

2018

Annual Report



Alcohol and Substance Abuse Council of Jefferson County, Inc.

A New Direction

Promoting healthier communities through prevention and education

2018 Annual Report

The mission of Pivot is to provide substance abuse prevention services in conjunction with New York State Office of Alcoholism and Substance Abuse Services within Jefferson County . This is accomplished through Pivot's programs and services, including:

- School-based Substance Abuse Prevention
- Community-based Substance Abuse Prevention
- New York State Impaired Driver Program (IDP)
- Pivot Employee Assistance Services
- Jefferson County Department of Social Services (DSS) Assessment Program

Overall, 2018 was another good year for Pivot. School based prevention programs were expanded, increasing our services to include the Sackets Harbor Central School District and expanding services in General Brown. Anchor Recovery Center of NNY, a peer driven initiative that provides help for those afflicted with addiction and their families, experienced its first full year of operation, increasing services and serving an increasing number of people. We continued an upgrade of our Employee Assistance Program, which included the completion of a business plan and work on a comprehensive marketing strategy. We also continued to deepen our collaboration with Seaway Valley Prevention Council and Mountainview Prevention Services through the establishment of a Tri-County Collaborative that continues to explore joint initiatives and an exploration of a formal affiliation to increase our services and improve efficiencies. We held our third joint board/staff retreat in October that featured a presentation from John Coppola, Alcoholism and Substance Abuse Providers of New York State Executive Director. We also gained an additional funding stream to help increase our services by accessing Jefferson-Lewis BOCES Co-Ser Agreements and continue to work with the North Country Initiative and the North Country Behavioral Healthcare Network as we explore the role of Pivot and prevention in an integrated, value-based healthcare environment.

Programs & Services :

- ◇ Student Assistance Services
- ◇ Impaired Driver Program
- ◇ Information & Referral
- ◇ Community Education
- ◇ Alliance for Better Communities Community Coalition
- ◇ Employee Assistance Services
- ◇ Anchor Recovery Center of NNY

2018 Achievements...

Student Assistance Program (SAP):

- ◇ Added a half time position providing prevention counseling and evidenced based prevention services in the Sackets Harbor Central School District
- ◇ Added a full-time prevention counselor/educator in the General Brown District in the primary buildings
- ◇ Continued our comprehensive evidenced-based programs Second Step, Life Skills, Too Good For Drugs, Teen Intervene and SPORT across the entire Watertown City School District and General Brown, and provides limited curricula in LaFargeville and Alexandria Central Schools

Employee Assistance Program (EAP):

- ◇ Gained six new contracts
- ◇ Continued to upgrade the EAP product

Community Education:

Expanded the “Hidden Mischief” teen bedroom re-creation to educate parents on teen drug use which included presentations in all eleven school districts in the county

Anchor Recovery Center of NNY:

Expanded services in the center, serving just under 1,000 unique individuals

Agency Growth & Development:

- ◇ Transitioned our human resources processing to a digital platform to increase efficiencies
- ◇ Continued to strengthen our collaboration with Seaway Valley Prevention Council in St. Lawrence County and Mountain View Prevention in Lewis County which included the establishment of a Tri-County Collaborative Committee comprised of each of the Executive Directors and Board Members from each council to develop a partnership strategy. We also conducted our third joint Board of Director’s retreat with all three organizations that included a presentation from John Coppola, NYS ASAP and a strategic planning session.

2018 Challenges...

As was the case in 2018, the increasing regulatory requirements and unfunded mandates, coupled with our administrative cost decrease to under 15% make successful agency administration challenging. We continue to add new programming, and continued expansion in 2019 is expected, with at least four additional staff expected. In addition, we currently have three grant applications outstanding which will help meet the needs of the community and address prevention gaps, which could result in even more staff. However, this expansion does not include additional administrative resources to oversee these programs and projects, potentially leaving us vulnerable in areas of staff development, supervision and compliance.

School-based Prevention Services

In 2018, Pivot provided prevention counseling and evidence-based curricula to students in eight school districts in Jefferson County. In five districts, (Watertown City Schools, General Brown, LaFargeville, Lyme and Sackets Harbor) prevention services were conducted comprehensively in all buildings, grades K-12. Overall, prevention counseling and evidence-based programming were provided across 19 different school buildings. Students accessed prevention counseling services on a voluntary, and occasionally, mandated basis.

