

12-MONTH COALITION ACTION PLAN

5.3.3 What is the coalition's 12-Month Action Plan for addressing youth substance use in the community?

STYC uses the socio-ecological model to address both the individual youth in addition to the social and physical environment. The 40 Developmental Assets (Search Institute) model was used to develop strategies for the action plan to positively affect the youth. These strategies include external assets such as support, empowerment, boundaries and expectations, constructive use of time, as well as internal assets, such as commitment to learning, positive values, social competencies, and positive identity. Assets not only promote positive behaviors, they also protect young people; the more assets a young person reports having, the less likely he or she is to make harmful or unhealthy choices, such as alcohol and other drug abuse (Search Institute). Evidence-based capacity building and environmental strategies are used to positively affect the community.

DFC Goal One: Increase community collaboration

Objective 1: *By 11/16/15 complete 100% of tasks related to formalizing coalition structure and operations.*

Strategy : Provide support to coalition capacity building efforts

Activity	Who is responsible?	By When?
Hire/contract project personnel and set up office space, acquire needed start-up supplies.	Coalition	11/16/2015
Set up financial and program record keeping policies and procedures for DFC grant funds.	Coalition	11/16/2015
Establish project Work Groups and recruit new members	Coalition, Project Dir.	12/31/2015
Familiarize youth and adult coalition members and partner organizations with the Action Plan, develop detailed tasks and timeline for implementation. Identify committee commitments and responsibilities for operationalizing the Action Plan using the Strategic Prevention Framework.	Executive Committee, Coalition Work Groups.	12/31/2015
Conduct train-the-trainer event for Mendez Foundation "Too Good for Drugs & Violence" Curriculum.	Executive Committee, Project Director	9/29/2016

Objective 2: *By 9/29/16, increase youth (ages 12-18) participation in coalition strategies by 10%.*

Strategy: Provide Information, Provide Support, Enhance Skills and Change Access/Barriers and Modify/Change Policies by implementing a broad range of youth-directed and youth-focused leadership development and prevention activities designed to increase youth participation

Activity	Who is responsible?	By When?
Formalize structure of youth coalition, recruiting new members, elect leadership positions, establish meeting schedule.	Project Coordinator, youth and adults	11/1/2015

Change access/barriers by creating a plan for recruitment and retention of youth members.	Project Coordinator, youth and adults	1/1/2016
Change access/barriers to promote youth participation in Coalition strategies by providing bus tickets, refreshments and/or other small incentives.	Project Coordinator and community partners	9/29/2016
Provide information and recruit youth members by implementing youth-led focus groups and awareness sessions in youth-serving organizations.	Project Coordinator, Youth Sector Rep, JCPS, and coalition.	12/31/2015
Provide information by developing press releases and conducting a marketing campaign to inform youth and community of consequences of youth substance abuse and recruit participation.	Project Coordinator, Youth Sector Rep, youth members and youth advocates	12/31/2015
Enhance skills by engaging youth in planning and implementing activities in the Action Plan, as well as health equity seminars and workshops to discuss risk and protective factors for youth substance abuse, social norms campaign, policy advocacy and other determinants.	Project Coordinator, Youth Sector Rep, and Health Dept. Center for Health Equity.	3/31/2016
Enhance skills for collaboration by providing conflict resolution training for youth and leaders.	Project Coordinator, youth, Peace Educ.	3/31/2016
Provide support by creating opportunities for youth participants to share knowledge and skills throughout Louisville Metro to promote efforts and engage with local officials in policy development/ change recommendations.	Project Coordinator, Coalition Members and	9/29/2016
Create employment opportunities for youth leaders to work with local officials and other community-based organizations to address social disparities within the neighborhood that promote youth substance use/abuse.	Projector Coordinator, Coalition Membership	9/29/2016
Collaboratively with University Law Enforcement, train youth in CPTED strategies to address access to substance.	Projector Coordinator, UofL Police Dept	9/29/2016
Collaboratively with local ABC Investigative Officers, train youth in enforcement policies and compliance strategies.	Project Coordinator, Louisville ABC Office	9/29/2016

Objective 3: By 9/29/2016 achieve a 10% increase in participation among adult coalition members, community partner organizations, and parents/caregivers in coalition work related to assessment, capacity building, planning, implementation, and evaluation.

