



Madera Police Department Proposition 64 Local Evaluation Plan

Names, titles, and contact information:

Alicia Videgain, Police Lieutenant
City of Madera
330 South C Street, Madera, CA 93638
avidegain@madera.gov
(559) 675-4236

Giachino Chiaramonte, Police Chief
City of Madera
330 South C Street, Madera, CA 93638
gchiaramonte@madera.gov
(559) 675-4201

Mike Lima, Director of Financial Services
City of Madera
205 West 4th Street, Madera, CA 93637
mlima@madera.gov
(559) 661-5453

Anthony Forestiere, Financial Services Manager
City of Madera
205 West 4th Street, Madera, CA 93637
aforestiere@madera.gov
(559) 661-5443

Prepared by Alicia Videgain, Police Lieutenant

Project Period: May 1, 2023 – April 30, 2028

Project Background:

On December 2, 2022, the City of Madera Police Department submitted the Proposition 64 Public Health and Safety Grant Program Proposal package to the Board of State and Community Corrections (BSCC). The City's proposal focused on youth cannabis use prevention through highlighting the dangers and risks of using the drug. The BSCC approved funding for the City's grant application in the amount of \$605,887 beginning May 1, 2023, through October 31, 2028.

The proposal included covering the salary of one officer to run an outreach program to inform and educate youth about the risks and dangers of cannabis use. This outreach program will be ran by the officer over the course of five years. In addition to covering the salary, the grant provides funds for the production of educational materials to disseminate among our youth population.

Project Need:

Youth programs surrounding the dangers of cannabis use have become more relevant over the years as California continues to drawback on strict laws concerning the recreational use of the drug along with the legal sale of cannabis in the City of Madera. The decisions made in the California legislature roll down to our agency as we have to manage the impact of new laws. Since the State of California legalized recreational cannabis in 2016, our youth populations have become exceptionally vulnerable to using and abusing cannabis.

According to Madera County's Substance Use Disorder (SUD) Prevention Plan. 17% of seventh graders, 30% of ninth graders, and 42.3% of eleventh graders reported having used marijuana in their lifetime. In addition, 8.5% of seventh graders, 15.6% of ninth graders, and 23.4% of eleventh graders reported smoking marijuana in the past month. It was also reported that youth in Madera County are consuming cannabis/marijuana at a higher rate when compared to State averages. With these alarming statistics at play, intervention has become even more necessary.

Target Groups:

The Madera Police Department's project will target middle and high school aged youth through a variety of avenues. The officer will contact students in the classroom, in sports programs, and during community events. Education will be conducted via presentations and informational material that express the risks and dangers of using cannabis. Officers will conduct fifteen-minute presentations in the classroom at each one of Madera's ten middle and high schools, three times per year. These presentations will contain elements such as visuals, statements, and audio. Another important target area is through local sports programs. An annual sports camp organized by the Police Department and those of which are run all year long by the City's Parks and Recreation Department are identified as target areas to educate the youth. In addition, youth will be contacted through school events separate from formal class presentations. These events include Red Ribbon Week

and school carnivals. The Police Department intends to contact 10,000 students each year.

PPA Outline:

The Madera Police Department has identified three goals to measure the success of the project. Below is a table outlining the three goals and their associated objectives.

PPA 1 - Youth Prevention and Intervention Sports Program	
Objectives	
A	Youth to understand the risks and dangers of cannabis use.
B	Reduce the desire among youth to participate in cannabis activities and shift the desire to healthy activities such as sports activities.
C	Reach 500 youth through City organized sports programs.
PPA 2 - Youth Prevention and Intervention Educational Presentations	
Objectives	
A	Provide students within Madera Unified School District with information regarding the dangers and risks of cannabis use to reduce youth involvement in crimes and cannabis use.
B	By the end of each year during the grant period, reduce cannabis usage among all identified youth age groups by 5%.
C	Reach 10,000 youth through educational presentations at schools and community events.
PPA 3 - Public Health	
Objectives	
A	Reduce the amount of people being arrested for DUI involving cannabis by 10% each year.
B	Post 4 social media posts related to cannabis education each year.
C	Reach 56,000 community members through each social media post.

