

Directions

A newsletter for those inspired by Compass Mark

www.compassmark.org | 717-299-2831 | info@compassmark.org

Fall 2018

Charting the Course A Vision for Prevention and a Strong Community

As many Compass Mark supporters are aware, the past several years have been marked by significant change within the organization and the broader community. The addiction crisis is stretching the capacity of school districts, government agencies, social service providers and communities — and also reinforcing the importance of long-term, proven strategies to prevent this chronic disease. These external realities, combined with a new vision from leadership and staff, led Compass Mark to embark on a comprehensive strategic planning process in late 2017. The objective was to reevaluate Compass Mark's mission and services, and identify key priorities that will position the organization for continued success in the future.

A Vision for the Future

The process began with a board and staff survey to identify potential areas of growth and improvement. After examining this feedback, Compass Mark and a consultant from North Group organized three focus group sessions that were held between January and March of 2018. Ten to fifteen participants, ranging from board members and staff to community partners, provided input on Compass Mark's identity and strengths as an organization, areas of needed growth and opportunities for the future. Board members and staff then worked with North Group to review the data from stakeholders and



The Compass Mark team

formulate the strategic plan.

Among many themes that emerged from this process was an affirmation of Compass Mark's core commitment to prevention, as well as a clear vision to guide individuals toward improved health and resilience. This resulted in the following new mission and vision statements:

- **Mission:** Compass Mark's mission is to prevent addiction through education, skill-building and community mobilization.
- **Vision:** To guide and empower all people toward healthy, fulfilling lives free from addiction.

After refining Compass Mark's mission and vision, the Board of Directors adopted five strategic initiatives designed to guide the organization's work over the next three years. These priorities are the following:

1. Strengthen Compass Mark's positioning as the primary addiction prevention organization in the region.

This will involve raising awareness of programs and educating key stakeholders about new initiatives to reach more individuals in the community.

Continued on next page

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SENIOR PROBATION OFFICER, COUNTY
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SCHOOL DISTRICT

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BRANCH MANAGER, NORTHWEST
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EXECUTIVE VICE PRESIDENT,
LANCASTER BIBLE COLLEGE

Charting the Course... *Continued from last page*

2. Increase organizational capacity to respond to changing demands for prevention services.

By improving technology use and
internal office processes, as well
as diversifying revenue sources,
Compass Mark will be better
able to meet the needs of the
community.

3. Increase services for individuals at highest risk for addiction across all programming.

By identifying specific high-risk
populations in Lancaster
and Lebanon Counties and
developing programs tailored
to their situations, Compass
Mark will be able to better target
prevention services to individuals
with greatest need.

4. Enhance the effectiveness and sustainability of grassroots prevention coalitions in the community.

Promoting networking among
coalitions and offering training
opportunities will mobilize these
groups to more effectively serve
their communities.

5. Utilize data to inform organizational decision-making and ensure that every program has measurable and effective outcomes.

Improving data collection and
evaluation processes will help
Compass Mark adjust programs
in response to rapidly changing
needs.

A Long-Term Commitment to the Community

Effective prevention must include a consistent message delivered over time. In a similar manner to the way healthcare workers encourage a healthy diet and exercise to decrease heart disease and diabetes, prevention specialists teach children and adults how to be resilient and cope with life's stresses without turning to alcohol, tobacco, other drugs and gambling. While the needs of the community change and programs must constantly adapt, this strategic planning process clearly affirmed Compass Mark's core commitment to the community: to guide and empower all people toward healthy, fulfilling lives free from addiction. Thank you to the many Compass Mark board, staff and community members who contributed their time and perspective to this important process.

Addiction Resources Now Available via Streaming

Compass Mark's lending library is now offering free streaming options for people who live and work in Lancaster County. The titles are available to stream any time from any device.

The lending library offers resources for addiction counselors, parents, educators, faith-based organizations and others interested in promoting healthy behaviors. Compass Mark's library covers a wide variety of topics and even includes titles in Spanish. In addition to streaming options, the library is well-stocked with DVDs,

which can be picked up at Compass Mark's Lancaster office.

