



**THE CARLSBAD
COMMUNITY
ANTI-DRUG/GANG
COALITION**

**ANNUAL
HIGHLIGHTS**

(575)256-0565

110 S. HALAGUENO STREET - SUITE 2
CARLSBAD, NM 88220

2023



Working *together*
to improve the **SAFETY** & **QUALITY**
of **LIFE** in **OUR** *community*

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Meet Our TEAM



**Joana
Wells**

Executive Director



**Tiffany
Shirley**

Operations Manager



**Julie
Fuentes**

Program Manager



**Esther
Hernandez**

Program Manager



**Hannah
Ornelas**

Program Assistant



**Natalie
Skogerboe**

Evaluator

Meet Our BOARD



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Chavez**
President



**SS
Dara, MD**
Vice President



**Mary
Garwood**
Secretary



**Jacob
Puckett**
Treasurer



**Derek
Clark**
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**Andrea
Edmonson**
Board Member



**Matt
Hutchinson**
Board Member



2023 Director's Report

The Carlsbad Coalition has had great opportunities to partner with other agencies and organizations over this past year and also to participate in many events around our great city. The Coalition has developed new initiatives, campaigns, and partnerships and we would like to highlight those for you all.

The Coalition implements five grants that provide drug and alcohol prevention programming to Middle School and High School students at the Carlsbad Schools, and to High School students in Loving Schools. Thank you so much to the Carlsbad and Loving School Administration for these beneficial opportunities for our youth to receive direct service-learning opportunities.

Through these grants, we have had the opportunity to develop educational campaigns to raise awareness of current and emerging drug trends. The Coalition utilizes social media, radio, newspaper, billboards, pamphlets, and flyers to distribute this information.

The Coalition and the Carlsbad Schools started implementing a new school-wide youth-centered and lead evidence-based initiative through our Sources of Strength program. This has been a big success in providing positive messaging by utilizing the Wellness Wheel and providing tools and resources for youth to make a positive difference in their overall well-being.

The Coalition also provides an alternative sentencing program through the Teen Court of Eddy County for youth who are first-time offenders of misdemeanor charges. We are thankful to the City of Carlsbad, County of Eddy, Municipal and Magistrate Court, Juvenile Probation Office, Loving Schools, and law enforcement for referring youth to the program and providing additional prevention education to these youth.

2023 Director's Report

In 2023, the Coalition, along with partner agencies, addressed emerging safety concerns in the community and provided resources and tools to combat safety concerns through a collaborative Town Hall forum. Thank you to all the agencies that work hard to provide increased safety measures in our community to improve the quality of life of our citizens.

Our Community Impact Council has several members from partner agencies and organizations that strive to improve collaboration and support within our organizations to provide the best opportunities to the public. Some of those initiatives that we worked on together this year were the Prom Potty fundraiser, Teens in Action Youth Summer and Winter Challenge, Homecoming Tailgate Party, and Red Ribbon Week.

We thank all our funders and supporters of our Teens in Action Youth Council. Without their support, we would not be able to provide safe and positive events to our youth in Eddy County as alternatives to drug and alcohol parties throughout the year.

There were many initiatives the Coalition has worked on in partnership with the community. Here are just a few:

- Adult/parent training on emerging drug trends
- Presentations at the schools
- Presentation by Jermaine Galloway, with "Tall Cop"
- RiverBlitz
- Class Act Donation through Prom Potty Fundraiser
- Prescription Drug Take-Back
- Red Ribbon Week (88 Businesses Participated)
- Chamber of Commerce Ambassadors
- Youth events and challenges
- Night of Lights



2023 Director's Report

In 2023, the Coalition staff received 315 total hours of Professional Development Training

Trainings attended:

- National Emerging Drug Trends Conference
- Training by Commander Lenin Leos with the Pecos Valley Drug Task Force
- Southern Grants Conference
- Kamama Consulting
- PIRE
- Coop Consulting
- Wyman Connect

