

Senate Human Services and Early Childhood Committee

3:00 PM Thursday February 26, 2015 State Capitol

Speaker Resume: Luz Oropeza, Community Health Worker, BS degree in liberal studies (psychology/health studies) coalition coordinator of Odell Hispanic Health Promotion and Prevention Coalition and Oregon's Strategic Prevention Framework Reduce Binge Drinking grant. She has been seated as a consumer on the CAC Coordinated Care Community Advisory Council of the Gorge, Prevention and Treatment Advisory Board of the Mid Columbia and Oregon SPF/Preparing For Success Advisory Board. She serves on the Regional Health Equity Coalition for Hood River and Wasco Counties.

Thank you Senator ~~Monnes Anderson~~ ^{Gelser} and prestigious members of the Senate Human Services and Early Childhood Committee for allowing me the time to share some of the prevention successes we have experienced in Hood River County.

My name is Luz Maria Oropeza Castro and I work in the Hood River County Prevention Department as coordinator for the Odell Hispanic Drug Prevention and Health Promotion Coalition. We received a \$50,000 innovative grant award through AMH in 2014 to build the prevention capacity of the Hispanic Latino Community in Hood River County. Nine months later we were awarded a 5 year Drug Free Community Grant through Substance Abuse and Mental Health Services Administration.

I am passionate about the field of prevention and community health because of my family and the community I live in. I was born in Mexico and brought to Oregon as an infant. My parents were migrant farm workers and came to work in the orchards of Hood River. I lived in labor housing and worked in the orchards while attending public schools. I became a teen mom, a culturally acceptable practice in Mexico.

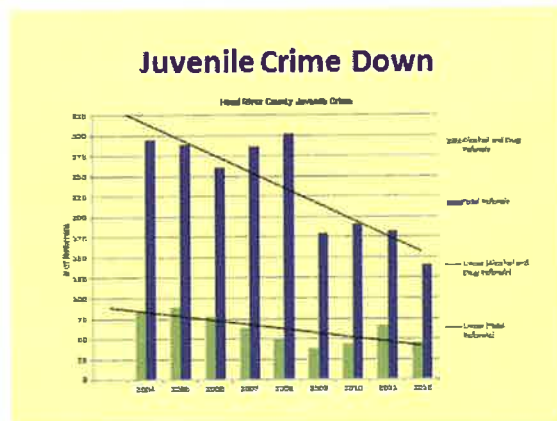
Thanks to the support I received from my family, teachers, health department and the training in the Baby's First program at the high school I have a bright, healthy six year old son today. In 2009 I graduated with my class from Hood River Valley High School, became an American citizen and registered to vote. This experience shaped my desire to promote healthy behaviors in my community. Prevention works, and we can prove it!

Hood River is a rural county of 22,500 with the second highest per capita rate of Hispanic/Latinos that comprise 32% of the total population. Our county wide school district has 4,000 students, about half who identify as Hispanic/Latino or mixed race. My work within this

community is complex given the various acculturation levels of the first, second and third generations.

