

GENERAL GRANT APPLICATION
Federal Fiscal Year 2018

APPLICATION TITLE: Combating drug-impaired driving through public awareness and community education

AGENCY: Mendocino County Health and Human Services Agency (HHSA)
DEPARTMENT: Prevention And Planning Unit (PAPU)

Check ONE area that best describes the focus of this application:

- | | | |
|--|---|---|
| <input type="checkbox"/> Alcohol-Impaired Driving | <input type="checkbox"/> Emergency Medical Services | <input type="checkbox"/> Pedestrian/Bicycle Safety |
| <input type="checkbox"/> Distracted Driving | <input type="checkbox"/> Motorcycle Safety | <input type="checkbox"/> Police Traffic Services |
| <input checked="" type="checkbox"/> Drug-Impaired Driving | <input type="checkbox"/> Occupant Protection | <input type="checkbox"/> Traffic Records/Roadway Safety |

APPLICATION SUMMARY

1. PROBLEM STATEMENT

Problem to be addressed

The Mendocino County Health and Human Services Agency Prevention and Planning Unit (PAPU) will use public awareness and educational strategies to prevent drug-impaired driving. Mendocino County (pop. 87,192), located on California's northern coast, is the state's 15th largest county, covering an area of 3,500 square miles. Residents live in small scattered communities throughout the county, resulting in a population density of only 25 persons/square mile compared with the statewide average density of 239 persons/square mile. County residents are predominantly white/non-Hispanic with large Hispanic (24%) and Native American Indian (6%) populations.

In 2015, 654 victims were killed or injured in traffic collisions in Mendocino County, with alcohol involved in 96 (15%) of the incidents. According to OTS 2015 statistics, Mendocino County ranks 29 out of 58 California counties in the rate of alcohol-involved collisions involving injuries or deaths with drivers under the age of 21 who had been drinking and driving¹.

Table 2 below provides a summary of countywide collision data, while Tables 3-5 provide data for the county's three incorporated cities, which will be the primary focus of the proposed project. Overall, the numbers of alcohol/drug related deaths and injuries shows a positive decrease, hopefully as a result of the interventions provided by this grant.

In fact, 165 (11%) of the 1,507 "property damage only" collisions reported by local law enforcement agencies for the 2012-2014 period cited driving or bicycling under the influence of alcohol or drugs as the primary collision factor.

According to the 2014 National Highway Traffic Safety Administration (NHTSA) Roadside Survey of Alcohol and Drug Use by Drivers, the number of drivers with alcohol in their system has declined by nearly one-third since 2007 and by more than three-quarters since the first Roadside Survey in 1973.

¹ California Office of Traffic Safety (OTS), 2015

But the 2014 survey also found a significant increase nationally in the number of drivers using drugs, with nearly one in four testing positive for at least one drug that could impair their driving ability. The drug showing the greatest increase from 2007 to 2014 was marijuana (THC). Nationwide, the percentage of THC-positive drivers increased from 8.6% in 2007 to 12.6% in 2014, a proportional increase of 47%.

Mendocino County is known for its culture of acceptance of alcohol and drug use, most notably for the production and use of marijuana/cannabis. Community norms support marijuana use and pose a significant challenge for public health prevention workers and those tasked with community safety. An indicator of the extent of marijuana and other drug use in the county can be found in statistics reported by the Mendocino County Sheriff-Coroner. The drug overdose mortality rate in 2016 for Mendocino County was 24 per 100,000, compared with the California rate of 12 per 100,000². In 2016, autopsy reports with positive drug tests for deaths from all causes, show that THC was present in the blood of 42 of 122 deceased (34%). Table 1 shows the breakdown of drugs found during autopsy of deceased individuals during 2015.