Borrowing limits are three streams or 10 DVDs at one time. You can request materials online, call or stop in. A list of available titles can be viewed in our lending library directory (compassmark.org/lending-library/). If there are other topics or resources that you are interested in, please call us at 717-299-2831 or email Amy Sechrist (asechrist@compassmark.org) for assistance.

Community Prevention Mobilizer Empowers Coalitions

Teaming Up to Tackle Addiction in Lancaster County

Over the past several years, many coalition groups have come together throughout Lancaster County seeking to strengthen their local community and address problems related to drug and alcohol use. As grassroots movements, these coalitions often lack access to funding, resources or other support systems necessary to long-term success. They are frequently driven by the energy and vision of a core group of dedicated community volunteers.

In 2015, Compass Mark and the Lancaster County Drug and Alcohol Commission noted a significant increase in the number of local groups forming in response to the opiate epidemic. Together, they began to develop a new initiative to empower these groups toward greater impact and long-term sustainability.

Compass Mark Leads the Way

With funding from the Lancaster County Drug and Alcohol Commission, Compass Mark created the Community Prevention Mobilizer position in 2016 to provide these coalition groups with on-the-ground expertise and technical assistance. Since Christine Glover took the position in July of 2017, the number of groups receiving technical assistance

has grown to nearly 20 coalitions.

Glover explains that the creation of her position has helped coalitions make their efforts more effective. “As these groups are primarily led by volunteers, creating one position and developing a local expert helps to elevate the work of all of the groups in a cost-effective, sustainable way,” she says.

“Since Christine Glover took the position in July of 2017, the number of groups receiving technical assistance has grown to nearly 20 coalitions.”

Building Better Coalitions

While Glover educates groups about prevention science and shares strategies they can implement within their communities, she also seeks to educate and empower the leadership of the groups in order to build more effective coalitions.

“This includes coaching through best practices around coalition structure and processes as well as collaborating with other groups and human services organizations throughout Lancaster County,” she says. “I began implementing quarterly training opportunities starting in October, which primarily focus on

the science of forming and sustaining a healthy coalition.”

The training sessions will teach leaders how to recruit and retain coalition members, and future trainings will include prevention topics, such as the Social Development Strategy (the idea that fostering strong bonds between young people and their families, schools

and communities will motivate them to adopt healthy behaviors).

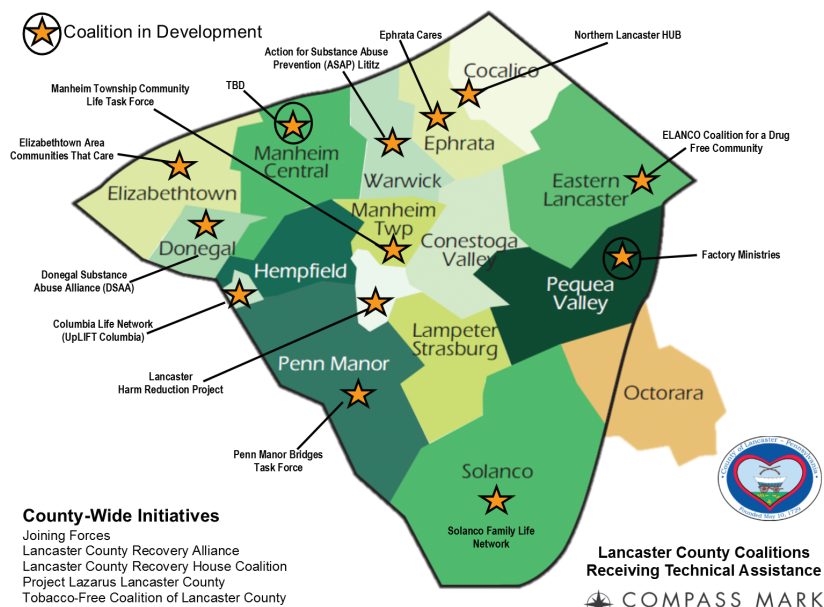
Glover has also introduced a coalition assessment to help leaders gather feedback from their membership about their mission, leadership, structure, communication, processes, sustainability and more. This assessment has proved invaluable for coalitions seeking to make a lasting impact on their communities.

