

Strategic and Action Plan Template

Coalition: Drug Free Wayne County Partnership

Vision: To be a healthy and vibrant drug free community.

Mission: Our mission is to promote, support and encourage the prevention, education, treatment and law enforcement of substance abuse and substance abuse related issues including alcohol, tobacco and other drugs.

Goal #1: Increase Community Collaboration: *Establish and strengthen collaboration among communities, public and private non-profit agencies, as well as federal, state, local, and tribal governments to support the efforts of community coalitions working to prevent and reduce substance use and misuse among youth*

Category: Outreach and Networking

Objective: Increase Drug Free Wayne County Partnership by 5%, including individuals and organizations, as well as youth (11-17) and adults, from September 30th 2020 to September 30th 2021 measured by Coalition sign-in-sheets and the roster.

Strategy 1: Enhance the ability of the leadership of Drug Free Wayne County to operate a fully functioning, diverse, active membership through strong organizational support.

OCTOBER	NOVEMBER
DECEMBER	JANUARY
FEBRUARY	MARCH
APRIL	MAY
JUNE	JULY
SEPTEMBER	ON-GOING

Activity	Who is responsible	By When?
Review policies and procedures with officers and update if necessary.	DFWCP Board, Director	October 2020
Formalize a communications plan to share with sector members.	Director, DFWCP Board	December 2020
Reach out to youth serving organizations to plan a way for youth to become involved in partnership meetings	Youth Director	December 2020

Category: Public Awareness of Substance Use and Misuse Issues

Objective: Bring Awareness around the issue of underage drinking in Wayne County and youth marijuana use.

Strategy 1: By September 2021, we will hold 2 town meetings to increase the awareness around the problem of underage drinking in Wayne County. Provide Information on marijuana use and its consequences to middle and high school students, parents, and other adults.

Activity	Who is responsible	By When?
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Meet with 12 sectors to determine the best time for town halls to be held.	Project Coordinator, Youth Director	November 2020
Identify location(s) to have the town hall meetings throughout Wayne County	Sector Reps, Project Coordinator	December 2020
Book the location(s) for the town hall meetings	Project Coordinator	January 2021

Plan, promote/market the event to all cities and towns throughout Wayne County.	Project Coordinator, 12 sectors, youth director, Marketing committee	January 2021- event day
Host and analyze the data that was collected during town hall meeting	Secretary of Board, Project coordinator	September 2021
Send town hall data to DFC evaluator	Project coordinator	September 2021

Category: Coalition Communications and Branding

Objective: Have continuous education and trainings offered to staff and coalition members.

Strategy 1: By September 2021, send staff to at least two trainings

Activity	Who is responsible	By When?
CADCA Forum	Project Coordinator	September 2021
CADCA Midyear training	Project Coordinator	September 2021
Attend quarterly DFC networking meetings in Indiana	Project Coordinator, Youth Director	September 2021

Category: Community Education and Training

Objective: By September 29th, 2021 increase coalition member prevention skills by providing raw coping power cohort training to at least 4 coalition partners to increase stress management skills.

Strategy 1: By September 2021, 4 organizations will implement Raw Coping Power to their employees/population served.

Activity	Who is responsible	By When?
Advertise and promote the Raw Coping Power cohort	Raw Coping Power trainees, Project Coordinator	September 2021
Plan day and time to host raw coping power	Raw Coping Power trainees, Project Coordinator	September 2021
Partner with local agencies to set up raw coping power	Raw Coping Power trainees, Project Coordinator	May 2021
Train and collect attendance data on each raw coping power cohort	Raw Coping Power trainees, Project Coordinator	September 2021

Category: General Prevention Activities

Objective: Build awareness around the stigma related to substance misuse and mental illness.

Strategy 1: By September 2021, a Stigma Work Group will be developed and will provide stigma education and prevention activities to Wayne County.

Activity	Who is responsible	By When?
Identify individuals for stigma work group	Project Coordinator	November 2020
Host meetings to plan for stigma work group agenda	Project coordinator, Stigma Work Group partners	All of 2021
Identify the needs in our communities related to stigma reduction	Sigma Work Group	February 2021
Host a stigma reduction campaign	Stigma Work Group	September 2021

Category: Build Coalition Capacity to Collaborate

Objective: By September 29, 2021, Drug Free Wayne County Partnership will enhance coalition structure to increase coalition effectiveness by establishing a subcommittee structure that implements the coalition's action plan.