Thank you to our Board of Directors

JJ Chavez- President

Dr. Srichand Dara-Vice President

Mary Garwood-Treasurer

Jacob Puckett-Secretary

Andrea Edmonson

Derek Clark

Matthew Hutchinson



Thank you to our 2023 Staff

Natalie Skogerboe-Evaluator

Tiffany Shirley-Operations Manager

Julie Fuentes-Program Manager

Esther Hernandez-Program Manager

Samantha Smith-Program Manager

Hannah Ornelas-Program Assistant



Sources of Strength



Sources of Strength is a best practice youth mental health promotion and suicide prevention program designed to harness the power of peer social networks to create healthy norms and culture, ultimately preventing suicide, violence, bullying, and substance misuse. The mission of Sources of Strength is to prevent adverse outcomes by increasing wellbeing, help-seeking, resiliency, healthy coping, and belonging. Sources of Strength moves beyond a singular focus on risk factors by utilizing an upstream approach for youth suicide prevention. This upstream model strengthens multiple sources of support, or protective factors, for young people so that when times get hard, they have strengths to rely on. This program is funded through a grant from the Office of School and Adolescent Health (OSAH).

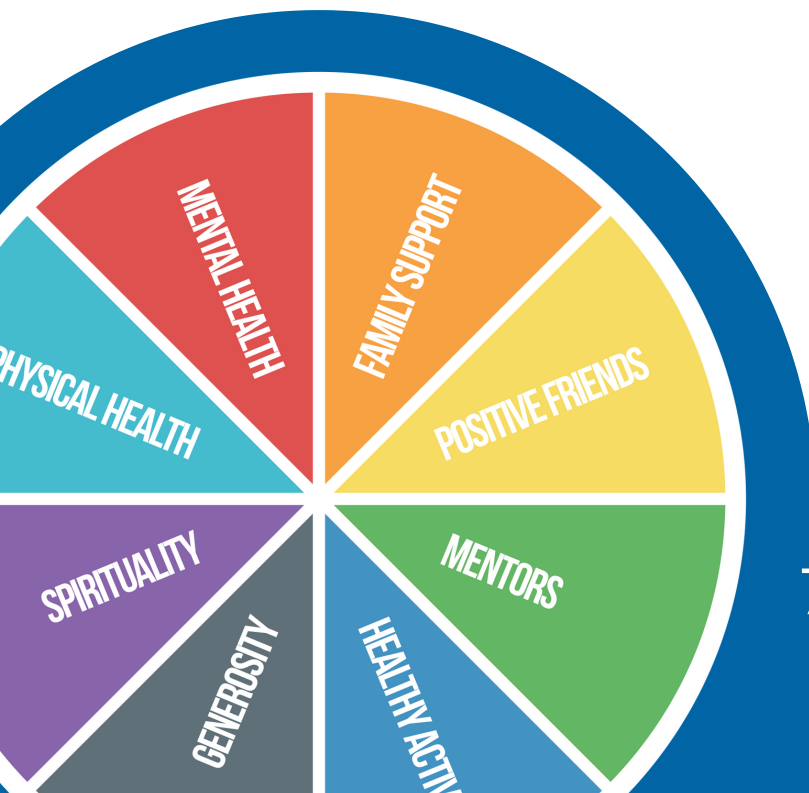
In October 2022, our team attended a Sources of Strength training in Georgia to become certified to implement programming and to train future adult leaders for local programs. In February 2023 we trained 66 students and adult leaders from both Carlsbad Intermediate Schools, Carlsbad High School and Carlsbad Early College High School. We now have active programs in each of those schools that meet every monthly to learn about a section of the Strength Wheel (pictured below). Students get to plan a campaign and develop an activity to increase the chosen strength among the student body.