Issues and topics covered in group and individual settings included deployment, social skills, anger management, parental divorce, self-esteem, responsible decision-making, teen awareness, and character education. Evidence-based programs included Teen Intervene, Second Step, Project Success, SPORT, and Life Skills Training. In addition, 229 students accessed prevention counseling services, including one-time office visits termed “crisis contacts”.



Dr. Botvin’s Life Skills Training

was conducted in various grades throughout the following school districts: Alexandria Central School District, LaFargeville Central School

District, the Watertown City School District, General Brown Central School District, Lyme Central School District and Sackets Harbor Central School District. Life Skills curriculum is completed in 8 to 15 group sessions conducted on a weekly basis with between 10 and 27 youth per group.



Project Success (Schools Using Coordinated Community Efforts to Strengthen Students) was conducted at Alexandria Central School Dis-

trict, General Brown Central School District, Carthage Central School District, and the Watertown City School District in grades 7 – 12. Project Success Curriculum include 2 to 22 group sessions conducted on a weekly basis with between 10 and 33 children per group.

Lifeskills Training

(Elementary)

Sessions	Participants
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457	1,050
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Lifeskills Training

Middle School

Sessions	Participants
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372	384
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Project Success

Sessions	Participants
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419	597
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SPORT Prevention Plus Wellness

was implemented at Carthage Central School District and General Brown Central School District. SPORT curriculum is conducted in 2 groups sessions with be-

tween 6 and 8 students per group.



Committee for Children Second

Step was implemented in LaFargeville Central School District, the General Brown District and the Watertown City School District's elementary schools,

Lyme Central School District and Sackets Harbor Central School District, grades K – 1. The Kindergarten program consists of 25 sessions, while 1st Grade consists of 22 sessions. In each session there are between 12 and 25 students who participate.



Teen Intervene services were accessed by 13 youth in 2018. Referrals for this program come primarily from schools and Jefferson County Probation. It is considered a pre-treatment intervention for

identified youth.



Too Good for Violence In 2018 we continued our summer playground education series with this evidence-based program. It is conducted at various playgrounds and summer programs

throughout Jefferson County. In addition, we added this curriculum at Ohio Elementary School. The curriculum is 7 sessions, with between 8 and 25 youth per session

SPORT

Sessions

28

Participants

142

Second Step

Sessions

882

Participants

1,002

Teen Intervene

Sessions

41

Participants

13

Too Good for Violence

Sessions

68

Participants

160

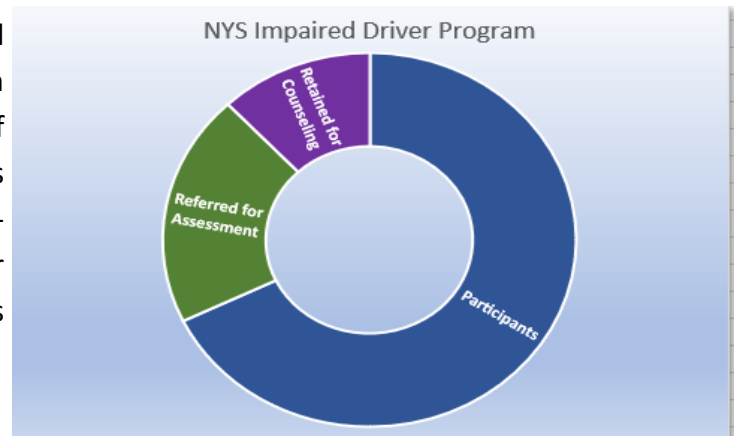
Community Prevention Services

Underserved Grant

In 2018, Pivot continued to provide evidenced based services to at risk youth, who might not receive this type of education in traditional environments. Too Good for Drugs was implemented at the Mercy Point Church and Watertown area community centers within their youth groups and SPORT Prevention Plus Wellness. Too Good for Drugs programming was implemented at Morristown Central School and the Massena Boys and Girls Club. Additionally, we facilitated “Parenting Wisely”, which is an evidenced-based course to learn good parenting habits, and was offered primarily at Anchor Recovery Center of NNY.