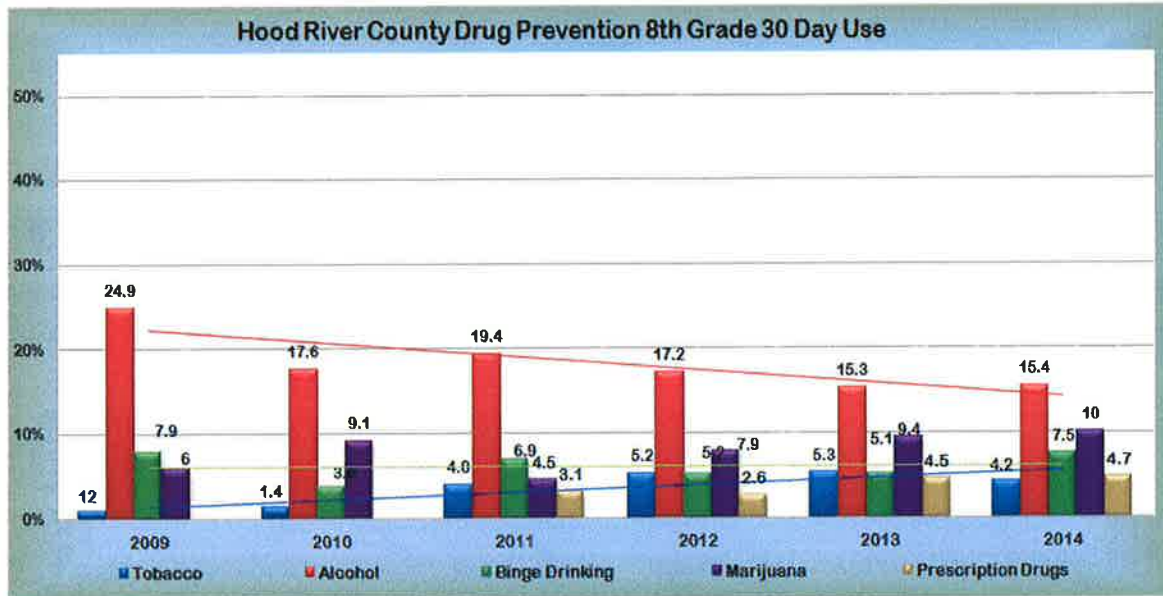
The prevention department in Hood River County has worked collaboratively with community partners since 1992 under the guidance of the Oregon's Addictions and Mental Health Office, Oregon Health Division and the Commission on Children and Families System. This department oversees primary prevention services countywide, coordinates strategic plans addressing problems associated with drug use including reducing suicide, bullying, child abuse and neglect, unwanted teen pregnancies, juvenile crime. It also focuses on the assets, increasing graduation rates, readiness to learn, early childhood health, safety and welfare measurements and community health factors. Funding for the office comes from an annual prevention award from AMH of \$61,250 and from the Tobacco Prevention office of \$58,000. Hood River is a minimum grant county and has always had to supplement prevention resources with grants from federal and state resources and volunteers or student interns. We have gained grant writing experience through training from the AMH office, in use of the strategic prevention framework which focuses on the use of data and analysis, local conditions, training, strategic planning, implementation and evaluation. We have found the work of the EPI teams invaluable in accessing other resources. Know that for every dollar spent on prevention there is a nine dollar savings. These outcomes were achieved through collaborative partnerships and the development of synergy or collective impact.

Hood River County is the second healthiest county in Oregon based on Robert Wood Johnson's 10 benchmarks. It has had the lowest child abuse and neglect rate in the state for the last four years. The county wide school district has the third highest graduation rate in the state among comparable districts. For the fourth year in a row Hood River Valley High School has an 81.4% on-time four-year graduation rate compared to Oregon's 72%, and a 90.6% five year completion rate. HRVHS is beating the state averages in nearly every metric used to measure graduation rates. 77.2% of HRVHS



Hispanic students have an on-time 4-year graduation rate compared to Oregon 65% with a population of 47% students identified as Hispanic/Latino. The percentage of students identified as economically disabled across the county district is 59% with a high of 80% in Odell area where 76% of the students are H/L. Hood River County's juvenile crime rate has dropped by 82%. In 2013, the total criminal referrals dropped to 126 from 206 in 2008.

Since 2004, alcohol use rate at 8th grade has dropped by 60% and binge drinking by 76% and at the 11th grade alcohol use has dropped by 35% and binge drinking by 34%. Over the last five years we have seen alcohol use in the last 30 days among all Hood River County 8th graders drop from 25% to 15% and at the 11th grade from 52% to 39% according to the Oregon Student Wellness Surveys and Oregon Healthy Teen Surveys (See graph on next page).



Data from Oregon Health Teen Surveys and Oregon Student Wellness Surveys

Recently, all county properties, campuses, library, and low-income apartment complexes went tobacco smoke free, updating their policies to include electronic smoking devices and trying to be proactive by including smoke-free in relation to smoking marijuana in public. For the last twelve years, we have built capacity of youth through H.E.A.L.T.H Media Clubs at the middle and high school levels to enhance drug prevention policies and elevate the voice of those who chose not to use drugs, reducing the gap between perceived and actual use through the More of Us and Above the Influence media campaigns. With the legalization of recreational marijuana, we are very concerned about youth exposure and access to marijuana, coupled with their decreased perception of harm of marijuana use.

The prevention department has coordinated training across various agency partners and private sectors to develop a network of prevention coalitions. We have partnered with the *Hood River County Sheriff's Office*, *Oregon Liquor Control Commission*, *Hood River SPF Project* and *H.E.A.L.T.H Media Clubs* to work with *Alcohol Reward and Reminder*, *Tobacco Reward and Reminder*, *Responsible Servers Training*, *Event Security Training*, *Compliance Checks and Sticker Shock* to reduce sale and service of alcohol and tobacco to underage youth, decrease the sale of alcohol to intoxicated customers, and DUIs.



