

Since 1975



# Annual REPORT 2017-2018



Reducing underage marijuana & alcohol use by increasing Sacramento's capacity to create strong families, develop youth leaders, and engage the community.

# Welcome!

## Annual Report 2017-2018

This has been a whirlwind year for Omni Youth Programs! We trained scores of adults and teens to become certified prevention leaders in their communities. We received a windfall funding of \$3.8 million to be shared with four other Sacramento prevention organizations in the last quarter of the fiscal year. This funding opened up opportunities to participate closely in a media campaign, be expert presenters at Town Halls and a Youth Summit, display two prevention exhibits at several community events, be readers and judges for youth grants, develop on-line educational marijuana prevention courses for teens and parents, and offer Brief Intervention services for teens using, but not yet addicted, to marijuana and other drugs. It has been an honor and privilege to work alongside so many schools and community organizations to open dialogues about underage alcohol and marijuana use.

Our work has been broad, varied, and impactful. Take a look at our results; we're excited to share our year with you! As always, thank you for supporting us. We are stronger because of your support!

Cynthia Mumford, M.S., M.A.  
Executive Director



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# Agency

Omni Youth Programs has over 35 years of experience successfully delivering drug prevention programs to youth aged 9-20 years and their families.

Our agency's mission is to create and cultivate a lifestyle free of alcohol, marijuana, and other drugs among youth and families through empowerment, family strengthening, skill building, and education.

All of our services are delivered in diverse community locations and adapted to the unique needs of each group we serve. We believe this experience positions us perfectly to serve a wide range of youth, sub-groups, neighborhoods, communities and needs in Sacramento County.

“Omni Youth Programs does a fabulous job training Sacramento County citizens. Omni's determination to educate it's community members is well recognized through its long history of youth and family programming.”

- Participant, 2017



# Vision

Omni Youth Programs delivers a number of alcohol and drug prevention strategies for the purpose of (1) reaching large numbers of youth, parents and families, (2) fostering a countywide social norm that supports the prevention of underage alcohol use, and (3) providing social support that strengthens families and empowers youth to stay alcohol and drug free. These activities reflect the vision of Omni Youth Programs - and Sacramento County's strategic plan - to reduce underage drinking. Additionally, resources have been allocated to address adolescent marijuana use which is an increasingly complicated and precarious issue in California.

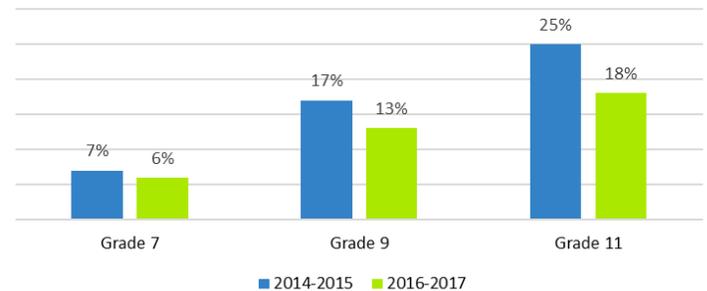
One of the most exciting outcomes of Omni Youth Programs' work is the sheer number of teens and adults who became Certified Model Program Facilitators. Equipped with prevention knowledge and skills, scores of individuals are now positioned to be tremendous prevention advocates, change makers, and influencers in their homes, and neighborhoods across the county. Each time someone becomes a certified facilitator, or attends a learning opportunity (e.g. workshop, speaker series) the team of prevention allies and champions across the county swells. These allies (hailing from widely diverse neighborhoods, youth groups, schools, faith groups, and non-profit organizations) have committed to furthering our shared goal: social norm change, increasing skills that empower youth, discouraging underage drinking, and strengthening families in ALL neighborhoods across the county!

In addition to training participants, we engaged schools and communities through Speaker Series Workshops (featuring alcohol and marijuana-related topics) and presenting at town hall meetings and youth summits (in partnership with several other leading prevention organizations).