Sources of Strength

Spirit Week

Sources of Strength (SOS) Spirit Week was celebrated throughout the school district at all 6th-12th grades. This kickoff event introduced students to the Wellness Wheel and programming in a fun and interactive way. The peer leaders, with the direction of the adult leaders, developed this campaign and then spread the message district-wide. The students participated in dress up days to highlight the different color sections of the wheel and what they represent. Through school announcements, peer leaders encouraged all students to participate in activities and offered prizes for participants.



Sources of Strength

In August, SOS returned to Carlsbad High School, Alta Vista, P.R. Leyva, and the Early College. Adult and Peer Leaders have worked together to create several campaigns: Get the Word Out, What Helps Me, and Thankfulness. Each school shared their message in a different way. Students created chalk messages on campus sidewalks, held a photo booth at the Fall Festival, started a winter clothing drive, participated in a thankfulness tree and shared inspiring messages on billboards in the school.

Special Thanks to all our Sources of Strength Volunteers:



CIS ALTA VISTA

Lisa Kostedt
Brinda Scott

HIGH SCHOOL

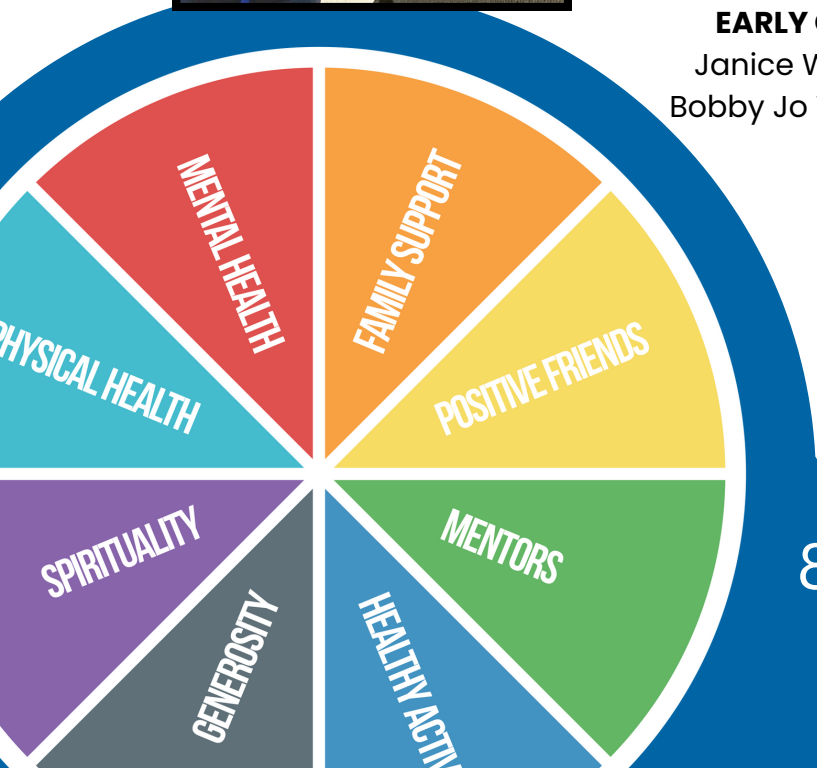
Issac Florez
Michelle Harmer

CIS PR LEYVA

Andrew Sanchez
Josiah Ruiz
Kayme Duarte

EARLY COLLEGE

Janice Williamson
Bobby Jo Willingham.





Community Impact Council



We celebrated 1 year of meeting with our Community Impact Council in July of 2023. This council consists of several nonprofit and other community minded organizations from around Carlsbad. We meet the first Friday of every month for brunch and updates on what everyone has going on in their organization and how the group can support that agency and collaborate on efforts. Every month we have a different host, who provides the brunch and gives a detailed presentation for their organization. After the presentation, we go around the room and everyone gives a brief update and has an opportunity to share concerns or ask questions that the group may be able to assist with. We've seen so many great connections happen in these monthly meetings and are excited every time we get in the room with like-minded groups that are working to make Carlsbad even better for future generations! As a group, we collaborated to host a community-wide tailgate party in October, as well as working together to provide prevention materials to 100 local businesses for Red Ribbon Week.

