



***Together Promoting Healthy Youth***

***OURAY COUNTY  
Communities That Care  
Community Action Plan  
2018-2021***

# Executive Summary

Ouray County Communities That Care has an important mission and vision to improve youth health in our community:

**Mission: *The Ouray County CTC defines itself as an evolving support system for Ouray County youth, that provides opportunities for active involvement in promoting a healthy environment for themselves and others, assisting them in reaching their full potential as competent, compassionate, responsible, and resilient adults.***

Our goal is to reduce the following youth risk behaviors in our community:

Substance Abuse: Currently, youth in Ridgway report high levels of marijuana (27.4% have used in the last 30 days, HKCS 2017) and alcohol (37.3% have drunk in the last 30 days, HKCS 2017).

This plan describes the ways to address the priority risk and protective factors identified in Ouray County's Communities That Care effort. The Communities That Care system is a way for members of a community to work together to promote positive youth development. The system was developed by the Social Development Research Group at the University of Washington. Their research has identified risk factors that predict youth problem behaviors and protective factors that buffer children from risk and help them succeed in life.

In July 2017, the Risk- and Protective-Factor Assessment workgroup identified the following risk & protective factors as priorities for community planning:

**Risk Factors:**

- Availability of Substances (Community)
- Favorable Attitudes Toward Substance Use (Individual)

**Protective factors:**

Opportunities and Recognition for Prosocial Involvement

The Resources Assessment workgroup then completed an assessment of the prevention strategies and programs that address these priorities in the community, and identified gaps in those resources, along with the community's capacity to implement strategies and programs to fill the gaps.

The drafting of this document, the Ouray County Community Action Plan, was the next step in the Communities That Care process. In March and April 2018 members of the Key Leader and Community Board attended the Community Planning Workshops.

Key Leader and Community Board members selected research-based community-level strategies focused on policy, community outreach, and environmental change to address priority risk and protective factors at a meeting in February 2108. Key Leader and Community Board members drafted community-level outcomes to help define the

desired changes for the Ouray County community and measure the progress toward those outcomes. Community-level outcomes include behavior and risk-and protective-factor outcomes. In addition, implementation outcomes were also finalized at these meetings. These consist of implementation objectives and goals, which will measure the change that prevention strategies and programs have in the community.

The following are the community-level prevention **strategies and programs** selected to address each prioritized risk/protective factor:

**Risk:**

**Availability of Substances (Community)**

1. Pursue sustainable, multi-sector funding for Youth Substances Abuse Prevention strategies
2. Build public support for conventional enforcement of existing laws
3. Build community support for Ordinances, Regulations, Requirements for establishments selling liquor, marijuana or promoting substance use
4. Leverage state mass media resources and campaigns to change community and social norms

**Risk:**

**Favorable Attitudes Toward Substance Use (Individual)**

1. Pursue sustainable, multi-sector funding for Youth Substances Abuse Prevention strategies2. Leverage statewide mass media resources and campaigns to decrease favorable attitudes towards substance

**Protective Factor:**

**Opportunities and Recognition for Prosocial Involvement**

1. Promote social development strategy (positive youth development) in the community
2. Build public support for creating and maintaining evening community spaces for youth

# Ouray County Community Action Plan Outline

- I. Community Collaboration
- II. Report Overview
  - A. Purpose and use of the plan
  - B. Prevention science overview
  - C. The community action plan
  - D. How the information was collected
- III. Community Outcome Goals
  - A. Community-Level Outcomes
    1. Health & Behavior Outcomes
    2. Risk Factors
    3. Protective Factors
  - B. Selected Community-Level Strategies and Programs
    - Risk Factors:**
      - Availability of Substances (Community)
      - Favorable Attitudes Toward Substance Use (Individual)
  
    - Protective factors:**  
Opportunities and Recognition for Prosocial Involvement
- IV. Healthy Board Maintenance
- V. Collective Impact
- VI. Implementation and Evaluation
  - A. Social Development Strategy & Positive Youth Development in Our Community
  - B. Social Development Strategy & Positive Youth Development in Our Coalition
  - C. Community-Level Strategies and Programs
    - Risk Factors:**
      - Availability of Substances (Community)
      - Favorable Attitudes Toward Substance Use (Individual)
  