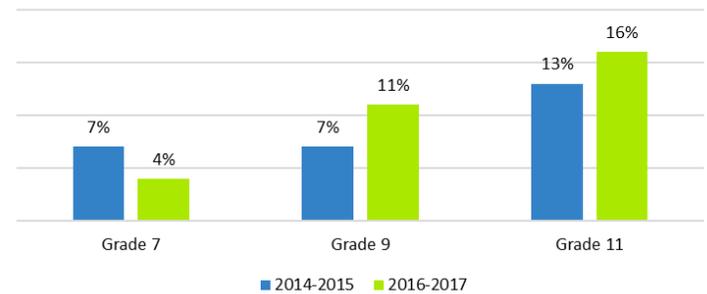


**Fact:**  
**Weed is not safer for kids than alcohol.**

California Healthy Kids Survey:  
Current Alcohol Use, Past 30 Days  
(% reporting they used alcohol within the past 30 days)



California Healthy Kids Survey:  
Current Marijuana Use, Past 30 Days  
(% reporting they used marijuana within the past 30 days)



\*Data based on aggregate Sacramento City Unified School District survey results from 2014-2015 and 2016-2017.

**Preventing youth from drinking too early, too much, and too often.**

# Training Programs



Omni Youth Programs trains *teens, parents, and other members of the community* to become Model Program Facilitators. We worked closely with an array of community organizations including school districts, non-profit organizations, law enforcement, youth groups, faith centers, counseling centers, and community centers. Each person will take the program to their own neighborhood - to people with whom they already have existing relationships, have cultural understandings of, and have gained trust and familiarity with.

## Active Parenting of Teens

*Active Parenting of Teens* is a 6-session program that helps parents and their teen navigate the adolescent years. Parents learn influence vs. control, the power of encouragement, gaining cooperation, talking to and guiding teens on issues of alcohol, drugs, sexuality, violence, peer pressure and bullying, social media issues, adolescent brain development, and building relationships with active listening.



## Teens in Action

*Teens in Action* certifies teens to become Certified Model Program Facilitators to lead teen peer groups using high energy activities, lively discussions, and interactive videos. Teen Facilitators help other teens explore issues of alcohol, drugs, sexuality, and violence through exploration of personal and family values, choices, goals, communication skills, conflict resolution, peer refusal skills, negative vs. positive influences, how to get along with parents, and the latest research on the teen brain.

## Family Matters

*Family Matters* is a take-home program for parents and teens to do together in the privacy, comfort, and convenience of their own home and on their own schedule with weekly phone support from our trained Prevention Educators. It is especially useful for families with language, schedule, transportation, economic, cultural, or health challenges who cannot attend traditional services. Program activities use role play, stories, discussions, quizzes and more to open communication, increase listening and understanding cross-generationally, strengthen the family unit through inclusion and respect, establish family guidelines and expectations, reduce family conflicts, reduce youth and parent alcohol use, and more.

★  
★  
★  
★  
★  
“I wanted to become a facilitator because I want youth to succeed and do better - and be the change in our culture.”  
- Family Matters Participant, 2018

# Populations Served

- Adults
- African Americans
- Children of substance abusers
- Economically disadvantaged
- Gangs
- General population
- Homeless/transient
- Latinos
- LGBTQ
- Low income
- Military
- Native Americans
- Parents
- People in addiction recovery
- People using substances
- People with mental health issues
- Physical/emotional abuse survivors
- Recent immigrants/refugees
- Religious/faith-based groups
- Sex trafficking survivors

# Cultural Competency

Cultural competency is a top priority for Omni Youth Programs because we realize our programs are only as successful as our ability to reach culturally diverse populations. From the staff we employ, to the materials we use, and the communities we engage—we ensure that each population is reached through culturally competent services.

- Our Programs: We make cultural and specialized adaptations based on the needs of our trainees or the future individuals they will be serving with our programs. Examples of populations for whom we have made culturally appropriate adaptations include: homeless, LGBTQ, faith-based, disabled, individuals with mental health issues, refugees, and Native Americans.
- Our Materials: Omni Youth Programs translated all the model programs we use into Russian and Spanish. The translations include video captions or voice over, training manuals, participant handouts, program recruitment and support materials such as flyers, sign in sheets and more!
- Our Communities: We engaged residents across Sacramento County. Participants came from 21 zip codes in 33 neighborhoods including:

- |                            |                                    |                           |                        |
|----------------------------|------------------------------------|---------------------------|------------------------|
| <i>Antelope</i>            | <i>Downtown</i>                    | <i>Foothill Farms</i>     | <i>Midtown</i>         |
| <i>Arden/Arcade</i>        | <i>East Sac</i>                    | <i>Garden of the Gods</i> | <i>Oak Park</i>        |
| <i>Avondale</i>            | <i>Elk Grove-East of Hwy 99</i>    | <i>Hollywood Park</i>     | <i>Rosemont</i>        |
| <i>Campus Greens</i>       | <i>Elk Grove-Northwest</i>         | <i>Laguna Park</i>        | <i>Sierra Oaks</i>     |
| <i>Carmichael-Del Dayo</i> | <i>Elk Grove-Southwest</i>         | <i>Land Park</i>          | <i>South Land Park</i> |
| <i>Cloverdale Village</i>  | <i>Elmhurst</i>                    | <i>Lemon Hill</i>         | <i>South Sac</i>       |
| <i>College Greens</i>      | <i>Fabulous 40s</i>                | <i>McKinley Park</i>      | <i>Tahoe Park</i>      |
| <i>Curtis Park</i>         | <i>Florin-Fruitridge-Ind. Park</i> | <i>Meadowview</i>         | <i>Wilhaggin</i>       |
| <i>Del Paso Heights</i>    |                                    |                           |                        |

- Our Outreach: This year, Omni Youth Programs’ attended 20 coalition and 50 community partner meetings, hosted 9 community events (e.g. speaking engagements, community fairs, and networking events), and participated in 18 community events





## Tier 2 Participants @ Bridge Network



*From Bridge Network Facebook Post:*

Whose “Got your back?” Teens-in-Action shows us that teamwork sometimes means one has to carry a larger load.

# Tiered Approach

From the outset, it has been our intention to work with a diverse group of trainees and community partners to accomplish our mission. Additionally, we know that this is the best approach to support Sacramento County Alcohol & Drug Services objectives: **preventing young people from using alcohol, marijuana, and other drugs too early, too much, and too often.**

Omni Youth Programs trains community members to become model program facilitators. We consider these “front-line” facilitators as our “Tier 1” participants. The facilitators who we train then take the model programs directly to their communities. We consider the attendees to be our “Tier 2” participants. The impact of Omni Youth Programs’ training of trainers has the potential to be exponential.

## Tiered Impact: How it works!



We train community members to be facilitators of model prevention programs. These facilitators are “Tier 1” participants.



Each facilitator leads a workshop in their community. The recipients of the workshops are “Tier 2” participants.



**INTERACTIVE.**  
**ENGAGING.**  
**POIGNANT.**

# Speaking Engagements & Exhibits

Over the past year, we reached thousands of Sacramento County residents with our presentations, exhibits, speaker series, and social media outreach!



## Hidden in Plain Sight: Real Life Mock-Up

This display provides parents with clues found in teens' bedrooms to help determine whether their child might be experimenting with drugs or alcohol and hiding the evidence in plain sight.

## Speaker Series Workshops

- *The Other Side of Cannabis: An award-winning video.*
- *Today's Marijuana: It's unique effect on teens.*
- *Teens & Alcohol: Too much, too soon, too often.*
- *Parenting: Keep your teen drug-free.*

The *Speaker Series Workshops* are free events that feature multi-media presentations, prevention tools, the latest research, and immediately usable tips. In addition, we also discuss signs indicating your teen might be using, how to arm your teen with resistance skills, a Q & A session, and an optional panel of teens in recovery & experts who help them.

## Fatal Vision: Marijuana Simulation

In this exhibit, we deliver a memorable experience about the potentially dangerous consequences of impairment resulting from youth marijuana use. Lessons and activities demonstrate:

- Loss of visual perception.
- Short-term memory loss.
- Altered visual perception.
- Change in reaction time and decision-making.





# ASAP Grant

## \$ Windfall led to 4th Quarter Prevention Blitz!

**\$3.8  
MILLION**

Omni Youth Programs received a portion (\$250K) of a new \$3.8M Alcohol & Substance Abuse Prevention (ASAP) state grant for Prevention Services in Sacramento County in collaboration with 5 local partner organizations. The organizations have all worked closely for many years and consist of: Sacramento County Office of Education (Friday Night Live and Sacramento County Coalition for Youth), Center for Collaborative Change/Public Health Institute, Coalition for a Safe and Healthy Arden Arcade, PRO Youth and Families, and, of course, Omni Youth Programs! The ASAP grant was an amazing opportunity for stakeholders to work together to implement practical and relevant strategies that attracted adults and youth alike. As a team, we rallied to plan and implement four prevention strategies and events.

