



## Noble SWAT Drug-Free Communities Community Assessment



### I. Executive Summary

**History:** The University of Oklahoma’s Southwest Prevention Center (SWPC) is committed to the evidence-based prevention of alcohol, tobacco and other drug misuse. SWPC has a rich history of providing prevention information, training, technical assistance and resource system development. SWPC serves as a catalyst for positive social change and is committed to public and community service. SWPC’s mission is to serve as a dynamic resource dedicated to building safe and healthy communities through shared knowledge, skill building and capacity development.

Southwest Prevention Center holds beliefs that are community focused:

- People support what they help create
- Skilled, knowledgeable local people best solve local problems
- Evidence guides effective practice

Understanding these beliefs, SWPC delivers prevention services in partnership with coalitions and key stakeholders to build prevention capable communities. Recognizing the need for coordinated prevention services in Cleveland County, SWPC developed a strategic partnership with Noble Students Working Against Tobacco Drug to become a Drug Free Communities Support Program grantee.

**Mission:** Noble SWAT Drug Free Communities’ mission is to build community partnerships to prevent substance abuse, engage families and empower youth to positively impact our community. Noble SWAT DFC is youth lead – adult guided.

**Target Population:** Youth under the age of 18 years in Cleveland County.

**Solution:** Utilizing the Strategic Prevention Framework (SPF), Noble SWAT DFC follows a comprehensive process for addressing the substance use, misuse and related behavioral health problems facing our community. The first phase of the SPF consists of thorough assessment of the community using both qualitative and quantitative data collection methods. This assessment identifies the root causes and local conditions leading to substance abuse problems and behaviors, the community’s response to the problems, the priorities the coalition seeks to address, resources, gaps and goals the project seeks to achieve.

**Assessment:** The DFC project seeks to address the problems and related behaviors of substance use among youth in Cleveland County. Data for local consumption and consequences was obtained from the Oklahoma Prevention Needs Assessment, law enforcement and community surveys. Data collection and analysis reveal that underage drinking, tobacco use and the non-medical use of prescription drugs as priority issues in the community.

**Priorities:**

- Local data indicates that in the past 30 days, Cleveland County youth report a much earlier and more frequent use of alcohol than their peers across the state.
- Local data reveals tobacco use is still a problem within Cleveland County with more students using e-cigarettes.
- Local data indicates that in the past 30 days, Cleveland County youth misuse prescription drugs more than their peers across the state.



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## II. Community Description:

### A. Describe the community geographically.

Located in the heart of Oklahoma, Cleveland County is the center of the state. Opened to settlement in the Land Run of April 22, 1889, Cleveland County was one of 7 counties organized as the Oklahoma Territory in 1890. Cleveland County is the eighth smallest Oklahoma county in area (558.34 square miles), with cities and towns of Norman, Moore, Noble, Lexington, Slaughterville and Little Axe. All the major cities in Cleveland County were founded during the Land Run. The Santa Fe Railroad provided the opportunity for Cleveland County to flourish and grow. Equally important has been the central location, with proximity and access to the State’s Capitol and The University of Oklahoma, the communities within the county are attractive, convenient places to live. Geographically, Cleveland County is flat, with little to no elevation within the county limits. It is home to several archeological sites that date back to 6000 B.C. There is one lake, Thunderbird Lake within the county. Most of the county is considered suburban, closely located near Oklahoma County which is the capital, Oklahoma City is located, with southern parts of the county considered rural. It is bordered by Oklahoma County to the north, McClain County to the south, Grady County to the west and Pottawattamie County to the east.



### B. Describe the community demographically (including the denominator)

Census data 2016 indicates a total population of 278,655 with 79.3% of the population as White or Caucasian. The remaining 20.7% of the population is 5.1% Black of African American, 5.2% American Indian and Alaskan Native, 4.6% Asian, and 0.1% Native Hawaiian Pacific Islander. Approximately, 5.7% of the population claim two or more races, 8.4% are Hispanic of Latino and 72.4% are white alone. 6.2% of the population identifies as being foreign born. Census data reflects a population of 22.1% under the age of 18 years. There are almost equal percentages of males and females within the county.

Cleveland County residents value education with over 91% holding a high school graduate or higher level and 31.0% having at least a Bachelor’s degree. The median household income is \$56,452 with a poverty rate of 11.5%. There 65.7% of the residents in the civilian labor force.