We have optimized prevention efforts through use of the Strategic Prevention Framework with training from SAMHSA, CADCA and the Addictions and Mental Health office and SPF project. We have 11 certified prevention specialists in the county, trained through the AMH prevention cohorts over the last fifteen years. They are seated in a variety of agencies from DHS to non profits, hospital to school district, Head Start to Parole and Probation. Training in use of local data, Oregon Healthy Teen and Oregon Student Wellness Surveys and the information provided by the State Epidemiological Outcomes Workgroup has assisted us in community assessment, planning, implementation and evaluation of all prevention programming. It has helped us access federal and foundation grants over the years. I want you to know that these successes would not have been accomplished on stable funding of \$61,250 each year provided through AMH block grant. A strong, well-funded AMH office at the state level will help achieve similar results in other counties.

Population Level Strategies Prevention Framework



Primary prevention is not well understood, by providers in all health fields. Many believe it is simply health education. In its initial phase health transformation has focused on health care, rather than the creation of healthy environments. That is understandable. We are working to strengthen the voice of primary prevention at the CAC table and assist physicians and dentists, counselors and health care practitioners of the value of primary prevention.



2015 Prevention Certification Cohort



Community Health Worker Cohort, August 2014-Cross training health and prevention
8 coalition members in this community health worker cohort

Hood River County Prevention Department
309 State St. Hood River OR, 97031 Telephone (541)386-2500 Fax (541)386-2532
Belinda Ballah, Prevention Specialist (541)387-6890 belinda.ballah@co.hood-river.or.us
Luz Oropeza, Coalition Coordinator (541)387-7031 luz.oropeza@co.hood-river.or.us

Annual funding through AMH block grant and Tobacco Prevention

- **Service Element 70/(\$61,250 annually) County Prevention Coordinator: Belinda Ballah CPS-Jill Dale AMH**

Training: Prevention Cohort for Certified Prevention Specialist

Prevention Coordinator Manual

MDS/Oregon Prevention Data System

Strategic Prevention Framework Training

Prevention Summit, Spring Prevention Conference, NPN Conferences

Drug Free Community training and support

Oregon Student Wellness Surveys, SEOW

- **Hood River County Tobacco Prevention-(\$58,543 annually)Belinda Ballah CPS, Andrew Epstein, PTEP Oregon Health Authority /Health Promotion and Chronic Disease Prevention Division –Jeff Ruscoe SYNAR AMH**
Place Matters, Regional training swings, National Prevention Network

Competitive Funding through State and Federal Resources

- **SPF/SIG Reduce Binge Drinking 18-25 year olds (\$100,000 3 years end 6/2015): Maija Yasui CPS/Luz Oropeza CHW-Kerryann Woomer AMH**

