



# Alliance for Healthy Communities 2014 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.



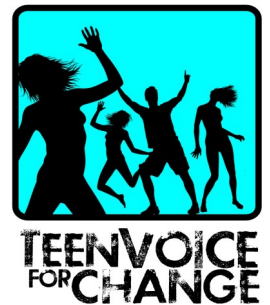
## Message from the Director

Greetings:

I will start Alliance for Healthy Communities 2014 annual report by thanking the host of people that have supported our work through the contributions of their time, initiative, passions and talents. It takes a lot of resources, commitment and patience to do all that is required to move a young coalition forward in pursuit of community change. Further, to AHC's partner organizations (listed at the end of this report), who make our very existence possible and generate the depth of resources necessary to pursue our objectives, I offer my heartfelt gratitude.

2014 was anticipated as a "year of action". Having developed organizational capacities and initiated pilot projects in 2013, our vision was that of expanding of our scope of work in the broader community. As a function of the "grass roots" heart inherent to AHC members, AHC led impacting efforts in providing up-to-date information about the risks of contemporary marijuana use to community youth, parents and professionals. Across three events between January and May, AHC reached hundreds of community members and through the media coverage generated, AHC reached hundreds of thousands of St. Louis area households.

In 2014, AHC furthered its collaboration with the Parkway School District (PSD) by enacting a cost sharing strategy to broaden the scope of youth engagement projects. In partnership with PSD's Safe and Drug-Free Leadership, Alliance for Healthy Communities was able to extend the reach of its youth coalition, *Teen Voice for Change* to four of Parkway's high school communities. These new partnerships have increased the number and diversity of youth involved



prevention efforts.



TVFC members at  
Speak Hard 2014

2014 might also be referred to as the "year of assessment". To better inform its strategic planning, AHC undertook a large-scale community assessment that involved over 2600 stakeholders. Incorporating a student survey, focus groups, online surveys, and key informant interviews, AHC's assessment gathered data that detailed the incidence rates of substance abuse and mental health challenges among area youth as well as community conditions that enable these significant health issues. To read the complete assessment report, please visit our web site at [ahc-stl.org](http://ahc-stl.org) and click on "Important Documents".



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# Alliance for Healthy Communities 2014 Annual Report

## Alliance for Healthy Communities Funding Streams



**Missouri Foundation  
for Health**  
*a catalyst for change*

The Alliance for Healthy Communities (AHC) 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 to address local conditions that enable identified health challenges.

Alliance for Healthy Communities was awarded funding through this grant program to address rates of underage drinking, youth substance abuse and risk for suicide.

Additionally, Alliance for Healthy Communities, as a registered coalition with the Missouri Department of Mental Health, Division of Alcohol and Drug Abuse, is eligible to apply for, and receive, funding through mini-grant programs administered by ACT MO, the state level prevention management agency. AHC was awarded funding through these mini-grants in 2012, 2013 and 2014.



[www.actmissouri.org](http://www.actmissouri.org)



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.

*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.*

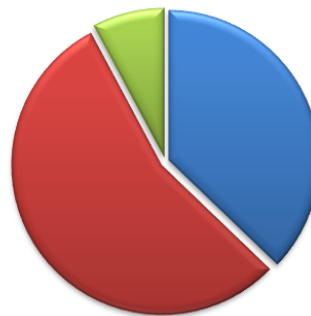
## Alliance for Healthy Communities Revenues, Expenses and Outputs

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



**AHC Year 2 Income by Source**

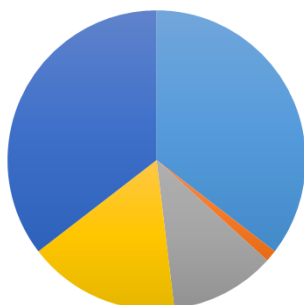
Missouri Foundation for Health	95.5%
ACT MO	4.5%



**AHC Year 2 Expenses by Source**

Programs and Services	37.2%
Administration	55%
Indirect costs	7.8%

**AHC Outputs by Category Year 2**



Capacity Building	28%
Community Change	1%
Media Coverage	9%
Resources Generated	13%
Services Provided	28%



