

Strategic & Sustainability Plan for Crook County

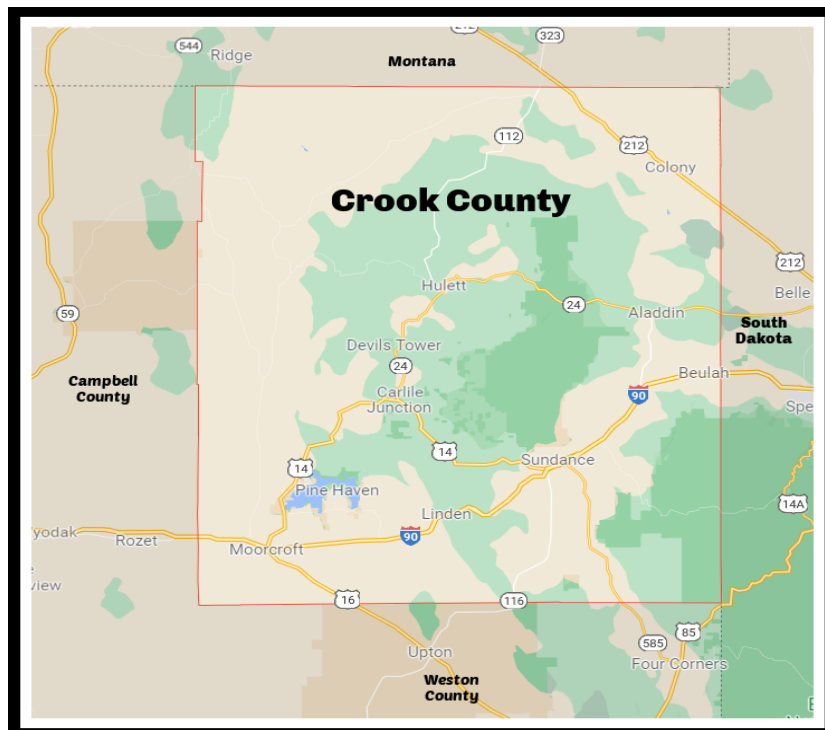
INTRODUCTION

Crook County's Prevention Program is funded through the Wyoming Department of Health Community Prevention Grant which includes the Substance Abuse Prevention Program, the Tobacco Prevention and Control Program, and the Injury and Violence Prevention Program. The purpose of the grant is to strengthen prevention efforts in Wyoming communities, with a focus on alcohol, tobacco, other drugs, and suicide prevention. Our overall goal is to create community-level change here in Crook County.

COUNTY PROFILE

Crook County is located in the northeast corner of Wyoming, bordering South Dakota & Montana. This vast frontier area was formed in 1875. Crook County was named for Brigadier General George Crook, an Army commander during the Indian Wars. As of the 2020 United States Census, the population was 7,181, making it the third-least populous county in Wyoming. We have 2,826 households and a median household income of \$66,898.

We are the fourth smallest county with a population density of 2.5 people per square mile. Our population is largely rural with a small portion living within the four incorporated towns of Hulett, Moorcroft, Pine Haven, and Sundance. There are also several unincorporated communities throughout the county: Alva, Oshoto, Carlile, Devils Tower, Colony, Moskee, New Haven, Aladdin, and Sand Creek. Each area of the county has its own characteristics, qualities, concerns, and personalities. Throughout the county in these various rural and incorporated communities one quarter of the population is under 18 years of age.



Fifteen percent of Crook County lands are federally owned, with the most held by the U.S. Forest Service (USFS) who owns 9% (168,978 acres), followed by the Bureau of Land Management (BLM) at 5% (88,663 acres), the Bureau of Reclamation (BOR) at less than 1% (12,745 acres), the National Park Service (NPS) at less than 1% (1,334 acres), and the U.S. Army Corps of Engineers (USACE) at less than 1% (1,000 acres).*

Recreation and tourism are important to the county's economy. Jobs related to recreation and tourism include restaurants, hotels, outdoor retail, outfitting and guiding, tower climbing, camping, and National and State Park management. The national forests and park provide for seasonal surges in tourism. In particular, Devils Tower which was designated as the nation's first National Monument is the prime attraction here, responsible for up to 500,000 visitors per year.

WHO WE ARE

Our Mission is to build a safer and more resilient healthy community.

Our Vision is growing Crook County's commitment to enhancing community health and safety with a primary focus on prevention of substance abuse and suicide prevention for all Crook County.

The Be Well Coalition is an alliance of county neighbors working together as a unified front to educate, strengthen, and support local values that encourage mental and physical well-being. The coalition is an independent group formed to address suicide and substance abuse using evidenced-based prevention strategies and local data.

