

# Grantee Profile

## Sonoma County

### Project SUCCESS Partnership

The Sonoma County Department of Health Services will address the serious problem of alcohol abuse by high school youth through the Project SUCCESS partnership (PSP). The goal of PSP is to reduce youth alcohol abuse (specifically binge drinking) by implementing the SAMHSA model program Project SUCCESS with fidelity. The project builds on the individual and environmental prevention programs already in place in the school district by increasing local capacity to provide early intervention services and facilitating linkages with needed referrals for treatment and other services. Expected outcomes for the PSP include: a) increase in the percentage of students who report that frequent alcohol use is harmful to their health; b) increase in the percentage of students who report peer disapproval of alcohol use; and c) decrease in the percentage of students who report binge drinking within the past 30 days.

**PROGRAM COMPONENT 1.** *Reduce high-rate alcohol use/binge drinking Cotati-Rohnert Park Unified School District High School students (n=1,800) by identifying high-rate users & connecting them with appropriate services.*

#### Population(s) Served

- Youth who exhibit high risk/binge drinking behavior
- 14-18 year olds at risk, multi-problem high school students
- Cotati Rohnert Park School District (CRPUSD)
- Rancho Cotati High School
- Alternative High School
- 100-125 students randomly selected from 10th graders for PES

#### Program Settings

- School-Based, During School

### Science-Based Criteria

Project SUCCESS – SAMHSA model program

### Program Strategies

- Prevention Education Series (PES)
- Individual Assessment
- Individual & Group Counseling
- Community Referral
- Parent Programs

### Risk Characteristics of Target Population

- Easy access to alcohol
- Norms among youth and adults
- Unknown resources and uncoordinated services for students needing assistance

### Planning and Collaboration

Sonoma Department of Health Services will partner with: CRPUSD, Sonoma County Office of Education, Department of Health Services, Community Based Organizations, Staff Task Force, Student Task Force and Parent Groups.

### Evaluation

Evaluation consists of two primary components, process evaluation focused on the implementation of project strategies and outcome evaluation focused on longer-term outcomes. The Project Management Team, consisting of School District, Sonoma County Department of Health Services, the Project Coordinator/Counselor and the Evaluator will work together to establish data collection and management processes. The coordinator will prepare monthly reports to PMT and submit quarterly reports to CDADP. Project process will also be provided to parents and community stakeholders via the Parent Advisory Group, Staff Task Force and Student Task Force.

### Sample Performance Indicators

- Percentage of students who report frequent alcohol use is harmful to their health
- Percentage of students who report peer disapproval of alcohol use
- Self-reported binge drinking by students

#### AOD Administrator

Gino Giannavola

Address: 1221 Farmers Lane, #200

Santa Rosa, CA 95405

Phone: (707) 565-6945

Fax: (707) 565-6964

E-mail: [ggiannav@sonoma-county.org](mailto:ggiannav@sonoma-county.org)

#### Project Director

Kelly Elder

Address: 475 Aviation Blvd.

Santa Rosa, CA 95403

Phone: (707) 565-6605

Fax: (707) 565-6619

E-mail: [kelder@sonoma-county.org](mailto:kelder@sonoma-county.org)

Safe & Drug-Free  
Schools & Communities  
**Technical Assistance Project**  
*California's Governor's Program*