“It has allowed these groups to implement some additional structure and processes that will help to secure funding; identify the next generation of leadership; and build a healthier, more sustainable and impactful coalition,” says Glover.

It's a Team Effort

Glover recognizes the importance of equipping coalitions with both proven prevention science concepts *and* feedback from other local groups seeing success. That's why she encourages leaders to collaborate with other coalitions and learn what's working in other communities that they can implement.

In addition to trainings, Glover is also available for one-on-one coaching or small group sessions to address a particular area of growth, discuss an upcoming program or activity or to foster collaboration with another group or agency. If you have questions about what Compass Mark can do for your coalition or community group, please email her at cglover@compassmark.org.



Learning to Lead

Leaders of Future Generations Program: Growing Tomorrow's Leaders Today

Thanks to the many generous donors who support Compass Mark's mission to prevent addiction, Compass Mark is planning a new initiative that will make a big difference at three local schools.

Compass Mark recently combined the Future Generations after-school program and the Leadership Institute to form the **Leaders of Future Generations** program, a blended school- and community-based program for youth who exhibit leadership potential. The program aims to reduce a student's risk factors and increase their resiliency by developing individual leadership skills and group identity and providing opportunities for service learning in their school and community.

Teaching Students to Use Leadership for Good

This school year, Compass Mark will offer the Leaders of Future Generations program at Landis Run Intermediate School, Lincoln Middle School and Reynolds Middle School. Each school is working to identify students who will benefit from program. Typically, students who show leadership potential, but use their influence in negative ways are a great fit.

The Leaders of Future Generations program combines elements of both existing programs, with students who have participated in previous years now serving as mentors to the new students. The successful KidsKamp and other summer program components will also continue, along with updated activities focused around leadership development, goal setting, communication, time management, decision making and more.

Changing Students' Lives and Their Schools

"The mission of our program is to empower youth to become strong leaders within their schools and communities through skill building, mentorship and service learning," said Youth Leadership Advocate Anne Schober. "Because of this, we are helping youth to become the best versions of themselves and, in return,



Youth from our Future Generations program are making the most of their summers at our day camp

they're helping their peers and school communities do the same."

The program is particularly effective for students during the formative middle school years. For some, this program is their chance to make a difference and find out what they're really capable of.

"When students are posed with the question, 'If you could change or fix one thing in your school or community, what would it be and why?' their imaginations and thoughts take over and the outcomes are always amazing," said Schober.

"This is a unique opportunity for students," added Richard Khuu, fellow Youth Leadership Advocate and previous coordinator of Future Generations. "The students have a chance to improve their community, their school and, most importantly, themselves. They get to address something they're passionate about, come up with a project all their own and 'show off' their final product. The project belongs to them — we are just there as guides."

What Students Say about Leaders of Future Generations

Through their work last year with Future

Generations and the Leadership Institute, Schober and Khuu have seen students grow tremendously. They witness shy students become outspoken and confident, tough kids become more caring, popular students extend their friendship circles and children with low self-esteem develop self-confidence. As these students become leaders, their schools and communities benefit.

But the direct feedback from students says it all. "I think this program actually turned my life around," said one student from Landis Run Intermediate School.

"It really makes me feel like we are actually doing good and we can make the world a better place," said another.

Though Compass Mark is only serving students at three local schools right now, Schober and Khuu look forward to expanding their program.

Compass Mark is sincerely grateful to all our donors who've made this program expansion possible. Stay tuned throughout the year for updates on how your support is making an impact on these young leaders in our community!

Thank you Donors!

