

**DFC Goal One: Establish and strengthen collaboration among community stakeholders and organizations to address youth substance use.**

Objective 1: Build the capacity of the coalition to impact youth substance use by increasing adult engaged membership by 5% and youth engaged membership by 20% by Sep 29, 2023 as measured by participation & attendance at community meetings, community events, and/or volunteer opportunities.

*Strategy 1: Provide information to the general public and key stakeholders about youth substance use.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Identify 3-5 community-wide events attended by youth &amp; families to actively participate in.</b>	Steering Committee, Coalition, Staff	Sep 2023
<b>Plan and implement coalition messages and information via printed marketing materials, billboards, articles, editorials, local cable, website, and social media. Evaluate efficiency through social media insights and data collection.</b>	Coalition, Staff, Steering Committee, Schools, Police Department	May 2023
<b>Host or participate in community forums to present youth survey data, coalition outcomes &amp; successes, &amp; gather input from the community in order to evaluate efficiency.</b>	Coalition, Steering Committee, Staff, Media Rep., Schools	Sep 2023

*Strategy 2: Enhance skills among relevant stakeholders so youth/adults can engage in positive social and decision-making capabilities.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Plan and implement strategic planning retreat; evaluate progress towards plan quarterly.</b>	Staff, Steering Committee	Sep 2023
<b>Provide training opportunities for key stakeholders to actively participate in 3 times per year and disseminate skill building opportunities through a monthly E-newsletter, the website, and social media.</b>	Local prevention partners, Steering Committee, Staff, School Nurses, DA Representative	Sep 2023
<b>Onboard at least 1 youth to the coalition steering committee to provide a youth perspective for strategy development.</b>	Staff, School, OCY, Youth	Oct 2022

*Strategy 3: Provide support to increase involvement in drug-free/healthy activities.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Create a coalition cultural competence and outreach plan to address diversity and disparities within the community and coalition.</b>	Staff, Steering Committee, Civic/Volunteer group, Schools	Oct 2022
<b>Refine and implement a stakeholder onboarding process to engage and retain coalition members.</b>	Staff, Chair, Vice Chair, Steering Committee	Nov 2022
<b>Identify areas of opportunity for working groups or committees that can be community led.</b>	Staff, Chair	Sep 2023

<b>Work with Gender/Sexuality Alliance to support and engage LGBTQ youth.</b>	Staff, School Adjustment Counselor	Jan 2023
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**DFC Goal Two: Reduce substance use among youth and, over time, reduce substance use among adults by addressing the factors in a community that increases the risk of substance use and promoting the factors that minimize the risk of substance use.**

Objective 1: Reduce 30-day use rates of marijuana in students in grades 9 through 12 by 1% by increasing perception of risk, peer disapproval, and parental disapproval of marijuana use in 7-12th graders by 3% by Sep 29, 2023, as measured by the biennial Youth Health Survey.

*Strategy 1: Provide information and resources to youth, trusted adults, and community members about the harmful effect of marijuana on the developing brain through community programming and messaging to promote healthy behaviors & reduce risky behaviors.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Assess needs through biennial parent/caregiver survey.</b>	Staff, School	Jan 2023
<b>Distribute materials to parents on marijuana and perceptions of marijuana with a focus on appropriate modeling through social media, PSAs, brochures, and website.</b>	Schools, Staff	Jan 2023
<b>Hold seminars and opportunities for discussion to help parents identify signs of youth marijuana use at least 2x per year. (Example: Hidden in Plain Sight)</b>	Staff, Schools, Youth-serving, Faith-based, Government	Sep 2023
<b>Have youth lead informational campaigns using Positive Community Norms around youth marijuana use.</b>	Staff, Schools, Youth	Dec. 2022

*Strategy 2: Enhance skills of youth to advocate for prevention of youth marijuana use by connecting youth to leadership training and opportunities to serve as positive role models in the community.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Empower youth to take on a leadership role and utilize leadership skills as role models for peers around substance use prevention.</b>	Staff, School, OCY, Parents, Government	Sep 2023
<b>Identify at least 1 youth leadership development training for prevention and advocacy.</b>	Staff, School, OCY, Youth	Oct 2022

*Strategy 3: Provide support to increase opportunities for involvement in drug-free/healthy alternative activities.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Hold events focused on stress relief and wellness particularly during state testing or final exams.</b>	Staff, Schools, Civic/Volunteer, OCY, Parents	May 2023
<b>Engage students in Youth Coalition.</b>	Staff, School Nurses, Schools, OCY	Apr 2023
<b>Increase participation in after school activities at schools or other community settings.</b>	Staff, School, Civic/Volunteer	Apr 2023