Strategy: Providing Information, Enhancing Skills and Reducing Barriers to increase capacity of member, parents/caregivers and community partner organizations to collaborate with the coalition and engage in community action to reduce youth prevention substance abuse.

Activity	Who is responsible?	By When?
Reduce barriers to promote adult participation in	Project Coordinator	9/29/2016

Coalition strategies providing bus tickets, refreshments and/or other small incentives.	and community partners	
Reduce barriers by creating a plan for annual recruitment and retention of partner organizations and parent members.	Project Coordinator, youth and adult coalition members	1/1/2016
Provide family-focused information and encourage coalition involvement by hosting partner organization and parents/caregivers in educational and awareness activities.	Project Coordinator, coalition members and partners	9/29/2016
Enhance skills by implementing neighborhood-based health equity institutes to educate youth, parents, grandparents and community about social causes to poor health and substance abuse and develop positive social change strategies.	Project Coordinator, coalition members and Center for Health Equity	9/29/2016
Annually administer parent social norms survey throughout the community. Create performing arts activities to engage parents and youth in social norms campaign surrounding alcohol use: create updated social norms messages for social marketing throughout the community.	Project Coordinator, Membership, and Shawnee Youth Advocates	9/29/2016
Produce family policy, social norms, and prevention information calendars with youth substance abuse prevention PhotoVoice projects.	Project Coordinator, membership, youth	9/29/2016
Utilize performing arts as a tool to awareness campaigns within schools and/or community youth groups as part of regularly scheduled parent involvement activities.	Project Coordinator, JCPS and Seven Counties Services	6/30/2016

DFC Goal 2: Reduce youth substance use

Objective 1: By 9/29/2016, change the following data indicators among youth ages 12-18 in the coalition's target area. (Baseline data: 2015 JCPS Safe and Drug Free Schools survey).

- ***reduce past 30-day use of alcohol by 5%***
- ***increase youth perception of parent disapproval of youth alcohol use by 8%***
- ***increase youth perception of moderate or great harm/risk from alcohol use by 5%***

Strategy: Change consequences and community norms related to the provision of alcohol to underage youth by social sources.

Activity	Who is responsible?	By When?
Identify community partners, including media, parents, law enforcement and retailers, to participate in the <i>Parents Who Host, Lose the Most</i> campaign (Drug Free Action Alliance).	Coordinator, coalition, collaborating partners, youth.	11/16/2015

Develop Social Host work group, elect chair, set meeting schedule, and discuss desired outcomes and methods.	Coordinator, coalition, collaborating partners, youth.	12/16/2015
Develop communications/media plan to publicize campaign and gain additional community partners.	Social Host work group, Coordinator, coalition, collaborating partners, youth.	1/31/2016
Implement campaign, collect evaluation data, access outcomes and adjust efforts as needed to maximize impact, as measured by school survey data identified in the stated objective. Report outcomes and lessons learned to coalition and community.	Evaluators, coalition, collaborating partners, youth.	9/29/2016
Implement ATLAS and ATHENA for sports groups.	Coordinator, coalition, faith-based partners, schools or youth groups	9/29/2016

Strategy: Change community norms and consequences related to the sale of alcohol to underage youth by retailers.