If you'd like more information on how you can get involved with the Community Impact Council, just ask Tiffany Shirley, our Coalition's Executive Operations Manager and the chair of this council.





Teens in Action

Teens in Action is the Coalition's Youth Council. We partner with this group to plan prevention events and media campaigns that target the teens in our community. This group helps keep our messaging relevant for the next generation and come up with ideas for events that are alternatives to drug and alcohol use. Our goal this year was to have the teens more involved in creating new ideas for community wide events, and in 2023 we truly feel like we accomplished that.

Teens in Action meets, on average, twice a month and have an around 12-15 students attend. Our agenda typically includes a game to get us moving around, a project to work on for the month, projections and ideas for upcoming events and plan the next meeting. Great work was accomplished through these brainstorming sessions in order to plan activities and campaigns to implementing these wonderful ideas.

Starting in April 2023, the teens in action decorated and spray painted toilets for the Prom Potty fundraiser that raised awareness of the dangers of underage drinking and raised money for graduation's Class Act. The **Carlsbad Police Department** moved the Prom Potties daily to a different home that had been selected by community donors. The Prom Potties campaign raised nearly \$2000 in the month of April for Class Act!



Teens in Action Events/Campaigns

Teens in Action hosted several free events for the youth in our community throughout 2023.

- March – Spring Break Kickball Tournament & Field Day
- May – Miniature Golf & Pizza Night
- June – Top Nock Archery Night
- June/July – Summer Beach Activity Challenge
- August – Positive Poster Campaign at Ralph Boyer Stadium
- September – Tailgate Party

These events were made possible with a generous grant from the **United Way of Eddy County!**



United Way of Eddy County



Teens in Action

At the end of October Teens in Action had a Red Ribbon week celebration party next to the water park, concluding the week and celebrating the effort everyone showed in raising awareness against drug and human trafficking.

In December, we had an end of year party, celebrating the wonderful year we had and looking forward to 2024. Our plan for this new year is more growth within our group of teens. We have plans to send official invites to students identified as being a positive influence through each of our programs: All Stars, Sources of Strength and Teen Court. The teens will also come up with creative ways in recruiting more participants, as we are always willing to expand.

The Coalition thanks each and every person who helped/participated in any of these community wide events or campaigns, and also thank the businesses and organizations that donated items or supplies needed, and allowed us to fill up their space to host a night to remember.

2023 was a year we won't forget and we couldn't do it all without YOU!

STOP

Sober Truth
on Preventing
Underage
Drinking



About the STOP Program

The Sober Truth on Preventing Underage Drinking (STOP) program's goal is to expand evidence-based prevention initiatives to prevent and reduce alcohol use among youth ages 12-20. The Teens in Action Youth Council will lead community education and media messages for their peers as well as parents and other adults in the community. We use an evidence-based curriculum, All Stars Core, with sixth grade students to establish positive norms and personal commitments to avoid risky behaviors (including substance use), promote bonding to the school and peer group, and build positive parent/adult connections.

2023 Projects

In April 2023 we hosted a Community Forum. The forum consisted of a panel of key stakeholders in the community which included local school administration, mental health professionals, law enforcement and first responders. Panel participants answered questions about various topics including mental health, behavioral health, illegal substances, safety and crime concerns. Approximately 30 community members attended the forum in person. The forum was recorded and shortened into clips for social media, which received over 800 total views.

Special thanks to the members of the Safety Briefing Panel:

Carlsbad Municipal Schools, Carlsbad Police Department, Eddy County Sheriffs Office, Drug Task Force, City of Carlsbad, Fire & EMS Departments, Life House and Permian Basin Counseling & Guidance.