    - Protective factors:**  
Opportunities and Recognition for Prosocial Involvement
- VII. Funding Strategies
  - A. Community-Level Strategies and Programs
  - B. To Sustain Community Efforts

## COMMUNITY COLLABORATION

Ouray County *Communities That Care* envisions ***Ouray County CTC as an evolving support system for Ouray County youth, that provides opportunities for active involvement in promoting a healthy environment for themselves and others, assisting them in reaching their full potential as competent, compassionate, responsible, and resilient adults.*** Many of these agencies have allowed for staff members to utilize their time and energy to support our efforts to create systems that prevent youth substance use and violence, and to promote young people’s mental well-being. We also have community members and young people involved in our efforts, who provide their expertise and passion, as well as practical insights on addressing the needs of our young people. All of these Partners Mentoring Youth will be critical in leveraging community assets and resources needed to sustain our prevention efforts now and in the future. The following agencies contributed to the development of this plan, either by being a representative on a board or work group, and/or from contributing information that helped inform our community’s decision:

Ouray Police Department	Juvenile Diversion
Ridgway Police Department	City of Ouray
Ouray County Sheriff’s Office	Chris Pet Grooming, LLC
Ridgway Secondary School	Steps Bar
Ouray School District	Rocky Mountain Cannabis
Ouray County DSS	Dalwhinnie/Shift
Partners Mentoring Youth	Colorado Cultivators
Mental Health Center	Flying Pig
Ouray County Public Health Agency	Fiddlers Green
Ridgway Christian Center	ACME Healing
Ouray County Commissioners	Bright Futures
Voyager Teen Center	Weehawken
Ridgway Town Administration	SWAP

There have been several organizations that have helped strengthen the efforts of the *Communities That Care* process in Ouray County.

In addition, this community action plan helps to address the community needs of Mental Health issues, suicidal ideation, depression, and substance use by youth from the local community health assessment planning and improvement plan.

Our CTC coalition also shares the coalition with the Office of Behavioral Health.

## **Purpose and use of the plan**

Ouray County presents its 2016-2021 Community Action Plan. This plan describes the results of the work completed thus far in Ouray County's Communities That Care effort, which has been funded by the Colorado Department of Public Health and Environment. However, this report outlines plans that are not limited to this single funding source. Rather, the report serves as a collective impact vision for community change in Ouray County that will need to leverage multiple funds and resources in the future.

This report describes the changes we want for our community, the community-level prevention strategies and programs that will be implemented to address the community's identified priority risk and protective factors, and the outcomes that will measure progress toward our community's vision.

Ouray County implemented the Communities That Care process to help achieve the community's vision for a compassionate, accepting community where all people work together to create a safe and healthy environment for all.

## **Prevention science overview**

In the spring of 2017, Ouray County began implementing the Communities That Care system. The Communities That Care system helps community members work together to efficiently and effectively promote positive youth development. The system was developed by Dr. J. David Hawkins and Dr. Richard F. Catalano of the Social Development Research Group at the University of Washington, Seattle. It is based on their research, which has identified risk factors that predict youth problem behaviors and protective factors that buffer children from risk and help them succeed in life.

## **The community plan**

A key goal of the Communities That Care process is to develop a Community Action Plan that builds on the data-based assessment of a community's priorities, strengths and resources. This plan focuses on priority risk and protective factors and draws on community resources and strengths. It also addresses resource and community capacity gaps, issues and barriers by recommending community-level strategies to target policies, community outreach, and environmental changes as well as enhancing existing or implementing new tested, effective programs.

The Ouray County plan accomplishes this goal by identifying specific desired outcomes for each selected strategy or program; for the priority risk and protective factors on which the plan is focused; and for adolescent health & behavior problems. It describes how each selected strategy and program will work to bring about desired changes in Ouray County's youth and presents recommendations for how these prevention strategies and programs will be implemented in the community. Finally, it provides implementation and evaluation plans for each of these strategies and programs.