<b>Provide support around coping skills by partnering with behavioral health agencies.</b>	Staff, Schools	Apr 2023
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*Strategy 4: Enhance access, reduce barriers, and improve connections between systems and services that help prevent youth substance use.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Provide SBIRT (Screening Brief Intervention &amp; Referral to Treatment) to all 7-9th grade students and connect at-risk youth to resources and services.</b>	Staff, School Nurses, Schools, OCY	Sep 2023
<b>Provide easily accessible and regularly updated marijuana resources on the coalition website.</b>	Staff, OCY	Sep 2023
<b>Encourage trusted adults to have conversations to support healthy behaviors and decrease risky behaviors.</b>	Youth, Staff, Schools, School Clubs	Jan 2023

*Strategy 5: Change consequences to incentivize positive practices and disincentivize negative practices.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Assess equitable use of chemical health policies and recommend policy suggestions to school leadership.</b>	Staff, School Nurses, OCY, Parents, Steering Committee	Sep 2023
<b>Advocate for enforcing consequences for behaviors at school events related to marijuana consumption</b>	Staff, School Nurses, OCY, Police	Sep 2023

*Strategy 6: Change the physical design of the community to enhance protection against or to reduce the risk for youth*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Complete an analysis of marijuana advertising and paraphernalia visible in community businesses and advocate for limits placed accordingly.</b>	Staff, OASIS, Police	Nov 2022
<b>Identify high risk areas for substance misuse by youth and recommend physical design changes.</b>	Youth, Staff, Schools, Wellness Clubs, Police	Sep 2023
<b>Provide signage in public spaces promoting a smoke free space</b>	Staff, Steering Committee, Schools	Jan 2023

*Strategy 7: Educate and inform about policies surrounding marijuana use within the community*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Inform parents and youth about policy around youth marijuana use through the website, social media, and sports information nights.</b>	Staff, ECAT, Schools, Steering Committee	Apr 2023

Objective 2: Reduce 30-day use rates of alcohol in students in grades 9 through 12 by 1% and increase perception of risk for use of alcohol in grades 7 and 12 by 3% by Sep 29, 2023, as measured by the Youth Health Survey

*Strategy 1: Provide information and resources to youth, trusted adults, and community members about the harmful effect of marijuana on the developing brain through community programming to promote healthy behaviors & reduce risky behaviors.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Assess needs through biennial parent/caregiver survey.</b>	Staff, School	Jan 2023
<b>Distribute materials to parents on alcohol and perceptions of alcohol with a focus on appropriate modeling through social media, PSAs, brochures, and website.</b>	Schools, Coalition, Staff, Subject Matter Experts	Jan 2023
<b>Implement seminars to help parents identify signs of youth marijuana use at least 2x per year. (Example: Hidden in Plain Sight)</b>	Coalition, Staff, Schools, Youth-serving, Faith-based, government	Sep 2023
<b>Have youth lead informational campaigns using Positive Community Norms around youth marijuana use.</b>	Staff, Schools, Youth	Feb 2023

*Strategy 2: Enhance skills of youth to advocate for prevention of youth alcohol, marijuana, and tobacco use by connecting youth to leadership training and opportunities to serve as positive role models in the community.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Empower youth to take on a leadership role and utilize leadership skills as role models for peers around substance use prevention.</b>	Staff, School, OCY, Parents, Government	Sep 2023
<b>Identify at least 1 youth leadership development training for prevention and advocacy.</b>	Staff, School, OCY, Youth	Oct 2022

*Strategy 3: Provide support to increase opportunities that increase involvement in drug-free/healthy alternative activities.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Hold events focused on stress relief and wellness particularly during state testing or final exams.</b>	Staff, School Nurses, Schools, Civic/Volunteer, OCY, Parents	May 2023
<b>Engage students in Youth Coalition.</b>	Staff, School Nurses, Schools, OCY	Apr 2023
<b>Increase participation in after school activities at schools or other community settings.</b>	Staff, School, Civic/Volunteer	Apr 2023
<b>Provide support around coping skills by</b>	Staff, Schools	Apr 2023

<b>partnering with behavioral health agencies with behavioral health expertise coping skills.</b>		
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*Strategy 4: Enhance access, reduce barriers, and improve connections between systems and services that help prevent youth substance use.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Provide SBIRT (Screening Brief Intervention &amp; Referral to Treatment) to all 7-12th grade students and connect at-risk youth to resources and services.</b>	Staff, School Nurses, Schools, OCY	Sep 2023
<b>Provide easily accessible and regularly updated alcohol resources on the coalition website.</b>	Youth, Staff, Schools, School Clubs	Jan 2023
<b>Encourage trusted adults to have conversations to support healthy behaviors and decrease risky behaviors.</b>	Staff, Schools, Youth	Dec. 2022

*Strategy 5: Change consequences to incentivize positive practices and disincentivize negative practices.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Assess equitable use of chemical health policies, recommend policy suggestions to school leadership, and support existing policies.</b>	Staff, School Nurses, OCY, Parents, Steering Committee	Sep 2023
<b>Advocate for enforcing consequences for behaviors at school events related to alcohol consumption</b>	Schools	Apr 2023
<b>Advocate for the application of Social Host Liability</b>	Staff, Steering Committee, Police	Jan 2023
<b>Advocate for alcohol checkpoints</b>	Staff, Police	Jan 2023
<b>Advocate policy to ban outside food and beverages at school sporting events.</b>	Staff, Schools	Feb 2023