STOP

Sober Truth
on Preventing
Underage
Drinking

2023 Projects



Red Ribbon Week

The Coalition team, along with Community Impact Council, joined together to develop a community campaign to highlight prevention in conjunction with Red Ribbon Week. Approximately 20 individuals across 10 nonprofits organizations participated in distributing 100 bags filled with information about Red Ribbon Week and other prevention efforts to community businesses. Several of our youth prevention programs also assisted with Red Ribbon Week activities and prevention messaging.

Pizza Box Campaign

Thank you to Pizza Inn and Pizza Hut for participating in our Pizza Box Campaign. This campaign was conducted during graduation week in May 2023. These two pizza restaurants placed stickers with information focusing on locking up alcohol, marijuana, and prescription drugs on pizza deliveries/take out boxes. About 12,500 alcohol flyers were distributed through this partnership.

DID YOU KNOW? PROVIDING ALCOHOL to a MINOR (under 21) is a **4TH DEGREE FELONY!**

DRINK RESPONSIBLY. LOCK IT UP. NEVER PROVIDE ALCOHOL TO MINORS.

CARLSBAD COALITION
www.carlsbadcoalition.com

TALK IT UP
Having conversations regularly with your kids about drugs and alcohol will help to encourage them to avoid substance abuse all together.

LOCK IT UP
Secure. Monitor and Dispose of substances within your home so that youth do not have easy access to alcohol, tobacco, cannabis or prescription drugs.

CARLSBAD COALITION
www.carlsbadcoalition.com

STOP All Stars

All Stars Core

All Stars Core is our evidence-based prevention program that we implement with all 6th grade students in our district as a part of the STOP grant. This program reached 200 6th graders at Alta Vista in 2022-2023 school year, but with the help of school counselors and teachers we are able to facilitate All Stars with 6th grade youth at Alta Vista and P.R. Leyva this year. We are set to reach 223 youth at Alta Vista 244 youth at P.R. Leyva during the 2023-2024 school year..

Pre-Test and Post Test were collected to measure any growth or changes from the beginning of the session to the end. Here are some positive findings:

- Almost every measure moved in the desired directions including protective factors, perception of disapproval of substance use, and **over 90% of students are NOT using substances.**
- Students had the largest growth in not engaging in high-risk behaviors, and the importance of talking with adults who can support them.

All Stars hosted a parent night at Alta Vista to celebrate the completion of the program in May. Attendees were able to walk through stations where they learned about underage drinking facts and participated in a DWI simulation.

Special thanks to all who helped with All Stars Program!

Crystal Smith and Steven Starkovich

P.R. Leyva:

Principal Vicki Beeman, Assistant Principals Derek Clark and Bobbi Smith.

Teachers: Alexis McMahan, Ivan Ramirez, and Brittany Valenzuela. Councilors Josiah Ruiz and Andrew Sanchez

Alta Vista:

Principal Joleen Lopez, Assistant Principal Yvonne Branch, Counselor Tambra Day

Teachers: Evelyn Salcido and Marilyn Taylor.



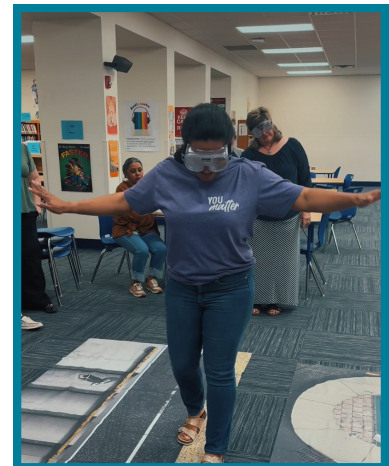
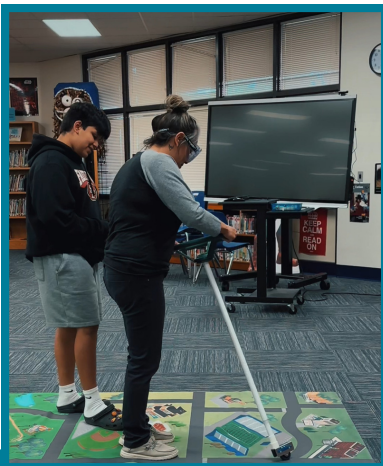
OSAP/SPF All Stars