Table 1: Deceased Individuals in Mendocino County Testing Positive for Drugs, 2015

Drug	Deaths with positive test for one or more drugs (n=122)
Ethanol	50 (41%)
THC (cannabis)	42 (34%)
Opiates (Oxycodone, Oxymorphone, Hydromorphone, Codeine, Morphine, Tramadol, Fentanyl, Heroin)	44 (36%)
Meth/Amphetamines	47 (39%)
Benzodiazepines (Midazolam, Alprazolam, Temazepam, Oxazepam, Nordiazepam, Lorazepam, Clonazepam, Diazepam)	24 (19%)
Methadone	6 (5%)

A. Traffic Data Summary:

Table 2: Collision data: Mendocino County, all local law enforcement agencies combined³

Collision Type	2012		2013		2014		2015	
	Collisions	Victims	Collisions	Victims	Collisions	Victims	Collisions	Victims
Fatal	19	24	15	15	16	19	9	9
Injury	437	597	376	520	365	468	471	648
Primary Collision Factors	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Driving/Bicycling Under Influence of Alcohol or Drugs	3	62	4	53	5	52	1	67
Total Collisions Driving/Bicycling Under Influence of Alcohol or Drugs	126		118		106		96	

² 2017 County Health Rankings.

³ State of California, Department of California Highway Patrol, I-SWITRS reports

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Table 3: Collision Data Fort Bragg, California, all law enforcement combined

Collision Type	2012		2013		2014		2015	
	Collisions	Victims	Collisions	Victims	Collisions	Victims	Collisions	Victims
City of Fort Bragg								
Fatal	0	0	1	1	0	0	0	0
Injury	18	28	24	34	19	20	16	17
Primary Collision Factors	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Driving or Bicycling Under Influence of Alcohol or Drug	0	1	0	3	0	0	0	3
DUI arrests ⁴	48		45		39		20	

Table 4: Collision Data Ukiah, California, all law enforcement combined

Collision Type	2012		2013		2014		2015	
	Collisions	Victims	Collisions	Victims	Collisions	Victims	Collisions	Victims
City of Ukiah								
Fatal	1	0	0	0	1	1	0	0
Injury	49	63	38	49	39	42	48	66
Primary Collision Factors	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Driving or Bicycling Under Influence of Alcohol or Drug	0	1	0	1	0	2	0	8
DUI arrests	129		119		65		101	

Table 5: Collision data Willits, California

Collision Type	2012		2013		2014		2015	
	Collisions	Victims	Collisions	Victims	Collisions	Victims	Collisions	Victims
City of Willits								
Fatal	0	0	0	0	0	0	0	0
Injury	6	9	8	10	0	5	15	18
Primary Collision Factors	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Driving or Bicycling Under Influence of Alcohol or Drug	0	1	0	0	0	2	0	8
DUI arrests	29		47		42		19	

For the past several years, and with OTS support (FY 13/14), PAPU has been working to advocate for and build more walkable and bikeable communities, and to create and disseminate effective promotional messages to encourage people to be more active. These efforts have proven successful – more adults are riding bikes to in-town destinations and more students are biking or walking to school and other activities. This is a positive sign for the cardiovascular health and well-being of the community.

However, with walking and biking on the rise, and the legalization of recreational marijuana use looming, PAPU believes that the timing is right to conduct a coordinated campaign focused on drug-impaired driving. Marijuana affects reaction time, short-term memory, hand-eye coordination,

⁴ California Office of Traffic Safety, Collision Rankings

concentration, and perception of time and distance. Drivers need to understand that changes in the law will not change DUI laws—getting high and getting behind the wheel of a car will result in a DUI. Opioids and other drugs also have a negative impact on driving ability and traffic safety. If safety measures, and the consequences of not employing them, are not well understood and practiced as more residents become active walkers and bikers, the number of collisions and injuries will increase. Conversely, residents are less apt to become active if they do not feel safe when walking or biking in the community.

The California Healthy Kids Survey, which is administered by local school districts, provides an indication of the extent of alcohol and drug use by driving age students. As shown in Table 5 below, 11th graders in two of the three target communities are much more likely to use marijuana than their peers throughout the state, and youth in all three communities are much more likely to downplay the risks of using marijuana.

