

Drug Free Communities Grant
Strategic Plan – Year 3
FY 09/30/10-09/29/11

We need more specific activities that need to tie to evaluation objectives

1. **GOAL ONE: Establish and strengthen collaboration among Concho Valley’s private nonprofit agencies, and Federal, State, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.**
 - a. **Strengthen the coalition’s capacity to reduce substance abuse in our community**
 - i. Continue to grow work group involvement by encouraging participation and facilitating trainings to equip members with pertinent prevention and ATOD skills
 - ii. Increase healthcare representation & continue to encourage college and elected & government officials to join and remain active by sharing information regarding projects and progress and empowering them to participate
 - iii. Hold annual celebratory meeting to review published progress report as a way to acknowledge successes, evaluate effectiveness of strategic plan and strategize for future; Award community, business, & youth members for prevention work (Via Random Acts of Prevention Award)
 1. 1st Annual DFC Progress Luncheon
 - iv. Begin development of rural capacity through outreach that will lead to the creation of localized taskforces which will determine local strengths & needs and ways to address them
 - b. **Advocate for policies and practices that aide in the reduction of substance abuse among youth and over time adults**
 - i. Promote alternative judicial practices & treatment services available (e.g. drug courts, family courts) to increase utilization and community awareness of preventative efforts while reducing stigma commonly associated with accessing services (These services are specifically available only to adults)
 1. Drug Courts Presentation by Judge Penny Roberts
 - ii. Review and examine local substance abuse policies, review effectiveness, advocate for effective strategies and consistent enforcement
 - c. **Strengthen existing environmentally-based community efforts aimed at reducing substance abuse.**
 - i. Support existing community-based programs/coalitions that offer preventative skills and healthy alternatives to substance abuse (use evaluation tools to document change)
2. **GOAL TWO: Reduce substance abuse among Concho Valley, TX youth and, over time, adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.**
 - a. **Increase community knowledge of prevalence of substance abuse issues & available resources to address the problem.**

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- i. Promote a drug-free message with mass and non-mainstream media marketing strategies
 - 1. KLST/KSAN Ads (Rx Drug Dangers)
 - 2. Foster Communication (Teen Talk, Sober Driving)
 - 3. Theater Ads (7 out of 10 Kids Choose Not to Use Drugs)
 - 4. Concho Valley Homepage Ad (Varies to fit current activity)
 - 5. Pizza Flyers (Red Ribbon Week)
 - 6. SAISD Flyers (DFC Month)
 - ii. Partner with local community events and festivals to limit youth exposure to alcohol & tobacco use & advertisement
 - iii. Establish speaker's bureau of professionals & recovering persons to educate community on ATOD & workplace issues – make presentations to community parent and civic groups, employers, and youth
 - iv. Maintain web-based sites, communication and a directory of community services & resources to generate more awareness of available services through a partnership with CDI
 - 1. www.cvcares.org
 - v. Distribute parent packets, newsletters, & ATOD resources in key community outlets, schools, & neighborhoods, especially those known to be at-risk or underserved and in outlying counties (use police to distribute information packets)
 - 1. A Call to Action Parent Guide
- b. Conduct community awareness campaign on the availability of drugs & alcohol to youth through retail & social sources
- i. Participate with the Store Alert Project & compliance checks conducted locally by ADACCV staff, volunteers and contracted youth
 - ii. Advocate for reducing or eliminating irresponsible retail promotion of tobacco & alcohol, especially sources promoting heavy consumption & bingeing
 - iii. Education & training of businesses on important role as a community prevention tool through a *Drugs in the Workplace* seminar/luncheon that features expert presenters and equip attendees with available resources (Shall we continue this project?)
 - 1. *Drugs in the Workplace Seminar* in partnership with Chamber of Commerce, MHMR, & Workforce Solutions
 - iv. Recognize businesses that are engaged in prevention by their own initiative through "Random Acts of Prevention" program to promote positive change.
 - 1. San Angelo Community Medical Center
 - 2. San Angelo Pizza Hut

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- c. Utilize youth action team to address youth's perceptions, attitudes, & beliefs about drug use.
 - i. Support and reinforce PRIDE groups through media literacy and by training youth to deliver social norms and advocacy campaigns
 - ii. Provide scholarships to 5 youth to attend annual Extreme Youth Leadership Camp in San Angelo to equip them with social marketing, advocacy, and leadership skills
 - iii. Recognition for Youth of the Year Awards to encourage youth participation and success in the prevention of substance abuse (done at annual celebratory/recognition meeting)
 - iv. Engage youth (age 13-20) to promote positive peer pressure & alternative activities through educational opportunities and alternative activities via YOUth CARES Teen Committee
 - 1. Developed YOUth CARES Group in September 2009
 - 2. Hosted Teen Halloween Dance
 - 3. Hosting Dodgeball Tournament
 - v. Grow youth peer-led support group for high-risk & recovering youth to share and encourage one-another
- d. Enhance area families through relationship building, educating and promoting parenting as an effective prevention tool.
 - i. Parents as Prevention campaign – educate parents (under 25) about the importance of values & prevention parenting
 - ii. 5th grade commencement project for parents & students transitioning from elementary to middle school – equipping them with resources and knowledge for their changing roles
 - 1. May 2009 Commencement Ceremony held – backpacks with info awarded
 - iii. Recognize families that are engaged in preventative activities with “Random Acts of Prevention”
 - 1. ADACCV Handles

Extras:

- Super Bowl Designated Driver Recognition
- Training
- Summer Program?

Year 3 Additions:

- Community Assessment
- TX School Survey
- Train Adults with Social Marketing
- More Trainings for Members