

Alicia Stromme Tobin

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Submission Date **Oct 8, 2025 3:00 PM**

Employee Name **Alicia Stromme Tobin**

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Phone Number **(509) 969-8683**

Position Title **Executive Director**

Quarter Report **Quarter 3 (July to September '25- DUE by October 14th, 2025)**

Select Contract Submitting Report for:

Opioid Settlement

Contract Number: **SYV-OSF-Prv-PSN-2025**

Confirming that none of the information you share includes client-identifying details. Names, dates of birth, and Social Security numbers are all protected information and should not be submitted to this portal.

Yes, I confirm.

Total Number of Clients (both duplicated/unduplicated number): **4938**

Narrative Summary Detailing Program Success:

In Q2, surveys were disseminated to all students at 7 middle schools. Beginning in Q3, the evaluator cleaned and sorted the data and created written reports for each of the seven schools. Using the data in the reports, the grantee worked with a graphic design company to create a few "themes" for the positive social norms (PSN) campaign. Grantee then met with youth advisory councils from all seven schools to select the top two themes they believe will resonate with their peers and provide additional input on design. Grantee also presented the PSN campaign to all faculty of all seven schools. Grantee then provided the graphic designer with all of the custom data and logos for each of the seven schools to make final campaign materials. The

materials are with the printer and grantee expects to disseminate the materials in October.

Encountered Barriers:

Some of the barriers we encountered in Q3 include communication with schools. The schools all have limited bandwidth due to reductions in workforce. It takes several communication attempts and a variety of different types of communication with our school contacts to get them to respond. In addition, it can be challenging to get the school champions to select students and organize youth advisory councils at each of the schools for the same reason - limited bandwidth. Other barriers include limited understanding about positive social norms campaigns from the graphic designer. It takes several edits to get the PSN materials in the best formatting for a PSN campaign. Finally, coordinating presentations to school staff and to youth advisory councils poses significant barriers because many of them have staff meetings on the same days and/or have other school assemblies and activities that limit the youth advisory council's time.

Significant Changes to the Program:

The primary change from Q2 to Q3 is that we increased the number of schools from 3 to 7.

Submission of current staffing model (Including vacant positions)

Community Coordinator - 1.0 FTE
Community Coordinator - .50 FTE
ED - .20 FTE

Anything Else?

N/A

(^ If any submit posting/description/modeling or additional documents you would like to include)



Fall 2025 Product Timeline for Social Nor... .docx

33.19 KB



Harrison Poster Messaging Fall 2025.docx

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Grandview Poster Messaging Fall 2025.docx

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Toppenish Poster Messaging Fall 2025.docx

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Naches Valley Poster Messaging Fall 2025.docx

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Sierra Vista Poster Messaging Fall 2025.docx

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**WAMS Poster Messaging Fall 2025.docx**

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**WAMS Poster Messaging Fall 2025v2.docx**

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**Wilson MS Poster Messaging Fall 2025.docx**

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**2025 Fall PSN Concepts v2.docx**

3.77 MB

**Safe Yakima '25 Production List_draft.xlsx**

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