Table 6: 2014 California Healthy Kids Survey: results for 11th grade students, compared with 11th graders statewide

INDICATOR	SUBSTANCE	11 TH GRADERS			
		FORT BRAGG	UKIAH	WILLITS	CALIFORNIA
Percent of students that used substance in past 30 days	Alcohol: at least 1 drink	45%	37%	59%	33%
	Alcohol: 5+ drinks 1-2 times/week	28%	24%	47%	22%
	Had-been-drinking driving: 1 or more times	29%	18%	40%	42%
	Marijuana: at least 1 time	30%	19%	35%	24%
	Prescription drugs	4%	2%	1%	<i>Not asked</i>
Percent of students that perceived the risk of harm of using substance as moderate or great	Alcohol: 1-2 drinks nearly every day	46%	49%	32%	<i>Not asked</i>
	Alcohol: 5+ drinks 1-2 times/week	79%	80%	76%	76%
	Marijuana: 1-2 times/week	54%	54%	47%	59%
	Prescription drugs	74%	<i>n/a</i>	<i>Not asked</i>	<i>Not asked</i>
Percent of students that perceived the difficulty of obtaining substance as easy or fairly easy	Alcohol	81%	77%	89%	72%
	Marijuana	81%	79%	89%	73%

Target population

The proposed project will be carried out primarily in the county's three largest communities—Fort Bragg, Ukiah, and Willits. These areas have a combined population of more than 60,000:

- Fort Bragg (95427 zip code, population 14,961)
- Ukiah (95482 zip code, population 31,802)
- Willits (95490 zip code, population 13,506)

PAPU will work with high school youth groups to carry out the proposed activities in the three target communities, and many of the messages created for the project will be designed to protect children and youth, although the informational campaign will increase the safety of all drivers, bicyclists, and pedestrians, and will extend to communities throughout the county. Almost half of local students live within two miles of their school, and in responding to a brief survey, more than 50% of parents said that they wish their child could walk or bike to school more often, and 38% said they would increase their child's frequency of walking or biking to school if they felt their child would be safe.

2. PROPOSED SOLUTION

A. Strategies:

Prevention strategies that take place in a single setting are less likely to impact behaviors than those that are delivered in multiple settings, such as home, school, community, and the media. Ideally, the same prevention messages should be heard in each of these environments.⁵ PAPU will partner with schools, law enforcement agencies, and other partners to deliver interconnected prevention messages in multiple environments—school, home, and community, through a variety of media—to address the problems discussed in the preceding section of this application. Although the project will be similar in each of the three target communities, specific activities will be designed to address the unique needs and resources in each community. Proposed activities are described below.

Countywide media campaign. PAPU will develop a coordinated campaign targeting adults and featuring safety messages on the topic of drug-impaired driving. Messages will be disseminated throughout the county via feature articles in local newspapers, participation in talk radio programs, placement of public service announcements (PSAs) on local radio stations, social media postings, and billboard placement featuring “DUI Doesn’t Just Mean Booze” messages in target communities. To leverage OTS funding, PAPU will partner with Drug-Free Communities Coalitions in Ukiah and Fort Bragg to enhance dissemination of these messages. Messages will also be coordinated with national and state safety weeks and safety months, such as the California Teen Safe Driving Week in April and the National Drunk and Drugged Driving Prevention Month in December. PAPU will also coordinate with the California Highway Patrol to maximize the impact of the “DUI Doesn’t Just Mean Booze” message on the county’s six highway message boards, which the state calendar has scheduled in March, May, October, November, and December.

Peer-led marijuana prevention education. PAPU will work with *Friday Night Live* groups in high schools in Fort Bragg, Ukiah, and Willits to develop an education campaign focused on youth. *Friday Night Live* (FNL) supports high school-age youth by using youth development principles to create powerful opportunities for them to enhance their own communities. Through FNL, community service, social action activities, participation in advocacy for safe and healthy environments, and promotion of healthy policies are organized by youth to appeal to youth. FNL programs promote messages through shared experiences; are youth driven and youth led; are goal-directed, action oriented, and innovative; develop leadership; and have broad appeal to diverse ethnic, racial and social groups.