All Stars Plus

Our All Stars Plus program has had the pleasure of working with all 8th graders at both Alta Vista and PR Leyva in their Health Classes. We have had 520 students complete the program this year. These programs are funded through grants from the Office of Substance Abuse Prevention (OSAP) and the Strategic Partnership Framework (SPF).

All Stars Plus is the follow up programming for implementation after All Stars Core, which students are receiving in 6th grade. During their 12 weekly lessons they learn important life skills about setting goals, ideal futures important to them and communication. The students complete both a pre and post survey which helps us know what the students have learned over the semester. At the end of the semester they get to participate in a celebration day. The Coalition gives out completion certificates, snacks and plays games while celebrating the students' accomplishments.

Huge thank you to Kayme Duarte (PR Leyva) and Jarred Pittman (Alta Vista) for your help this year in making our program such a success! And thank you to **Johnathan Jones** for your help with the 2022-2023 programming.



AV All Stars Celebration May 2023



SPF Presentations

[Strategic Partnership Framework]

Emerging Drug Trends

On August 1st, the Coalition had the pleasure of hosting the Tall Cop, Jermaine Galloway, and share his High in Plain Sight presentation to all of the Carlsbad Municipal School teachers, staff and community. In partnership with Carlsbad Municipal Schools, we were able to provide breakfast for all attendees. We had over 300 participants that were able to hear the presentation and provided a look into multiple substances trends that are being sold in our current gas stations that any age group can have access to. The Coalition was able to have a table that contained popular stash compartments items that the attendees could examine. These items were all easily obtained from Amazon and most youth would have access to be able to purchase them as well. **Thank you Jermaine Galloway** for your time to share some insight into the new trends.

Boys & Girls Club Parents

The Boys and Girls Club invited us out to give a presentation on underage drinking and substances to all their club parents. We were able to reach 45 parents. We were excited to report some positive information to parents using our Strategies for Success Survey results.

-Both middle and high school students had a decrease in E-Cig, Marijuana and Alcohol use since 2022.

-Students offered resiliency factors such as wanting to take care of their health to avoid negative consequences or get in trouble and to protect their future plans as reasons for not drinking or using other substances.

- more than 80% students have an adult who believes that they will be a success in at least one friend their own age who cares about them.

- Middle and high school students report decreases in getting alcohol from parents and parties since 2022.

OSAP



About OSAP

The Office of Substance Abuse Prevention (OSAP) focuses on the development and enforcement of alcohol and underage drinking laws with the Parents Who Host Lose the Most campaigns, education and community awareness of prescription painkiller misuse and abuse, implementing a safe storage awareness campaign for cannabis, as well as working with the schools to provide direct service programming. We have given out 20 cabinet locks to cannabis distributors to hand out to their customers as well as other community members. A big portion of the year focused on providing information to our community through many different media outlets including social media, radio, and Hope Center's billboard, with a new initiative this year to promote Parents who Host Lose the Most, which is our underage drinking campaign.



Last year we started to build a partnership with most Cannabis dispensaries in the community. We have been able to maintain this partnership by providing the dispensaries with posters by their cash registers advertising free fingerprint cabinet locks and encouraging patrons to lock up cannabis products, alcohol and any other substances in their home. We also provided all dispensaries with sticky note style flyers, to be attached to all purchases, as a reminder to lock up marijuana and to advertise the free fingerprint cabinet locks. Over 1,200 flyers were distributed through this initiative.