The Crook County Be Well Coalition includes members from the community, other prevention organizations, as well as community groups. In spite of the pandemic, the coalition has been able to meet either in person or virtually on a regular basis utilizing virtual meetings. Each month the coalition strives to meet in person that includes a virtual option. The virtual environment also allows for reports from our media contractor to share current plans and get feedback from the coalition. It is our goal to encourage and make our meetings as accessible to residents no matter where they live. With a combination of community events and collaborations, the coalition has gotten more exposure and built more relationships building our capacity.

We have maintained, strengthened, and grown our partnerships and stakeholders in prevention, especially from within our new home in Crook County Public Health. Our current prevention strategies were determined through a detailed process with technical assistance from WYSAC. The previous and current preventionist worked to support the identified goals and strategies for Crook County. Reducing overconsumption of alcohol by adults, reducing and/or eliminating tobacco use, reducing the suicide rate, and educating the community on healthy life choices. With regular reports to the coalition, city governance, and County Commissioners we provide updates on the successes of our program, as well as any barriers faced.

OUR PARTNERS

Our community partners in prevention include Public Health, Crook County Commissioners and County Clerk, Sheriff's office and local municipal police, Crook County judicial branch – judge, attorney and juvenile services officer, senior services, Department of Family Services, WY Highway Patrol, YES House, Crook County Family Violence, Black Hills VA, Sundance Chamber of Commerce, Crook County Library, and the Crook County School District. We collaborate with the local NAMI chapter, local clergy association, local businesses and elected officials. We are building relationships with our chambers of commerce in order to develop capacity and support from our business owners. We all share the same goal of a healthy community where our young people learn life skills to help them make healthy choices now and when they become adults. We strive to provide education and information for all residents so they may participate in areas where they want to make a difference. For example, we have several community members that are survivors of suicide loss and have joined the coalition to help specifically with our suicide prevention programs. We see our sustainability as a natural and organic growth of what existed, what exists, and what will continue to exist in the future because of our shared desires and goals of helping our community.

Our community goals are:

- Reduce access and availability of alcohol to youth by minimizing retail and on-premise sale of alcohol to underage youth.
- Enhance policies and enforcement of underage drinking laws by improving the discovery of illegal activities through tip lines or other techniques.
- Improve alcohol restrictions at community events.
- Educate the community about the problems and harms of adult overconsumption of alcohol.
- Reduce access to opioids by increasing safe prescription drug storage and disposal and promoting prescription drug take-back events and options.
- Promote responsible beverage server training (TiPS)
- Provide drug impairment and recognition to law enforcement, school staff, and the general public
- Support and promote Safe2Tell
- Creation of media campaigns for suicide prevention, adult binge drinking and over-consumption, mental wellness, marijuana, tobacco & vaping education, opioids and other drugs misuse.
- Suicide prevention training, including Mental Health First Aid
- Grow our coalition and capacity and stakeholders

METHODOLOGY

We follow the Strategic Prevention Framework (SPF) model as outlined by the Substance Abuse and Mental Health Services Administration (SAMSHA). This 5-step planning model has been shown to be effective in prevention, and includes the following steps:

- Assessment – Identify local prevention needs based on data.
- Capacity – Build local resources and readiness to address prevention needs.
- Planning – Find out what works to address prevention needs, and how to do it well.

- Implementation – Deliver evidence-based programs and practices as intended.
- Evaluation – Examine the process and outcomes of programs and practices.

Additionally, the SPF is guided by 2 principles that are integrated into each of the steps.

- Cultural Competence – The ability to understand and interact effectively with people who have different values, lifestyles, and traditions based on their distinctive heritage and social relationships.
- Sustainability – The process of building an adaptive and effective system that achieves and maintains desired long-term results.

Through this process we work to develop inclusive practices, policies, and programs to provide individuals, families, and the community with the necessary support to minimize the misuse of alcohol, tobacco, and other drugs, and maximize overall well-being.

CROOK COUNTY PREVENTION GOALS

1. Prevent Youth and Young Adult Alcohol and Marijuana Use
2. Prevent Adult Overconsumption of Alcohol
3. Prevent and Reduce Tobacco Use
4. Prevent Opioid/Prescription Drug Misuse/Abuse and the Use of Other Drugs
5. Prevent Suicide
6. Build Capacity

Through the application of the Strategic Prevention Framework, we developed strategic initiatives and goals under each of the priority areas, and will work to carry out these initiatives over the next 5 years.