PPA 1 – Youth Prevention and Intervention Sports Program

This PPA will focus on shifting the focus of our youth from dangerous behaviors surrounding cannabis onto healthy behaviors related to sports. The department will host an annual sports program named MAD-Kids Camp. This camp will introduce students to various types of sports along with education related to topics such as nutrition. Over this three-day program, the department expects to reach approximately 60 youths. During

this camp, youth will be taught the dangers and risks of cannabis use. Educational materials will include visual and verbal intervention.

In addition, youth will also be educated through City led sports programs. The Parks & Recreation Department hosts youth sports all year long. Our officer will attend practices and/or games to present students with the same opportunity given at our summer camp. The department aims to reach 500 youth through this endeavor.

PPA 2 – Youth Prevention and Intervention Educational Presentations

Similar to that of the sports program, educational materials and presentations will be given to middle and high school aged students. Our officer will contact ten schools in the Madera Unified School District along with contacting youth during community events. Formal presentations will be conducted at the middle and high schools while informational booths will be set up at community events. The department aims to reach 10,000 youths during class presentations and community event informational booths.

The objective of PPA 2 is to increase knowledge of cannabis dangers among local youth, reduce crime, and lower the cannabis use rate among local youth by at least ten percent. The evaluation of PPA 2 relies on quantitative data that will ultimately show if we have met our goals and objectives. Qualitative data will be sourced from pre- and post-survey data collected from students and will focus on student's perceived effectiveness of the program. For example, one assessment question will be "Do you think that school presentations like this help youth make more informed decisions on cannabis use?" The survey will also include open-ended questions intended to collect qualitative data on how best the Madera Police Department could conduct outreach to youth, what activities youth would like to see implemented, and how often they would like to be contacted.

PPA 3 – Public Health

The myth that cannabis is not harmful has been pushed, and more and more youth and adults believe this myth. More frequently, vaping nicotine as increased to cannabis in record numbers. As mentioned above, more youth and those under the legal age limit of 21 are vaping. The fact that vaping is easy to conceal and hide from parents and teachers makes this problem very prevalent.

Cannabis products are the most used illegal substance in the U.S. and the numbers are on the rise, with youth, adults, and even pregnant women. Given this increase, the truth about the harms and risks of cannabis use is on the decline, as a large number of the population consider cannabis use as normal given the legal status of the product in many states. The current use of cannabis is stronger than ever.

The following are the points which Madera Police Department will educate the public about:

- Brain health: cannabis can cause permanent IQ loss of as much as 8 points when people start using it at a young age. These IQ points do not come back, even after quitting cannabis.
- Mental health: Studies link cannabis use to depression, anxiety, suicide planning, and psychotic episodes. It is not known, however, if cannabis use is the cause of these conditions.
- Athletic Performance: Research shows that cannabis affects timing, movement, and coordination, which can harm athletic performance.
- Driving: People who drive under the influence of cannabis can experience dangerous effects: slower reactions, lane weaving, decreased coordination, and difficulty reacting to signals and sounds on the road.
- Baby's health and development: cannabis use during pregnancy may cause fetal growth restriction, premature birth, stillbirth, and problems with brain development, resulting in hyperactivity and poor cognitive function. Tetrahydrocannabinol (THC) and other chemicals from cannabis can also be passed from a mother to her baby through breast milk, further impacting a child's healthy development.
- Daily life: Using Cannabis can affect performance and how well people do in life. Research shows that people who use marijuana are more likely to have relationship problems, worse educational outcomes, lower career achievement, and reduced life satisfaction.

Educational opportunities will be given through informational booths at community events and social media posts. The department has a large following on its Facebook and Instagram accounts that will assist in pushing the bullet pointed information out to the larger Madera community. The department plans to post one educational post each quarter for a total of four times a year. The goal is to reach 56,000 community members through our social media channels.

