



2009-2010 Overview

Statistics for 2009-2010:

	Admitted clients	Non-admitted service clients	Discharged clients	Active clients	One-on-one sessions	No Show Client Sessions	Family sessions	Group sessions	Aftercare sessions	Indirect service sessions	Community Consultation sessions
1st Quarter	24	15	20	196	195	51	15	28	9	56	1
2nd Quarter	27	8	27	107	139	25	14	27	8	44	11
3rd Quarter	37	17	20	121	187	42	11	29	9	86	28
4th Quarter	46	17	33	144	241	59	24	26	18	76	48
Total	134	57	100	N/A	762	177	64	110	44	262	88

Areas of Significant Achievement

Efforts this year were strongly influenced by a focus on improving the alignment of IMPACT's programs with evidence-based best practices, including Motivational Interviewing, harm reduction approaches, sustained and interactive group programs, rapport and relationship-building through recreational activities, assessing for and addressing concurrent disorders, and reducing social stigma through encouraging public discussion and education.

Marketing

IMPACT adopted a comprehensive branding scheme, which was reflected in all materials this year, including new brochures (in English and Punjabi), the new website, PowerPoint slides, letterhead, posters and notices around the building. The scheme consists of Impact's longstanding graffiti logo, a new silhouette of several youth, and a deeply saturated "rainbow" of colours.

A rework of the www.impactabby.com website was completed in November 2009. The goal of the overhaul was to provide more relevant information to visitors of the site and also to meet Search

Engine Optimization goals to drive more relevant traffic to the site, which had been practically invisible to search engines in its previous incarnation.

From November 9, 2009 to June 15, 2010, the site has received 985 visits (+155.65% of the benchmark for substance abuse sites of a similar size). Visitors have visited an average of 5.06 pages per visit (+150.32% of the benchmark) and spent an average of 3:18 minutes on the site during each visit (+380.59%). Pages on the site have been viewed a total of 5,004 times (+484.58%). The top 4 pages viewed were the home page (1228 views), the contact page (403), the services page (316), and the about us page (246). Google search sent 661 visits to our website using 295 different search terms. 68% of Google visitors viewed more than one page of the site, indicating that visitors are finding material that is relevant to their searches.

Impact was mentioned in 3 newspaper articles, including one about drug use by youth under 12 in April 2010, one about the AMHAAC forum in May 2010, and one about our Annual General Meeting in June 2010. The website saw significant spikes in traffic at these times.

IMPACT staff was represented in 88 Community Consultation Sessions, indicating growing involvement at the community level, including significant service integration and involvement in community policy advisory groups. Along with orienting school administrators to our services, especially the New Direction program, we also presented to service clubs and other agencies, including to the entire intake team of Fraser Valley Aboriginal Children and Family Services Society - Xyolhemeylh West Region/Clearbrook.

Intervention

Soon after the last Annual General Meeting, Impact staff began a major review of literature on prevention and early intervention evidence-based practices, also incorporating recommendations from Fraser Health's recently-completed Prevention Scan. In response to this review, the staff has completely reworked its flagship secondary school diversion "New Direction" program curriculum and delivery model. The curriculum rework process, as well as the resulting pilot program that began at Abbotsford Collegiate in September 2009, and at the new Bakerview Learning Centre in December 2009 were funded in part by a \$10,000 grant awarded by the Telus Vancouver Community Board.

By February 2010 the program was sufficiently stabilized, participant feedback and evaluations were consistently positive, helpful feedback was gathered from other professionals - including at Fraser Health, and Impact staff felt confident enough about the program in order to offer it to all schools in Abbotsford. Counsellor Laurie Schulz was invited to present the program to the alternate-to-suspension committee for the Abbotsford School District, who then passed on logistical information to all secondary school administrators. The initially 3-day and now 2-day program with a subsequent school staff ally meeting, and two follow up contacts at 2 weeks and 6 months has been offered 15 times with participation of from 2 to 8 mostly school-mandated students per iteration, for a total of 57 participants.

Participants are asked to fill out a 13-question evaluation form at the end of the program. Eleven questions are designed to gauge success at meeting the program's objectives, and two questions seek feedback on participants' experiences with school staff and school policies around their suspensions.

Responses range from minus-2 (disagree strongly) to plus-2 (agree strongly). The average response on all questions has been positive, indicating that program objectives are being met across the board.

Evaluation Statement	Average
I felt valued and supported by IMPACT staff during the program.	1.526315789
The content of the program related to my life and my current situation.	0.649122807
The program helped me consider changes I could try to make in my life to avoid another suspension.	1.157894737
The program helped me to think about the role that alcohol and other drugs are playing in my life.	0.877192982
The program helped me to consider the ways that drug use could be or become a problem.	1.122807018
The program helped me to consider what is important to me.	1.070175439
If I needed additional support dealing with my drug use, I would be comfortable speaking with an IMPACT counsellor.	1.280701754
During the program, I learned something important that I didn't know before.	1.157894737
During the program, I had the chance to think about something important in a way I hadn't thought about it before.	0.892857143
I still have some questions about drugs and/or drug use that haven't been answered. (scores inverted)	0.839285714
The program was a waste of my time. (scores inverted)	0.928571429
The school had a good reason for making me attend this program.	0.210526316
I was treated with respect by school staff (administrators, teachers and other staff) during the process of my suspension.	1.01754386

Recognizing that positive participant evaluations could not provide the full picture of areas where the program is successful or in need of improvement, IMPACT staff developed other “indicators of success” for the program and were glad to see that progress was already being made in many of these areas:

For Clients

- Evaluations with positive results (above “neutral”) – ideally an upward trend.
- Continued involvement with Impact counsellors/programs.