The NYS Impaired Driver Program

This seven-week, 16-hour education and referral course is attended by convicted impaired drivers. In 2018, there were nine class cycles held with a total of 158 participants attending. A total of 47 individuals were referred for alcohol and other drug assessments to local providers and 28 were retained for counseling services. In 2018, we conducted one less class cycle than in 2017.



Department of Social Services Contract

This program provides alcohol and drug assessments to individuals applying for social services in Jefferson County. In 2018, Pivot conducted 839 assessments that included 835 mandates for substance abuse treatment.

You(th) Decide Gambling Awareness



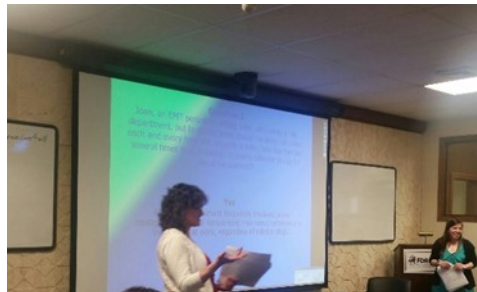
Pivot received a mini-grant to provide youth gambling prevention services and education through the media. Underage gambling radio PSAs and group education to over 100 Jefferson County youth were provided through this grant. Additionally, approximately 40 community leaders were provided information regarding the risks and dangers of underage gambling and 50 parents signed pledges to have a conversation with their children about underage gambling.

Employee Assistance Services



Pivot Employee Assistance Services (EAS) provides short-term counseling services of up to six visits per incident for employees and family members of contracted companies. Orientations are provided to companies highlighting the benefits of EAP services. Pivot Employee Assistance Services conducts trainings in and out of house on various topics including:

- ◆ Stress Management
- ◆ Organization
- ◆ Harassment
- ◆ Hidden Mischief
- ◆ Mindfulness



- ◆ Healing Power of Breath
- ◆ Nutrition and Exercise 101
- ◆ Time Management
- ◆ Team Building
- ◆ Drug-free Workplace

Pivot EAS has continued to offer appointments in Watertown, Ogdensburg, and Lowville through 2018 to meet the needs of employees of our contracted companies. In 2018, a total of 288 individuals accessed the counseling component of the program for a total of 852 visits. Individuals represented 198 employees and 90 family members seeking this service. Pivot staff provided 303.75 hours of trainings, orientations, and benefit fairs to 3,051 attendees over the course of the 2018 year.

Pivot Employee Assistance Services experienced a growth in 2018, gaining an additional six contracts, which included:

- River Hospital
- Village of Philadelphia
- Doldo Brothers
- North Country Prenatal / Perinatal
- Lewis County Search & Rescue
- North Country Freedom Homes

Additionally, Pivot Employee Assistance Services retained the contract for Ox Industries when the company acquired Carthage Specialty Paper.

Alliance for Better Communities



The ***Alliance for Better Communities***, a community coalition funded by the Drug Free Communities (DFC) grant, has experienced many successes in it's fourth year, including hosting a multitude of community events designed to educate and engage the members of our community. Alliance members, together with their many partners, have educated the public about the dangers of drug and alcohol use--and with impact. They have advocated to our local, state, and federal legislative representatives about the need for greater investments to alleviate the problems with opiates and other drugs.



Community Events:

- ◆ In collaboration with the Mother House of the Sisters of St. Joseph, three community events with a total of 180 people in attendance
- ◆ Human Trafficking Panel Discussion, Jefferson Community College with 100 people in attendance
- ◆ “Stopping Traffic” and Panel Discussion at Jefferson Community College with 80 people in attendance. Panelists included Ms. Kristyna Mills, Jefferson County District Attorney; Ms. Salka Valerio, child sex trafficking survivor; Dr. Maja Lundborg-Gray, Emergency Department, Samaritan Medical Center; and Ms. Victoria Ricor, mother of a sex-trafficked daughter.
- ◆ Prevention Needs Assessment Data Presentations in 11 school districts with 120 people in attendance
- ◆ Parent Forums in 9 school districts with 450 people in attendance
- ◆ Parent forum and panel discussion at General Brown Central School District with 30 people participating. Panelists were Ms. Kristyna Mills, Jefferson County District Attorney; Mr. Jeff Kirkby, pharmacist, Kinney Drugs; Ms. Darlene Jobson, mother of a person in recovery; and Ms. Betsy Rivers, person in recovery.

