

Grantee Profile

San Mateo County

The South Coast Project

The South Coast Project seeks to reduce high risk alcohol use and binge drinking among selective and indicated students in schools in Pescadero and vicinity. The project will be using Project SUCCESS, an evidence-based and replicable Student Assistance Program model for alcohol and drug prevention, which will be supplemented by Peer Leadership Development activities. The anticipated target population annually includes 156 students and an estimated 100 parents/caregivers and other family members (including siblings).

PROGRAM COMPONENT 1. *Reduce peer pressure to engage in high risk use of alcohol and binge drinking.*

Population(s) Served

- High rate use/binge drinking youth
- Pescadero Elementary and Middle School and La Honda Elementary School
- 156 students and 100 parents/caregivers

PROGRAM COMPONENT 2. *Reduce high risk alcohol use and binge drinking among selected and indicated youth.*

Population(s) Served

- High rate use/binge drinking among youth
- Pescadero Elementary and Middle School and La Honda Elementary School

Program Settings

- School-based, during school
- Community-based

Science-Based Criteria

Project Success – SAMHSA Model Program
Parent Empowerment Series

Program Strategies

- Implement peer leadership strategies
- Implement Project SUCCESS student assistance program model

Risk Characteristics of Target Population

- Community culture that supports AOD use and abuse
- Rural isolation limits healthy social opportunities and activities
- Gaps in continuum of prevention, intervention, treatment and recovery

Planning and Collaboration

SMCADS will have lead responsibility for this project. The county wide advisory body Prevention Subcommittee Local Advisory Board will work with the Local Advisory Board, (LAB), encompassing the collaborative agencies, youth and parents. La Honda Pescadero Unified School District will implement Project SUCCESS. South Coast Children's Services is lead agency for peer leadership and Puente de la Costa Sur, will provide parent education, food and housing assistance, mental health services and transportation.

Evaluation

WestED is the evaluator. Data to measure impact will be gathered from the California Healthy Kids Survey every other year and a modified version of CHKS in the off years, pre/post testing for selective and indicated education/group interventions, and focus groups with peer mentoring and education groups in the middle school. Process evaluation of each phase of the project will provide a continuous feedback loop.

Sample Performance Indicators

- Process data on training and program implementation efforts
- Participant sign-in sheets for events and activities
- CHKS and Local Survey data baseline and comparison analysis for self-reported use; binge drinking/high risk use indicators

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