Fiscal Year 2017 – 2018

Adams, Christine	Denver Beer Distributor	Hollis, Aaron & Alison	Miller, Palma K	Margaret
Adsitt, Russell & Linda	DeWitt, Emery & Mary Ellen	Holran, Bruce & Barbara	Miller, Shawn	Shaheen, Shirley
Allen, Brendan & Bevan	DonationXChange	Holy Trinity Lutheran Church	Millers Mutual	Sheaffer, Connie & Timothy
Alpha Dog Advertising	Donegal Insurance Group	Horning, Robert & Kimberly	Molnar-Main, Stacie	Sherbahn, Edward & Martin, Kelly
AmazonSmile Foundation	Donegal Mutual Insurance Company	Hostetter, Robert	Moore, Stephen	Sherbahn, James
Ament, David & Nadena	Draude, Theodore & Patrice	Hummer, Kathy	Morgan, Milton & Doreen	Sherbahn, R. Richard
AmWINS	Eannone, Gene	James, Marieke	Morgan Stanley	Smeltz, Kenneth & Janet
AmWINS Brokerage of New England	Eastern Alliance Insurance Group	Janney Montgomery Scott, LLC	Morrow, Todd	Smith, Michael & MaryAnn
Anonymous	Ellenberg, Donna	Johnston, Dawn	Moseman, Rodney	Snook, Craig & Lynda
Apple, Debra	Elliot, Deanna L.	Jury, Lewis & Jacquie	Mullins, Nina	Sollenberger, Suzanne
Arconic Foundation	Engleside Products, Inc.	Kalasky, Gee	Murray Insurance Associates, Inc.	Sonon, Matthew
Armstrong Foundation	Everence Association, Inc.	Kapushy, Stacey	Murray Securus	Spencer, Phyllis
Ascosi, Andrew & Mindy	Ezard, Arthur & Phyllis	Karb, John & Lori	Newkirk, Jonathan & Amy	Speros, Spencer
Backels, John	Festoon	Karb, Richard	Nice, David & Lilia	Steffy, Mary
Beittel, Marilyn	Finefrock-Creed, Kelly	Keener, Brenda	Nicoletti, Michael & Karin	Stein, Marilyn
Bell, Anna	Fliszar, John & Sarah	Keener, John W.	Nissley, Judith	Sterenfeld, Elliot
Bender, David	Frey, Carol	Kennedy, Steve & Anna	Nunez, Leslie	Stetter, Paul & Deborah
Benninger, Donald & Murphy, Mary Jo	Fritz, Sarah	Kennel, Elizabeth & Eric	Ober, Dale	Stone, Annette & Bradley
Berger, Linda	Fulton Bank	King, David	Ohrel, Debra	Strickler, Roberta
Bigler, Thomas & Beth	Gareis, John	King, Jeffrey	Olin, Stephen	Subacz, Joe
Blakinger Byler & Thomas PC	Gehr, Helen	Kmieczech, Keith	Overly, Patricia	Summy, Scott & Lynda
Bomberger, R. Michael	Geiser, Philip & Rebecca	Kornhauser, Carol & Barry	Pain Specialists of Lancaster	Terrell, Jordan
Booker, Wendy	Gilllin, Denise	Krissinger, Robert & Ann	Parmer, Stephen & Delene	The Standard
Bossert, Lee	Glazier, Mary	Lancaster County Association of Realtors	Paul Davis Restoration, Inc.	Thyrum, Elizabeth
Bradley, Kevin & Suzanne	Good, Jodi	Lancaster County Community Foundation	Paypal	Totaro, Donald & Melanie
Bradley, Nancy & Jeffrey	Graham, Rebecca	Lancaster County Drug & Alcohol Commission	Penn National Insurance Company	Treier, Jack
Brenneman, Michele	Graybill, H. Reid & Inda	Lancaster County Prison	Pyne, Dana	Trout, Amanda
BrickStreet Mutual Insurance Company	Great American Insurance Companies	Lancaster County General Penn Medicine	Ralph, Ken & Judi	Trout, Craig
Brightbill, Robert & Judy	Griest, Dennis	Lancaster Osteopathic Health Foundation	Ramirez, Phyllis	TRUIST
Brosbe, Robert & Donna	Groff, Robert & Linda	Lebanon County Commission on Drug & Alcohol Abuse	Raub, Sarah	Truxal, Jay & Carol
Brown, Margaret	Groff, Wayne	Leon, Robert	RBC Wealth Management	Tucker, Kay
Brubaker, John & Elaine	Grossman, Gary & Linda	Lever, Patrick	Rice, Charles & Cynthia	Unitarian Universalist Church of Lanc
Bryer, C. John	Gschwend, Dorothy	Lisi, Margie & Joseph	Rice, Samuel & Linda	United Way of Greater Lehigh Valley, Inc.
Bryner, Jeffrey & Patricia	Gunterberg Charitable Fndn	Longenecker, William	Riley, Stephen & Sheri	United Way of Lancaster County
Bumsted, Rebecca	Hall, James	Luek, Susan	RKL LLP	Vafias, Auria
Burlingame, Susan	Hall, Kenneth & Nikol	Lupis, Maria	Roach, Nathan & Jill	Weaver, Christopher
Burnham Holdings	Hamp, William & B.J.	Mackley, Angela	Robertson, John & Virginia	Weaver, Ellen
Burnley, Michael & Carol	Hartman, Marion	Marenick, Amy	Rohm, Marian	Weicksel, Charles S.
Byerland Mennonite Church	Hartman, Richard & Barbara	Massa, Philip	Roland, James & Sandra	Weis Markets, Inc.
Byler Family Charitable Lead Trust	Hatch, John & Louise	May, Barbara	Roscoe, Robert & Thelma	Wells Fargo Advisors
Byrnes, Janice	Heberling, Thomas & Kay	McMullin, James	Santalo, Flor	Williams, Teresa
Campbell, Dr. Carole Ann	Heiserman, Barry & Carol	McNamara, Stephen & Mary	Schmidt, Julie	Wilson, James & Kathleen
Cancel, Maristaly	Henry, Marlin & Arlene	Meck, Gerald	Schwanger, Michael & Marcia	Wimer, Jeffrey & Karen
Cence, Mary	Hershey, Alisa	Merck Foundation	Seidel, Robert	Winter-McGarry, Beth
Cherkin, Alan H.	Hershey, Kristen	Merrill Lynch	Seldomridge, Gary & Christina	Wirth, Joan & Harry
Chubb Insurance	Hershey, Matthew	Metzler, Christopher	Sertoma Club of Lancaster	Yeager, Sandra
Conway, Ed & Ann	Hershey, Robert B	Mid Penn Bank	Seyler, Jeanne	Yingling, Barbara & Thomas
County of Lancaster	Herzog, Ronald		Shaffer, Kenneth &	Yoder, Cornelia
Cox, Monica	Hess, Gloria			Yohn, Jack
Crisp, John				Zettlemoyer, Mark
Crocker, Daniel & Laura				

