

# Grantee Profile

## El Dorado County

### Las Decisiones Seguras "Safe Choices"

El Dorado County will implement culturally sensitive, indicated and selective programming to Latino youth, ages 12-18, at-risk of binge drinking. The evidence-based curriculum, *Sembrando Salud*, targets high-risk adolescents who would not typically receive similar prevention programs and is designed to provide youth with the information and skills to make healthy decisions regarding alcohol and tobacco use. An interactive family component includes education and will improve parent-child communication about AOD use and increase engagement. Referrals to the program from numerous community collaborators will be generated by a community-wide social marketing campaign.

**PROGRAM COMPONENT 1.** *Screen and identify Latino youth at-risk for binge drinking and exhibiting binge drinking behavior through a multi-agency community referral framework.*

- Hispanic community leaders, courts probation, CPS, community-based services that have significant interaction with Latino youth will collaborate to refer for screening
- Develop and implement program specific, culturally appropriate screening tool

#### Population(s) Served

- Latino youth, 12-18, participating in community services and attending schools

**PROGRAM COMPONENT 2.** *Create a peer commission of Latino youth from program participants and community volunteers to advocate the reduction and elimination of binge drinking in the community.*

- Incorporate a supportive and mentoring AOD prevention staff
- Participants will learn positive modeling and leadership skills

#### Population(s) Served

- Latino youth, 12-18, participating in *Sembrando Salud*, involved in community services and attending schools

**PROGRAM COMPONENT 3.** *Provide prevention, early intervention and education that are culturally appropriate, address high risk behavior and that includes parents.*

- Families actively engaged in implementation: assessing for cultural, linguistic competency; providing evaluation data
- Adaptations of evidence-based curriculum for cultural context balanced with need for fidelity

#### Population(s) Served

- Latino youth, 12-18, participating in *Sembrando Salud*, community services and attending schools

#### Science-Based Criteria

*Sembrando Salud*  
SAMHSA Best Practice Model

#### Program Settings

Community-based

#### Program Strategies

- Media campaign
- Increasing Family Protective Factors
- Positive Youth Development
- Multi-agency Collaboration
- Mentoring
- ATOD Education

#### Risk Characteristics of Target Population

- Hispanic drinking patterns are correlated with degree of acculturation

- Family and cultural norms may affect the identification of heavy drinking and the recognition of binge drinking behavior and alcohol abuse as a health problem
- Alcohol advertising is often targeted at young Latino men

### **Evaluation**

Process and outcome evaluation tools will be used in this evaluation. The Alcohol and Drug Program Division (ADPD) of Public Health manage the collection and analysis of data. Families, community members and program participants will be surveyed regarding their awareness and understanding of binge drinking prior and after the components of the program are implemented.

### **Sample Performance Indicators**

- Program participants, their parents and community at large have increased knowledge about binge drinking
- Decreased rates of binge drinking among Latino youth in the South Lake Tahoe region of El Dorado County
- Improved parent perceptions of parent-youth communication

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