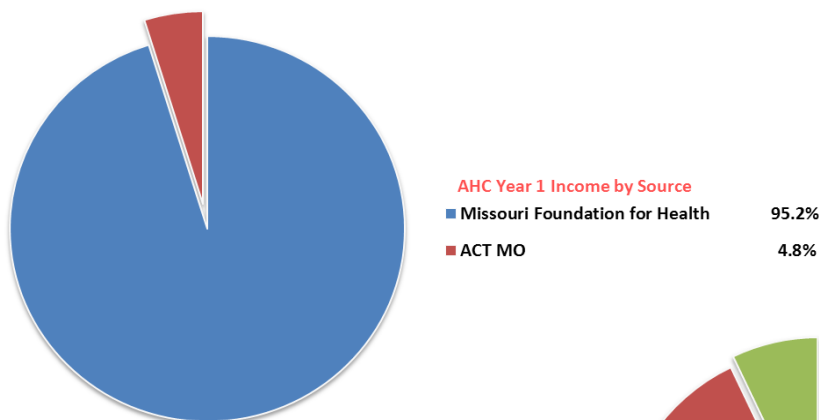
Funding from the Missouri Foundation for Health was announced in November 2012, effective December 1st, 2012, identifying the Parkway School District as the grantee, coalition fiscal agent and facilities host. By February 1st, 2013, Ken McManus had been hired as the coalition director. Within the months of February-May 2013, essential structures, i.e. schedules, mission-vision statements, and branding for the coalition were established as was an initial, student-led social norms pilot project and the inception of a community-level youth service organization, *Teen Voice for Change*. In April 2013, coalition members selected the name *Alliance for Healthy Communities* as a means expressing the desired scope of partners as well as the heart of the organizational mission. In April - June 2013, regional law enforcement partners initiated community wide enforcement strategies supported with AHC funding. In July 2013, the Alliance for Healthy Communities coordinated the presentation of Missouri House of Representatives Courtesy Resolutions to graduating Parkway seniors who had contributed to Parkway SADF programs through all four years of their high school career. July 2013 also witnessed the AHC Executive Board convening to began the work of overseeing AHC operations.

As a consequence of its Year 1 capacity building, Alliance for Healthy Communities is ready to make Year 2 one of action assessing, and ultimately, changing local conditions to improve community health.



Alliance for Healthy Communities Revenues and Expense

The following charts illustrate Alliance for Healthy Communities revenues and expenses for the first fiscal year.





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Alliance for Healthy Communities Outputs for Success

Community Law Enforcement Programs

During its first fiscal year, Alliance for Healthy Communities (AHC) was successful in initiating community projects guided by preliminary data from Parkway's 2012 Missouri Student Survey administration and from other regional data as well as from key informant reports. Accessing AHC funds budgeted to support police officer overtime, AHC law enforcement partners implemented **medication take-back events**, **neighborhood "party patrols"** during prom, graduation and homecoming seasons and **retailer compliance checks** at irregular intervals beginning in June 2013. In all, AHC reimbursed 115 hours of officer overtime in 4 area municipalities and unincorporated parts of St. Louis County.

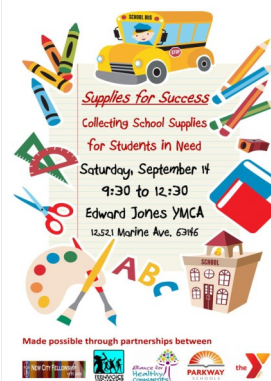


Social Norms Pilot Project

In March, 2013, in collaboration with the Parkway Safe and Drug-Free (SADF) department and Barat Academy, AHC initiated a **pilot social norming project** that involved nearly 40 students representing teams from 5 high schools. Incorporating entirely student-led strategies including social media, branded messaging and multi-media tools, the five teams addressed social norms regarding social stereotypes, cliques and appropriate "social consciousness" of responsible cell phone and social media use. Activity generated by the 5 teams reached over 3000 students.

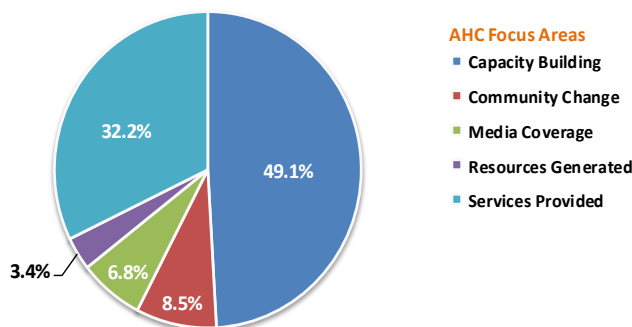


Guided by regional data that detail a significant lack of connection between youth and their communities, AHC initiated **Teen Voice for Change**. TVFC is designed to be a platform upon which area teens can identify and address community challenges about which they are passionate. Participation is open to any teen interested in making a difference in their community. During the summer of 2013, a core group of teen leaders worked together to create the TVFC brand and identify a first project. In July– August 2013, **Supplies for Success** was developed by TVFC members as a means of helping underprivileged students have a better start in the 2013-14 school year. TVFC joined forces with the West County YMCA and the Edward Jones



YMCA as well as the Parkway School District to collect and deliver school supplies to youth served in the educational programs of New City Fellowship.

AHC Year 1 Outputs by Focus Area





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Alliance for Healthy Communities Stakeholder Partners

Organizations that have contributed to AHC Year 1 Development.

Area Schools

Barat Academy
DeSmet Jesuit High School
Parkway School District
St. Louis University High School
Whitfield School

Business Leaders

A Place To Turn To
Heads Up Marketing

Colleges and Universities

Saint Louis University

Faith-Based Organizations

Jewish Student Union
New City Fellowship
Restore St. Louis Ministries
United Hebrew Congregation
West County Christian Fellowship
West Springs Church

Governmental Organizations

MO Army National Guard, Counter Drug Task Force, Civil Operations Program

Healthcare Organizations

Mercy Health Center
St. Luke's Hospital
St. Louis County Dept. of Health

Law Enforcement Agencies

Ballwin Police Department
Chesterfield Police Department
Creve Coeur Police Department
Des Peres Police Department
Manchester Police Department
Maryland Heights Police Dept.
St. Louis County Police Dept

Media Organizations

Anne Willis Creative
Brain Storm Media Group
KMOV-TV Channel 4
Parkway School District Communications Dept.
West News Magazine

Parent Organizations

Parkway Advisory Council for Children with Disabilities

Prevention Specialist Organizations

Parkway Safe and Drug-Free Department
Eastern MO Regional Support Center–N.C.A.D.A.

Substance Abuse Treatment Providers

Crossroads Program
Preferred Family Health Care

Youth Organizations

MO Gay Student Alliance
Teen Voice for Change

Youth-Family Serving Organizations

Edward Jones YMCA
Supporting Teens at Risk (S.T.A.R.)
West County YMCA

Volunteer Civic Organizations

Chesterfield Kiwanis Club