The Grant Officer will also monitor comments and interaction on the Social Media posts. These tools will allow the Grant Officer and Department to make a reasonable assumption that the public has been offered education tools and information that will allow them to make a well-informed decision on whether they still choose to use cannabis projects. In addition, the Department will utilize DUI statistics and records that will provide quantifiable data on whether these outreach efforts have had an impact in reducing these DUI statistics, which of course is the goal of this program. This PPA will utilize qualitative data; no pre-and post-assessments will be utilized for this PPA; therefore, no qualitative data is anticipated. All qualitative and quantitative data will be assessed by the Grant Officer and an Evaluation Committee on a regular basis. At

quarterly meetings, the committee will review up-to-date quantitative data as they relate to the project's objectives and discuss progress on objective completion. The Grant Officer and committee will also review qualitative data as results from pre- and post-assessments and open-ended questions. This data will be used to guide programmatic changes that will improve the project's ability to meet its objectives. Participant success is defined through two measures: pre- and post-assessments (qualitative and quantitative data) of youth and resulting qualitative data sourced from Madera Police Department statistics of anticipated crime reduction. Using baseline data from 2021-2022, when no interventions or treatments were in place to combat illegal cannabis usage and educate on legal cannabis usage, any improvements in data over the baseline for the 5-year duration of this BSCC grant.

Process Evaluation Method and Design:

The Department will measure the outcome through a correlational research design using student pre- and post-assessment survey data, sign-in sheets (used at community events where participation is not mandatory) police department stats, and cannabis education records and participant sign in sheets. This formative assessment will guide programmatic changes throughout the project period. Gathering data to track the progress of this project will be through a mix of qualitative and quantitative data. The main assessment tool will be pre and post evaluations shared with the youth during their journey of cannabis education. Through this data, staff will be able to tailor subject material to the level of each youth group age. In addition, it will give staff vital information regarding the knowledge level of each youth participant. The qualitative data will be gathered through verbal and written answers to various questions. Quantitative data will be gathered based on yes and no questions. These assessments will be provided to students in the classroom during school site visits, youth participating in sports camps, and youth contacted during community events. This is the best way to measure whether the department has met its identified goals.

Data will be collected during every interaction our officers have with our youth surrounding cannabis education. Whether it is during a school sit visit or at a community event, we will ask the youth participants to complete and pre and post assessment. The department will be utilizing staff time and educational resources to design the pre and post evaluations. These will be disseminated in person on paper or in PDF form through email. Staff time will also be dedicated to gathering, interpreting, and keeping track of the answers provided by each youth participant. Excel will be utilized to keep track of all interpreted data. Funding from the Prop 64 grant will cover the cost of staff time to gather, interpret, and keep track of the data provided to us.

We will perform various activities to connect with the community to provide cannabis education. Through these activities we will utilize various resources to make our program successful. Regarding school site presentations, we will ask for access to attendance sheets from each class or group our officers provided educational material to. This will provide us with a head count along with a way to cross-reference the amount of pre and

post evaluations we receive. If we received less than the number of youths on the attendance sheet, that provides our staff with an outlet to reach out in an effort to receive the completed evaluation. This data will be collected at each of the ten schools, three times a year. The Police Department will organize and run a three-day youth sports camp during which youth will receive one hour of cannabis related education. We will utilize our camp application sheet to keep track of how many youths were reached, but to also ensure we receive all pre and post evaluations before the end of the camp. This data will be collected once a year over a three-day period. We also intend to reach community members through quarterly Facebook posts. Facebook is a crucial tool for our department to connect with our constituent base as we have 56,000 followers in a community of about 68,000 residents. We expect to reach these 56,000 people through educational posts on Facebook each quarter of each year. We intend to keep track of engagement with the post whether it arrives through likes, comments, shares, or direct messages. Visual records will be maintained by staff to keep track of engagement to ensure our posts are relevant and assisting in achieving our goal of reducing DUI incidents involving cannabis. This data will be collected four times per year during the duration of the grant period.

Below is an outline of the inputs, outputs, activities, outcomes, and impacts the department expects from the implementation of the project.

Project Logic Model:

