

Wayne County

Boys & Girls Clubs of Wayne County (BGCWC)



**BOYS & GIRLS CLUBS
OF WAYNE COUNTY**

“...to inspire and enable all young people,
especially those who need us most, to reach
their full potential as productive, caring,
responsible citizens.”

SFY 2019 Prevention Outcome Highlights

Total number of individuals
reached through programming:

34,215

Average cost per person:

\$1.44

Programs & Strategies

- Team Awareness
- Too Good for Drugs
- Project Alert
- Guiding Good Choices
- Talk, They Hear You

Long Term Goals

- Reduction in Past 30-Day Alcohol, Cigarette, and Marijuana Use by Youth

Intermediate Outcomes

- Decreased Perceived Availability of Drugs
- Increased Perceived Risk of Substance Use
- Decreased Parental Attitudes Favorable Toward Drug Use

Wayne County

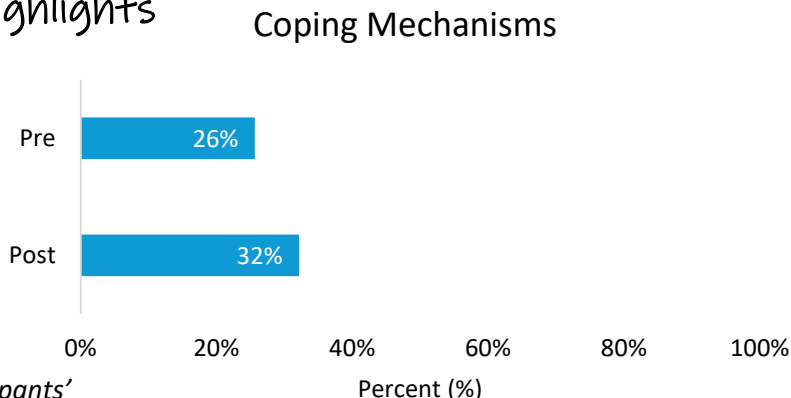
Boys & Girls Clubs of Wayne County (BGCWC)

SFY 2019 Prevention Program Highlights

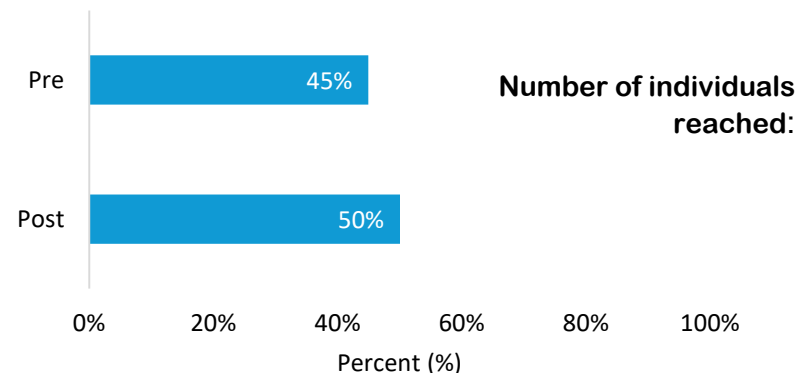
Team Awareness

Number of individuals reached: **119**

A composite score was created to represent participants' coping skills. Participants' scores increased by 6% between pre- and post-tests, indicating an increase in coping skills due to the TEAM Awareness program.



Perceived Risk of Harm



Number of individuals reached: **120**

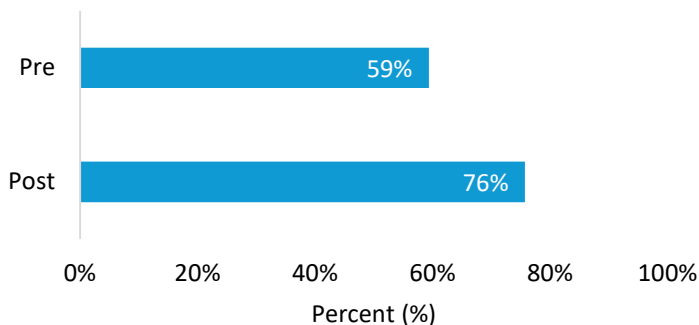
Project Alert

A composite score was created to represent participants' perceived risk of harm regarding substance use. Participants' scores increased by 5% between pre- and post-tests, indicating an improvement due to the Project Alert program.

Too Good for Drugs

Number of individuals reached: **494**

Perceived Risk of Drug Use



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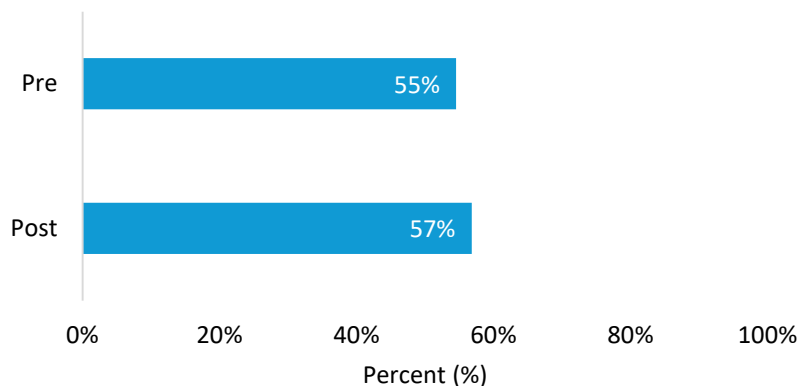
SFY 2019 Prevention/Environmental Program Highlights

Guiding Good Choices

Number of individuals reached: **32**

A composite score was created to represent parental attitudes toward drug use. Participants' scores increased by 2% between pre- and post-tests, indicating an increase in anti-drug attitudes due to the Guiding Good Choices program.