In each of the three communities, PAPU Youth Educators will work with approximately 10 students to develop messages that encourage youth to think about drug-impaired driving, and how their personal goals will be easier to achieve without using marijuana or other drugs. Messages will incorporate information about California laws and how use of marijuana could have implications that will follow them into their futures, including getting and keeping a driver license. We will also work with *Friday Night Live* (FNL) groups in each of these areas, using Casey's Pledge and the “Count Me In” tools that are ideal to incorporate into underage drinking and impaired driving efforts as well as the upcoming “Not On My Watch!” tools that are soon to be released. In developing prevention messages, PAPU will also use the normative education model. The normative education approach to preventing problem behavior and promoting and reinforcing positive behavior (also called social norms) is to dispel myths about the problem behavior being the norm. For example, even though marijuana use by local youth is

⁵ Dusenbury, L (2001). Implementing a comprehensive drug abuse prevention strategy. In: W. Hansen, S. Giles, and M. Fearnow-Kenney (eds) *Increasing Prevention Effectiveness*. Tanglewood Research: Greensboro, NC.

very high, youth perceive it to be even higher. A normative education message would convey the fact that fewer than half of local students used marijuana in the past month, rather than emphasizing the number that did use. Research has shown that youth respond to the normative education approach with more realistic perceptions of the behaviors of their peers.

Developing normative education messages begins with credible data, which will be drawn from the California Healthy Kids Survey. Youth Educators will then lead the students in translating data into social normative messages and creating posters and banners to place around campus and around the community and in PSAs for broadcast on local radio.

Community Marijuana Forum. PAPU will partner/ collaborate with Mendocino College and other organizations to plan and convene a community forum focused the impacts of Marijuana on the community. Traffic safety since the adoption of the new marijuana legislation will be one of the primary topics. PAPU will invite a qualified expert in this field to speak, and local law enforcement agencies will participate in a panel discussion of the topic.

Coast Center:

<https://www.mendocino.edu/college/centers/fort-bragg>

Ukiah Campus:

<https://www.mendocino.edu/about-mendocino-college>

Prevention Education Focused on Prescription Drugs. These activities are already heavily funded through other grants though we will include messaging re: the negative results and impact of driving under the influence of other drugs in that messaging. Current efforts reducing access to the drugs by publicizing and promoting prescription drug drop-off locations, delivering school-based prevention education and much more.

Ukiah CHP Area Community Outreach Panel. The Project Coordinator has been a member of the county's Traffic Safety Coalition since 2007 and will continue to participate in the Panel's quarterly meetings. In addition to PAPU, Panel membership includes CalFIRE, California Highway Patrol, CalTrans, Coastal Valleys Emergency Medical Services Agency, Mendocino College, Mendocino County Department of Social Services, Mendocino County Department of Transportation, Mendocino County Council of Governments, Mendocino County Sheriff, and Fort Bragg, Ukiah, and Willits Police Departments. As a member of the Ukiah CHP Area Community Outreach Panel, PAPU will coordinate activities with law enforcement agencies and keep them informed as the project progresses.

Agency Qualifications:

The Mendocino County Health and Human Services Agency (HHSA) has a strong history of working with Mendocino County communities to plan, implement, and evaluate projects designed to improve youth, adult, and community health. HHSA's Prevention And Planning Unit (PAPU), which will implement the project, promotes community wellness and health equity by partnering with communities in innovative ways to create healthy places to live, learn, work, and play. PAPU uses local data and evidence-based best practices to address individual, social, and environmental factors that underlie and contribute to health. PAPU also addresses specific risk factors, including addictive

behaviors such as abuse of alcohol and drugs, by working to change environments and community practices to encourage healthy choices and discourage substance use/abuse. In working with youth, PAPU utilizes youth development principles, teen-to-teen education, and peer mentoring to build assets (e.g., self-esteem, positive relationships, and a sense of purpose) and reduce risky behaviors and attitudes, including self-endangerment through unsafe driving practices. PAPU ensures that all staff working directly with youth complete appropriate criminal background checks.

PAPU is an experienced and successful grant seeker, and has proven its capacity to comply with the evaluation and reporting requirements of numerous federal and state grants. Serving as the Project Director, the PAPU Manager will provide overall guidance and direction to the project and will supervise project staff, contributing her time as an in-kind contribution. Fiscal administration of the grant will be carried out by the HHSA Fiscal Manager. The proposed staffing levels will ensure that PAPU is able to complete all activities as planned. Qualifications and responsibilities are detailed below.