## How the information was collected

In July 2017, Ouray County prioritized risk factors related to youth substance abuse, violence, and mental health on which to focus its prevention efforts, as well as protective factors that could buffer these risks. The report on the prioritized risk and protective factors is located here: <https://docs.google.com/document/d/14aql6kL7tEMJCXI8JRvwwEc4QPjUI-V92or0Z1QRg74/edit?usp=sharing>.

Ouray County selected the following risk and protective factors:

### **Risk Factors:**

- Availability of Substances (Community)
- Favorable Attitudes Toward Substance Use (Individual)

### **Protective factors:**

- Opportunities and Recognition for Prosocial Involvement

The Resource Assessment then collected information to understand the potential strengths and gaps in our community's capacity to address these risk and protective factors with potential community-level prevention strategies and tested, effective prevention programs. In February 2018, the workgroup presented a list of potential strategies and programs that would benefit our community, and the Key Leader and Community Boards voted to move forward several efforts. The report on the resource assessment and the community strengths and needs to implement these efforts is located here: [https://docs.google.com/document/d/11VmJFrJdEoEYS-6lwxe8S8kaPm3bA1GBolcEFxlpE\\_Q/edit](https://docs.google.com/document/d/11VmJFrJdEoEYS-6lwxe8S8kaPm3bA1GBolcEFxlpE_Q/edit)

To develop this community action plan, Ouray County first drafted community-level outcomes, which consist of behavior and risk- and protective-factor outcomes. Community Board members drafted these outcomes at the Community Planning Workshops in March and April 2018. Strategy and program selection also took place at these workshops, with the Ouray County Community Board members selecting six prevention strategies and programs to address the identified priority risk and protective factors.

Work was next focused on drafting implementation outcomes, which consist of implementation objectives and participant outcomes where applicable. Implementation objectives set a goal for how community-level strategies will create change in communities; participant outcomes describe the desired changes in knowledge, attitudes, skills or behaviors that programs may produce for participants. Community Board members drafted implementation objectives and participant outcomes at the Community Planning Workshops in March and April 2018.

## Community Outcome Goals

### Community-level outcomes

Ouray County developed outcome goals for the following priority health & behavior problems:

- 30- day use of alcohol by teens
- 30 day use of marijuana by teens
- Suicidal Ideation: Lack of Mental Health Services; Bullying

Ouray County developed outcome goals for the following priority risk & protective factors:

#### Risk Factors:

- Availability of Substances (Community)
- Favorable Attitudes Toward Substance Use (Individual)

#### Protective factors:

- Opportunities and Recognition for Prosocial Involvement

**Health & Behavior Outcome Goals** are meant to identify what we hope to achieve in addressing problem behaviors in our community and the Ouray County community vision. The outcomes will help measure changes in the problem behaviors of substance use and delinquency. The following table outlines the change goals we have set for our community:

- By 2021, less young people in our community will choose to binge-drink, drink alcohol or use marijuana on a 30-day basis, and instead are more involved and engaged in other school, extracurricular, or community events that are substance-free.
- By 2021, the initiative will reduce occurrences of substance use and abuse by 8% among youth 15-18 years of age, from 33% to 25% for alcohol binge drinking, 30-day use of alcohol by 5% from 25% to 20%, and marijuana 30-day use from 35% to 27%, as measured by the HKCS, using HKCS 2013 as baseline.

The health outcomes and problem behaviors addressed in this action plan also help inform the local community health assessment and improvement plan that was developed in Ouray County. This report can be found here: <https://www.wcphp.org/>

**Risk factor outcome goals** are meant to identify what we hope to achieve in addressing the priority risk factors related to the previously described behavior changes.

- By 2021, young people in our community will have increased their perception of harm of and reduced favorable attitudes toward substance use.
- By 2021, perception of harm will increase across Ouray County from 54% to 70% (baseline HKCS 2013).
- By 2021, alcohol, marijuana, and other drugs will be less available for youth to use.
- By 2021, use of alcohol, marijuana and other drugs will reduce by 8% from HKCS 2013 baseline data amounts.

