



State of California
 Health and Human Services Agency
 Department of Alcohol and Drug Programs
 Safe and Drug Free Schools and Communities State Grants
GRANT AGREEMENT

SDF 07-15
 GRANT NUMBER

PAGE 1 OF 2 (Department of Alcohol and Drug Programs Use Only)

The Department of Alcohol and Drug Programs, hereinafter called Grantor, hereby makes a grant award of funds for the **Safe & Drug Free Schools & Communities Grant Program** to **El Dorado County Public Health Department, Alcohol & Drug Programs** hereinafter called the Grantee, in the amount and for the purpose and duration set forth in this Grant Agreement including attached Terms and Conditions and applicable laws and regulations.

- 1. PROJECT TITLE:** Las Decisiones Seguras or "Safer Choices"
- 2. NAME OF APPLICANT AGENCY:** El Dorado County Public Health Department, Alcohol & Drug Programs Division
- 3. PROJECT PERIOD:**
- MM/DD/YY
 From: 10/1/2007
 To: 9/30/2012
- Taxpayer I.D. 94-6000511

4. PROJECT DESCRIPTION: (In approximately 100 words, summarize the proposed project plan covering the objectives, method of procedure, evaluation and end product.)

The main goal/objective of the Las Decisiones Seguras program is to identify Latino youth between the ages 12-18 years in the South Lake Tahoe region of El Dorado County at-risk of binge drinking and provide them early intervention and education. The program targets high risk adolescents who would not typically receive similar prevention programs, in this case Hispanic/Latino youth. The culturally sensitive intervention, Sembrando Salud curriculum, is designed to provide children with the information and skills to make healthy decisions regarding alcohol use. A community wide social marketing campaign and training in early signs and symptom recognition of binge drinking will generate referrals to the program. As a result, binge drinking among this population will decrease from one of the highest rates among youth to one of the lowest.

5. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED \$ 1,098,566
 ACTUAL FUNDING AVAILABLE FOR CURRENT PROJECT YEAR IS SHOWN ON PAGE 2.

6. GRANTEE APPROVAL SIGNATURES

A. PROJECT DIRECTOR

B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY

NAME	PHONE
Hector Reyes	530.573.4315

NAME	PHONE
Ron Briggs	530.621.5390

ADDRESS
 981 Silver Dollar
 South Lake Tahoe, CA 96150

SIGNATURE _____ DATE 10/27/09

ADDRESS
 El Dorado County Board of Supervisors
 330 Fair Lane
 Placerville, CA 95667

SIGNATURE _____ DATE _____

Title: Health Education Coordinator

Title: Chairperson, El Dorado County Board of Supervisors

C. FISCAL OR ACCOUNTING OFFICIAL

D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS

NAME	PHONE
Gretchen Bailey	530-621-6174

NAME	PHONE
C.L. Raffety	530.621.5800

ADDRESS
 941 Spring Street, Suite 3
 Placerville, CA 95667

SIGNATURE _____ DATE _____

ADDRESS
 360 Fair Lane
 Placerville, CA 95667

SIGNATURE _____ DATE _____

Title: Finance Manager

7. GRANTOR AGREEMENT AND FUNDING AUTHORIZATION

Susan Lussier, Deputy Director, Division of Administration
 Department of Alcohol and Drug Programs
 1700 K Street, Sacramento, CA 95811

SIGNATURE _____ DATE _____

GRANTEE
 El Dorado County Public Health
 9. Department, Alcohol & Drug Programs

GRANT NUMBER
SDF 07-15

8. EFFECTIVE DATE OF AGREEMENT: 10/1/2007

10. ACTION NO. 3 Date: 9/24/2009

11. TYPE OF AGREEMENT
 Initial Revision Continue

REVISION NO. 2 Date: 10/1/2009

SDFSC FUND County PROGRAM 50920/2610/702.62 PCA, INDEX, OBJECT

12. ACTION TAKEN

Fiscal:

1. Encumbrance of \$220,000 SDFSC funding for project year 3.
2. Revision to budget document for project year 3.
3. Revision to budget narrative document for project year 3.

Program:

1. Revised work plan for project year 3 (changes in red font).

Catalog of Federal Domestic Assistance Number:
84.186

13. FUNDING DISPOSITION & STATUS

ITEM	CHAPTER	STATUTE	PROJECT YEAR	SY	BUDGET AMOUNT
#4200-101-0890-15-D	171	2007	1	07-08	\$ 223,640.00
#4200-101-0890-15-D	268	2008	2	08-09	\$ 214,926.00
#4200-101-0890-15-D	1	2009	3	09-10	\$ 220,000.00
#4200-101-0890-15-D					
#4200-101-0890-15-D					
#4200-101-0890-15-D					
#4200-101-0890-15-D					
#4200-101-0890-15-D					
#4200-101-0890-15-D					
#4200-101-0890-15-D					
#4200-101-0890-15-D					
TOTAL					\$ 658,566.00

Amount Encumbered by This Document \$ 220,000.00
 Total Amount Encumbered \$ 658,566.00
 Total Amount Available Project Year 3 \$ 220,000.00

