

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, 2025 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.

Activity	Who is responsible?	By when?
Identify 3-5 community-wide events attended by youth & families to actively participate in.	Steering Committee, Coalition, Staff	Sep 2025
Plan and implement coalition messages and information via printed marketing materials, articles, editorials, local cable, website, and social media. Evaluate efficiency through social media insights and data collection.	Coalition, Staff, Steering Committee, Schools, Police Department	May 2025
Host or participate in community forums, including School Committee once a year, to present youth survey data, coalition outcomes & successes, & gather input from the community in order to evaluate efficiency.	Coalition, Steering Committee, Staff, Media Rep., Schools	Sep 2025

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

Activity	Who is responsible?	By when?
Plan and implement strategic planning retreat; evaluate progress towards plan quarterly.	Staff, Steering Committee	Sep 2025
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.	Local prevention partners, Steering Committee, Staff, School Nurses, DA Representative	Sep 2025
Review Steering Committee processes annually through elections, renewal forms, and bylaw updates.	Staff, Steering Committee	Sept 2024

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

Activity	Who is responsible?	By when?
Update coalition cultural competence and outreach plan to address diversity and disparities within the community and coalition.	Staff, Steering Committee, Civic/Volunteer group, Schools	Oct 2024
Refine and implement a stakeholder onboarding process to engage and retain coalition members.	Staff, Chair, Vice Chair, Steering Committee	Nov 2024
Identify areas of opportunity for working groups or committees that can be community led.	Staff, Chair	Sep 2025
Work with Gender/Sexuality Alliance to support and engage	Staff, School Adjustment	Jan 2025

LGBTQ youth.	Counselor	
Host community volleyball fundraiser.	Staff, School	Nov 2024

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, 2025, 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.

Activity	Who is responsible?	By when?
Assess needs through biennial Parent/Caregiver Survey to collect relevant substance use (marijuana) data and core measures.	Staff, School	Jan 2025
Use data from 2023 Youth Health Survey to prioritize student education on marijuana.	Staff, School	Jan 2025
Distribute materials to parents on marijuana and perceptions of marijuana with a focus on appropriate modeling through social media, PSAs, brochures, and website.	Schools, Staff	Jan 2025
Hold seminars and opportunities for discussion to help parents identify signs of youth marijuana use at least 1x per year. (Example: Hidden in Plain Sight)	Staff, Schools, Youth-serving, Faith-based, Government	Sep 2025
Have youth lead informational campaigns using Positive Community Norms around youth marijuana use.	Staff, Schools, Youth	Dec 2024

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.

Activity	Who is responsible?	By when?
Empower youth to take on a leadership role and utilize leadership skills as role models for peers around substance use prevention.	Staff, School, OCY, Parents, Government	Sep 2025
Identify at least 1 youth leadership development training for prevention and advocacy.	Staff, School, OCY, Youth	Oct 2024

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

Activity	Who is responsible?	By when?
Hold events focused on stress relief and wellness particularly during state testing or final exams.	Staff, Schools, Civic/Volunteer, OCY, Parents	May 2025
Continue to engage students in Youth Coalition and foster	Staff, School Nurses, Schools, OCY	Apr 2025

student to student outreach		
Increase participation in after school activities at schools or other community settings.	Staff, School, Civic/Volunteer	Apr 2025
Provide support around coping skills by partnering with behavioral health agencies.	Staff, Schools	Apr 2025
Offer safe alternative event to Turf Night or after prom parties	Staff, Schools, Easton Police	June 2025

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

Activity	Who is responsible?	By when?
Provide SBIRT (Screening Brief Intervention & Referral to Treatment) to all 7-9th grade students and connect at-risk youth to resources and services.	Staff, School Nurses, Schools, OCY	Sep 2025
Provide easily accessible and regularly updated marijuana resources on the coalition website.	Staff, OCY	Sep 2025
Encourage trusted adults to have conversations to support healthy behaviors and decrease risky behaviors.	Youth, Staff, Schools, School Clubs	Jan 2025
Connect students experiencing bullying to resources	Staff, Schools, OCY	Sep 2025

Strategy 5: Change consequences to incentivize positive practices and dis-incentivize negative practices.

