

# **EMPOWER**

# **Scott County**

*Indiana*

**Nothing About Us  
Without Us**



# Scott County Demographics

- **Population: 24,000**
- **Poverty Rate: 19%**
- **Poverty Rate under 18: 22.3%**
- **Children in Need of Services (CHINS) Rate per 1000 Children: 66.5 (#1 in State)**
- **Child Abuse and Neglect Rate per 1000 children: 66.5 (#1 in State)**
- **Unemployment Rate: 3.8%**
- **RWJF County Health Rankings: 92 / 92 (2009-2017)**
- **Demographics: 93.9% White, 3.6% Hispanic**
- **Strong Eastern Appalachian Sub-culture**

# 2015 – HIV Epidemic

- Throughout 2014 rise in HepC cases (no local HIV testing available)
- Dec 2014, Indiana State Dept. of Health began documenting high numbers of new HIV cases
- April 2015, 135 confirmed NEW HIV cases – Epidemic declared
- Dec 2016– 214 Confirmed HIV cases
- Currently 236 HIV cases

# BRIGHT LIGHT



**The Courier-Journal**  
A GANNETT COMPANY

**The New York Times**

**BBC  
NEWS**

**INDYSTAR.COM**  
**THE INDIANAPOLIS STAR**



**n p r**

# CEASe of Scott County (LCC)

- Acquired the Drug-Free Communities Grant in late 2016 (funded through ONDCP & SAMHSA)
- Utilizing Strategic Prevention Framework Model to pinpoint root causes and local conditions for youth substance misuse
- Identified Adverse Childhood Experiences (ACEs) as a priority root cause, developed strategies focused on building RESILIENCE and are initiating implementation
- 12-Month Action Plan is driving coalition – now in Year 3
- Local Problems Require Local Solutions
- 5 Active Work Groups implementing initiatives & activities



**Drug-Free  
Communities**

*Local Problems Require Local Solutions*

# **EMPOWER: An Important Partner in Community Collaboration:**

- Get Healthy Scott County Coalition:  
Recovery Oriented System of Care Strategic Plan
- CEASe Coalition: Drug Free Communities  
Support Program, Training, Education, Events,  
Community Awareness
- Faith Community Outreach and Collaboration
- Expansion of Medical/Mental Health Services
- Recovery Community
- Youth Focused Initiatives – H2O, EMPOWER



# EMPOWER

**ENGAGING YOUTH. IMPACTING COMMUNITY.**

**To get involved, text: @YOUTH823 to 81010**





# EMPOWER

ENGAGING YOUTH. IMPACTING COMMUNITY.







***CEASe of Scott County* | Founded in 1989  
Scott County, Indiana**

**EMPOWER**

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**ENGAGING YOUTH. IMPACTING COMMUNITY.**

***EMPOWER* | Founded in 2018 Scott County, Indiana**



**Positive  
Social  
Norms:**

**What's  
Your  
Side  
Effect?**

**Scottsburg High School students sharing about the positive impact they are having on their community during a filming of our "What's Your Side Effect?" positive social norms campaign.**





Austin High School students "speak up" and inform their peers about Rx drug abuse prevention as part of our "What's Your Side Effect?" positive social norms campaign.



# CAMPAIGNS: Stand With Us



▲ Scottsburg High School Key Club  
Austin High School Dimensions Show Choir ▼



## #StandWithUs

“My community is my home. The people. The places. They make me who I am. It’s something I love. It’s a place I want to make better. That’s why we’re coming together, standing up for our community, making our voices heard. Most of us are avoiding the dangers of prescription drug abuse. Each of our stories, our memories, creates a picture of who we really are.

WE are the future of Scott County and we will STAND and be heard!”

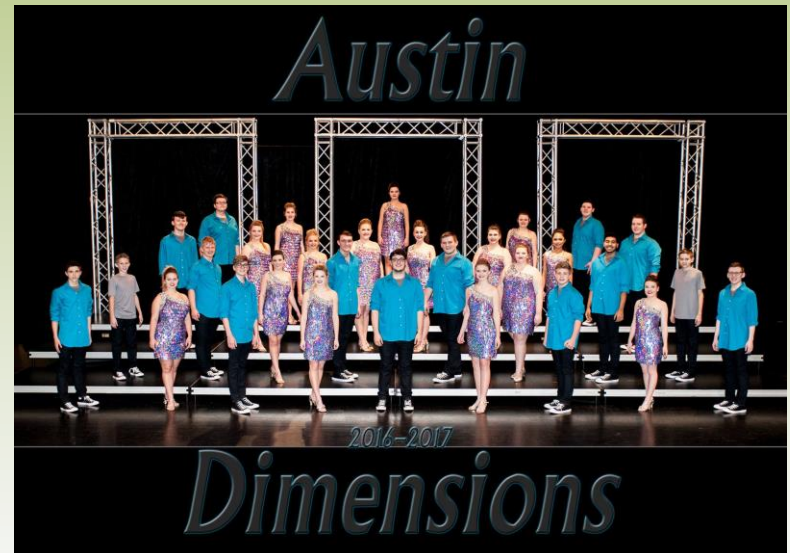


**Using Beacon Triggered Push Notifications  
to Promote Upcoming Resilience Building  
Positive Social Events**

# Youth-Focused Mentoring



- After School Programs
- School (Sports, Clubs, Band, Choir, etc.)
- Church Youth Group Events
- Vacation Bible Schools
- Festivals at the Park
- Weekly Youth Program/Meals
- Super Summer Saturday Events
- Part Time Jobs