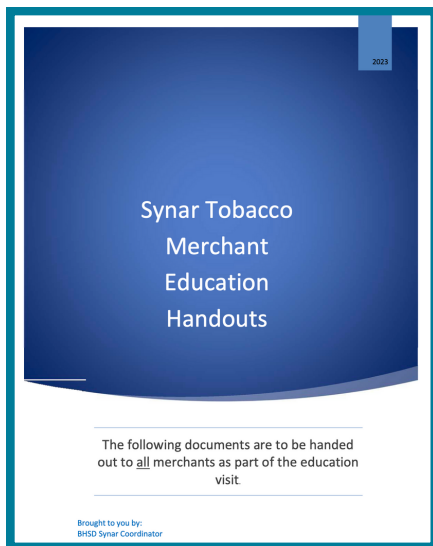
OSAP Synar

What is Synar?

Synar is a program through SAMHSA (Substance Abuse & Mental Health Services Administration) that educates and enforces underage access laws for merchants to reduce the illegal sale of tobacco products to individuals under 21.

Esther and Hannah began Synar trips in Eddy County & Lea County in October 2023. That included any merchants that sold tobacco over the counter in Artesia, Carlsbad, Loving, Lovington, Hobbs, Tatum, Jal and Eunice. They were able to conduct more merchant education visits in Chavez County as well in December for the cities of Roswell, Hagerman and Dexter. This was a new addition to our normal Synar season. Our educational visits included a conversation with the store manager, providing them with a folder that included the official tobacco law act, updates for the state policies in 2023, and a laminated store-front sign to inform customers that they scan ID's when purchasing tobacco products.

By the end of the season, we conducted a total of 192 visits with retailers.



Teen Outreach Program



What is TOP?

Teen Outreach Program (TOP) is a nationally-recognized, evidence-based program empowering teens with the tools and opportunities to build social-emotional skills, strengthen relationships, and avoid risky behaviors. Using interactive lessons facilitated by trained, caring adults, TOP youth become prepared to navigate life's challenges through their teenage years – and beyond – and to make a difference in their communities. TOP is a 9-month program designed for young people in the 6th-12th grades.

TOP is focused on building social-emotional skills, developing a positive sense of self, and making a difference in the community. The program helps teens build important skills including communication, decision-making, and how to set goals. Students also learn about themselves by exploring their values and identity, and taking care of their personal health and wellness. Youth are encouraged to engage with their communities through community service projects and discovering how they can make a difference in the lives of others.



Teen Outreach Program

About Our TOP Club

Our TOP Club meets in Loving twice a week in partnership with Victoria Patton, a teacher at Loving High School. One meeting a week is dedicated to completing a lesson from the Wyman TOP Curriculum. The other meeting is used to plan and execute a Service Learning Project. Last school year the TOP Club completed 26 lessons and 174 hours of Community Service Learning. 17 youth graduated from the program in April 2023. This year there are 14 students actively participating in the club.

TOP Service Projects

Last school year our TOP Club developed the "One Step Ahead" campaign. This project consisted of collecting donations and putting together hygiene carts for 2 female and 2 male bathrooms at Loving High School. The youth hosted contests for classes to collect donations and partnered with Keep Carlsbad Beautiful to cleanup Guaverra Park to raise funds for the project.