Table 6. Staffing plan

Position	Role
Project Director 5% FTE,	Provide overall guidance and direction to the project, supervise project staff, and ensure compliance with reporting requirements.
Project Coordinator 100% FTE, grant-funded	Carry out general administration of the grant and be responsible for planning and implementing a countywide media campaign, including a community forum, focused on drug-impaired driving.
Youth Educators 60% FTE, grant-funded	Work with school-based youth leadership groups to plan and carry out a normative education campaign focused on drug-impaired driving.

B. Program Sustainability:

Although PAPU has received previous OTS grants, the proposed project has not previously been funded by OTS. PAPU's most recent OTS grant, dubbed *Walk and Pedal in Fine Fettle*, was completed in 2014 and focused on schools in Ukiah and Willits by providing crosswalk programs and speed compliance operations to support walkable and bikeable communities. This project was featured in the 2014 OTS Annual Performance Report. In 2009, PAPU's OTS-funded project *Steer Clear of Alcohol and Drugs* was nominated for an OTS award by the OTS Regional Coordinator, in recognition of the quality and effectiveness of the project.

The long-term sustainability of this project is a high priority for PAPU. Although neither PAPU nor HHSA has applied to other sources for funding for this project, PAPU is actively seeking funding opportunities to provide additional support during and beyond the grant. Potential grant funding sources to sustain the project include: Community Foundation of Mendocino County, US Substance Abuse and Mental Health Services Administration (SAMHSA), US Centers for Disease Control, US Department of Education, California Department of Education, AARP Foundation, and RGK Foundation.

3. PERFORMANCE MEASURES

A. Goals

Project goals listed below:

- To reduce the number of persons killed in traffic collisions.
- To reduce the number of persons injured in traffic collisions.
- To reduce the number of persons killed in drug-involved collisions.
- To reduce the number of persons injured in drug-involved collisions.
- To reduce the number of drug-impaired drivers under age 21 in fatal collisions.
- To reduce the number of drug-impaired drivers under age 21 in injury collisions.

B. Objectives

By the end of the grant period, PAPU will address the following objectives:

1. To conduct a countywide media campaign focused on prevention of drug-impaired driving, reaching a minimum of 30,000 adults through local newspapers, radio stations, billboards, and other social media.
2. To implement an education campaign in three local high schools, with 30 high school students participating directly in the development of the campaign and at least 2,500 youth impacted by the campaign.
3. To conduct a community forum on the topic of the impact of Marijuana including on drug-impaired driving, with a focus on the impact that new marijuana legislation has on local traffic safety, with at least 100 community members participating.
4. To participate in the county's quarterly Ukiah CHP Area Community Outreach Panel, working with members to identify problem areas, implement recommendations, and disseminate information at their meetings on prevention and recognition of drug-impaired driving.

4. METHOD OF PROCEDURE

The proposed project is a countywide prevention education program that will address drug-impaired driving issues through educational programming, community events, and dissemination of media messages. PAPU is the applicant and will administer the grant.

A. Phase 1 - Program Preparation, Training and Implementation (1st Quarter of Grant Year)

- Assign staff for coordination and youth activities and orient them to grant objectives.
- Purchase and/or allocate supplies and materials.
- Develop detailed implementation plan for countywide media campaign.
- Identify and negotiate contract with graphic designer for development of billboard.
- Identify and negotiate contract with billboard media company.
- Recruit students for development of normative education messages.
- Collaborate with Mendocino College and community on Forum.

- Coordinate with schools to schedule *Friday Night Live*.
- Participate in quarterly Ukiah CHP Area Community Outreach Panel meetings.
- Finalize detailed data collection and reporting plan.

Media Requirements

In addition to the objectives listed above, PAPU will fulfill the mandatory media objective listed below.

- Issue a press release announcing the kick-off of the grant by November 15. The kick-off press releases and media advisories, alerts, and materials must be emailed to the OTS Public Information Officer at pio@ots.ca.gov, and copied to your OTS Coordinator, for approval 14 days prior to the issuance date of the release.