**14. CERTIFICATION OF ENCUMBERED FUNDS
 ADP ACCOUNTING OFFICER AUTHORIZATION**

Name: Laurel Harper
 Title: Accounting Administrator I

 SIGNATURE DATE

15. PROJECT APPROVAL

Name: dave neilsen
 Title: Deputy Director, Program Services Division

 SIGNATURE DATE 10/19/09

County: El Dorado County Public Health,
Alcohol & Drug Programs Division

COST CATEGORY	BUDGET YEAR ESTIMATES					TOTAL COST TO PROJECT
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
A. PERSONNEL COSTS						
<u>Health Education Coordinator</u> 1.0 FTE for Jorge, S&B Includes retiree hlth, workers' comp	92,749	87,787	98,360	98,360	98,360	475,616
<u>Health Education Coordinator/Health Program Specialist</u> .25 FTE for Extra Help staff or other ADP staff to fill in as needed, S&B Includes retiree hlth, workers' comp	65,924	58,524	19,924	19,924	19,924	184,220
<u>Supervising Health Education Coordinator</u> 0.40 FTE for Hector, S&B Includes retiree hlth, workers' comp		15,658	44,950	44,950	44,950	150,508
Total Personnel Costs	158,673	161,969	163,234	163,234	163,234	810,344
B. TRAVEL EXPENSES						
Transportation Cost - Private Auto Mileage will be used to travel to remote areas of So. Lake Tahoe to targeted group population on a monthly basis.	500	500	1,200	1,200	1,200	4,600
ADP/CARS Training conference, 2 people @ \$500/ea this includes hotel, meals, & transportation (private or county) for the conference	1,000	1,000	1,000	1,000	1,000	5,000
Additional Training for 2 additional people for CARS training and various	750	750	750	750	750	3,750
Sembrando Salud Training conference, 2 people @ this includes hotel, meals, airfare & transportation (private or county) for the conference in San Diego	-	-	2,660	2,660	2,660	7,980
Total Travel Expenses	2,250	2,250	5,610	5,610	5,610	21,330
C. OTHER DIRECT COSTS						
1 PC with accessories @ \$1,500 includes shipping & handling	1,500	-	-	-	-	1,500
Consumable Curriculum Costs, Includes Educational Materials Sembrando Salud & program related activities	1,750	1,750	2,250	2,250	2,250	10,250
Software for the Screening Tool	9,000	-	-	-	-	9,000
Prevention Education & Awareness - Pamphlets, T-Shirts, etc	1,000	1,000	2,000	2,000	2,000	8,000
Participation Support Costs-Food for Meetings	3,600	7,600	3,600	3,600	3,600	22,000
Participation Support Costs-Childcare	6,000	-	-	-	-	6,000
Participation Support Costs-bus passes	2,400	4,400	2,600	2,600	2,600	14,600
Speaker/Trainer fee for (Nadia) Sembrando Salud - in San Diego			1,500	1,500	1,500	4,500
Transportation - Fuel Cost. Actual fuel costs associated with actual county vehicle usage based upon program activity.			400	400	400	1,200
Transportation Cost - County Vehicles Assigned to Health Services Dept. will be used to travel for home visits and transport participants to Safe Choices program activities. Costs are based upon actual mileage used for program activity.			800	800	800	
Telephone equipment charges and usage			400	400	400	
Software License - for Jorge			180	180	180	
Office Supplies directly related to Sembrando Salud & other program related activities ie. Presentation boards, poster board, name tags, construction paper.			400	400	400	1,200
Total Other Direct Costs	25,250	14,750	14,130	14,130	14,130	82,390
E. INDIRECT COSTS						
Total Indirect Costs @ 8%	14,894	14,318	14,638	14,638	14,638	73,126
F. CONTRACTUAL SERVICES						
Evaluation Services	22,573	21,639	22,388	22,388	22,388	111,376
Total Contractual Services	22,573	21,639	22,388	22,388	22,388	111,376
TOTAL BUDGET ESTIMATE ALL CATEGORIES	223,640	214,926	220,000	220,000	220,000	1,098,566

BUDGET ESTIMATE AND JUSTIFICATION NARRATIVE
EL DORADO COUNTY - 09

Detailed Budget Estimate

See Attachment E

Year 3 Budget Justification Narrative

The SDFSC grant will fund a full time Health Education Coordinator position (1.0 FTE) and a part-time Supervising Health Education Coordinator (.40 FTE). FTE totals include employer paid PERS, Employer paid Medicare, Employer paid health at the current employee selected rate, Employer paid Unemployment Insurance, Employer paid Disability Insurance, and bilingual certification. There has been an increase in staff time for the HEC and Supervising HEC in the third year due to the retirement of the second part time HEC in June 2009. The grant will also cover either a part-time Extra Help (.25 FTE) Health Program Specialist position or Health Education Coordinator or for additional ADP staff to fill in when needed for program activities. Travel, transportation, prevention education and awareness materials, and participation support costs will also make up part of the total direct costs. Indirect costs include administrative costs such as administration & fiscal oversight, insurance, cost applied for mail, stores, programming, network, and mainframe support services.

Personnel: (Total Personnel Costs \$163,234/yr). Which includes salaries, benefits, and accruals pro-rated based upon time surveys for actually working the Las Decisiones Seguras prevention program.