Training: Strategic Prevention Framework

Community Readiness Survey

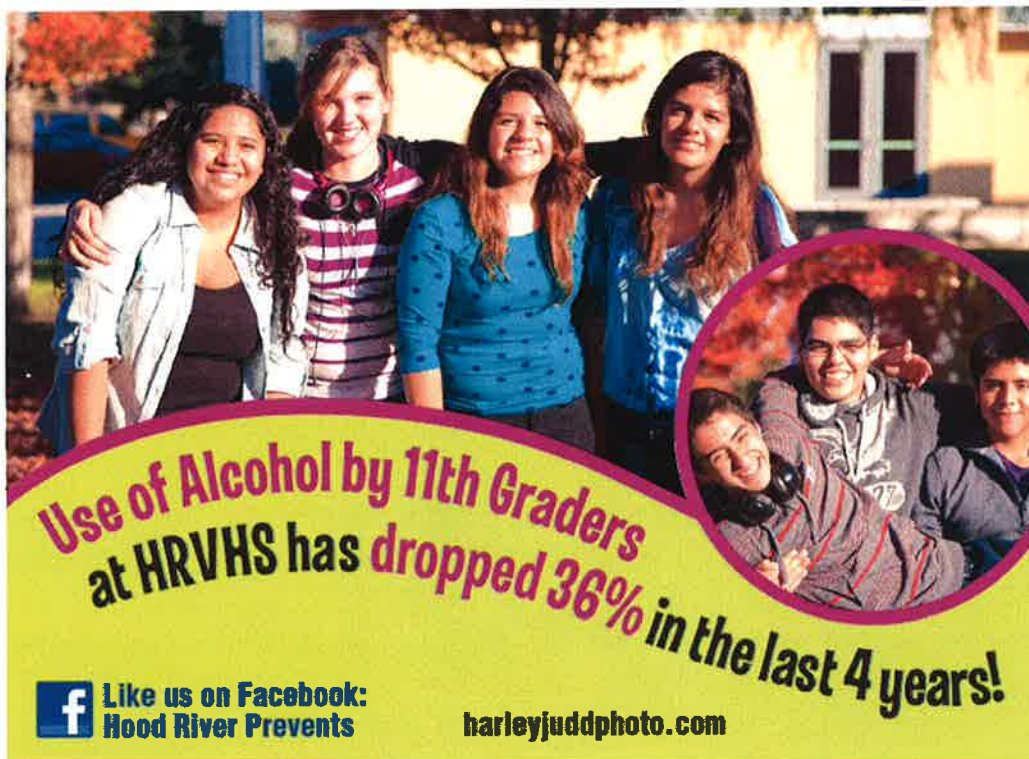
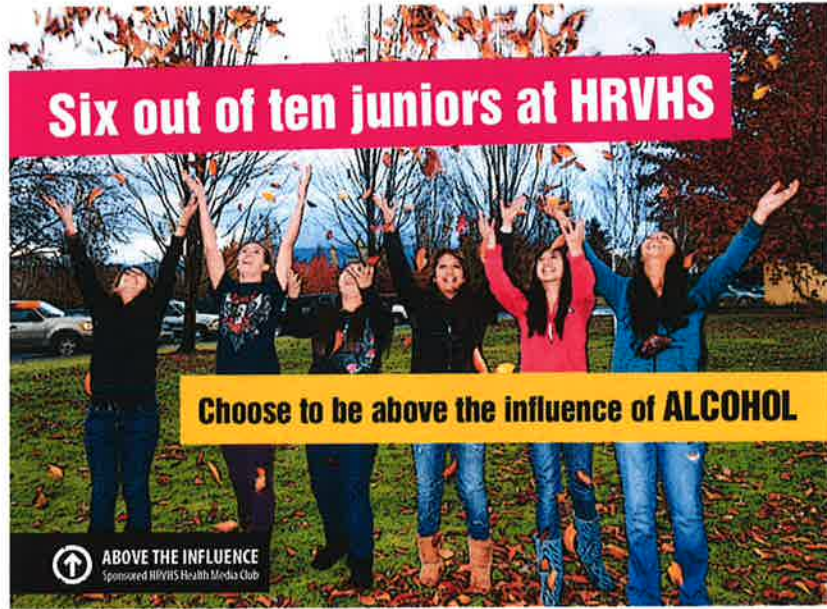
Survey Development

WYSAC Survey, YRBS, BRFSS, Monitoring The Future Surveys

- **Innovative Grant-(\$50,000 end 6-2015)) Odell Hispanic Latino Health Promotion and Prevention Coalition Luz Oropeza CHW-Karen Wheeler AMH**
- **Drug Free Community Coalition (\$125,000 for 5 years-2019)) Odell Hispanic Latino Health Promotion and Prevention Coalition Luz Oropeza CHW- CADCA Academy, DFC Workstation, Mid-Year and CADCA Leadership Webinars**
Oregon Student Wellness Surveys, Oregon Healthy Teen Surveys

Using the Strategic Prevention Framework, the seven strategies of community change, and implementing best practice evidenced based programs in a culturally sensitive manner will help us continue our success in the face of new drug, health and safety threats.

- *Alcohol Reward and Reminder* *Tobacco Reward and Reminder*
- *Responsible Server Training* *Compliance Checks*
- Tobacco Retailer licensure Tobacco, alcohol, marijuana, drug free policies
- *Heres' Looking At You* *Project Alert*
- *Strengthening Families* *Oregon Quitline*
- *Question Persuade and Refer* *ASSIST*



Hood River County Prevention Department
309 State St. Hood River OR, 97031 Telephone (541)386-2500 Fax (541)386-2532
Belinda Ballah, Prevention Specialist (541)387-6890 belinda.ballah@co.hood-river.or.us
Luz Oropeza, Coalition Coordinator (541)387-7031 luz.oropeza@co.hood-river.or.us



<http://partners.atipartnerships.com/2015/01/soaring-above-the-influence-mural/>

Hood River County Prevention Department
309 State St. Hood River OR, 97031 Telephone (541)386-2500 Fax (541)386-2532
Belinda Ballah, Prevention Specialist (541)387-6890 belinda.ballah@co.hood-river.or.us
Luz Oropeza, Coalition Coordinator (541)387-7031 luz.oropeza@co.hood-river.or.us