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### C. Define your community

#### 1. **Communities of Place, interest or experience.**

The University of Oklahoma  
 Moore Norman Technology Center  
 Griffin Memorial Hospital-Oklahoma Mental Health Center  
 Absentee Shawnee Tribe-Little Axe

#### 2. **The other relevant “communities within your community.”**

Suburban communities-Moore and Norman  
 Rural communities-Noble, Lexington, Slaughterville and Little Axe  
 Residence Life- University of Oklahoma Campus  
 Greek Life- campus sororities and fraternities  
 Athletics- University of Oklahoma sports programs

### III. Community Needs:

#### A. **Data Collection Methods**

- Quantitative methods include collection, analysis and review of data from the Oklahoma Department of Mental Health and Substance Abuse Treatment Reporting System, Uniform Crime Report for State of Oklahoma and Cleveland County, Cleveland County District Court records, Norman Municipal Court Records, University of Oklahoma Fire and Safety Report, Oklahoma Highway Safety Office Alcohol Related Car Crash Facts, Office of Juvenile Affairs, Oklahoma Prevention Needs Assessment, ODMHSAS Place of Last Drink, Cleveland County Community Survey, Cleveland County Community Readiness Survey, Coalition Capacity Assessment Tool, University of Oklahoma NCH-II College Survey and hospitalization and discharge data from the Norman Regional Health System.
- Qualitative methods included key information interviews to 9 community members.
- Coalition youth conducted two environmental scans-alcohol and tobacco.

#### B. **Consequences**

Data collection and analyses reveal that underage drinking is one of two priority substance abuse issues in the identified “hot-spot” of Norman (Campus Corner). Findings include:

Cleveland County Youth Alcohol Use				
	8 <sup>th</sup> Grade	10 <sup>th</sup> Grade	12 <sup>th</sup> Grade	State (all grades)
Age of first use	12 years old	14 years old	15 years old	13 years old
30-day use***	17%	31%	42%	19%
Binge drinking	9%	17%	26%	11%
Favorable attitudes toward peer alcohol use**	18%	32%	38%	28%

\*Denotes Local Condition data

\*\*Denotes Root Cause data

\*\*\*Denotes Problem data

Source: Oklahoma Prevention Needs Assessment (2014)



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Cleveland County Youth Places of Alcohol Use				
	8 <sup>th</sup>	10 <sup>th</sup>	12th	State (all grades)
Use at a party*	53%	60%	73%	53%
Use at school during the day*	11%	16%	17%	8%
Use in own home	69%	53%	62%	64%

\*Denotes Local Condition data

Source: Oklahoma Prevention Needs Assessment (2014)

\*\*Denotes Root Cause data

Cleveland County Youth Obtaining Alcohol				
	8 <sup>th</sup>	10 <sup>th</sup>	12th	State (all grades)
Obtain alcohol from someone age 21 or older**	39%	50%	61%	41%
Obtain alcohol from someone younger than 21	24%	34%	32%	19%
Obtain alcohol with parental permission*	31%	26%	25%	27%

\*Denotes Local Condition data

Source: Oklahoma Prevention Needs Assessment (2014)

\*\*Denotes Root Cause data

Norman Community Survey Results			
"Most important factors leading to the use of alcohol among youth under 21"***	Peer Pressure	Easy Access	Boredom
	82%	52%	39%
"How do youth under the age of 21 in this community obtain alcohol?"*	Using false or altered identification	Stealing alcoholic beverages	From liquor stores
	53%	13%	10%
"How easy or difficult is it for underage youth to obtain alcoholic beverages...in the community?"***	Very/Fairly Easy	Not Sure	Very/Somewhat Difficult
	86%	6%	18%

\*Denotes Local Condition data

Source: Norman Community Survey (2012)

\*\*Denotes Root Cause data

### C. Behaviors

According to results of the 2014 Oklahoma Prevention Needs Assessment, alcohol remains the most widely used drug of choice for students in Cleveland County. The average age of onset is younger for youth in grades 6 (10.4) and 8 (12) than their peers across the state. For data collected in 2014, the percentage of students in grades 10 and 12 who report ever using alcohol in their lifetime is consistently higher than their peers across the State of Oklahoma. The average age of first use is 12.7 years. Sixth grade students report the earliest age of use at 10.4 years of age. When reviewing data from the 2014 Oklahoma Prevention Needs Assessment (OPNA) student reports for alcohol use in the past month, Cleveland County students report using alcohol more frequently than their peers across all grade levels. Cleveland County sixth graders also report binge drinking at a rate higher than state levels.



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Oklahoma ranks within the top ten states for high rates of adult opiate overdose deaths, with Cleveland County having the 3rd highest number within the state. In Oklahoma, emerging data reveals that those aged 12-25 have the highest rates for the nonmedical use of prescription medications. Data regarding the nonmedical use of prescription drugs from the 2014 Oklahoma Prevention Needs Assessment reveals that Cleveland County students in grades 6 and 8 show a higher percentage of misuse than their peers across the state-Cleveland County 6th grade-20%, Cleveland County 8th grade-12.3% compared to State of Oklahoma 6th grade-6.49% and 8th grade-10.4%. Additionally, Cleveland County youth have indicated non-medical prescription pain reliever use at a percentage higher than their peers across the State for grades 6 and 8. (Cleveland County- 6th-15% and 8th-8.7% compared to State- 6th-4% and 8th-7.5%).