Personnel: Health Education Coordinator (\$98,360/yr). This is a 1.0 FTE position. This person is responsible for coordinating the Las Decisiones Seguras program. The coordinator will be bilingual and his duties will include program design and implementation of Sembrando Salud

BUDGET ESTIMATE AND JUSTIFICATION NARRATIVE
EL DORADO COUNTY - 09

education classes, attend and participate in collaborative board meetings, involvement in the youth task force, and encouraging community engagement in recreational opportunities through other alcohol free or drug-free community activities. The majority of the delivery of program services to participants will be carried out by this position.

Personnel: Health Program Specialist / Health Education Coordinator (\$19,924). This is a part-time .25 FTE position. This position will be either x-help or other El Dorado County ADP staff stepping in to help when needed on specific program activities. The program specialist's duties include program support, event coordinating, community liaison, data entry, and some delivery of program services to participants.

Personnel: Supervising Health Education Coordinator (\$44,950/yr). This is a .40 FTE position. The person will be bilingual and his duties will include program administration of the Las Decisiones Seguras program. Duties include but not limited to working with the evaluator, implementing changes based upon the evaluator's recommendations, reporting requirements, working on media campaign for program, assisting in program activities, and participating in the collaborative board meetings.

Travel: (Total travel costs \$5,610/yr). These costs include all travel costs associated with the Las Decisiones Seguras prevention program.

Travel: (\$1,200/yr). Transportation costs. Private auto mileage will be necessary for personnel to make home visits and to travel to remote areas of South Lake Tahoe to the targeted group population on a monthly basis. Personnel will also visit partnering community agencies, schools, and other county departments in support of the program. In addition, South Lake Tahoe is isolated from the hub of El Dorado County, Placerville, by the Sierra Mountains. As a result,

BUDGET ESTIMATE AND JUSTIFICATION NARRATIVE
EL DORADO COUNTY - 09

some travel will be necessary for meetings with the Alcohol and Drug Programs Division in Placerville.

Travel: (\$1,000/yr). Travel includes costs for the grantor requirement of attending biannual training at the State Alcohol and Drug Program in Sacramento. Travel includes hotel, meals, and transportation (private or county) for the conference.

Travel: (\$750/yr). Additionally, local travel is requested for two additional employees to attend additional relevant training by the State ADP and CARS. Travel includes hotel, meals, and transportation (private or county) for the conference.

Travel: (\$2,660/yr). In addition to the travel above, Travel costs are necessary to attend a Sembrando Salud training conference in San Diego for two people. This includes costs for airfare, parking, taxi, hotel, meals, and transportation (private or county).

Direct: (Total direct costs \$14,130/yr). These direct costs include direct transportation costs, direct telephone costs, participant support costs, consumable curriculum costs, and prevention education, & awareness costs.

Direct: (\$800/yr). Transportation costs. County vehicle owned mileage will be necessary for personnel to make home visits and to travel to remote areas of South Lake Tahoe to the targeted group population on a monthly basis. Personnel will also visit partnering community agencies, schools, and other county departments in support of the program. In addition, South Lake Tahoe is isolated from the hub of El Dorado County, Placerville, by the Sierra Mountains. As a result, some travel will be necessary for meetings with the Alcohol and Drug Programs Division in Placerville. County Travel policy requires any employee to use a county-owned & maintained vehicle when transporting clients or participants to program activities on official

BUDGET ESTIMATE AND JUSTIFICATION NARRATIVE
EL DORADO COUNTY - 09

county business. Cost is based upon actual mileage used for direct program activity time the mileage rate.

Direct: (\$400/yr). Transportation fuel costs. These direct costs are when personnel that utilize the county-owned vehicles have actual fuel costs associated with the Las Decisiones Seguras program.

Direct: (\$400/yr). Telephone costs. These direct costs are associated with monthly telephone equipment and usage charges that are associated with the 1.0 FTE Health Education Coordinator position. These charges are directly related to the Las Decisiones Seguras program and the Sembrando Salud education classes.

Direct: (\$180/yr). Software license. This direct cost is associated with the computer software licensing associated with the 1.0 FTE Health Education Coordinator position who works in the Las Decisiones Seguras program and the Sembrando Salud education classes.

Direct: (\$2,600/yr). Participation support cost for bus passes. Participation support costs will help support the participants and their families during the 8 weeks SS course program and during special events and activities. Bus passes will be handed out to participants to have transportation to/from class, PAL program, or other special events and activities to ensure their participation in the Las Decisiones Seguras program and the Sembrando Salud education classes.

Direct: (\$1,500/yr). A speaker/trainer fee is also needed for the Sembrando Salud training conference for direct technical assistance to program staff.

Direct: (\$3,600/yr). Participation support cost for food. Participation support costs will help support the participants and their families during the 8 weeks SS course program and during special events and activities. Food will be purchased and made for the participants and participants' families to attend class in Sembrando Salud program. Additionally, food will be

BUDGET ESTIMATE AND JUSTIFICATION NARRATIVE
EL DORADO COUNTY - 09

provided at the collaborative board, youth task force, and special activities for the Sembrando Salud participants.

Direct: (\$2,250/yr). Curriculum materials. The costs associated with consumable curriculum are approximately \$35/student with servicing 50 youths per year in the program for a total cost of \$1,750/yr. Additional costs are for purchasing consumable workbooks in Spanish & English to help compliment and support the lesson plans in the Sembrando Salud classes.