Strategy 1: Establish a youth coalition subcommittee of at least 5 coalition members.

Activity	Who is responsible	By When?
Identify coalition members to represent the youth coalition subcommittee.	DFC Coordinator	November 2020
Review and identify the action plan to identify the duties the youth coalition subcommittee as assigned in the action plan.	Youth Coalition Subcommittee	January 2021
Develop a youth subcommittee action plan including meeting times and frequencies.	Youth Coalition Subcommittee	January 2021
Submit a progress report on youth coalition subcommittee actions (meeting minutes, events, etc.)	DFC evaluator	September 29 th , 2021

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Goal #2: Reduce youth substance use and misuse: *Reduce substance use and misuse among youth and, over time, reduce substance use and misuse among adults by addressing the factors in a community that increase the risk of substance use and misuse and promoting the factors that minimize the risk of substance use and misuse.*

Problem (substance): Underage drinking

- *Long-term objective (3-10 years): Decrease 30 day use of alcohol among 12th graders in Wayne County from 26.4% in 2018 (INYS) to 21% in 2024 as measured by the INYS.*

Youth Marijuana Use

- *Long-term objective (3-10 years): Decrease 30 day use of alcohol among 12th graders in Wayne County from 22% in 2018 (INYS) to 18% in 2026 as measured by the INYS.*

Root Cause: Community Norms

- *Intermediate objective (1-4 years): Increase the perception among Wayne County 12th graders that adults in their neighborhood think it is wrong or very wrong for youth to drink alcohol from 62.3% in 2018 to 75% by 2022 as measured by the INYS.*

Root Cause: Favorable Youth Attitudes

- *Intermediate objective (1-4 years): Decrease the number of 12th graders in Wayne County who perceive slight or no risk of trying marijuana from 80% to 60% by 2024.*

Local Condition: Alcohol is served at community events without barriers for youth.

- *Short term objective (6-24 months):* Increase the number of community events in Wayne County that have enforcement methods (ie-beer gardens, wristbands, contained areas for serving and consuming alcohol) from 0 community events in 2018 to 5 community events by 2021 as measured by environmental scans.

67% of 12 graders in Wayne County believe it is easy to get marijuana.

- *Short term objective (6-24 months):* Decrease the number of Wayne County 12th graders that believe it is easy to get marijuana from 67% to 60% by 2022.

Strategy 1: Provide Information: Enhance the media campaign for Talk, They Hear You campaign by attaching it to local event advertisements.

Activity	Who is responsible	By When?
Organize TTHY campaign committee for outreach to LE (Local events)	Marketing & Promotion Comm. Youth Coalition	October 2020
Identify LE that will be happening in Wayne Co.	Marketing & Promotion Comm. Youth Coalition	November 2020
Target LE to be the focus of TTHY campaign. <ul style="list-style-type: none"> • Think of strategies that information can be put out to Wayne Co. (see potential strategies below) 	Marketing & Promotion Comm. Youth Coalition	February 2021
Get TTHY attached to radio ads for LE. <ul style="list-style-type: none"> • Develop TTHY tagline (short) for end of ad 	Marketing & Promotion Comm. Youth Coalition	March 2021
Get TTHY attached to fliers for LE. <ul style="list-style-type: none"> • Come up with attractive TTHY design for fliers 	Marketing & Promotion Comm. Youth Coalition	March 2021
Get TTHY attached to social media advertising for LE. <ul style="list-style-type: none"> • Come up with innovative TTHY branding 	Marketing & Promotion Comm. Youth Coalition	April 2021
Aid in the distribution of TTHY methods/materials if desired <ul style="list-style-type: none"> • Radio appearances/interviews • Flier distribution/creation • Social media promotion 	Marketing & Promotion Comm. Youth Coalition	May & June 2021 (Depending the LE timing)
Share marijuana information electronically monthly through coalition sources: Social Media; Website; Email blasts; and Newsletters.	Youth Coordinator Youth Coalition Project Coordinator	November 2020-September 2021
Draft and distribute a press release on youth marijuana use for local print media.	Marketing & Promotion Comm. Youth Coalition	February 2021

Strategy 2: Build Skills: Work with coalition to advocate for change in underage drinking at local events and for marijuana policies to put into place in Wayne County.