UNDERAGE DRINKING AND YOUTH MARIJUANA USE

Problem Statement: Alcohol and marijuana consumption by youth and young adults

Intervening Variables and Contributing Factors:

- Age of Early First Use:
 - 15.66% of youth report their first drink was when they were 10 years old or younger (PNA, 2018)
 - 6.94% of youth report using marijuana by the age of 14 or under
- Ease of Access:
 - 22.18% of youth report it is very easy to acquire alcohol (PNA, 2018)
 - 19.43% of youth report that it would be easy or sort of easy to get marijuana
- Source of Last Drink:
 - 42% of youth report that their last drink came from their parents or their friend's parent (PNA, 2018)
- Social Norms
 - 21.22% of youth report at least one best friend have used marijuana in the past year
 - 54.12% of youth report being at a community event where adults were drunk

Goal: Decrease alcohol and marijuana use by youth and young adults



Objectives:

- Prevent initiation among youth and young adults.
- Reduce access and availability of alcohol to youth and young adults.
- Educate the community about the problems and harms of underage drinking.
- Enhance policies and enforcement.

- Provide evidence-based strategies to increase protective factors and decrease risk factors.
- Decrease the number of youth reporting having their first drink by the age of 10.

Outputs/Strategic Activities:

- Improve the Discovery of Illegal Activities through tip-lines of other techniques
 - Safe2Tell media campaign
- Minimize Home Parties where alcohol is served
 - Parents Who Host Lose The Most
- Reduce Access and Availability of Alcohol to Youth
 - Community Event Toolkits
- Educate Stakeholders or General Population
 - Social Norms Media Campaign
- Improve Alcohol Restrictions at Community Events
 - CARE Assessments

Outcomes:

- Increase youth perception of consequence and harm from alcohol use.
 - Enhance youth refusal and decision-making skills.
 - Increase advocacy to impact community norms and availability of alcohol.
 - Decrease in the number of youth who report that it is very easy to access alcohol
 - Age of onset of alcohol use has increased.
 - Adult/parental disapproval of youth alcohol use has increased, including decrease in the number of youth reporting they got their last alcoholic drink from their parent(s).
 - Youth use of alcohol is reduced.
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ADULT OVERCONSUMPTION OF ALCOHOL

Problem Statement: Excessive alcohol use among adults.

Intervening Variables and Contributing Factors:

- 62% of high school students report being at a community event where large amounts of alcohol were available
- 5% of county adults report heavy drinking during the past 30 days
- 80% of traffic crashes were DUI
- 46.51% of offenses involved alcohol
- 66.67% of domestic violence cases involve alcohol

Goal: Decrease over-consumption and binge drinking of alcohol by adults



Objectives:

- Provide retailer education and training
- Reduce alcohol involved arrests

Outputs/Strategic Activities:

- Minimize on-premise over-service of alcohol to adults
 - Responsible beverage service training
- Research based education campaigns
- Improve Alcohol Restrictions at Community Events
 - Community event toolkits
- Educate the Community about the Problem and Harms of Adult Overconsumption of Alcohol

Outcomes:

- Expand community standards to reduce social availability of alcohol.
- Adult perception of harm from alcohol use increased.
- Increased community norms in favor of alcohol-free social settings.
- Decrease in adult binge and heavy drinking.

- Reduced social availability of alcohol at community events.
 - Reduced number of alcohol related arrests.
 - Reduced number of alcohol related car accidents
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TOBACCO PREVENTION

Problem Statement: Continued and increased use of tobacco and nicotine products

Intervening Variables and Contributing Factors:

- 29.9% of adults report use regular use of tobacco and nicotine products
- 10.3% of our 6-8th graders report vaping in the past 30 days
- Lifetime vaping for youth is 37.47%
- 26.5% of adult males currently use smokeless tobacco
- 36.91% of young males report having their first cigarette between the ages of 10-17
- 18.85% of high school students report using smokeless tobacco in the past 30 days

Goal: Decrease tobacco and nicotine use among youth and adults



Objectives:

- Eliminate exposure to secondhand smoke
- Promote quitting among adults and youth
- Prevent initiation among youth and young adults
- Advance health equity by identifying and eliminating commercial tobacco
- Expand education of tobacco retailers on sales to underage youth
- Strengthen Relationships with Healthcare Providers to Encourage Cessation (Ask, Advise, Refer [AAR]) and Wyoming Quit Tobacco Program

Outputs/Strategic Activities:

- Create a nicotine-free parks ordinance
 - Encourage adoption of ordinance by each community
 - Provide signage for each public park location requested
- Promote Wyoming Quit Tobacco Program to adults
 - Provide CCMSD clinic rooms with WQT promotional materials and quit kits