Direct: (\$400/yr). Office supplies. Additional costs will be need to purchase consumable goods such as presentation boards, poster board, construction paper, name tags for the Sembrando Salud classes.

Direct: (\$2,000/yr). The direct costs of reproducing and/or purchasing prevention education pamphlets and T-shirts in English and Spanish that specifically targets the population group being served for the program.

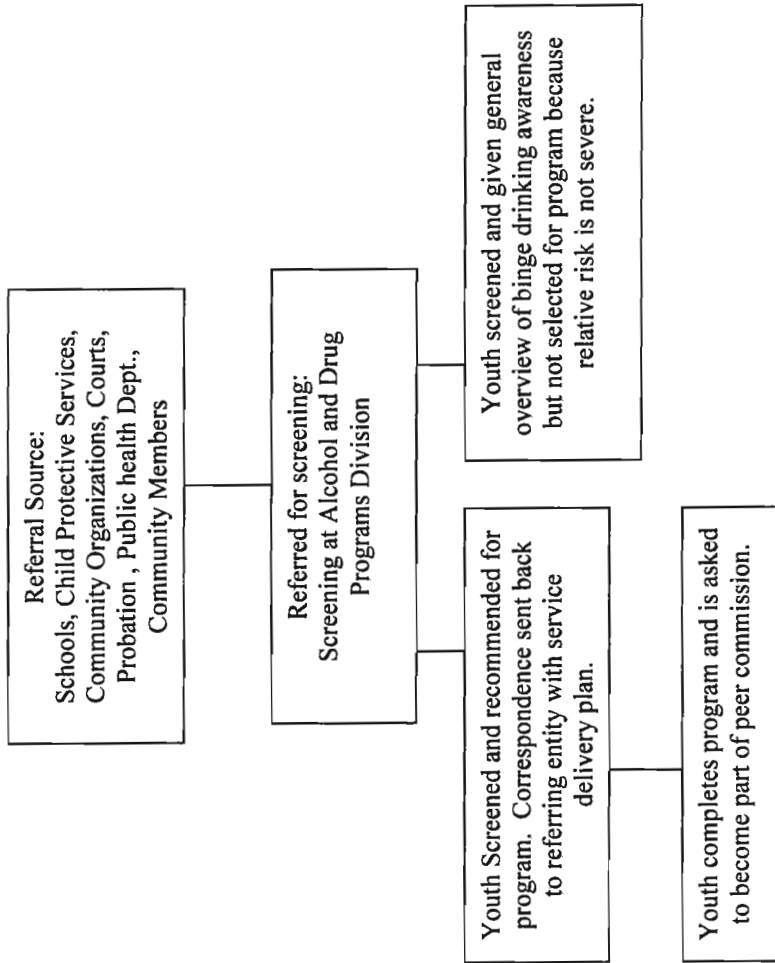
Indirect: (\$14,638/yr). Indirect costs include administrative costs such as administrative/fiscal oversight, invoice document processing and payments, and various overhead costs.

Contractual Services: (\$22,388/yr). Contractual services required for the evaluator position. The evaluation will be performed by Melinda Moore of M. K. Associates. The scope of work will include developing tools, data collection, data analysis, and making recommendations for program improvement. The evaluator selection has been based upon the competitive process and in accordance to the El Dorado County Purchase Ordinance.

Total Budget Requested for Year 3 (\$220,000)

BUDGET ESTIMATE AND JUSTIFICATION NARRATIVE
EL DORADO COUNTY - 09

Attachment A: Organizational Chart



Attachment B: Logic Model

County: El Dorado

Project Name: Las Decisiones Seguras

Identified Problem or Need

Hispanic youth are substantially more likely to report binge drinking than either white or black youth.

According to one 2004 study of young people in 5 Southwestern states, Mexican American seventh-12th graders are significantly more likely to be binge drinkers than their white peers (Swaim, Wayman, Chen, 2004).

Young people who begin drinking before the age of 15 are four times more likely to become alcohol dependent than those who wait until they are 21, seven times more likely to be in a motor vehicle crash because of drinking, and at least 10 times more likely to be in a physical fight after drinking (Grant, Dawson, 1997).

It is estimated that 30-32% of Hispanic teens binge drink or have experienced binge drinking in the last 30 days, (California Youth Risk Behavior Survey, 1999). The focus of this proposal has a total student population identifying as Hispanic or Latino/Latina of 476. Creating an at-risk population of 142-152.

CONTRIBUTING FACTORS

1. Acculturation:

Hispanic drinking patterns are related to degree of acculturation

2. Family norms:

May affect the identification of heavy drinking and the recognition of alcohol abuse as a health problem.

3. Targeted alcohol advertising

Hispanics are now the fastest growing ethnic group in the USA. In 2003 and 2004, 10 alcohol brands spent close to \$160 million to advertise on Spanish language television. In 2004, Hispanic youth heard 272% more radio advertising per capita for Beck's Beer than did non-Hispanic youth, as well as 194% more for Coors and 78% more for Budweiser.