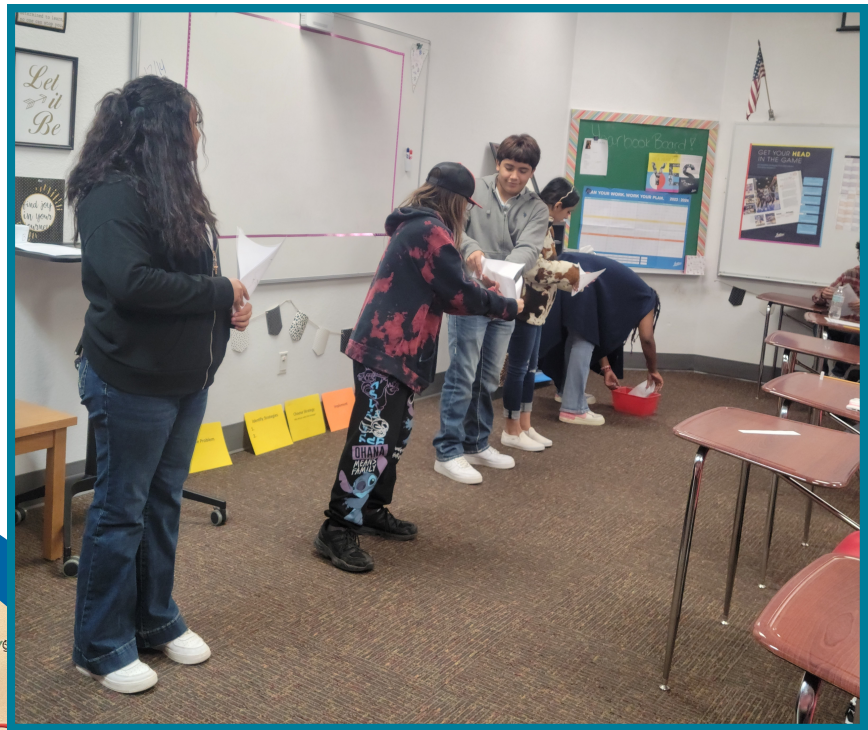
Teen Outreach Program

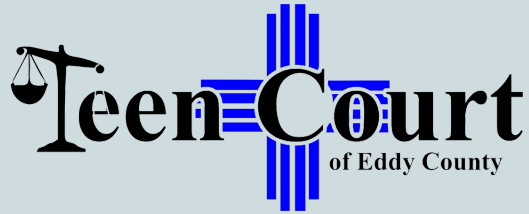
TOP Service Projects

This year's TOP Club has completed two service projects so far:

- Birthday cards for San Jose Senior Center
- Distribution of Red Ribbon Week supplies to Loving Middle School

Special thank you to Victoria Patton & Catherine Bass for their help with TOP Club at Loving High School.





Teen Court

Teen Court has had another successful year. We would not be able to do that without help from all of our wonderful volunteers:

Judges:

Mark Horton, Megan Fish, Karima Mourhat, Daniel Fitzgerald, and Ashleena O'Brian.

Baliffs:

Corporal Mike Shott, Corporal Andrew Matta, and Isaac Florez

Defensive Driving Course Instructor:

Sergeant Andrew Carver, Carlsbad Police Department

Drug Prevention Course Instructor:

Lieutenant Orlando Moreno, Eddy County Sheriff's Office

Youth Attorneys:

Anabelle Wells, Johannah Miller, Joslyn Frintz, Leah Horton and Matteo Trevino

From January till December, there were 126 cases referred through the Teen Court Program. Referring agencies included **Carlsbad Municipal Court, Magistrate Court, Juvenile Probation Office, Loving schools, parents, and Carlsbad Police Department.**

We have had 81 completions for this year so far. In order for a teen to complete the program they must complete their sentenced jury duty nights, service learning hours, drug prevention course, defensive driving course and complete a letter of lessons learned. There were approximately 2,500 service learning hours completed in the community through Teen Court in 2023!



Thank you **Mayor Janway**

Mayor Dale Janway has always been a huge supporter of our prevention efforts around Carlsbad. His support of Teen Court since its inception in 2011 has made it possible to keep the program alive in our community. His support of all our youth programs has been crucial to their success. Whether it's program funding, water park tickets or use of facilities, Mayor Janway has always done whatever he can to say "Yes" to helping the youth of our community have fun and safe activities to help keep them away from harmful ones.

Although Mayor Janway's presence in local government will be greatly missed, we wish him well in his retirement and any endeavors he may choose to pursue. Thank you for your years of support and genuine concern for improving both the safety and quality of life in our community.



**Connect
With
Us!**

Our **Contact**



(575)256-0565



carlsbadcoalition.com



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