Parental Attitudes Toward Drug Use



Talk, They Hear You

Talk, They Hear You is a marketing campaign which aims to reduce rates of youth substance use, specifically alcohol use. This program reached an adjusted 33,450 individuals through 4 modalities, including radio ads, events, social media posts, and billboard ads.

Number of estimated media impressions: **234,122**

Different media modalities: **4**

Individuals reached: (estimated) **33,450**

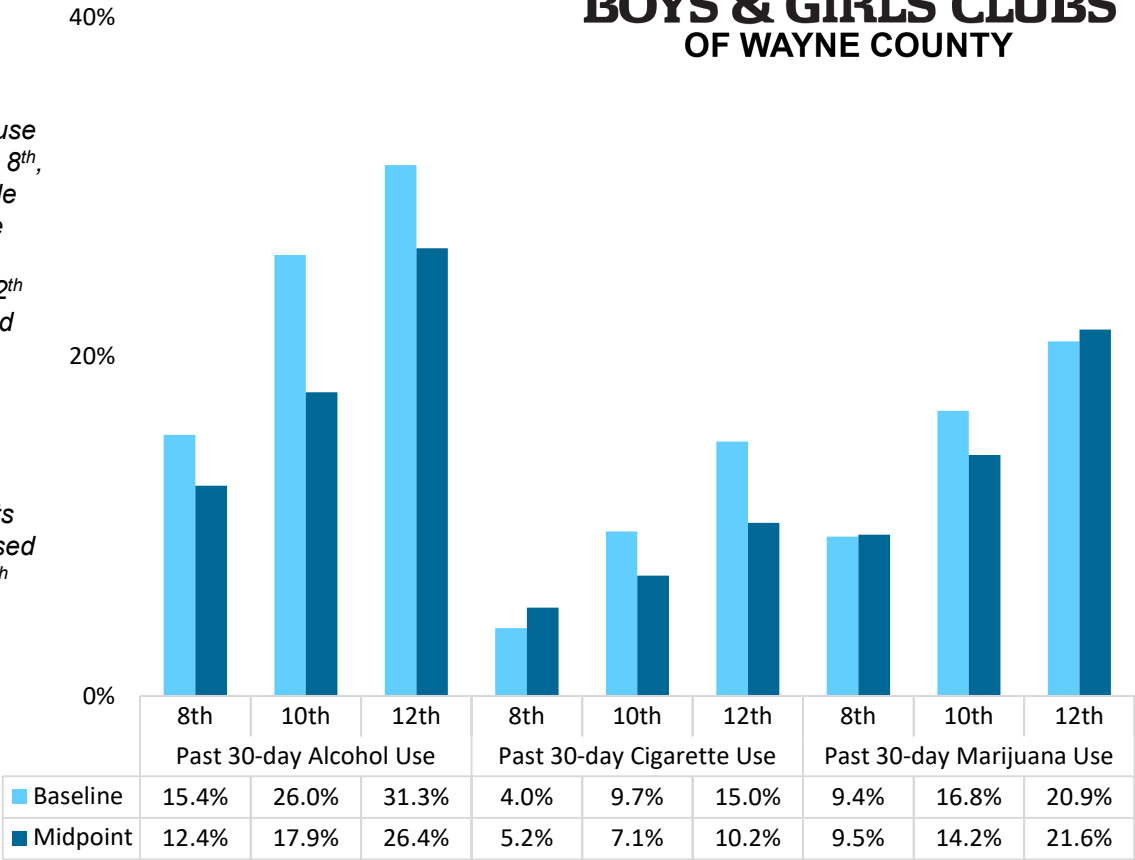
FY17
to
FY19

Program Impacts



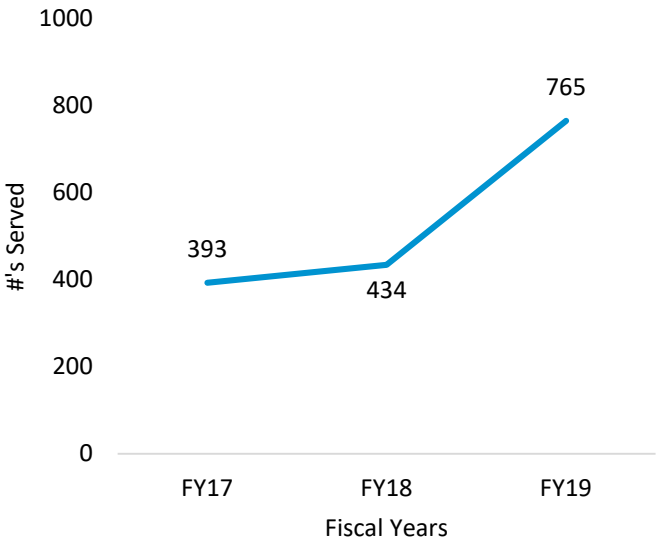
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From baseline to midpoint, alcohol use decreased among 8th, 10th, and 12th grade students; cigarette use decreased among 10th and 12th grade students and slightly increased among 8th grade students; and marijuana use decreased among 10th grade students but slightly increased among 8th and 12th grade students. (INYS)



The charts below show the total numbers served/reached through all programs implemented across FY17 – FY19.

Prevention Programs



Environmental Strategies

