

Department of ALCOHOL & DRUG SERVICES

PREVENTION DIVISION

Substance abuse prevention for the Vietnamese Community in 2014

Program description:

- The project was introduced to the Vietnamese community as an innovative project initiated by 2 staff who have worked directly with this community many years in Santa Clara County. It began with live radio talk shows and recordings on substance abuse and parenting skills. These were followed by family workshops on all weekends in the month of May and 2 weekends in June; plus August and September of 2014 and beyond. This is the very first time ever in the Bay Area that live Radio talk shows and recordings about substance abuse & parenting skills, and advertisements of the future family workshops done in Vietnamese from the most popular radio stations in the Bay Area - 1430 AM & 1500 AM for 2 months. (May 3– June30, 2014)

Objectives:

- 1) To provide the information and services on substance abuse to the Vietnamese Community
- 2) To educate the Vietnamese community about substance abuse and parenting skills

Summary of the reports

Date	Number of workshops	Location	Number of participants
5/3/14-6/14/14	7	Public libraries	213
8/2/14-8/30/14	5	Parish	91
8/23/14-9/06/14	3	Residence & YB HS	43
Total	15	Total	3 4 7 unduplicated

Successes:

- As the radio talk shows were progressing the attendance increased with every workshop.
- The awareness on substance abuse information and services made available to the Vietnamese community was being mentioned by participants and telephone calls to the designated staff.
- Translator and volunteers present at the first 7 family workshops.
- In partnership with San Jose Police Department, Faith organization and public libraries to educate the Vietnamese community on substance abuse.
- Good number of volunteers and benefactors responded to help with these events.
- Great evaluation received from participants. (1-5). 96% responses were on # 5.

Department of ALCOHOL & DRUG SERVICES
PREVENTION DIVISION

Substance abuse prevention for the Vietnamese Community in 2014

3. Barriers:

- It was a short life for this program because funding was so limited, and it was one time only. (\$ 7,500). A grant was requested for 5 years with the amount of \$ 75.000. But awarded only \$ 7,500 for two months.
- No funding allowed for water or snacks for participants of these workshops.

4. Impacts? Differences made:

1) From 5/03/2014 to 9/06/2014 Prevention Division trained 347 unduplicated families/ caregivers by 15 family workshops.

2) The total number of talk shows were 40 recordings and 10 live aired by the radio station that was most respected and well like by Vietnamese listeners in the Bay Area.

5. Future plan: We hope to have the program continue with another funding from the County.

6. Evaluation measures used: the evaluation done by participants after each workshop. For the radio talk shows, we know many listeners were mentioned at the family workshops and phone calls.

In summary: in 2014, the innovative project T.E.A.M (Together Everyone Appreciates Me) initiated by 2 Vietnamese staff of the Prevention Division, Department of Alcohol & Drug Services trained 347 unduplicated parents/ caregivers/ families about substance abuse with 15 family workshops.

Submitted by Margarita Tran

Prevention Analyst I

Date: 1/ 12/2014