

# Grantee Profile

## Santa Cruz County

### Mi Vida My Choice

Santa Cruz County Alcohol and Drug Programs, in collaboration with schools and community stakeholders, will implement an early identification, referral and education program for high school binge drinkers and high rate substance users utilizing an evidence-based curriculum and establish Friday Night Live chapters for alternative high schools and LGBTQ youth. Utilizing the Seven Challenges curriculum, the project will decrease the number of youth reporting binge drinking and high rate use of substances, improve parenting skills, enhance provider's skills, and increase provider capacity to serve targeted youth.

**PROGRAM COMPONENT 1.** *To reduce youth binge drinking and high-rate use of other drugs.*

- Three expanded chapters of Friday Night Live will serve 50 students per year
- A selective prevention program for students at 15 alternative high schools
- Seven Challenges group for probation youth (indicative prevention)
- Training and TA for service providers

### Population(s) Served

- Youth exhibiting high rate and binge drinking behaviors
- LGBTQ youth
- Youth on probation for drug or alcohol related offenses
- 150 students annually
- Alternative high school students

### Program Settings

- School-based, during school
- School-based, after school
- Community-based

### Science-Based Criteria

The Seven Challenges curriculum

### Program Strategies

- Positive youth development
- Environmental prevention

### Risk Characteristics of Target Population

- Access to alcohol
- Limited enforcement of alcohol and drug use at school sites and events
- Homophobic bullying (leads to higher use rated among LGBTQ youth)

### Planning and Collaboration

Collaborative partners include the Santa Cruz County Alcohol and Drug Program, the Santa Cruz County Office of Education, Santa Cruz City Schools, Santa Cruz Probation Department, Youth Services division of Santa Cruz Community Counseling, YWCA and the Above the Line Group Home. Other stakeholders include parents in groups and on the Steering Committee. Language barriers will be addressed by providing linguistically appropriate services.

### Evaluation

An outside evaluator will collect and analyze data using a database established by Mi Vida My Choice. Six sources of data will be collected: program census, CalOMS, youth surveys, youth focus groups, parent focus groups and key stakeholder focus groups.

### Sample Performance Indicators

- Quality of relationships with adults
- Attitudes toward alcohol and drug use
- AOD use rates

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