Number of People Impacted by Program

Fiscal Year 2017 - 2018

Staff List

Eric Kennel

EXECUTIVE DIRECTOR

Bevan Allen

DIRECTOR OF OPERATIONS

Phyllis Spencer

DIRECTOR OF
ADMINISTRATION

Christine Glover

COMMUNITY PREVENTION
MOBILIZER

Rich Karb

PREVENTION SPECIALIST

Richard Khuu

YOUTH LEADERSHIP
ADVOCATE

Deborah McCoy

SAP PROGRAM
COORDINATOR

Joshua Mountz

LEBANON COUNTY
PREVENTION SPECIALIST

Anne Schober

YOUTH LEADERSHIP
ADVOCATE

Amy Sechrist

CERTIFIED PREVENTION
SPECIALIST

Jennifer Strassenburgh

FAMILY SERVICES ADVOCATE

Michelle Sweitzer

LEBANON COUNTY
PREVENTION COORDINATOR

Matt Weaver

PREVENTION PROGRAM
COORDINATOR

Desiree Weber

DATA SUPPORT SPECIALIST

Christine Weidner

PREVENTION SPECIALIST

PROGRAM NAME

LANCASTER

LEBANON

Addiction Resource Center

Information and Referral

466

Publication Clearinghouse

63,210

3,560

Community Education

136,346

6,589

TOTAL

200,022

10,149

School-Based Prevention

LionsQuest

898

2,012

Project Toward No Drug Abuse

64

132

Support for Students Exposed to Trauma

8

We Know BETter

427

644

Leadership Institute

56

139

TOTAL

1,453

2,927

Community-Based Prevention

Student Skills for Life

266

142

Future Generations Youth Leadership

109

Family Services Advocate

211

Community Events and Provider Training

482

Prevention Mobilization / TA / Collaboration

2,428

1,316

TOTAL

3,496

1,458

Student Assistance Program (SAP)