### Strategy 1: Community Outreach & Engagement

- **Town Hall Meetings** These monthly events featured the ‘elephant in the room’ issues of underage drinking and youth marijuana use. The town hall format approached these issues head-on and engaged parents and teens on a very real level to create to build an immediate rapport of understanding and authenticity. The meetings were held in family-friendly, easily accessible locations and provided drug prevention education, created dialogue between participants and professionals, provided resources, and initiated opportunities for community engagement and capacity building. An Omni Staff member even served as an expert panelist at these events!
- **Brief Intervention** Resource for teens using alcohol, marijuana or other drugs who have a brief history of drug use, low levels of dependence, few problems from the drug, and are ambivalent about changing their use of the drug. The 2-session 1-on-1 technique uses motivational interviewing, cognitive behavioral therapy, and stages of change to speak to the adolescent where they are. Four of Omni’s staff became certified in Brief Intervention.
- **Online Drug Prevention Educational Modules** Educational courses for teens or their parents to do in the privacy of their own home and proceed at their own pace. The modules are based on the latest brain research, skills, resources and meaningful real life, and every day examples for teens and parents to learn about the real life effects of alcohol and marijuana use, overuse, and addiction.



# Moving Forward, Together!

**Strategy 2: Media Campaign** The largest amount of the ASAP grant was dedicated to a countywide media campaign titled "Future Forward". This project was spearheaded by the Sacramento County Coalition for Youth (SCCY) who worked alongside marketing professionals and local youth to convey their hope-filled messages through PSAs, billboards, TV advertisements, and more. Future Forward PSAs have been seen during high profile shows including the Royal Wedding, Billboard Awards, and The Voice Season Finale!

**Strategy 3: Youth Summit** Youth leaders throughout the county convened for a special day-long summit featuring youth drug prevention and leadership trainings.

**Strategy 4: Community Prevention Initiatives** \$200,000 was allocated for youth-led projects. Mini grants (costing no more than \$10,000 apiece) were awarded to local community campaigns directed at youth-led prevention projects.



**FUTURE FORWARD** »  
**A CALL TO ACTION:**  
**TOWN HALL MEETING**

Preventing underage drinking and youth marijuana use

Join us  
**JUNE 11**  
Swanston Community Center  
2350 Northrop Ave.  
Sacramento, CA 95825  
5:00 pm  
Refreshments will be provided

In states where marijuana is legal, in comparison with other states, youth show a 25% higher use of marijuana by their senior year in high school.  
Monitoring the Future, 2017

Join us to continue the discussion, deepen our understanding and share effective strategies to create change in our community.

**MARIJUANA IS NOT FOR ME**

SACRAMENTO COUNTY  
SCCY  
CSHAA

## Future Forward Youth Summit 2018



# Improvements made in 2017-2018

- **Memorandum of Understanding signed by each Trainee.**
  - ✓ Previously, organization/agency executive was the only one fully informed on expectations & responsibilities.
- **Open 'Teens In Action' to Adult Facilitators without a teen accompanying them to training.**
  - ✓ Allows adults to lead a group to discover potential youth facilitators for future.
- **Incentives for Youth Leaders completing training and facilitating 1 group in Sacramento County.**
  - ✓ Smaller gift cards given for after initial training.
  - ✓ Food provided.
- **Readiness Assessment Training added to Facilitator Training.**
  - ✓ Helps trainees, not just agency rep, think through all aspects of running programs.
  - ✓ Create working, detailed personalized plan during training.
- **USB given to all attendees with extensive support materials such as: flyers, sign-in sheets, and parent permission forms.**
- **Create an online registration process to ensure applicant/ participant is fully informed on expectations/ obligations, and can demonstrate skills to complete forms properly and ability to use a computer to report evaluation data.**



## 3-Phase Approach

**1** **Reach out** to local organizations and individuals who would like to become leaders and model program facilitators in their communities.

**2** **Train** individuals to deliver evidence-based model programs and equip them with the skills and confidence to deliver the program effectively.

**3** **Follow up** with trainers and offer continued support; collect outcome data to determine impact on the community.