B. Phase 2 - Program Operations (Throughout Grant Year)

- Implement a public information and education campaign focused on prevention of drug-impaired driving and increasing traffic safety, including at least one billboard, 6 news articles, and 5 radio PSAs.
- Coordinate media activities and messages, including press releases, PSAs, and feature articles, with national and state safety week calendars, including the California Teen Safe Driving Week in April and the National Drunk and Drugged Driving Prevention Month in December (ON-GOING).
- Place billboard(s) in target communities (by APRIL 2018).
- Work with youth groups to develop and disseminate normative education messages in schools and community using posters, flyers, banners, and other media (by JUNE 2018).
- Identify and negotiate contract with forum speaker, secure venue, and schedule forum.
- Promote and hold community forum and panel discussion (by AUGUST 2018)
- Attend regular meetings of Ukiah CHP Area Community Outreach Panel (ON-GOING)
- Attend one professional development conferences, including any identified by OTS, related to drug-impaired driving (by AUGUST 2018).

Media Requirements

PAPU will comply with all OTS requirements related to media efforts, including those listed below:

- Send all grant-related activity press releases, media advisories, alerts and general public materials to the OTS Public Information Officer (PIO) at pio@ots.ca.gov, with a copy to your OTS Coordinator.
 - a) If an OTS template-based press release is used, the OTS PIO and Coordinator should be copied when the release is distributed to the press. If an OTS template is not used, or is substantially changed, a draft press release shall be sent to the OTS PIO for approval. Optimum lead time would be 10-20 days prior to the release date to ensure adequate turn-around time.
 - b) Press releases reporting the results of grant activities such as enforcement operations are exempt from the recommended advance approval process, but still should be copied to the OTS PIO and Coordinator when the release is distributed to the press.

- c) Activities such as warrant or probation sweeps and court stings that could be compromised by advanced publicity are exempt from pre-publicity, but are encouraged to offer embargoed media coverage and to report the results.
- Use the following standard language in all press, media, and printed materials: Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.
- Email the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so OTS has sufficient notice to arrange for attendance and/or participation in the event.
- Submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, trailer graphics, etc.) to the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator for approval 14 days prior to the production or duplication.
- Include the OTS logo, space permitting, on grant-funded print materials; consult your OTS Coordinator for specifics.

C. Phase 3 – Data Collection & Reporting (Throughout Grant Year)

PAPU will comply with all OTS requirements related to data reporting, including those listed below:

- Collect and report quarterly, appropriate data that supports the progress of goals and objectives.
- Collect, analyze, and incorporate in Quarterly Performance Reports (QPRs) statistical data relating to the grant goals and objectives. QPRs for the quarter ending September 30 will include year-to-date comparisons of goals and objectives. If required, a separate quarterly data reporting form will be completed each quarter and submitted as part of the QPR.
- Compare actual grant accomplishments with the planned accomplishments, including information concerning changes made by the Grant Director in planning and guiding the grant efforts.
- Complete and submit reports in accordance with OTS requirements as specified in the Grant Program Manual.

5. METHOD OF EVALUATION

PAPU is willing and able to collect and report data as required by OTS.

For local evaluation: HHSA has an impressive level of in-house evaluation expertise, including staff trained in health impact assessment methodology. All HHSA prevention programs include process and outcome evaluation components, and HHSA has developed the capacity to analyze population-level health data and measure health impact, focusing on populations suffering health inequities. From 1995-2012, HHSA produced a biennial Community Health Status Report that tracked population health indicators and was broadly disseminated throughout the county. Beginning in 2013, health indicators that were previously reported in the Community Health Status Report are incorporated in the HealthyMendocino.org website, which is managed by a consortium of which HHSA is a major partner. Through HealthyMendocino.org, PAPU has access to a valuable resource in terms of data tracking, consolidation, analysis, and reporting. PAPU's experience with evaluation and research also includes

two publications: *A Health Impact Assessment of the Harms of High Alcohol Outlet Density in Mendocino County* (2013) and a *Retail Food Landscape Study* (2010). The former study mapped alcohol outlets to demonstrate the effects of high alcohol outlet density on health outcomes, while the latter mapped the retail food environment to reveal the over-saturation of fast food/convenience stores in low-income and Latino neighborhoods. For its work on these studies, HHSA was nominated for a SAMHSA Service to Science Award.