# Alliance for Healthy Communities 2014 Annual Report

## Programs that Raised Community Awareness



### *Marijuana Summit, January 23, 2014*

**Location:** Chesterfield YMCA Theater

**Tech Support:** West County Fellowship

**Target audience:** General community

**Featured Speaker:** Dr. Kevin Sabet via live video stream- nationally recognized author and researcher on contemporary marijuana abuse

**Attendance:** 104 attendees

**Collaborative value:** 9 organizational partners

**Media:** KMOV-TV news coverage

### *But Mom, It's Just Pot, March 4, 2014*

**Location:** Parkway South Middle School

**Target audience:** Middle school parents and youth

**Featured Speaker:** Panel presentation: recovering teen and parent supported by treatment and prevention professionals

**Attendance:** 53 attendees

**Collaborative value:** 6 organizational partners

**Media:** KMOV-TV news coverage- Nielson data indicated 580,000 households reached over three news broadcasts

**Evaluation:** Exit survey of attendees indicated (a) largest increases in knowledge regarding strength of effects of modern marijuana and potential for youth addiction and (b) personal stories were most beneficial program components.



### *Missouri Marijuana Prevention Tour: The Science of Adolescent Addiction, May 5, 2014,*

**Location:** Chesterfield YMCA Theater

**Tech Support:** West County Fellowship

**Target audience:** Afternoon program- healthcare professionals (included webinar option and CEU availability); Evening program- general community

**Featured presenter:** Dr. Christian Thurstone- board certified child, adolescent, adult and addictions psychiatrist; nationally recognized author and researcher on contemporary marijuana abuse with emphasis on early consequences of Colorado legalization.

**Attendance:**

Afternoon program- 65 attendees representing 28 agencies and 18 professional disciplines serving 6 eastern Missouri counties and 2 western Illinois counties

Evening program- 43 attendees

**Collaborative value:** 14 organizational partners

**Media:** St. Louis Live TV (local cable, two interviews), KMOX Radio Coverage



**Evaluation:** Attendees in both programs ascribed high value to learning about (a) marijuana marketing to children in states where legal and (b) the importance of science behind assessing impacts of marijuana use.

Attending healthcare professionals indicated

76% experienced increase in medical knowledge

33% indicated their clinical practice will be influenced

Attending community members indicated as most important information acquired

44% identified the harmful effects of modern marijuana

37% indicated information regarding marijuana use impact on adolescent development





# Alliance for Healthy Communities

## 2014 Annual Report

### 2014 Comprehensive Community Assessment

In 2014, AHC planned and implemented a comprehensive community assessment designed to detail two broad categories of information: (a) current incidence rates among area youth of substance abuse, depression and suicidality and (b) the prominent, enabling community conditions, often referred to as “risk factors”. In aggregate, AHC’s community assessment, conducted between March and September 2014, included 2614 community stakeholders.

### AHC’s Community Assessment Methodology

AHC’s community assessment involved administration of the Search Institute *Attitudes and Behaviors Survey* (SI-ABS) involving 2122 students, grades 7-11, from Parkway School District middle and high schools and two independent high schools. The SI-ABS was selected for this assessment because it profiles youth and youth-community connections using the 40 Developmental Assets framework. The 40 Developmental Assets framework, a research based model of positive youth development, provides a common language with which diverse stakeholders can articulate important risk factors common to area youth and metrics for assessing these risks.

Additionally, AHC’s community assessment included online surveys targeting Parkway district administrators (51 survey participants) and Parkway area parents (368 survey participants). Focus groups were conducted with clergy, secondary school counselors and social workers (representing both public and independent schools), police officers and youth. Further, “key informant” interviews were conducted with individuals possessing extensive experience with our youth and communities. Finally, a readiness survey was administered in an effort to community “readiness” to act on the challenges of youth substance abuse and suicidality.