Cleveland County students in grades 6 and 8 indicate a higher percentage of alcohol treatment needs according to the OPNA 2014. Treatment needs are reflected in the percentage of students who have used alcohol or drugs on 10 or more occasions in their lifetime and marked 3 or more of the following 6 items related to their past year drug or alcohol use.

- Spent more time using than intended
- Neglected some of your usual responsibilities because of use
- Wanted to cut down on use
- Others objected to your use
- Frequently thought about using
- Use alcohol or drugs to relieve feelings

In terms of tobacco use, either by smoking cigarettes or chewing tobacco, use remains below the State percentages, regarding smoking cigarettes-lifetime use. However, we have seen a surplus in tobacco use when it comes to e-cigarettes, specifically Juuls. Oklahoma has a strong tobacco prevention initiative funded through the Oklahoma Tobacco Settlement Endowment Trust that has proven to reduce the percentage of students who report using tobacco of any kind and each year the rates have consistently reduced.

### **D. Root causes and Local Conditions (for Alcohol)**

#### **Alcohol**

Availability: *Perceived availability*  
Favorable attitudes: *Youth favorable attitudes*  
*Low perception of risk*

#### **Local Conditions**

*Parents providing alcohol to minors in home*  
*Minors obtaining alcohol illegally from retail stores*  
*Youth drinking at house parties on weekends*  
*Youth drinking alcohol at school during the day*



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### IV. Community Resources

#### A. *Describe the resources that promote positive consequences and behaviors, protective factors and local conditions that build protection and assets that can be used to change poor local conditions.*

- Human: Noble SWAT has diverse members representative of at least 12 sectors within the community who have signed commitment of their time and support to the reduction of substance abuse among youth. Additionally, Noble SWAT has 115 active youth members from K-12. The DFC Project provides funding for one full time staff, one .10 staff and financial support through in-kind donation from the University of Oklahoma.
- Facilities, equipment and supplies: Coalition meetings are held at the Noble Public School High School in the Commons area. The University of Oklahoma Outreach and Southwest Prevention Center provide additional space for trainings, meetings or events. The City of Noble provides additional support through in-kind donations to events and access to community parks and centers for events.
- Organizations and prevention programs: Cleveland County has providers within the community to address substance abuse, but most are focused on treatment. There are task forces and community groups which address certain aspects of the substance abuse issue but not always focus on youth issues. Groups within the county include: Cleveland Health Improvement Plan-Substance Abuse Work Group, Norman Addiction Information Center, Cleveland County Health Department, TSET Healthy Living Program, United Way Health Impact Council, Norman Police Department, University of Oklahoma Police Department, Noble Police Department, Absentee Shawnee Tribal Police, Cleveland County Sheriff's Office, University of Oklahoma Health Services, University of Oklahoma Comprehensive Alcohol Program, Oklahoma National Guard Counterdrug Task Force, Parents Helping Parents, Absentee Shawnee Tribe SPF-PFS, Creating Options, Central Oklahoma Community Mental Health Center, Children's Recovery Center of Oklahoma, Cleveland County Child Guidance Clinic, Rightway Medical, OU School of Pharmacy Student Association and Collegiate Prescription Drug Abuse Project.
- Systems and Infrastructure: The University of Oklahoma Southwest Prevention Center serves as the fiscal agent as well as provides subject matter experts for training, technical assistance and oversight of the project.
- Laws and Policies- 24/7 Smoke Free ordinances for parks, restaurants and public buildings, Good Samaritan Laws for First Responders providing naloxone, community access to naloxone at hubs within the county, 18 to purchase cigarettes, 21 to purchase alcohol, Social Host Law and change in law to require Responsible Beverage Sales and Service training to all alcohol retailers and servers.
- Funding: Noble SWAT currently receives funding from the DFC. The youth also hold fund raising events for additional support.





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### **B. Identify any gaps in resources.**

- There are few individual prevention providers or programs within the community.
- Organizations that address substance abuse issues focus solely on treatment.
- Severe budgets cuts have occurred due to state funding shortfalls.
- Primary prevention programs are limited within the public-school settings and are not offered at each grade level.
- The non-medical use of prescription drugs is an emerging crisis issue and awareness and education coupled with proven strategies is limited.