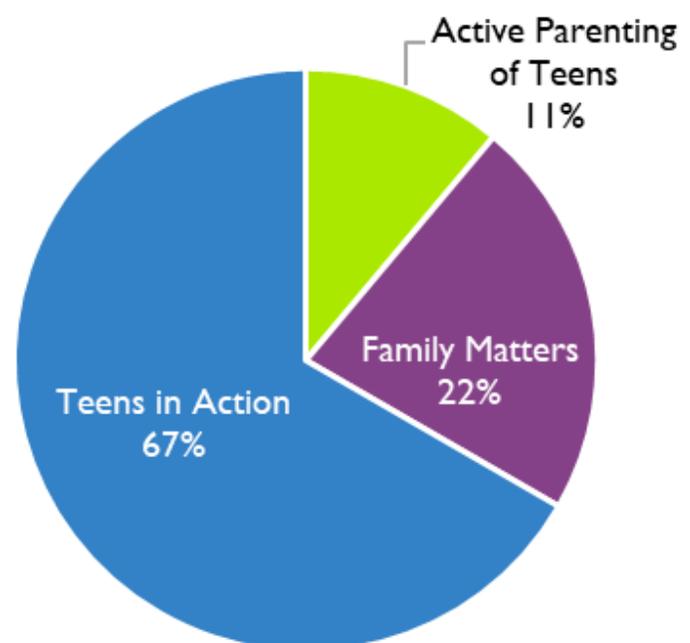
# Impact

Most of our agency-wide efforts are concentrated on certifying Trainers to provide communities with drug prevention model programs: Teens in Action, Active Parenting of Teens, and Family Matters. It is our privilege to provide training to teens, parents and community professionals to become Certified Model Program Facilitators of these powerfully effective and proven programs.

# The Outcomes

- Youth leaders are trained to facilitate teen groups, parents earn cooperation from their teens, families strengthen their shared values, and communities have fewer youth using and struggling from the effects of marijuana.
- In the past three years, Omni Youth Programs conducted more than 75 trainings and certified 166 participants as Certified Model Program Facilitators.
- Additionally, 30 individuals attended our 8-hour training in Facilitation Skills for Model Programs. Only half of these participants have ever facilitated a program before, and only 42% have ever received formal facilitator training - until they attended our training!

## Certified Trainers by Program



# Training Outcomes - Tier 1

Evaluation results from Tier 1 trainings showed high marks across the board!

- Participants trained represent **20 distinct populations** (e.g. faith-based, homeless, LGBTQ, etc.).
- 96% of survey respondents noted that the training helped them become **more informed about alcohol prevention**.
- 85% of survey respondents strongly agreed that the training and materials **met their expectations**.
- 97% said the training was **relevant for the work they do**.
- 99% of survey respondents said their training made them much more **committed to underage drinking prevention**.
- 97% of trainees **know how to deal with challenging situations** that may come up when they lead their own group.
- 93% said teaching methods were effective.
- 100% reported that the trainers **knew the subject matter**.
- 99% believed the trainers **communicated clearly**.
- 99% say **trainers were responsive** to questions, comments, and opinions.

## Community Partners

Citrus Heights Collaborative - Coalition for Safe and Healthy Arden Arcade - Connections Café @ Folsom Cordova Community Program - Network Cafe - Hosted by Sacramento Food Bank - Sacramento County Coalition for Youth - Project Aware - Sacramento County AOD Prevention & Treatment Providers—Executive Directors - Sacramento County AOD Prevention & Treatment Providers - Prevention Providers Sacramento County DHS Cultural Competence Committee - Sacramento County Drug Advisory Board - Sacramento County Drug Advisory Board - Prevention & Education Subcommittee - Sacramento County Coalition for Youth - Communications Subcommittee - Project Aware - United Way

**97%**

of survey respondents said the program will be relevant for their populations.

## Participating Organizations

ASSETS Program @  
Hiram Johnson High School

Bridge Network

C.K. McClatchy High School

Castori Middle School

Elevate Life Church

Folsom Unified School District

Foster Hope Sacramento

Grove Teen Center

Independent Community  
Advocate

LP Life Empowerment

Marriage & Family Therapists  
(Private Practice)

MAS - SSF

Next Move Sacramento

Parent Teacher Association of  
Northern CA, 3rd district

Paseo Grande High School

Sacramento Chinese  
Community Service Center

San Juan Unified School  
District

Shingle Springs Tribal TANF

White House Counseling  
Center

“I believe that this program will be very essential to our agency to help better serve our clients.”

- Participant, 2018

## Training Outcomes - Tier 2

The following data details the responses we received from Tier 2 teen and parent participants who submitted surveys at the completion of their program.