Attachment B: Logic Model

County: El Dorado

Project Name: Las Decisiones Seguras

GOAL	RESOURCES	STRATEGIES	EXPECTED OUTCOMES			MEASUREMENT INDICATORS
			Short Term	Intermediate	Long Term	
Decrease binge drinking among 230 12 to 18 year-old Latino youth in the South Lake Tahoe region of El Dorado County.	<p>1.3 full time ethnically appropriate and trained staff.</p> <p>2. Public Health facility that will provide adequate training and educational space. Food and transportation for program participants.</p> <p>3. Funds for evaluation.</p> <p>ELIMINATED CHILDCARE.</p>	<p>1. Creation and facilitation of a 12 member Planning Board capable of identifying and recruiting 230 Latino parent/child pairs exhibiting binge drinking risk factors.</p> <p>2. Creation and implementation of a media task force that will create 12 PSA spots (year 1), 6 PSA spots (years 2-5) on and within local Latino television, radio and newspapers in South Lake Tahoe.</p> <p>3. Staff implementation of 5 16-week Sembrando Salud (SS) programs per year, 3 programs in the 1st, (23 total over 5 years) to 10 Latino parent /child pairs screened as exhibiting binge drinking risk factors.</p> <p>4. Program Evaluation</p>	<p>1. Community and agency commitment to attend Planning Board meetings (75% attendance of 75% of 12 member board).</p> <p>2. Media task force has been identified and met (75% attendance of 75%original members.)</p> <p>3. A minimum of 10 parent/child pairs will attend 50% (increasing 10% per year) of each SS program (50 families per year).</p> <p>4. Creation an evaluation plan and of a baseline pre-test report covering both initial levels of binge drinking behaviors, knowledge & awareness and parent/child communication skills.</p>	<p>1. Refinement of SS screening tool and signed, agency specific, MOU's that agencies will use to recruit 230 Latino parent/child pairs.</p> <p>2. Development of 30 media spots focusing on binge drinking in local Latino radio, television and newspapers in South Lake Tahoe.</p> <p>3. Increased knowledge and awareness of Latino youth binge-drinking risk and protective factors and increased parent/child communication skills and behaviors.</p> <p>4. Creation of a quarterly program evaluation report indicating levels in change of knowledge and awareness of binge drinking and parent/child communication and behaviors. Evaluator will contribute to quarterly and annual ADP reports.</p>	<p>1. Sustained use of strategies, MOU's and SS screening tools and processes beyond project.</p> <p>2. Media spots and articles have been printed or have aired.</p> <p>3. Decreased binge drinking, changes in individual and family behaviors regarding alcohol use and binge drinking and a decrease in negative parent/child communication and behaviors.</p> <p>4. Measure decreases in Latino youth binge drinking and measure changes in Latino youth and family binge drinking attitudes, behaviors and communication.</p>	<p>1. Implementation and use of SS screening tools and MOU's at South Tahoe Middle and High Schools.</p> <p>2. Specific community and school questionnaires about Latino binge drinking knowledge and awareness. Pre and post testing format and within discussion groups.</p> <p>3. 30% reduction in target population binge drinking. A 30% decrease in positive binge drinking attitudes among target population families.</p> <p>4. Pre and post reports (utilizing youth and family SS assessment instruments) establishing target population baseline data for binge drinking rates in youth as well as behavioral and attitudinal changes among 230 targeted Latino parent/child pairs.</p>

Attachment C: Work Plan

County: El Dorado

Project Name: Las Decisiones Seguras

Year 1

Goal 1: Develop a leadership coalition to target and implement binge drinking prevention strategies within the local Latino community in South Lake Tahoe.			
Objective 1.1: Create a Collaborative Planning Board with a Minimum of 12 identified community partners.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Send 24 recruitment flyers to prospective community, educational, agency and neighborhood entities requesting attendance at an orientation/educational meeting.	Project Director Program Coordinator Program Assistant	10-1-07	12-31-07
II. Confirm 12 of 24 invitees to agree to act as Planning Board.	Project Director Program Coordinator	10-1-07	01-31-07
III. Conduct monthly Planning Board meetings, SS screening tool training and two semi-annual retreats.	Project Director Program Coordinator Program Assistant	10-01-07	09-30-08
IV. Collect, document and produce quarterly reports regarding Planning Board strategies, meeting/retreat results and input.	Evaluator Project Director Program Coordinator	10-1-07	9-30-08
Goal 2: Develop social awareness and knowledge within the Latino community about binge drinking.			
Objective 2.1: Create 6 culturally specific marketing spots designed to reach local Latino population.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Research social marketing strategies for binge drinking and alcohol use for Latino groups and design a minimum of 6 media strategies.	Program Coordinator Program assistant	10-1-07	02-28-08
II. Send announcements and recruit at least six local radio, television, middle school, high school media representatives to develop and implement binge drinking awareness/prevention media campaign within South Lake Tahoe, South Tahoe Middle School and South Tahoe High Schools.	Program Coordinator Program assistant	10-1-07	9-30-08
III. Create 6 media spots.	Media Task Force Project Director Program Assistant	10-1-07	9-30-08
IV. Track and document media spot creation dates as well as dates/times/locations published, printed and/or aired.	Media Task Force Program Assistant	10-1-07	9-30-08