- Educate the Community About the Problems and Harms of nicotine
 - Focus on prevention of initiation through The Truth Initiative materials
- Promote My Life My Quit to youth
 - Partnership with CCSD to have MLMQ media on all student laptops. Provide posters and other materials for each school building. Botvin Lifeskills vaping program
- Information and education dissemination through social media, print and local media
- Social norming campaigns
- Policy development for alternatives to punishment

Outcomes:

- Adult perception of harm from tobacco use increased.
 - Student requirement of tobacco education program vs punishment, such as INDEPTH
 - Increased community norms in favor of smoke-free settings.
 - Decrease exposure to secondhand smoke.
 - Decrease in tobacco and vaping use among youth and adults.
 - Increase in referrals to cessation services.
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OPIOIDS AND OTHER DRUGS USE

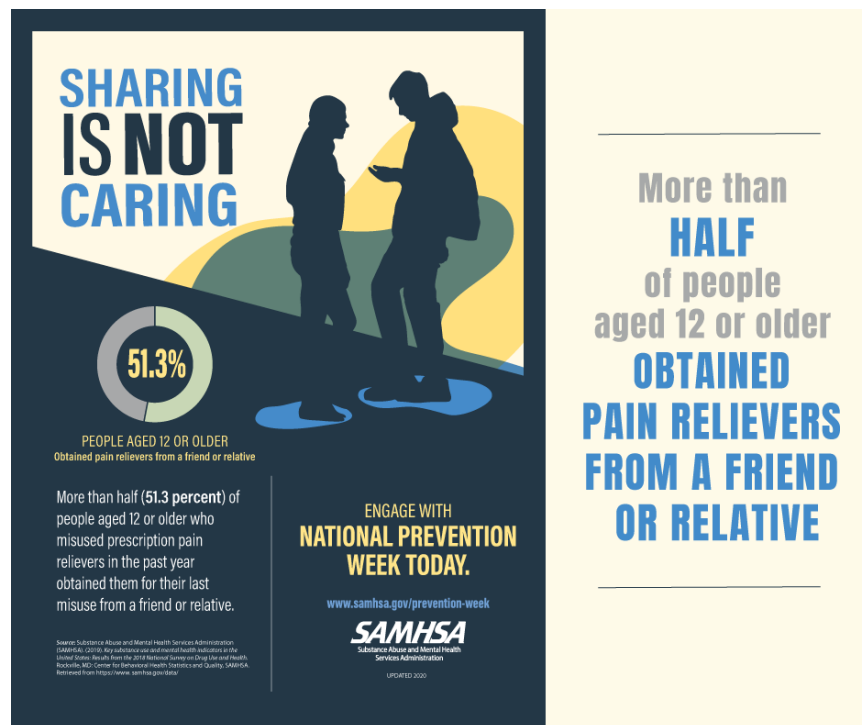
Problem Statement: Opioids and Other Drugs Use Among Adults and Youth

Intervening Variables and Contributing Factors:

- During the past 30 days, 4.9% of youth reported using prescription drugs not prescribed to them. (PNA 2018)
- 31.78% of arrests involve drugs

Goal:

- Decrease consumption and use of opioids and other drugs



Objectives:

- Expand and promote prescription drug take-back events
- Prevent initiation among the community about the problem and harms of drug misuse/abuse.
- Increase safe storage and disposal of prescription drugs
- Expand and Promote Prescription Drug Take-Back Events and Options
- Research-Based Education to Reach Target Audiences

Outputs/Strategic Activities:

- Social norming campaigns to reduce youth perception of use
- Partner with law enforcement to provide drug recognition & impairment training
- Host drug take-back events
- Distribute and keep DeTerra stocked in all clinics

Outcomes:

- Increase in community member's knowledge of and use of medication disposal packs
 - Increased awareness of new drugs and trends with the long term goal of a better informed and engaged community
 - Parents will have more knowledge, skills and tools to recognize issues and how to address them with their youth
 - Partnership with partner organizations and Campbell County to provide information and shift community norms around meth use.
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SUICIDE PREVENTION

Problem Statement: Suicide attempts by youth, high rate of suicidal ideation, deaths by suicide

Intervening Variables and Contributing Factors:

- Firearms continue to account for 65% of deaths by suicide
- Increase in suicide attempts by youth
- Educators are asking for more tools to help students
- Survivors of suicide loss are at higher risk for death by suicide
- Suicide rate in the county remains steady, more residents want to receive QPR and/or MHFA training to be able to help
- Ranching mentality and stigma associated with seeking & receiving mental health care

Goals: Decrease suicidal ideation, attempts and deaths by suicide



Objectives:

- Enhance Support to Communities to Address Suicide
- Decrease Availability and Access to Lethal Means
- Implement Effective Community and/or Entity's Response to Suicide
- Postvention
- Improve Knowledge, Attitudes, and Behaviors through Research-informed Communication
- Decrease Stigma Related to Mental Health

Outputs/Strategic Activities:

- Mental Health First Aid
 - Hold quarterly in-person trainings
 - Recruit additional trainers

- QPR
 - Recruit additional trainers
 - Host regular classes throughout the county
- safeTALK
- Promote suicide prevention lifeline
- Reduce access to lethal means through distribution of gun locks, pill locks and medication disposal packs
- Comprehensive Suicide Prevention and Postvention Policies: School Holding Onto Life toolkit
- Survivors of Suicide Loss events and activities to promote postvention and support
- Information dissemination through social media, printed handouts, posters, newspaper articles/ads, etc.

Outcomes:

- Increase number of QPR and MHFA instructors
- Host QPR and Mental Health First Aid classes throughout the year in each community
- Media campaign to decrease stigma related to mental health, targeted to middle aged men
- Decreased suicidal ideation
- Decrease in suicide rate
- Decreased stigma related to mental health



CAPACITY ENHANCEMENT

Our goal with Capacity Enhancement is to engage community stakeholders to buy-in and participate in the prevention activities in Crook County. Diversity of knowledge, experience and backgrounds will help to strengthen and grow our existing prevention team. We will be continuously adding to our skills and resources in order to address our issues. In our small community, it is all about relationship and therefore, building and nurturing relationships will be a key piece of our capacity enhancement.

Our Objectives are to:

- Improve community engagement and involvement in coalition building
- Increase frequency of prevention data and information shared with the community
- Enhance understanding of cultural characteristics of community leaders, coalition members, stakeholders, and our communities.
- Recruit and retain active leadership
- Regular media campaigns and information dissemination through social media, printed handouts, posters, newspaper articles/ads, etc.
- Share results of media campaigns and associated data
- Schedule regular meetings with virtual option
- Publish meeting agenda and notes on website
- Participate in community events
- Attend and support partners in their objectives
- Enhance existing partnerships with stakeholders

BUILDING SUSTAINABILITY BY BUILDING COMMUNITY

Over the next five years we will build on existing relationships while growing and developing new ones. Our coalition membership represents various sectors of our communities and are in ideal positions to help bring in new partnerships for sustainability. Building sustainable prevention strategies is all about building lasting relationships. Examples of who and how we will build some of these relationships are below:

Booster Clubs: In order to build a sustainable future with the parents of school age children, the coalition members will actively build a plan to engage with the school booster clubs at their meetings and at events.

Local Business: By actively participating in our local chamber of commerce, we will build relationships that will ensure partnerships for events, training for employees, and, as the go-to support organization for public events where alcohol is served. With our retailer kits we will regularly visit with our businesses to share updates on events and training opportunities to build engagement. Utilizing our community event toolkits we are able to help support community events that include alcohol and ensure alcohol is not served to minors. We have coalition members ready to engage parents, training is needed for proper educational tools.

Local Government: Meet with local and county elected officials on a regular basis to provide updates on prevention activities. Provide training to coalition members to participate in educating elected officials. The coalition partners with local police, county and state police for training and community educational events such as drug impairment training through WDH.

Community Partners: There are many partners here in Crook County that are actively engaged in prevention activities and the coalition. Our most active partners include the Sheriff's office and local municipal police, Crook County judicial branch – judge, attorney and juvenile services officer, senior services, Department of Family Services, WY Highway Patrol, YES House, Crook County Family Violence, Black Hills VA, Sundance Chamber of Commerce, Crook County Library, and the Crook County School District. For example, during National Prevention Month we set up a display in our local libraries with brochures and displays on all of the prevention topics we work on. We continue to invite residents to the coalition, offer training, and provide assistance to support their goals as well.

With all of these existing partners and stakeholders, we will intentionally build capacity at all levels to ensure success with our prevention programs.

RESOURCES

*Crook County Socioeconomic Supplement:

<https://cms2files.revize.com/crookcountynew/Scocioeconomic%20Supplement.pdf>

U. S. Census

<https://www.census.gov/quickfacts/crookcountywyoming>

Wyoming Prevention Needs Assessment

<https://www.pnasurvey.org/>

Wyoming Association of Sheriffs & Chief of Police - Alcohol and Crime in Wyoming Report

<https://www.wascop.com/alcohol-and-crime-in-wyoming>

Crook County Prevention

<https://www.crookcountyprevention.com/>