- 100% of Tier 2 adult participants said **they talk to their teen about resisting peer pressure to drink**—this is an improvement from just 21% who reported the same on the pre survey.
- 76% of Tier 2 teen participants indicated their **relationship with their parent improved** as a result of participating in the program.
- 76% of Tier 2 teen participants indicated that they are **more likely to wait** until they are 21 to drink alcohol.
- 80% of Tier 2 teen participants said their **perception of harm (as it relates to underage drinking) increased** as a result of what they learned in the program.
- Prior to attending Omni Youth Programs training (Active Parenting of Teens and/or Family Matters), not a single parent reported that they spoke to their child about the dangers of underage drinking. After the program—100% said they **consistently had dialogue with their child about the consequences of alcohol use**.
- 71% of Tier 2 parent/guardian participants reported that they **never drink alcohol in front of their teens**. In comparison, just 29% reported the same on the pre survey.
- 74% of Tier 2 participants indicated that the program was a **valuable experience** for them.



# Social Media Outcomes

Omni Youth Programs' social media campaign spanned several platforms including e-newsletters, YouTube, Facebook, our website, and our blog.



**YouTube Videos:** We have a total of **17 videos** on our channel. Over the past year, our educational videos have garnered **1,349 views**. The most watched video, with 422 views, was "How To Tell if My Child Is Using Drugs Part 1: Personality and Attitude Changes".



**Facebook:** Our Facebook page has received **20,702 views**. It is **updated daily** and offers tips, resources, and the most up-to-date research and trends on adolescent and family wellbeing. We also utilize our Facebook page to recognize our teen, parent, family and professional participants and the communities touched by Omni Youth Programs. Our two posts that resonated the most with our followers this year were: (1) "It's Called Alcohol Poisoning for a Reason" and (2) "Tips for College Students During Mental Health Awareness Week". Just these two posts alone garnered **over 900 views!**



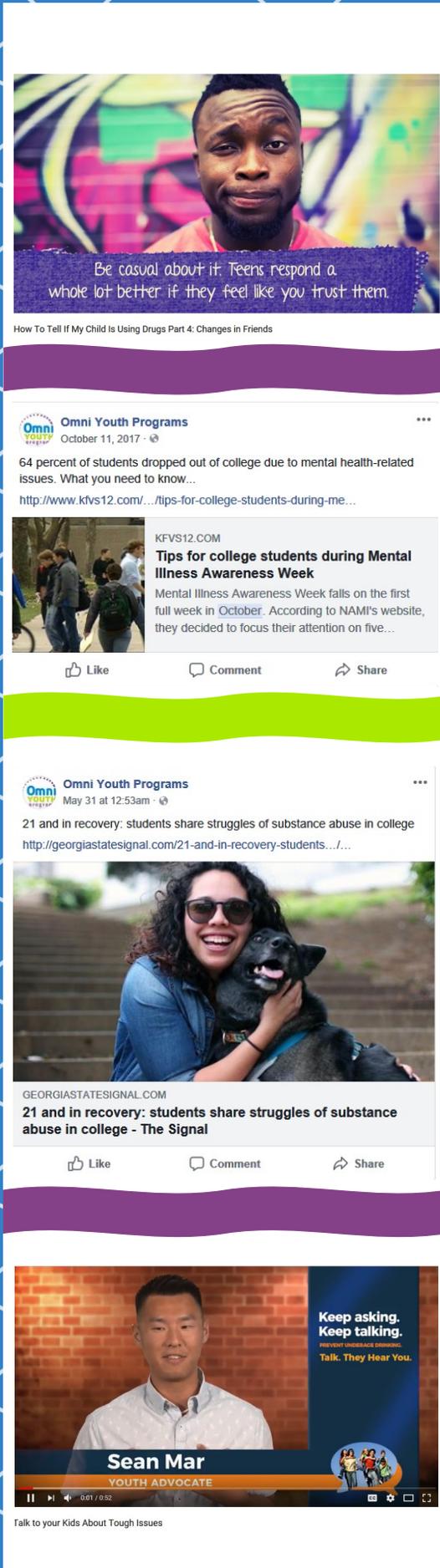
**Twitter:** Omni Youth Programs posted an average of three posts per day, seven days a week to stay connected and interact with teens and community members. To date, we have received **81,100 impressions**.



**Blog:** There were **3,379 views** on our blog over the past 12 months. The blog educated readers on the detrimental effects of alcohol, particularly teenagers and families, clarified widespread myths, answered frequently asked questions, and provided a place where parents and teens could go for education and support. One blog post, "**A Parent's Guide to Drug Paraphernalia and Physical Evidence of Teen Drug Use,**" received 2,162 views!



**E-Newsletters:** We sent **36,088 e-newsletters!** These informative, colorful, and interactive newsletters were sent bi-monthly to **over 2,100 individuals**.





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*Thank you for supporting Omni Youth Programs!*