*Strategy 6: Change the physical design of the community to enhance protection against or to reduce the risk for youth*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Analyze alcohol advertising in businesses and advocate for limits placed accordingly.</b>	Staff, OASIS, Police	Nov 2022
<b>Identify high risk areas for substance misuse by youth and recommend physical design changes.</b>	Youth, Staff, Schools, School Clubs, Police	Sep 2023
<b>Provide signage in public spaces promoting alcohol free space</b>	Staff, Police, Youth	Apr 2023

*Strategy 7: Educate and inform about policies surrounding alcohol use within the community*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Inform on social host liability via several</b>	Staff, ECAT, Schools, Steering	Apr 2023

<b>forms of media</b>	Committee	
<b>Provide information about consequences of drinking at sports information nights</b>	Staff, Schools, Youth	Feb 2023
<b>Conduct a sticker shock campaign</b>	Staff, Businesses, Parents, OASIS	Dec. 2022
<b>Implement announcements at sports games to inform about public consumption policy</b>	Staff, Schools, Youth, ECAT	Feb 2023

**Objective 3:** Increase perception of risk for tobacco use (vape products and cigarettes) in 7<sup>th</sup> through 12<sup>th</sup> graders by 3% by Sep 29, 2023 as measured on the Youth Health Survey.

*Strategy 1: Provide information and resources to youth, trusted adults, and community members about the harmful effect of tobacco on the developing brain through community programming to promote healthy behaviors & reduce risky behaviors and increase perception of risk.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Assess needs through biennial parent/caregiver survey.</b>	Staff, School	Jan 2023
<b>Distribute materials to parents on tobacco and perceptions with a focus on appropriate modeling through social media, PSAs, brochures, and website.</b>	Staff, Media Rep, Schools, ECAT	Nov 2022
<b>Implement seminars to help parents identify signs of youth tobacco use at least 2x per year. (Example: Hidden in Plain Sight)</b>	Staff, Schools, OCY, Faith-based, Government	Sep 2023
<b>Have youth lead informational campaigns using Positive Community Norms around youth tobacco use.</b>	Staff, Schools, Youth	Dec. 2022

*Strategy 2: Enhance skills of youth to advocate for prevention of youth tobacco use by connecting youth to leadership training and opportunities to serve as positive role models in the community.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Empower youth to take on a leadership role and utilize leadership skills as role models for peers around substance use prevention.</b>	Staff, School, OCY, Parents, Government	Sep 2023
<b>Identify at least 1 youth leadership development training for prevention and advocacy.</b>	Staff, School, OCY, Youth	Oct 2022

*Strategy 3: Provide support to increase opportunities that increase involvement in drug-free/healthy alternative activities.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Hold events focused on stress relief and wellness during state testing or final exams.</b>	Staff, Schools, Civic /Volunteer, OCY, Parents	May 2023
<b>Engage students in Youth Coalition monthly.</b>	Staff, School Nurses, Schools, OCY	Apr 2023



<b>Identify opportunities to increase participation in after school activities at schools or other community settings.</b>	Staff, School, Civic/Volunteer	Apr 2023
<b>Provide support around coping skills by partnering with behavioral health agencies.</b>	Staff, Schools	Apr 2023

*Strategy 4: Enhance access, reduce barriers, and improve connections between systems and services that help prevent youth substance use.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Provide SBIRT (Screening Brief Intervention &amp; Referral to Treatment) to all 7-9th grade students and connect at-risk youth to resources and services.</b>	Staff, School Nurses, Schools, OCY	Sep 2023
<b>Provide easily accessible and regularly updated tobacco resources on the coalition website.</b>	Staff, OCY	Sep 2023
<b>Encourage trusted adults to have conversations to support healthy behaviors and decrease risky behaviors.</b>	Youth, Staff, Schools, School Clubs	Jan 2023

*Strategy 5: Change consequences to incentivize positive practices and disincentivize negative practices.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Assess equitable use of chemical health policies and recommend policy suggestions to school leadership</b>	Staff, School Nurses, OCY, Parents, Steering Committee	Sep 2023
<b>Advocate for enforcing consequences for behaviors at school events related to tobacco consumption.</b>	Schools	Apr 2023

*Strategy 6: Change the physical design of the community to enhance protection against or to reduce the risk for youth*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Complete an analysis of tobacco advertising and paraphernalia visible in community businesses and advocate for limits to be placed.</b>	Staff, OASIS, Police	Nov 2022
<b>Identify high risk areas for substance misuse by youth and recommend physical design changes.</b>	Youth, Staff, Schools, School Clubs, Police	Sep 2023

*Strategy 7: Educate and inform about policies surrounding tobacco use within the community*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
<b>Inform parents and youth about policy around youth tobacco use through the website, social media, and sports information nights.</b>	Staff, Schools	Nov 2023