Activity	Who is responsible?	By when?
Assess enforcement of chemical health policies and strategize ways to support school leadership in communicating clear expectations to students every year	Staff, School Nurses, OCY, Parents, Steering Committee	Sep 2025
Advocate for enforcing consequences for behaviors at school events related to marijuana consumption	Staff, School Nurses, OCY, Police	Sep 2025
Advertise the consequences of marijuana misuse in school	Staff, School, Youth	Sep 2025

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

Activity	Who is responsible?	By when?
Complete an analysis of marijuana advertising and paraphernalia visible in community businesses and advocate for limits placed accordingly.	Staff, OASIS, Police	Nov 2024
Identify high risk areas for substance misuse by youth and recommend physical design changes.	Youth, Staff, Schools, Wellness Clubs, Police	Sep 2025
Provide signage in public spaces promoting a smoke free	Staff, Steering Committee, Schools	Jan 2025

space		
Encourage use of community spaces and resources	Staff, School, Youth, Town, OCY	Sep 2025

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

Activity	Who is responsible?	By when?
Inform parents and youth about policy around youth marijuana use through the website, social media, and sports information nights.	Staff, ECAT, Schools, Steering Committee	Apr 2025
Educate parents on the value and instruction in creating a parent-child substance use contract	Staff, School, Youth, Parents	Sep 2025
Collaborate with schools and police to brainstorm how to prevent youth marijuana use at community events and how to respond to it	Staff, Schools, Police	Mar 2025
Rebrand community traditions to be substance free	Staff, Town, Schools, Police	Mar 2025

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, 2025, as measured by the Parent/Caregiver Survey

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

Activity	Who is responsible?	By when?
Assess needs through biennial Parent/Caregiver Survey to collect relevant substance use (alcohol) data and core measures.	Staff, School	Jan 2025
Use data from 2023 Youth Health Survey to prioritize student education on alcohol.	Staff, School	Jan 2025
Distribute materials to parents on alcohol and perceptions of alcohol with a focus on appropriate modeling through social media, PSAs, brochures, and website.	Schools, Coalition, Staff, Subject Matter Experts	Jan 2025
Implement seminars to help parents identify signs of youth alcohol use at least 1x per year. (Example: Hidden in Plain Sight)	Coalition, Staff, Schools, Youth-serving, Faith-based, government	Sep 2025
Have youth lead informational campaigns using Positive Community Norms around youth alcohol use.	Staff, Schools, Youth	Feb 2025

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

Activity	Who is responsible?	By when?
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Empower youth to take on a leadership role and utilize leadership skills as role models for peers around substance use prevention.	Staff, School, OCY, Parents, Government	Sep 2025
Identify at least 1 youth leadership development training for prevention and advocacy.	Staff, School, OCY, Youth	Oct 2024

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

Activity	Who is responsible?	By when?
Hold events focused on stress relief and wellness particularly during state testing or final exams.	Staff, School Nurses, Schools, Civic/Volunteer, OCY, Parents	May 2025
Continue to engage students in Youth Coalition and foster student to student outreach.	Staff, School Nurses, Schools, OCY	Apr 2025
Increase participation in after school activities at schools or other community settings.	Staff, School, Civic/Volunteer	Apr 2025
Provide support around coping skills by partnering with behavioral health agencies	Staff, Schools	Apr 2025
Offer safe alternative event to Turf Night or after prom parties	Staff, Schools, Easton Police	June 2025

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

Activity	Who is responsible?	By when?
Provide SBIRT (Screening Brief Intervention & Referral to Treatment) to all 7-12th grade students and connect at-risk youth to resources and services.	Staff, School Nurses, Schools, OCY	Sep 2025
Provide easily accessible and regularly updated alcohol resources on the coalition website.	Youth, Staff, Schools, School Clubs	Jan 2025
Encourage trusted adults to have conversations to support healthy behaviors and decrease risky behaviors.	Staff, Schools, Youth	De. 2024
Connect students experiencing bullying to resources	Schools, OCY	Sep 2025

Strategy 5: Change consequences to incentivize positive practices and dis-incentivize negative practices.

Activity	Who is responsible?	By when?
Assess enforcement of chemical health policies and strategize ways to support school leadership in communicating the expectations of students every year	Staff, School Nurses, OCY, Parents, Steering Committee	Sep 2025
Advocate for enforcing consequences for behaviors at school events related to alcohol consumption	Schools	Apr 2025
Advertise the consequences of alcohol misuse in school	Schools	Apr 2025

Advocate for alcohol checkpoints	Staff, Police	Jan 2025
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Strategy 6: Change the physical design of the community to enhance protection against or to reduce the risk for youth

Activity	Who is responsible?	By when?
Analyze alcohol advertising in businesses and advocate for limits placed accordingly.	Staff, OASIS, Police	Nov 2024
Identify high risk areas for substance misuse by youth and recommend physical design changes.	Youth, Staff, Schools, School Clubs, Police	Sep 2025
Provide signage in public spaces promoting alcohol free space	Staff, Police, Youth	Apr 2025
Encourage use of community spaces and resources	Staff, School, Youth, Town, OCY	Sep 2025