The Project Coordinator will assess: 1) how well the stated grant goals and objectives were accomplished; 2) the number of participants in each activity; and 3) whether all the activities outlined in the Method of Procedure were performed in accordance with the grant agreement. To assess the implementation process, the evaluation will seek answers to the following questions:

- **Fidelity.** With what degree of fidelity was the project implemented? What types of deviation occurred, and what effect did deviations have?
- **Context.** What program/contextual factors were associated with outcomes?
- **Barriers.** What barriers were encountered and how were they addressed?

Table 7. Output and outcome evaluation plan

Objective	Indicator	Data Source	Data Analysis
1. Media campaign	<ul style="list-style-type: none"> • # PSAs • # News articles • # Billboards • Alignment with state/national calendar 	Project records	Numerical count Content analysis
2. Normative education campaign	<ul style="list-style-type: none"> • # youth participating • # of messages developed • # of posters disseminated • Impact on students 	Project records Post-implementation survey	Numerical count Content analysis Quantitative analysis
	•		
3. Community Forum	<ul style="list-style-type: none"> • # participants • Audience feedback 	Sign-in sheets Post-forum survey	Numerical count Content analysis
4. Ukiah CHP Area Community Outreach Panel	<ul style="list-style-type: none"> • # of meetings attended • Information disseminated to Ukiah CHP Area Community Outreach Panel members 	Meeting minutes	Numerical count Content analysis Quantitative analysis

Using the data compiled during the grant, the Project Coordinator will complete the Final Evaluation section in the fourth/final Quarterly Performance Report (QPR). The Final Evaluation will provide a brief summary of the grant's accomplishments, challenges and significant activities, and will discuss whether goals and objectives were met or exceeded, or provide an explanation of why objectives were not completed. The Project Coordinator will also present findings to the Ukiah CHP Area Community Outreach Panel at least quarterly to ensure that lessons learned will be put to use immediately for program improvement, and will also prepare extracts using evaluation data for presentation to other local groups and for feature articles in local media.

6. ADMINISTRATIVE SUPPORT

This program has full support of the County of Mendocino. PAPU will send the Board of Supervisor's Letter of Support directly to OTS once it has been signed. Every effort will be made to continue the activities after the grant conclusion.

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BUDGET NARRATIVE

The Mendocino County Health and Human Services Agency (HHS), Prevention And Planning Unit (PAPU) is requesting a grant of \$160,000 over a one-year grant period. Grant funds will be leveraged through partnership with local schools and law enforcement agencies, and PAPU will contribute costs associated with staff supervision and project direction. Note that computer rounding may cause minor discrepancies in totals.

1. PERSONNEL COSTS

POSITION	NAME	CALCULATION	COST
Project Coordinator	M. Reinhard	50% FTE @ \$60,275	\$30,138
Youth Educators	Varies	60% FTE @ \$53,930	\$32,358
Fringe Benefits		68.35% x \$62,496	\$42,715
		TOTAL	\$105,211

Personnel salaries are based on the County of Mendocino pay scale. Please note that the requested funding will not supplant existing funding for staff positions.

- **Project Coordinator.** The Project Coordinator (50% FTE grant-funded) will be responsible for general administration of the grant and for planning and implementing a countywide media campaign focused on drug-impaired driving, including a community forum.
- **Youth Educators.** Youth Educators (20% FTE in each target community, for a total of 60% FTE, grant-funded) will work with school-based youth leadership groups to plan and carry out a normative education campaign focused on prevention of marijuana use and drug-impaired driving. Youth Educators will also deliver the prescription drug prevention education curriculum.
- **Fringe Benefits** Grant funds will be used to pay costs of health insurance and other benefits for project staff at an average rate of 68.35%. Breakdown of benefits is provided below.