**Protective factor outcome goals** specify what we hope to achieve in addressing the priority protective factors related to the previously described behavior changes.

- By 2021, all young people will have access and transportation options to at least one an affordable, safe, and fun public space where they can enjoy being a young-person in a substance-free environment, where they will experience increased connectivity and communication and demonstrate positive behaviors.
- By 2021, opportunities and recognition for prosocial involvement will increase to all sectors of the community, including local government, business, and the arts.
- By 2021, year-round at least one day time and one night time venues, offering safe, fun, substance-free activities, will be available to all Ouray County youth, with transportation provided free of charge to each venue.

### **Selected community-level strategies**

The following are the prevention strategies and the implementation outcome objectives set for each prioritized risk/protective factor:

#### **Risk Factor: Availability of Substances (Community)**

##### **Strategy #1. Build public support for conventional enforcement of existing laws.**

Strategy Implementation Objective:

- By 2021, there will be a reduction in the availability of substances from the gray market, e.g. availability of substances from parents, friends, older young people, transients.

The following were identified as strengths in the community's capacity to implement this strategy:

- Licensing restrictions for sale of alcohol and marijuana are in place
- Licensing restrictions for growth of marijuana are in place
- There is an open and public smoking policy
- There is an open and public alcoholic beverage policy in both Ridgway and Ouray.

The following were identified as areas for improvement in the community's capacity to implement this strategy:

- Lack of public support for licensing and use in public restrictions
- Lack of knowledge regarding existing laws regarding marijuana use and effects of use
- Lack of knowledge and enforcement of the Social Host Ordinance
- Perception that the laws are not enforced.
- Parental resistance to laws being enforced

#### **Risk Factor #2 Favorable Attitudes of youth and adults toward substance use (Individual)** **Strategy #2: Leverage Statewide Mass Media Campaigns to Decrease Favorable Attitudes Toward Substance Use**

Strategy Implementation Objective:

- By 2021, youth and adults will change their normative perception of harm from substance use

The following were identified as strengths in the community's capacity to implement this strategy:

- Free resources available
- Support for this strategy in community leadership

- Marijuana and liquor store owners are open to mass media campaigns and free training
- Committed and active CTC implementation team

The following were identified as areas for improvement in the community's capacity to implement this strategy:

- Currently not comprehensively implemented
- Need support on how to successfully carry out a mass media campaign
- Need community buy-in
- Localized effort in messaging and graphic design
- Lack of funds for prizes and printing costs for local efforts

**Protective Factor: Opportunities and Recognition for Prosocial Involvement**

**Strategy #3: Promote Social Development Strategy**

Strategy Implementation Objective:

By 2021, We will see a positive outcome with bonding and relationships by infusing SDS into the community (youth and adults). Our goal is to put youth on a positive path where they can grow up and become active in any community in which they live.

The following were identified as strengths in the community's capacity to implement this strategy:

- Voyager Youth Program
- SWAP
- Weehawken
- Ouray Library
- Ridgway Library
- Ouray School
- Ridgway School
- Juvenile Diversion
- Partners Mentoring Youth
- Parents as Teachers
- Positive Solutions for Families

The following were identified as areas for improvement in the community's capacity to implement this strategy:

- Voyager is the only program that implements Blueprints programs
- Gap in reaching older youth 15+
- Need increased and sustainable funding for these programs
- Only a few agencies have had formal PYD training
- Need to promote PYD in the community
- Need to educate the community re: the importance of PYD

**Positive Youth Development**

Outcome: Youth will demonstrate more involvement in increased desirable options. There will be more cooperation and communication between youth-serving organizations, with consistent PYD language and behavior.

The following were identified as strengths in the community's capacity to implement this strategy:

- Voyager Youth Program
- SWAP

- Weehawken
- Ouray Library
- Ridgway Library
- Ouray School
- Ridgway School
- Juvenile Diversion
- Partners Mentoring Youth
- Parents as Teachers
- Positive Solutions for Families

The following were identified as areas for improvement in the community's capacity to implement this program:

- More evidenced-based programs
- Need PYD training
- Need increased and sustainable funding for youth-oriented programs
- Promoting PYD in the community

Our coalition looked at programs in the resource assessment but did not include them as part of the selected strategies or programs in the community action plan, because our information is that CTC will **NOT** fund programs.