The Alliance for Better Communities ran several campaigns using new media platforms, including digital platforms with our partners at WTNy, digital directories at the mall, and web campaign via Regal Cinemas. Traditional television and radio ads were also run. In 2018, the Alliance completed 55 television interviews, 18 print articles, and 25 radio interviews.



Alliance members continued advocacy efforts in 2018, meeting with elected officials both on Capital Hill and in Watertown, New York, including:

- Congresswoman Elise Stefanik, Watertown Office
- Senator Chuck Schumer, Washington, D.C.
- Senator Patty Ritchie, Watertown, NY
- Assemblywoman Addie Jenne, Watertown, NY



Partnership for Success Grant

This year, Partnership for Success (PFS), in conjunction with the Alliance for Better Communities, continued to work on implementing environmental strategies to prevent prescription opioid use in youth ages 12-17 and heroin use in young adults ages 18-25.

The April 2018 Take Back Day was a great success! The Watertown Police Department collected six 30-gallon garbage bags filled with prescription medications. At two other Take Back events sponsored by Senator Patty Ritchie, over 200 pounds of prescription medications were collected between two the locations.

Media Campaigns included:

- Young Adult Surveys, aged 18 - 25
- Youth Partnerships, aged 12 - 17
- Building Resiliency in Youth and Adults

Community-based Coalition Enhancement (CARA) Grant

The CARA grant was awarded in 2018 through the Alliance for Better Communities for addressing local youth opioid, methamphetamine, and/or prescription medication abuse. Funds will be used with a goal of building resiliency in youth, and will include:

1. Partner with Zensational Kids to provide train-the-trainers training and building coordinators
2. Engage middle and high school PBIS (Positive Behavioral Intervention Services) personnel from all Jefferson County school districts
3. Implement in middle and high school classrooms
4. Collect data on improvements in the following areas:
 - a. Reduction in disciplinary referrals
 - b. Reduction in anxiety and depression
 - c. Improvement in academic success
 - d. Improvement in commitment to school
 - e. Improvement in attendance

Anchor Recovery Center of NNY continued to increase programs and services through 2018, serving 977 unique individuals. Services sought by these individuals ranged from group participation to individual recovery coaching sessions. Anchor held 1,054 group sessions in 2018, with a total of 3,909 participants. Anchor's mutual aid groups brought in 486 individuals. These groups include Nar-Anon, All Recovery, Overeaters Anonymous.

Volunteers: In 2018 Anchor had 59 Volunteers who collectively completed 5,386 hours of volunteer services. These services range from recovery coaching, facility maintenance, outreach events, group facilitation, and reception. Anchor relies on these volunteers for daily operation of our center.



Advisory Committee: Anchor's advisory committee consists of community members, family, peers, and people choosing to help make a difference in our community. The goal of the advisory committee is to be sure that Anchor is meeting the needs of the community. The advisory committee is involved in marketing, outreach, and bringing in new group ideas, among many other things. Unfortunately, our advisory committee took a huge loss in 2018 with the untimely passing of our friend and colleague, Carol Lehman.

Trainings: in 2018 Anchor was proud to take part in several trainings as well as train the trainers. These trainings were completed by the staff at the center and then offered to the community, volunteers, and other community agencies. These trainings led Anchor to be recognized by Friends of Recovery as a Best Practice Trainer for the Certified Recovery Peer Advocate certification. Anchors trainings for 2018 included:

- Recovery Coach Academy (30 Hours)
- Ethical Considerations for Recovery Coaches (16 Hours)
- Recovery Coaches and Professionalism (12 Hours)
- Recovery Coaching for Home Based Navigators (Veterans) (12 Hours)
- Recovery Coaching Basics for Parents (Friends & Families) (12 Hours)
- Recovery Coaching In the Emergency Department (12 Credits)



Marketing: During 2018 Anchor worked with community advertising companies to create a marketing plan that includes radio commercials and interviews, television commercials, billboards in Jefferson and Lewis counties, as well as new marketing materials such as brochures and business cards.

Future: Anchor plans to continue outreach and marketing efforts to connect with more unique individuals in need of services. Trainings will continue to be offered to the community and to volunteers in an effort to training more individuals to become Certified Recovery Peer Advocates (CRPA). Anchor also hopes to add more trainings to their schedule.



Pivot by the Numbers