Activity	Who is responsible	By When?
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Locate advocacy training program for coalition. • Establish budget	Professional Development Workgroup Project Coordinator	November 2020
Identify possible coalition members for advocacy training	DFWCP Board Project Coordinator	December 2020
Schedule training session for advocacy training.	Project Coordinator Professional Development WG	January 2021
Provide advocacy training for coalition committees	Advocacy Training Group	July 2021
Educate event planners and local businesses on the importance of safe serving (policy) and having a beer garden/roped off area for alcohol consumption (physical design); wristbands (barriers) and kids zone (support/physical design)	Coalition Members that Attended Advocacy Training	September 2021
Continue to collect and monitor substance use data, including focus groups, surveys, key informant interviews, and reports to provide trend data and determine new drug threats.	Project Coordinator Youth Coordinator Data Work Group	September 2021
Educate community leaders, especially law enforcement, about linkage between early marijuana use and subsequent use of more dangerous drugs such as heroin.	Youth Coordinator Youth Coalition DFWCP Board	On-going

Strategy 3: Provide Support: Work to create a Kids Zone with fun activities run by the coalition at local events.

Activity	Who is responsible	By When?
Contact the LE to see if a Kids Zone would be allowed.	Youth Coordinator Youth Coalition	January 2021
Establish budget for Kids Zone.	Program Coordinator Youth Coordinator	March 2021
Plan activities for the Kids Zone as well as a single large coalition supported event (ie. Foam party).	Events Comm. Youth Coalition	April 2021
Send out sign-up sheet for coalition members for the Kids Zone to bring and staff additional activities.	Program Coordinator	May 2021
Present to all local middle schools and high schools on the facts related to marijuana use	Youth Director Program Coordinator	September 2021

Strategy 4: Enhance Access/Reduce Barriers: Create a wristband system for local events to ensure only 21+ individuals have access to alcohol.

Activity	Who is responsible	By When?
Establish Budget for Wristbands	Program Coordinator	March 2021

Establish estimate from event coordinators of how many adults are served alcohol to determine how many wristbands to purchase	Events Committee	April 2021
Research and Purchase Wristbands	Events Committee	April 2021
Identify who will distribute wristbands	Events Committee	May 2021

Strategy 5: Change Consequences (incentives/disincentives): Create a recognition/sponsorship system for businesses that support a separate area for alcohol consumption & sales at local events.

Activity	Who is responsible	By When?
Contact local businesses who serve alcohol to get by-in	Project Coordinator	March 2021
Create marketing flier for recognizing the local business	Project Coordinator	May 2021

Strategy 6: Physical Design: Create a roped off area/beer garden for consumption and sale of alcohol at local events.

Activity	Who is responsible	By When?
Get agreement from event planner to have a beer garden	Event Committee	March 2021
Get agreement from vendor at event to support a beer garden	Marketing Committee	April 2021
Coordinate with city personnel to set up beer garden barrier	Event Committee	June 2021
Coordinate with event planner for tables and chairs inside of beer garden barrier	Event Committee	June 2021
Coordinate with event planner to determine the ID checking and wristband process and monitoring	Event Committee	June 2021
Contact local law enforcement to patrol the general area	Law Enforcement Sector	September 2021
Determine the hours of beer garden	Program Coordinator	June 2021
Create fliers for beer garden	Youth Coalition	July 2021

Strategy 7: Modify/Change Policies: Seek to modify alcohol policies/alcohol serving policies for county-wide community events.

Activity	Who is responsible	By When?
Review current policy on alcohol being served at local parks	Project Coordinator	February 2021
Scripting out policy we would like to see Create wording for new policy/amending the policy	Policy Committee	June 2021
Communicate with parks department on who is involved with establishing policy	Policy Committee Project Coordinator	May 2021
Hold town meeting to discuss community norms around alcohol consumption	Local Government Project Coordinator Policy Committee	April 2021
Provide information at relevant community gatherings	All Coalition Committees	September 2021