COMPONENT	RATE	WAGE	COST
FICA	5.52%	\$62,496	\$3,453
Medicare	1.29%	\$62,496	\$807
Retirement	30.98%	\$62,496	\$19,364
COLA	14.91%	\$62,496	\$9,315
Health Insurance	11.68%	\$62,496	\$7,302
Unemployment Insurance	0.35%	\$62,496	\$221
Workers Compensation Insurance	3.61%	\$62,496	\$2,254
TOTAL	68.35%	\$62,496	\$42,716

2. TRAVEL EXPENSE

PURPOSE	LOCATION	CALCULATION	COST
Local travel	Varies	200 miles/month @ \$0.54/mile	\$1,296
Conferences and workshops	Varies	<i>See below</i>	\$3,000
		TOTAL	\$4,296

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- **Local travel.** Grant funds will be used to reimburse staff for local travel to carry out project activities, including meetings and outreach in target communities. Mileage will be reimbursed at the 2016 IRS rate of \$0.54/mile for an average of 200 miles/month (200 miles/month x 12 months x \$0.54/mile = \$1,296).
- **Conferences and workshops.** The Project Coordinator and/or other staff will participate in up to two conferences or trainings on topics relevant to the grant, such as prevention of drug-impaired driving. Costs will vary depending on conference location and duration.

3. CONTRACTUAL SERVICES

CONTRACTOR	CALCULATION	COST
Community Forum Speaker	<i>See below</i>	\$1,500
Graphic Designer	<i>See below</i>	\$1,500
	TOTAL	\$3,000

- **Community Forum Speaker.** PAPU will identify and contract an expert in the field of prevention of drug-impaired driving to speak at a community forum for youth and adult members of the community, focusing on marijuana.
- **Graphic Designer.** PAPU will contract a graphic designer to design and produce media campaign materials such as the billboard.

4. EQUIPMENT (\$5,000 OR MORE PER UNIT): NONE

5. OTHER DIRECT COSTS

ITEM	CALCULATION	COST
Educational materials	<i>See below</i>	\$2,090
Office supplies	\$100/month x 12 months	\$1,200
Billboard lease	\$775/month x 12 months	\$9,300
Youth stipends	\$250/youth x 30 youth	\$7,500
Printing and copying	\$50/month x 12 months	\$600
Community forum venue rental	<i>See below</i>	\$500
	TOTAL	\$21,190

- PAPU will purchase educational materials such as books, videos, reference texts and other resources for youth and community education, including handouts with guidelines for parents.
- Printer toner, paper, computer supplies, and other general office supplies (paper, pens, and clips, etc.) are required to carry out program operations.
- PAPU will secure a lease on billboard space in appropriate location(s) for target communities.
- PAPU Youth Educators will work with *Friday Night Live* or other youth leadership groups in each community to plan and conduct a normative education campaign focused on prevention of drug-impaired driving. PAPU expects to work with 10 teens in each community, for a total of 30 youth.
- Printing and copying costs include brochures, flyers, posters, and handouts for the normative education and media campaigns.
- PAPU will secure a centrally-located venue to hold the proposed community forum.

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6. INDIRECT COSTS

INDIRECT RATE	CALCULATION	COST
For FY2017, HHSA's indirect rate is estimated at 25% of total personnel costs (salaries + fringe)	25% x \$105,211	\$26,303

HHSA's federal indirect rate for the 2015-2016 fiscal year is 23.153% of total personnel costs (salaries + fringe). An increase to 25% is anticipated for the 2016-2017 fiscal year; documentation will be provided when HHSA has received it from the state. See documentation of FY2016 indirect rate on the following page.

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RON CHAPMAN, MD, MPH
Director & State Health Officer

State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

January 23, 2015

Craig McMillan
Director
Mendocino County HHSA
1120 South Dora Street
Ukiah, CA 95482

Dear Craig McMillan:

Thank you for submitting your Indirect Cost Rate (ICR) documentation to the California Department of Public Health (CDPH). CDPH is excited to have a standardized process that allows each Local Health Department (LHD) to use the negotiated ICR for all contracts, except those otherwise designated by state or federal statute, with CDPH.

For Fiscal Year (FY) 2015-16, CDPH has accepted the documentation you have provided and, on a one-year basis, will approve your ICR proposal as follows:

23.153% calculated based on Salaries, Wages and Fringe Benefits

Please note, the rate you provided was approved up to the maximum allowed by CDPH policy (up to 25% cap rate for ICR calculated based on Salaries, Wages and Fringe Benefits and up to 15% cap for ICR calculated based on Allowable Total Direct Costs).

We look forward to working with you to document your approved ICR in CDPH contracts with a start date of July 1, 2015 or later.

Thank you

Dave Cornejo, Chief Financial Management Branch
California Department of Public Health