There are evidenced-based programs being utilized in Ouray County under the auspices of the Office of Behavioral Health in the form of Blueprints approved prevention program curricula being used in the school districts.

## Healthy Board Maintenance

We strive to maintain a healthy and vibrant coalition that supports the implementation and evaluation of these strategies moving forward.

We commit to focusing attention on healthy board maintenance in the coming year, and have outlined the following goals to achieve this vision, and to provide opportunities, skills, and recognition to the board:

- Continue to support and increase youth involvement in the CTC coalition, by continual recruitment and inclusion of younger members as currently participating youth graduate and leave the area.
- Continue to support and increase youth engagement and positive youth development in the coalition, by utilizing a PYD approach.
- Build on Coalition members strengths by engaging them in efforts suited to their expertise.
- Continue to reward Coalition members tangibly and with praise for their continued involvement and contributions
- Continue to support the Implementation Teams through the strategy implementation phase
- Support the Board in expanding CTC work in the community.
- Support healthy communication between Implementation Teams, Community Board, Key Leaders and community members

## Collective Impact

We strive to have a community that is dedicated to the prevention of youth substance use and violence and the promotion of mental-wellbeing of young people. We know that an effective prevention system means that many agencies and individuals work together with a common mission to address community and young people's needs.

We commit to focusing attention on applying the principles of collective impact to maximize existing community assets to support the goals of this community action plan, as well as the strategies and programs in it. These strategies and programs were selected as part of a comprehensive community planning effort, and we recognize the potential that can be achieved when there is broad community focus on common goals. We have developed the following goals toward this end:

- Activate our funding workgroup to explore potential funding streams for all the pieces of our community's action plan
- Work across agencies to ensure appropriate support for successful implementation of each strategy, program, or practice described in this plan
- Increase communication and collaboration between youth serving and other agencies
- Engage local government in supporting CTC efforts financially and through policies

At the same time, we also commit to finding common, community-integrated ways to achieve the sustainability of our collective efforts, embodied in the Communities That Care coalition and process – that have at their heart the ability to integrate community and youth voice into the mission to prevent problem behaviors by building robust community systems that support healthy youth development and safe and supportive spaces for young people to flourish. We know that if we do not start working on securing sustainable support for our coalition, much of our progress will be lost.

We have developed the following goals to ensure that efforts like ours can be sustained in the future:

- Creatively collaborate with other agencies to build out a sustainability plan.
- Activate the Funding Workgroup to explore current and potential funding streams to create a sustainable strategic funding plan.
- Key leaders of the community will work together to consider how community engagement and coalition-building efforts can be sustained as part of their agency missions.
- Initiate a funding policy to ensure that a part of the local marijuana excise tax revenue be designated to support continued CTC efforts.
- Engage the business sector more fully in CTC efforts through youth inclusion on committees and boards, providing evening spaces for youth, and funding.

This Community Action Plan is the foundation of an evolving guidance document to help drive Ouray County's CTC efforts forward in increasing protective factors and reducing risk factors associated with youth substance use.

## Implementation and Evaluation

Ouray County Communities That Care has developed implementation and evaluation plans to promote the social development strategy and positive youth development in our community, as well as to address the prevention strategies and programs to address risk and protective factors.

### **Social Development Strategy and Positive Youth Development in Our Community**

A key element of our CTC effort is to build protection community-wide by promoting the Social Development Strategy and Positive Youth Development. We plan the following activities to do this:

Strategy Implementation Plan: Promote Social Development Strategy in the Community

[https://drive.google.com/open?id=1AYheGRCK4t7pgdR1o1ATSQYs3TDPzwIC3ECiEz30r\\_U](https://drive.google.com/open?id=1AYheGRCK4t7pgdR1o1ATSQYs3TDPzwIC3ECiEz30r_U)

### **Social Development Strategy and Positive Youth Development in Our Coalition**

The Ouray County Communities that Care Coalition resolves to:

- Continue to support and increase youth involvement in the CTC coalition, by continual recruitment and inclusion of younger members as currently participating youth graduate and leave the area.
- Continue to support and increase youth engagement and positive youth development in the coalition, by utilizing a PYD approach.