SAP Trainings

103

23

SAP Maintenances

669

42

TOTAL

772

65

GRAND TOTAL

205,743

14,599

Duplication may exist if individuals received more than one service

Financial Summary:

July 1, 2017 – June 30, 2018

Revenue by Source

Contracts & Grants 1,097,388

Contributions 142,970

Program Service Fees 67,015

Investments 17,782

TOTAL REVENUE \$1,325,155

Expense by Program

Information Center 355,362

Gambling Prevention / SAP 254,863

School-Based Prevention 233,702

Future Generations 168,801

Student Skills for Life 75,973

Family Services Advocate 60,642

Fundraising and Other 33,869

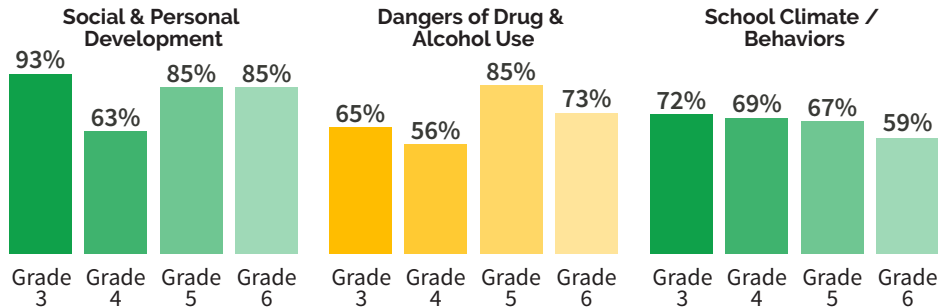
TOTAL EXPENSE \$1,183,212

**Audited financial statements and IRS Form 990 are available upon request.*

Selected Outcomes by Program

Fiscal Year 2017 - 2018

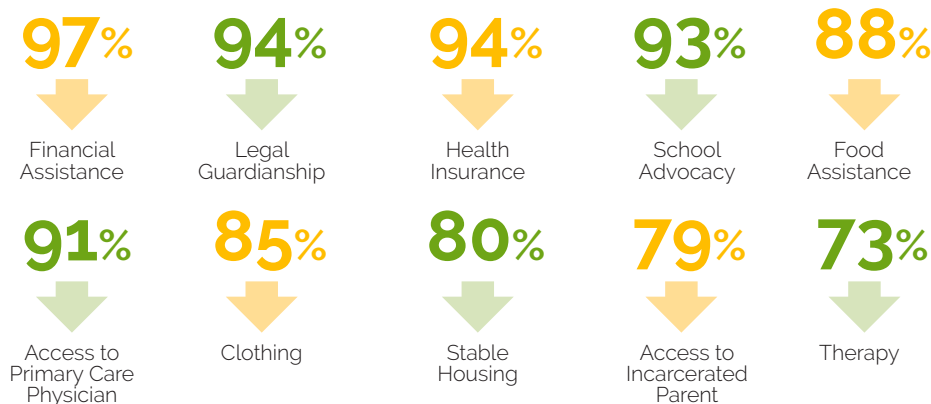
LionsQuest: Percent of students demonstrating an increase in skills and attitudes related to



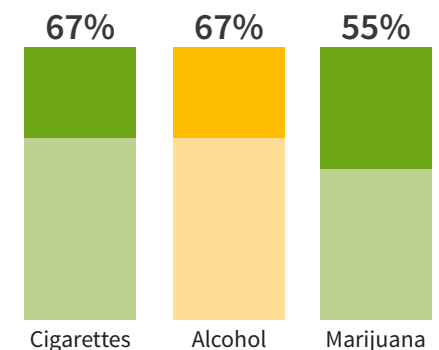
Student Skills for Life: Percent of participants