The outcome of AHC’s community assessment was a large body of data that required extensive sorting and analysis. At the end of September 2014, nine AHC stakeholders formed a data analysis work group to complete this important work. Throughout the following month, AHC’s data analysis work group identified six specific patterns in local conditions that appear to be important causal factors for risky behavior. As such, these causal factors are potential targets for AHC community level interventions.

To access the report documents summarizing AHC’s 2014 community assessment, please visit our web site at [ahc-stl.org](http://ahc-stl.org) and navigate to the important documents page.

## Alliance for Healthy Communities *Community Interventions*

### Community Law Enforcement Programs

During its second year, Alliance for Healthy Communities (AHC) continued its support of police officer overtime necessary for community prevention projects. 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. Local police officers and first responders also assisted in a “mock crash” conducted at Parkway Central High School. Law enforcement availability for community prevention activity was greatly curtailed beginning in August 2014, as all area departments prioritized responding to the unrest in Ferguson, MO .



TVFC with MO GSA March 2014

In its second year of operation, *Teen Voice for Change* underwent multiple transitions that have broadened its reach. First, in a cost-sharing partnership with Parkway School District, Alliance for Healthy Communities established building level sponsors at Parkway Central, North, South and West high schools. This increased the number of students connected to *Teen Voice for Change* and provided localized leadership. TVFC members from these building level groups presented to area city councils and orchestrated awareness activities within their schools. In aggregate, these activities reached over one thousand students. Second, the regional TVFC platform became a base for LGBT youth working to influence policies and community attitudes. The students involved in this group implemented local and state level advocacy efforts as well as education and awareness projects.



TVFC at Manchester City Council November 2014



# Alliance for Healthy Communities

## 2014 Annual Report

### Alliance for Healthy Communities Organizational Partners

#### Area Schools

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

#### Business Organizations

A Place To Turn To  
Abbott Laboratories  
Heads Up Marketing  
Kinko's- Creve Coeur  
Mark's Qwik Print

#### Colleges and Universities

Saint Louis University  
University of Missouri- St. Louis

#### Faith-Based Organizations

Jewish Student Union  
New City Fellowship  
Restore St. Louis Ministries  
St. Timothy's Episcopal Church  
United Hebrew Congregation  
West County Fellowship  
West Springs Church

#### Governmental Organizations

MO Army National Guard  
St. Louis County Dept. of Health

#### Healthcare Organizations

Mercy Health Center  
St. Luke's Hospital  
SSM Healthcare

#### 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 Communications Dept.  
StratCommRx  
St. Louis Public Radio  
West News Magazine

#### Parent Organizations

Parkway Advisory Council for Children with Disabilities (PACCD)  
Parents Advocating for Multicultural Equity in Education (PAMEE)

#### Prevention Specialist Organizations

BreakDown STL  
CHADS Coalition  
Chesterfield Alliance for Positive Youth  
Eastern MO Regional Support Center- N.C.A.D.A.  
Kids Under Twenty One (KUTO)  
Parkway Safe and Drug-Free Department  
Supporting Teens at Risk (S.T.A.R.)

#### Substance Abuse Treatment Providers

Crossroads Program  
Bridgeway Behavioral Health  
Harris House Treatment and Recovery Center  
NorthStar Treatment Center  
Preferred Family Health Care  
Valley Hope Association

#### Youth Organizations

MO Gay Student Alliance  
Teen Voice for Change

#### Youth-Family Serving Organizations

Edward Jones YMCA  
St. Louis County Family Court  
West County YMCA

#### Volunteer Civic Organizations

Chesterfield Kiwanis Club  
Polar Star Rose Hill #79 AFAM



#### AHC Partnership Structure Year 2

- Parent Organizations 3%
- Youth-serving Organizations 7%
- Insts. Higher Education 3%
- Business Organizations 7%
- Local or State Agencies 3%
- Law Enforcement 10%
- Volunteer or Civic Groups 3%
- Healthcare Providers 14%
- Faith-based Organizations 10%
- Schools 20%
- Media 10%
- Prevention Organizations 10%