## **V. Community History**

### **A. Historical origins of community generally.**

Originally Cleveland County was home to the Quapaw tribe, who were forced out of the land during the Louisiana Purchase in 1818 by the federal government. In later years, the land of Cleveland County was returned to the Creek and Seminole tribes but later reclaimed by the federal government during the Civil War. The land became unassigned lands which opened it for settlement during the Land Run of 1889. Settlers who arrived early to claim land were named “Sooners” and those who campaigned to have the lands opened for settlement were named “Boomers”. Cleveland County was named for President Grover Cleveland.

### **B. Historical origin of related issues.**

Cleveland County has thrived since the Land Run largely due to the Sante Fe Railroad, making a central trade center for businesses such as oil, gas, and cattle. Prior to becoming a state in 1907, history indicates that the small town of Lexington was a large center for drinking and gambling establishments. With over 30 establishments, the town was often called the “Saloon Capital of the Territory”. The saloon era ended in 1907 when statehood established Oklahoma as a dry state and all establishments were forced to close their businesses.

Cleveland County is home to the State’s most comprehensive university, The University of Oklahoma. Created by the Oklahoma Territorial Legislation, The University of Oklahoma enrolls more than 30,000 students and is home to just over 20,000 undergraduate students on the Norman Campus. Being a college town, the city of Norman is challenged with underage drinking as well as adult binge drinking by both the students and surrounding community. Additionally, during football game season, over 85,000 fans convene in Norman for afternoons spent tail-gating and other festivities that often involve alcohol.

Oklahoma as a state has weathered difficult times of severe economic downturns, devastating attacks and natural disasters, with many of the residents of Cleveland County directly impacted by this history of adversity. Although a resilient people, the repeated events have taken a toll.



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Cleveland County, and specifically the city of Moore, experienced two of the most violent tornadoes recorded in history in May 1999 and again in May 2013. The devastation from each of these events has negatively impacted the community. With each event, the risk for substance use and abuse increases as people, both adults and especially youth, seek ways to deal with severe pain and loss. Youth are particularly vulnerable during this time of recovery and rebuilding.

Multiple state and county mental health and behavioral health centers are in Norman within Cleveland County. Many residents reside within the community with severe mental illness to be within proximity to treatment services. Cleveland County struggles to provide support to the many homeless and impoverished community members with dual diagnosis of substance use disorders and mental health issues.

### ***C. History of community organizing for community improvement and related issues.***

Cleveland County has always been a center to address community issues with the city of Norman as the county seat. Oklahoma's segregation laws were fought in Cleveland County ending segregation in higher education at the University of Oklahoma and the College of Law. Higher education has always been at the forefront of the county and state with the opening of the University of Oklahoma in 1892. The University of Oklahoma Outreach is a lifelong learning organization dedicated to helping individuals, businesses, groups and communities transform themselves through knowledge. These programs continue today to address community level issues locally as well as statewide.

Cleveland County has a rich history in developing committees, work groups, task forces and coalitions to address the identified needs within the area. Funding from the Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention (CSAP), Center for the Application of Prevention Technologies (CAPT), Office of National Drug Control Policies (ONDCP), Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS), Oklahoma State Department of Health, Oklahoma Tobacco Settlement Endowment Trust (TSET), Cleveland County Health Department and many local foundations and organizations provides financial support for providers and organizations to come together to tackle community level problems.





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### VI. Problem / Goal Statements

#### A. Write one Problem Statement for each drug to be addressed.

- **Alcohol**
  - Underage drinking occurs in Cleveland County among youth under 18 years of age.
- **Tobacco**
  - Underage tobacco use occurs in Cleveland County among youth under 18 years of age.
- **Prescription drugs**
  - Underage prescription drug misuse occurs in Cleveland County among youth under 18 years of age.

#### B. Describe why each drug was prioritized.

- **Alcohol**
  - Local data from the Oklahoma Prevention Needs Assessment indicated that Cleveland County's percentage of youth who report past 30 days use of alcohol and the age at which they start using alcohol reflected both a more frequent use and much earlier use when compared to their peers across the state of Oklahoma. Additionally, the rate of alcohol related juvenile arrests again was higher than the state rates.
- **Tobacco**
  - In terms of tobacco use, either by smoking cigarettes or chewing tobacco, use remains below the State percentages, regarding smoking cigarettes-lifetime use. However, we have seen a surplus in tobacco use when it comes to e-cigarettes, specifically Juuls. The average first age of cigarette use is 13.2 years old.
- **Prescription drugs**
  - Local data from the Oklahoma Prevention Needs Assessment indicated that Cleveland County's percentage of youth who report past 30-day prescription drug misuse is higher than peers across the state of Oklahoma. Also, Cleveland County youth have reported obtaining prescription drugs at school, at a party, and from friends at rates much higher than their peers across the state.