Family Services Advocate: Children of Incarcerated Parents. Percentage decrease in reported need for assistance after 90 days in the program



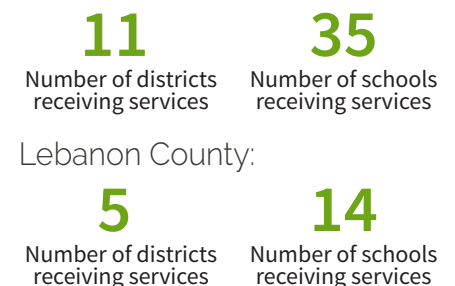
Project Toward No Drug Abuse (PTND): Percentage of students reporting no increase or decreased intention to use



Student Assistance Program (SAP): Percentage of participants reporting "Above Average" or "Excellent" on training evaluations



All Compass Mark School-Based Programs
Lancaster County:



Funding support for Compass Mark is provided in part by the Lancaster County Drug & Alcohol Commission and the Lebanon County Commission on Drug & Alcohol Abuse, along with many generous donors throughout our community. Thank you for your partnership!

School-Based Prevention Programs Make a Difference Young People are Making Healthier Choices

Results from the Pennsylvania Youth Survey (PAYS) indicate that substance abuse has declined steadily among teenagers in Lancaster and Lebanon Counties over the past 12 years. The PAYS is a state-wide, biennial survey of 6th, 8th, 10th and 12th graders that collects information about their attitudes and behaviors toward alcohol, tobacco and other drugs.

Prevention by the Numbers

Data from the 2017 PAYS shows that the percentage of 10th graders who report using alcohol or cigarettes at least once in their lifetime is at its lowest point in the past 12 years.

In Lancaster County, 43 percent of 10th graders reported using alcohol at least once, well below the state average of 53 percent. Lebanon County was also below the state average at 51 percent. Both counties have made significant progress since 2005, when nearly 80 percent of 10th graders in Lebanon County and 65 percent in Lancaster County reported trying alcohol.

The percentage of 10th graders using tobacco has also decreased. In Lancaster County, 13 percent reported trying cigarettes, down from almost 35 percent in 2005. Lebanon County made similar progress, moving from almost 39 percent in 2005 to 17 percent in 2017. Use of

smokeless tobacco has also decreased in both counties.

The PAYS data additionally shows the percentages of 10th graders who have tried marijuana, heroin, cocaine or inhalants have dropped since 2005 in both counties.

This encouraging trend is due in part to the success of Compass Mark's school-based programs, as well as the efforts of many other partner organizations working in the community. Compass Mark's evidence-based prevention programs help students develop social skills, decision-making skills and coping skills, all of which are important tools to help youth avoid substance use and other unhealthy behaviors.

Responding to the Needs of the Community

However, there is still work to be done. The percentage of high-schoolers using nicotine vaping products—a risky behavior that can lead to nicotine addiction later in life—has grown since 2015 in both counties. And, although alcohol use has decreased steadily among teens, more than half of all teenagers will still try alcohol before they graduate from high school.

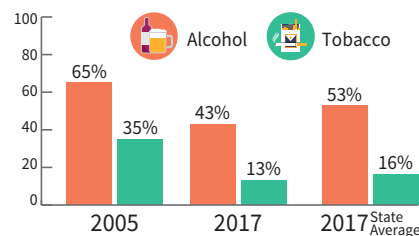
That's why Compass Mark is working persistently to expand its prevention

programs and develop new services that respond to changing community needs. Prevention Specialists at Compass Mark know that effective and comprehensive prevention programs go a long way toward empowering young people to make healthy choices, allowing them to live more fulfilling and productive lives.

To learn more about Compass Mark's school-based prevention programs, visit www.compassmark.org/school-based-programs/.

Lancaster

Percentage of 10th Graders who Reported Misusing a Substance Once in their Lifetime



Lebanon

Percentage of 10th Graders who Reported Misusing a Substance Once in their Lifetime