- Quality of relationships with counsellors improves and deepens.
- Take on leadership/mentorship roles with peers.
- Feel more valued and respected by school staff.

For Schools

- Once students are connected with Impact, schools have less involvement with students on drug-related issues – ideally less involvement on all issues of concern.
- School staff has a growing awareness of what is going on in the lives of their students.
- School staff feels more confident about interactions with students, especially around drug-related issues.
- School staff has a growing understanding of evidence-based best practices for problematic drug use prevention and treatment and how to implement and continually grow in their use of these practices.
- School staff feels interactions with students are significant and worth it.

For Impact Counsellors/Programs

- Increasing New Direction-based open files.
- New Direction clients have defined and discussed their goals (treatment plan) with Impact counsellor – and ideally supportive school staff, friends, family and other supports.
- New Direction clients meet their defined goals and files are closed.
- Counsellors have growing satisfaction that program has meaning and purpose.
- New Direction client attendance levels in Impact activities and groups grow.

For the Community

- The community supports and makes real a true alternative-to-suspension program, rather than an addendum.
- Adequate and on-going specific funding for the New Direction program.
- New Direction program generates media attention.
- Program is adopted in other communities/as a model for health authority.

Prevention

Based on the review of literature conducted for the New Direction program, IMPACT staff also significantly reworked the content and delivery models for prevention presentations to middle and high school classes, of which there were over 20 this year. This rework is still evolving and, while there is a strong feeling among staff that this work and its results are heading in the right direction, evaluation criteria and methods still need to be developed.

Several multi-session prevention groups were also run this year, in which many valuable lessons were learned about inclusion guidelines, group dynamics and curriculum.

Professional Development

IMPACT Staff attended nearly 20 conferences or training programs this past year, including each staff member attending Fraser Health's 5-day Core Addictions Practice program. There were several training

opportunities for Motivational Interviewing, including a workshop by MRTC Clinical Specialist Mark Goheen held at IMPACT, where some of our board and community partners were invited to join in. There were conferences on Concurrent Disorders, Psychosis, Communities of Practice, Gangs, Crime Prevention, Self-Harm, Mindfulness, Threat Assessment, etc.

Direction

IMPACT held a “Staff Reflection Day” in March 2010, with Board involvement. This gave the staff an opportunity to look at the bigger picture, including the opportunity to reflect on the “PATH” exercise undertaken in May 2009, noting progress toward the goals, as well as changed priorities. The team also devised a new Mission and Vision to suggest to the Board, which was later adopted.

Mission: To work at the community level to identify and fill gaps in the well-being of all youth, with an emphasis on advocating for and working with substance-involved and substance-affected youth.

Vision: A community where all youth are healthy, safe, engaged, have meaningful opportunities, and feel like they belong.

Areas that need to be Improved or Enhanced

The coming year will likely see a continuation of funding cuts which came into effect in January. However, this comes at a time when efforts to raise IMPACT’s profile in the community are seeing results. Therefore, all of our staff have full caseloads and a high premium is being put on retaining quality of services while demand for quantity of service grows. Therefore, the emphasis on developing and testing group programming that was begun over the last year continues – so that more services can be provided to more people without more resources.

Another option is to try to increase capacity – through fundraising to hire additional staff and/or through capacity building at the community level.

Marketing

While IMPACT has been in the community for 22 years, knowledge of the program, as evidenced at some public forums where participants wondered aloud where they could find help, is still not nearly universal.

IMPACT has been one of the key players at the table for the development of an Abbotsford Youth Health Centre that targets the general population of youth in the area. It is hoped that this Centre will become operational in the coming year (possibly at IMPACT) and that this will help to introduce IMPACT to more youth, allowing for more early assessments and interventions for drug-related issues and risks. Prior to this, some way of evaluating the Centre’s effect on IMPACT’s public profile and ability to connect with more youth should be established.

The website should continue to be updated and revised and web traffic evaluated for emerging trends based on any site revisions. Also, while there have been many web-based inquiries, these have not been tracked in the last year

Intervention

Methods for evaluating success of the New Direction program should be continued and expanded upon to try to measure all the areas that were outlined in the “indicators” of success outline above.

Other methods of evaluation could also be considered, such as evaluation forms for one-on-one sessions or reviewing “Life Areas Checklist” results for any trends or information that might be helpful to practices. Treatment plan creation and adherence trends could also be tracked as a possible measure of success. Assessment tools, such as the GAIN, which could be utilized multiple times during the course of treatment could also be used to gauge progress.

Prevention

Evaluation criteria and methods should be developed for all prevention programs.

There is often a “mad rush” of prevention requests at different times throughout the school year. This sometimes results in presentations being shoehorned into schedules without necessarily much opportunity to think about what the most effective approach might be. IMPACT might want to consider “pushing” prevention programs to the schools, rather than being “pulled” in. That way, IMPACT might have more time to consider evidence-based best practices when doing prevention programming, which would allow evaluations of prevention programs to be more valuable, as the programs would likely have better defined objectives.

A focus on making prevention programs more interactive and more sustained could be considered for the coming year – tying in with what the evidence says. Additionally, trying to somehow affect public discourse on youth drug use so that there appears to be a prevailing wind toward harm reduction might be useful.

Professional Development

It was observed over the last year that many conferences and professional development programs ended up boiling down to the same risk and protective factors, so they started to seem relatively redundant. Perhaps IMPACT could help to arrange or help to influence the PD offerings in Fraser East to make them less duplicative and more immediately applicable.

Direction

IMPACT should continue to “marinate” in its new mission and vision, trying to assure that all activities maintain fidelity to the statements. Should activities drift from the statements, a review of the statements should be conducted to make sure they still represent the direction and priorities of IMPACT.