Attachment C: Work Plan
 County: El Dorado
 Project Name: Las Decisiones Seguras
 Year 1 (con't)

Goal 3: Reduce binge drinking behaviors among 30 South Lake Tahoe Latino youth between the ages of 12-18 years old.			
Objective 4.1: Provide Sembrando Salud curriculum to 30 Latino youth and families identified as having binge drinking risk factors.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Refine and implement Latino SS screening and assessment tool.	Project Director Program Coordinator Program Assistant	10-1-07	12-31-07
II. Train Planning Board members on use of SS screening tool.		10-1-07	02-28-08
III. Recruit 30 parent/child pairs as candidates for SS program using screening/assessment tools while offering childcare, transportation and food to participants.		02-1-08	02-28-08
		03-01-08	9-30-08
IV. Establish target population baseline binge drinking awareness, knowledge and understanding through SS pre-assessment tool.		03-01-08	04-01-08
VI. Document binge drinking changes in awareness, knowledge and understanding through SS post-assessment tool implementation and evaluation.		8-31-08	9-30-08
Goal 5: Collect and store evaluation data			
Objective 5.1 Develop evaluation plan that defines what data is to be collected, assign collection tasks and establish timelines.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Work with county IT dept. and evaluator to develop a data base to store data that is compatible for county and evaluator.	Project Director Program Coordinator Evaluator	2-1-08	2-28-08
		1-31-08	2-28-08
II. Administer "pre" SS assessment test to all program youth and administer "pre" SS assessment for all program parents. Produce baseline and end of session reports.	Program Coordinator Program Assistant	2-28-07	3-31-08
III. Enter youth and parent data into data base.	Program Coordinator Program Assistant Evaluator	3-31-08	9-30-08
IV. Administer "post" SS assessment tests to all parent /child pairs and analyze data.	Project Director Evaluator	1-31-08	3-31-08 6-30-08 9-30-08
V. Produce quarterly reports and annual report, including ADP reports.			

Attachment C: Work Plan

County: El Dorado

Project Name: Las Decisiones Seguras

Year 2

Goal 1: Develop a leadership coalition to target and implement binge drinking prevention strategies within the local Latino community in South Lake Tahoe.			
Objective 1.1: Continue Collaborative Planning Board meetings with a minimum of 12 identified community partners.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Confirm 12 Planning Board members Year 2 commitment to attend meetings and resign MOU's.	Project Director Program Coordinator	10-1-08	11-31-08
II. Conduct monthly Planning Board meetings and two semi-annual retreats.	Project Director Program Coordinator Program Assistant	10-01-08	09-30-09
IV. Collect, document and produce quarterly reports regarding Planning Board strategies, meeting/retreat results and input.	Evaluator Project Director Program Coordinator	10-1-08	9-30-09
Goal 2: Continue developing social awareness and knowledge within the Latino community about binge drinking.			
Objective 2.1: Create 12 culturally specific marketing spots designed to reach local Latino population.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Research new social marketing strategies for binge drinking and alcohol use for Latino groups and design a minimum of 12 media strategies.	Program Coordinator Program assistant	10-1-08	12-31-08
II. Continue facilitation of six local radio, television, middle school, high school media representatives to develop and implement binge drinking awareness/prevention media campaign within South Lake Tahoe, South Tahoe Middle School and South Tahoe High Schools.	Program Coordinator Program assistant	10-1-08	9-30-09
III. Create 12 media spots.	Media Task Force Project Director Program Assistant	10-1-08	9-30-09
IV. Track and document media spot creation dates as well as dates/times/locations published, printed and/or aired.	Media Task Force Program Assistant	10-1-08	9-30-09

Attachment C: Work Plan
 County: El Dorado
 Project Name: Las Decisiones Seguras
 Year 2 (con't)

Goal 3: Reduce binge drinking behaviors among 50 South Lake Tahoe Latino youth between the ages of 12-18 years old.			
Objective 4.1: Provide Sembrando Salud curriculum to 50 Latino youth and families identified as having binge drinking risk factors.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Recruit 50 parent/child pairs as candidates for SS program using screening/assessment tools while offering childcare, transportation and food to participants.	Project Director	10-1-08	9-30-09
II. Establish target population baseline binge drinking awareness, knowledge and understanding through SS pre-assessment tool.	Program Coordinator	10-1-08	12-31-08
III. Conduct and document weekly SS classes.	Program Assistant	10-1-08	9-30-09
IV. Document binge drinking changes in awareness, knowledge and understanding through SS post-assessment tool implementation and evaluation.	Evaluator	12-31-08	9-30-09
Goal 5: Collect and store evaluation data			
Objective 5.1 Maintain evaluation plan that defines what data is to be collected, assign collection tasks and establish timelines.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Work with county IT dept. and evaluator to maintain a data base to store data that is compatible for county and evaluator.	Project Director Program Coordinator Evaluator	10-1-08	9-30-09
II. Administer "pre" SS assessment test to all program youth and administer "pre" SS assessment for all program parents. Produce baseline and end of session reports.	Program Coordinator Program Assistant	12-31-08	9-30-09
III. Enter youth and parent data into data base.	Program Coordinator Program Assistant Evaluator	12-31-08	9-30-09
IV. Administer "post" SS assessment tests to all parent /child pairs and analyze data.	Program Coordinator Program assistant Evaluator	12-31-08	9-30-09
V. Produce quarterly reports and annual report, including ADP reports.	Project Director Evaluator	1-31-09	3-31-09 6-30-09 9-30-09

Attachment C: Work Plan

County: El Dorado

Project Name: Las Decisiones Seguras

Year 3

Goal 1: Continue a leadership coalition to target and implement binge drinking prevention strategies within the local Latino community in South Lake Tahoe.			
Objective 1.1: Continue Collaborative Planning Board with a minimum of 12 identified community partners.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Confirm 12 Planning Board member's commitment to attend monthly meetings.	Project Director Program Coordinator	10-1-09	01-31-09
II. Conduct monthly Planning Board meetings and two semi-annual retreats.	Project Director Program Coordinator Program Assistant	10-01-09	09-30-10
III. Collect, document and produce quarterly reports regarding Planning Board strategies, meeting/retreat results and input.	Evaluator Project Director Program Coordinator	10-1-09	9-30-10
Goal 2: Continue development of social awareness and knowledge within the Latino community about binge drinking.			
Objective 2.1: Create 12 culturally specific marketing spots designed to reach local Latino population.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Continue research in social marketing strategies for binge drinking and alcohol use for Latino groups and design a minimum of 6 media strategies.	Program Coordinator Program assistant	10-1-09	02-28-10
II. Continue meeting with six local radio, television, middle school, high school media representatives to develop and implement binge drinking awareness/prevention media campaign within South Lake Tahoe, South Tahoe Middle School and South Tahoe High Schools.	Program Coordinator Program assistant	10-1-09	9-30-10
III. Create 6 media spots.	Media Task Force Project Director Program Assistant	10-1-09	9-30-10
IV. Track and document media spot creation dates as well as dates/times/locations published, printed and/or aired.	Media Task Force Program Assistant	10-1-09	9-30-10

Attachment C: Work Plan
 County: El Dorado
 Project Name: Las Decisiones Seguras
 Year 3 (con't)

Goal 3: Reduce binge drinking behaviors among 50 South Lake Tahoe Latino youth between the ages of 12-18 years old.			
Objective 4.1: Provide Sembrando Salud curriculum to 50 Latino parent/child pairs identified as having binge drinking risk factors.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Recruit 50 parent/child pairs as candidates for SS program using screening/assessment tools at South Tahoe Middle and High Schools.	Project Director	10-1-09	9-30-10
II. Establish target population baseline binge drinking awareness, knowledge and understanding through SS pre-assessment tool.	Program Coordinator	10-1-09	9-30-10
III. Conduct and document weekly SS classes.	Program Assistant	10-1-09	9-30-10
IV. Document binge drinking changes in awareness, knowledge and understanding through SS post-assessment tool implementation and evaluation.		12-31-09	9-30-10
Goal 5: Continue collection and storage of evaluation data			
Objective 5.1 Continue evaluation plan that defines what data is to be collected, assign collection tasks and establish timelines.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Continue to work with county IT dept. and evaluator to develop a data base to store data that is compatible for county and evaluator.	Project Director Program Coordinator Evaluator	10-1-09	12-31-10
II. Administer "pre" SS assessment test to all program youth and administer "pre" SS assessment for all program parents. Produce baseline and end of session reports.	Program Coordinator Program Assistant	10-1-09	9-30-10
III. Enter youth and parent data into data base.	Program Coordinator Program Assistant Evaluator	10-1-09	9-30-10
IV. Administer "post" SS assessment tests to all parent /child pairs and analyze data.	Program Coordinator Program assistant Evaluator	12-31-09	9-30-10
V. Produce quarterly reports and annual report, including ADP reports.	Project Director Evaluator	1-31-10	3-31-10 6-30-10 9-30-10

Goal 1: Continue a leadership coalition to target and implement binge drinking prevention strategies within the local Latino community in South Lake Tahoe.			
Objective 1.1: Continue collaborative Planning Board meetings with a minimum of 12 identified community partners.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Confirm 12 Planning Board member's commitment to attend monthly meetings.	Project Director Program Coordinator	10-1-10	12-31-10
II. Conduct monthly Planning Board meetings and two semi-annual retreats.	Project Director Program Coordinator Program Assistant	10-01-10	09-30-11
III. Collect, document and produce quarterly reports regarding Planning Board strategies, meeting/retreat results and input.	Evaluator Project Director Program Coordinator	10-1-10	9-30-11
Goal 2: Continue developing social awareness and knowledge within the Latino community about binge drinking.			
Objective 2.1: Create 12 culturally specific marketing spots designed to reach local Latino population.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Continue research in social marketing strategies for binge drinking and alcohol use for Latino groups and design a minimum of 12 media strategies.	Program Coordinator Program assistant	10-1-10	09-30-11
II. Continue meeting with six local radio, television, middle school, high school media representatives to develop and implement binge drinking awareness/prevention media campaign within South Lake Tahoe, South Tahoe Middle School and South Tahoe High Schools.	Program Coordinator Program assistant	10-1-10	9-30-11
III. Create 12 media spots.	Media Task Force Project Director Program Assistant	10-1-10	9-30-11
IV. Track and document media spot creation dates as well as dates/times/locations published, printed and/or aired.	Media Task Force Program Assistant	10-1-10	9-30-11

Goal 3: Reduce binge drinking behaviors among 50 South Lake Tahoe Latino youth between the ages of 12-18 years old.			
Objective 4.1: Provide Sembrando Salud curriculum to 50 Latino parent/child pairs identified as having binge drinking risk factors.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Recruit 50 parent/child pairs as candidates for SS program using screening/assessment tools while offering childcare, transportation and food to participants.	Project Director	10-1-10	9-30-11
II. Establish target population baseline binge drinking awareness, knowledge and understanding through SS pre-assessment tool.	Program Coordinator	10-1-10	9-30-11
III. Conduct and document weekly SS classes.	Program Assistant	10-1-10	9-30-11
IV. Document binge drinking changes in awareness, knowledge and understanding through SS post-assessment tool implementation and evaluation.		12-31-10	9-30-11
Goal 5: Continue to collect and store evaluation data			
Objective 5.1 Continue evaluation plan that defines what data is to be collected, assign collection tasks and establish timelines.			
Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Continue to work with county IT dept. and evaluator to develop a data base to store data that is compatible for county and evaluator.	Project Director Program Coordinator Evaluator	10-1-10	12-31-10
II. Administer "pre" SS assessment test to all program youth and administer "pre" SS assessment for all program parents. Produce baseline and end of session reports.	Program Coordinator Program Assistant	10-1-10	9-30-11
III. Enter youth and parent data into data base.	Program Coordinator Program Assistant Evaluator	10-1-10	9-30-11
IV. Administer "post" SS assessment tests to all parent /child pairs and analyze data.	Program Coordinator Program assistant Evaluator	12-31-10	9-30-11
V. Produce quarterly reports and annual report, including ADP reports.	Project Director Evaluator	1-31-10	3-31-11 6-30-11 9-30-11

Goal 1: Continue leadership coalition to target and implement binge drinking prevention strategies within the local Latino community in South Lake Tahoe.

Objective 1.1: Continue Collaborative Planning Board with a Minimum of 12 identified community partners.

Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Confirm 12 Planning Board member's commitment to attend monthly meetings.	Project Director Program Coordinator	10-1-11	12-31-11
II. Conduct monthly Planning Board meetings and two semi-annual retreats.	Project Director Program Coordinator Program Assistant	10-01-11	09-30-12
III. Collect, document and produce quarterly reports regarding Planning Board strategies, meeting/retreat results and input.	Evaluator Project Director Program Coordinator	10-1-11	9-30-12

Goal 2: Continue developing social awareness and knowledge within the Latino community about binge drinking.

Objective 2.1: Create 12 culturally specific marketing spots designed to reach local Latino population.

Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Continue research in social marketing strategies for binge drinking and alcohol use for Latino groups and design a minimum of 12 media strategies.	Program Coordinator Program assistant	10-1-11	9-30-12
II. Continue meeting with six local radio, television, middle school, high school media representatives to develop and implement binge drinking awareness/prevention media campaign within South Lake Tahoe, South Tahoe Middle School and South Tahoe High Schools.	Program Coordinator Program assistant	10-1-11	9-30-12
III. Create 12 media spots.	Media Task Force Project Director Program Assistant	10-1-11	9-30-12
IV. Track and document media spot creation dates as well as dates/times/locations published, printed and/or aired.	Media Task Force Program Assistant	10-1-11	9-30-12

Goal 3: Reduce binge drinking behaviors among 50 South Lake Tahoe Latino youth between the ages of 12-18 years old.

Objective 4.1: Provide Sembrando Salud curriculum to 50 Latino parent/child pairs identified as having binge drinking risk factors.

Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Recruit 50 parent/child pairs as candidates for SS program using screening/assessment tools while offering childcare, transportation and food to participants.	Project Director Program Coordinator	10-1-11 10-1-11	9-30-12 9-30-12
II. Establish target population baseline binge drinking awareness, knowledge and understanding through SS pre-assessment tool.	Program Assistant	10-1-11 12-31-11	9-30-12 9-30-12
III. Conduct and document weekly SS classes.			
IV. Document binge drinking changes in awareness, knowledge and understanding through SS post-assessment tool implementation and evaluation.			

Goal 5: Continue to collect and store evaluation data

Objective 5.1 Develop evaluation plan that defines what data is to be collected, assign collection tasks and establish timelines.

Activities to meet Objectives	Responsible Party	Start Date	End Date
I. Continue working with county IT dept. and evaluator to maintain a data base to store data that is compatible for county and evaluator.	Project Director Program Coordinator Evaluator	10-1-11	12-31-12
II. Administer "pre" SS assessment test to all program youth and administer "pre" SS assessment for all program parents. Produce baseline and end of session reports.	Program Coordinator Program Assistant	10-1-11	9-30-12
III. Enter youth and parent data into data base.	Program Coordinator Program Assistant Evaluator	10-1-11	9-30-12
IV. Administer "post" SS assessment tests to all parent /child pairs and analyze data.	Program Coordinator Program assistant Evaluator	12-31-11	9-30-12
V. Produce quarterly reports and annual report, including ADP reports.	Project Director Evaluator	1-31-11	3-31-12 6-30-12 9-30-12