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

Activity	Who is responsible?	By when?
Inform on social host liability via several forms of media	Staff, ECAT, Schools, Steering Committee	Apr 2025
Provide information about consequences of drinking at sports information nights	Staff, Schools, Youth	Feb 2025
Implement announcements at sports games to inform about public consumption policy	Staff, Schools, Youth, ECAT	Feb 2025
Educate parents on the value and instruction in creating a parent-child substance use contract	Staff, School, Youth, Parents	Sep 2025
Collaborate with schools and police to brainstorm how to prevent youth alcohol use at community events and how to respond to it	Staff, Schools, Police	Mar 2025
Rebrand community traditions to be substance free	Staff, Town, Schools, Police	Mar 2025

Objective 3: Increase perception of risk for tobacco use (vape products and cigarettes) in 7th through 12th graders by 3% by Sep 29, 2025 as measured on the Parent/Caregiver 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.

Activity	Who is responsible?	By when?
Assess needs through biennial Parent/Caregiver Survey to collect relevant substance use (tobacco) data and core measures.	Staff, School	Jan 2025
Use data from 2023 Youth health Survey to prioritize student education on	Staff, School	Jan 2025

tobacco and vaping.		
Distribute materials to parents on tobacco and perceptions with a focus on appropriate modeling through social media, PSAs, brochures, and website.	Staff, Media Rep, Schools, ECAT	Nov 2024
Implement seminars to help parents identify signs of youth tobacco use at least 1x per year. (Example: Hidden in Plain Sight)	Staff, Schools, OCY, Faith-based, Government	Sep 2025
Have youth lead informational campaigns using Positive Community Norms around youth tobacco use.	Staff, Schools, Youth	Dec. 2024

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.

Activity	Who is responsible?	By when?
Empower youth to take on a leadership role and utilize leadership skills as role models for peers around substance use prevention.	Staff, School, OCY, Parents, Government	Sep 2025
Identify at least 1 youth leadership development training for prevention and advocacy.	Staff, School, OCY, Youth	Oct 2024

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

Activity	Who is responsible?	By when?
Hold events focused on stress relief and wellness during state testing or final exams.	Staff, Schools, Civic /Volunteer, OCY, Parents	May 2025
Continue to engage students in Youth Coalition and foster student to student outreach	Staff, School Nurses, Schools, OCY	Apr 2025
Identify opportunities to increase participation in after school activities at schools or other community settings.	Staff, School, Civic/Volunteer	Apr 2025
Provide support around coping skills by partnering with behavioral health agencies.	Staff, Schools	Apr 2025

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

Activity	Who is responsible?	By when?
Provide SBIRT (Screening Brief Intervention & Referral to Treatment) to all 7-9th grade students and connect at-risk youth to resources and services.	Staff, School Nurses, Schools, OCY	Sep 2025
Provide easily accessible and regularly updated tobacco resources on the coalition website.	Staff, OCY	Sep 2025
Encourage trusted adults to have conversations to support healthy	Youth, Staff, Schools,	Jan 2025

behaviors and decrease risky behaviors.	School Clubs	
Connect students experiencing bullying to resources	Schools, OCY	Sep 2025

Strategy 5: Change consequences to incentivize positive practices and dis-incentivize negative practices.

Activity	Who is responsible?	By when?
Assess enforcement of chemical health policies and strategize ways to support school leadership in communicating clear expectations to students every year	Staff, School Nurses, OCY, Parents, Steering Committee	Sep 2025
Advocate for enforcing consequences for behaviors at school events related to tobacco consumption.	Schools	Apr 2025
Advertise the consequences of tobacco misuse in school	Schools	Apr 2025

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

Activity	Who is responsible?	By when?
Complete an analysis of tobacco advertising and paraphernalia visible in community businesses and advocate for limits to be placed.	Staff, OASIS, Police	Nov 2024
Identify high risk areas for substance misuse by youth and recommend physical design changes.	Youth, Staff, Schools, School Clubs, Police	Sep 2025
Encourage use of community spaces and resources	Staff, School, Youth, Town, OCY	Sep 2025

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

Activity	Who is responsible?	By when?
Inform parents and youth about policy around youth tobacco use through the website, social media, and sports information nights.	Staff, Schools	Nov 2025
Educate parents on the value and instruction in creating a parent-child substance use contract	Staff, School, Youth, Parents	Sep 2025
Collaborate with schools and police to brainstorm how to prevent youth tobacco use at community events and how to respond to it	Staff, Schools, Police	Mar 2025
Rebrand community traditions to be substance free	Staff, Schools, Police	Mar 2025