We will also explicitly apply the Social Development Strategy and Positive Youth Development principles to our own coalition functioning, ensuring that coalition members have opportunities to use their skills, and are recognized for their contributions. We plan the following activities to do this:

- Continue to offer incentives for participation on the Community Board and Implementation Teams
- Continue to encourage young people's input, guidance, and direction throughout the CTC process
- Continue to respect perspectives, opinions, and ideas presented by young people in CTC
- Continue to support and encourage new voices from the young people in our community to join the CTC process

### **Community-Level Prevention Strategies and Programs**

#### **Addressing Risk Factor: Favorable Attitudes toward Substance Use (Individual)**

Strategy Implementation Plan: Leverage statewide mass media campaigns to change norms

[https://docs.google.com/spreadsheets/d/17n9nk7rmOamCtx6lzX-etq7jfP10BaO5b429Ag\\_5asw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/17n9nk7rmOamCtx6lzX-etq7jfP10BaO5b429Ag_5asw/edit?usp=sharing)

### **Addressing Risk Factor: Availability of Substances**

Strategy Implementation Plan: Building Support for Existing Laws

<https://docs.google.com/spreadsheets/d/18CPfzgs34Xphs4qkxk15WFZVffhfp1J79Da4K52DeA/edit?usp=sharing>

### **Addressing Protective Factor: Opportunities and Recognition for Prosocial Involvement**

Strategy Implementation Plan: Promote Social Development Strategy

[https://drive.google.com/open?id=1AYheGRCK4t7pgdR1o1ATSQYs3TDPzwIC3ECiEz30r\\_U](https://drive.google.com/open?id=1AYheGRCK4t7pgdR1o1ATSQYs3TDPzwIC3ECiEz30r_U)

### **Funding Strategies**

Ouray County Communities That Care has developed funding plans to support the development, implementation, evaluation, and sustainability of our selected prevention strategies and programs, and to ensure that CTC can be continued in years to come.

For the selected strategies and programs, we plan to fund these efforts as follows:

#### **Strategy: Building Support for Existing Laws**

We plan to utilize \$1000 of the funding currently provided by CDPHE to support this this strategy. These funds may be used towards Community Event supplies; training costs for cannabis retail operators, materials for safe storage information dissemination, placards for disposal, CTC stickers.

In addition, additional funds will be needed to support these efforts. These investments may include:

- Purchase of individual lockboxes
- Advertisements
- Other marketing materials

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

#### **Strategy: Promote Social Development Strategy in the Community**

We plan to utilize \$1000 of the funding currently provided by CDPHE to support this strategy. These funds may be used towards meeting supplies costs and travel for Positive Youth Development trainings.

In addition, additional funds will be needed to support these efforts. These investments may include:

- Youth Nights at various businesses
- Boosting marketing
- Any additional PYD materials and travel funds

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

**Strategy: Leverage statewide mass media campaigns to change norms**

We plan to utilize \$500 of the funding currently provided by CDPHE to support this this strategy. These funds may be used towards meeting supplies and food.

In addition, additional funds will be needed to support these efforts. These investments may include:

- Boosting social media posts

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

**Program: Substance Abuse Prevention Curriculum**

Funds will be needed to support these efforts. These investments may include:

- Prevention Curriculum

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

**Program: Prevention Lunch Groups**

Funds will be needed to support these efforts. These investments may include:

- Food and Materials

We commit to activating a small group of community representatives to continue to investigate funding sources for these community investments.

For sustaining our community-driven efforts:

The Funding Workgroup is exploring sources to fund all costs related to communication efforts, materials, and meeting costs.

We recognize the value of involving and engaging our community in all of our efforts and will continue to look for funding opportunities to keep our coalition funded to ensure that our objectives and work are always driven by community need and support.