**CEASe, EMPOWER, &  
Scott County EMS Training  
Institute Present:**

## **Scott County Community Health Series**

- Thursday, March 14, 6-8 pm: "How to Recognize the Signs of Heart Attack, Stroke, and Prescription Medication Misuse"
- Wednesday, April 10, 6-8 pm: "How to Respond—Basic First Aid, Hands-Only CPR, and Narcan Training"
- Saturday, April 27, 9-11 am: "How to Recognize Early Onset Dementia, Geriatric Medication Misuse/Mismanagement, and Proper Medication Disposal/Safe Storage"
- Thursday, May 9, 6-8 pm: "Pediatric Health Issues and First Aid, D.O.S.E. Program, Smoking in the Home, Mental Health & the Impact of Adverse Childhood Experiences"
- Free blood pressure screenings & free blood glucose checks will be offered each session

**All Trainings take place at:  
Scott County EMS Training Center**

**1468 Scott Valley Dr., Scottsburg, IN 47170**

**RSVP Required 2 days prior: Text 812-820-0620, Email [lcroasdell@me.com](mailto:lcroasdell@me.com)**

- Youth-Led,  
Youth-Driven
- In 1 year, grown  
from 3 to 25  
members
- Created  
Recruitment  
Video on CEASe of  
Scott County  
YouTube Channel

# EMPOWER

3RD  
MONDAY OF  
EVERY MONTH

AT  
THE LIFELONG  
LEARNING  
CENTER

STUDENT

COALITION

TXT:  
@YOUTH823  
TO: 81010

ENGAGING  
YOUTH.  
IMPACTING  
COMMUNITY.



5:45 PM



@EMPOWERSCOTTCOUNTY



@EMPOWERSCOTTCOUNTY



FOR MORE INFO: 812-722-8484



Drug-Free  
Communities

Local Problems Require Local Solutions



# EMPOWER

ENGAGING YOUTH. IMPACTING COMMUNITY.

Meetings: 3rd Monday  
of every month, 5:45 p.m.  
The Lifelong Learning Center  
1092 W. Community Way  
Scottsburg IN

Nothing About Us  
Without Us

## ABOUT US

- We are a youth driven coalition with participation from both Scott County school districts.
- We formed as part of the Scott County Drug Free Communities (DFC) Support Program initiative.
- Our Mission is to align youth with their community to create a powerful impact through prevention, health improvement, & positive relationships.
- We chose the name EMPOWER because it encourages and equips Scott County youth with the tools to live healthy, safe, and drug-free lives.



QUESTIONS?  
MELINDA LOWRY  
DFC YOUTH COORDINATOR  
(812) 595-6213

"EQUIPPING SCOTT COUNTY  
YOUTH WITH THE TOOLS TO  
LIVE HEALTHY, SAFE,  
DRUG-FREE LIVES."



## ACCOMPLISHMENTS

- THE EMPOWER YOUTH COALITION FORMED SPRING 2018.
- MEMBERSHIP HAS INCREASED BY 80%
- 10 YOUTH TRAINED IN THE STRATEGIC PREVENTION FRAMEWORK.
- THROUGH CEASE PARTNERSHIPS, YOUTH HAVE INPUT IN COMMUNITY DISCUSSIONS.
- EMPOWER CREATED A RECRUITMENT VIDEO RELEASED SPRING OF 2019.



EMPOWER  
Recruitment Video  
Will Go Here

# Youth Recruitment and Engagement

- **Social Media Marketing**
- **Word of Mouth**
- **Peer to Peer Engagement**
- **Presentations at School-Wide Assemblies**
- **School Newspapers**
- **Recruitment Video**
- **Parents**

# Starting and Guiding a Youth-Led and Youth-Driven Coalition

- **Students who see a need and have a passion**
- **Logo and Tag Line**
- **Vision Statement**
- **Mission Statement**
- **Develop a STRATEGIC PLAN based on your logic model utilizing CADCA' s Seven Strategies for Change**



# Developing the Plan of Action

- In order to develop the plan you must understand
  - Community Level Change
  - Community Anti-Drug Coalitions of America (CADCA) Seven Strategies for Change



# Strategic Prevention Framework Training



# What is the Strategic Prevention Framework (SPF)?

- The SPF outlines a process that a coalition, organization, initiative, or community can follow in order to prevent and reduce the use and abuse of alcohol, tobacco, and drugs.
- SPF concentrates on eliminating risk factors and strengthening protective factors.



# Strategic Prevention Framework

- **Assessment**
- **Capacity**
- **Planning**
- **Implementation**
- **Evaluation**
- **Sustainability**
- **Cultural Competency**



ship Forum

# TRANSFORMING COMMUNITIES

THE POWER OF PREVENTION

## CADCA Thanks Our Partners



Alkermes



STRATEGY

