Activity	Who is responsible?	By When?
Conduct retailer training and education. Increase the use of shoulder-tap retailer enforcement checks related to alcohol sales to youth. Publicize campaign prior to checks.	Coordinator, coalition, law enforcement, youth and other collaborating partners.	5/31/2016
Coordinate compliance checks and shoulder tap operations with local and state Alcoholic Beverage Control offices. Recruit and train youth to work with officers as investigative aids.	Coordinator, coalition, law enforcement, youth and other collaborating partners.	6/30/2016
Conduct checks, collect and report data to coalition and community. Through media outlets and partners, acknowledge stores that are not cited for alcohol sales to minors violations during compliance checks. Evaluate outcomes.	Coordinator, coalition, law enforcement, youth and other collaborating partners.	7/31/2016
Engage licensed local establishments by educating them on the regulations prohibiting sales of alcohol to minors to reduce access.	Project Coordinator and Membership	9/29/2016

Strategy: Change physical design and policy by supporting state or local laws to reduce alcohol outlet density, and/or hours of sale, and/or advertising density. Increase disincentives for youth alcohol use by supporting increased local and state taxes on alcohol sales.

Activity	Who is responsible?	By When?
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Identify community partners, including local and state lawmakers, youth-serving organizations, parents, youth and others who support reducing alcohol outlet density, increasing taxes, and identifying other strategies to change policy, disincentives and other related factors.	Coordinator, coalition, collaborating partners, youth.	11/30/2015
Form a Policy work group. Use the “Healthy Alcohol Marketplace” materials to train members and stimulate action planning. Report outcomes to coalition and community.	Coordinator, coalition, collaborating partners, youth.	12/16/2015
Support passage of mandatory alcoholic beverage server training for retailers/employees in Jefferson County, Kentucky and state-wide.	Policy work group, Coordinator, coalition, collaborating partners, youth	1/31/2016
Develop position statements on local issues, develop communications/media plan to publicize and engage other partners.	Policy work group, Coordinator, collaborating partners	1/31/2016
Monitor national, state and local issues/actions related to alcohol policy, determine and implement responses.	Policy work group, Coordinator, collaborating partners	9/29/2016
Evaluate campaign successes and opportunities, adjust action plan as needed, report outcomes to coalition and community.	Coalition, Policy work group, Coordinator, collaborating partners	9/29/2016
Conduct a community scan to analyze environmental risk factors of alcohol advertisements	Project Coordinator, membership, Shawnee Youth Advocates, members	9/29/2016
Monitor new alcohol license requests and work to prevent new licenses in oversaturated areas. Work on ordinance for no licenses in oversaturated areas	Project Coordinator, Membership	9/29/2016
Work to adopt Responsible Beverage Server Training (RBS) for businesses with alcohol licenses.	Project Coordinator, Officers, and Membership	9/29/2016

Strategy: Change access/ barriers and provide support by enhancing youth access to and participation in evidence-based prevention projects, youth leadership programs and alternative activities.

Activity	Who is responsible?	By When?
Create a youth/adult Social Norms work group to develop and implement a community-wide social norms campaign related to youth alcohol use.	Coordinator, coalition, collaborating partners, youth.	1/31/2016

Ensure youth access to information and materials needed to participate in the Reel Action youth video contest on underage drinking prevention.	Coordinator, coalition, collaborating partners, youth.	3/31/2016
Implement Project Alert curriculum in target area's middle schools among 7 th and 8 th grade students.	Coordinator, coalition, schools, partners, youth	5/31/2016

Objective 2: *By 9/29/2016, change the following data indicators among youth ages 12-18 in the coalition's target area. (Baseline data: 2015 JCPS Safe and Drug Free Schools survey).*

- *reduce past 30-day use of marijuana by 6%*
- *increase youth perception of parent disapproval of youth marijuana use by 10%*
- *increase youth perception of moderate or great harm/risk from marijuana use by 6%*

Strategy: Provide information and support for changing community norms supporting youth marijuana use; enhance access to services, evidence-based prevention programming and youth development programs.

Activity	Who is responsible?	By When?
Create a youth/adult Social Norms work group to develop and implement a community-wide social norms campaign related to youth marijuana use.	Coordinator, coalition, collaborating partners, youth	1/31/2016
Implement Project Alert curriculum in target area's middle schools among 7 th and 8 th grade students.	Coordinator, coalition, schools, partners, youth	5/30/2016
Implement ATLAS for sports groups.	Coordinator, coalition, faith-based partners, schools or youth groups	9/29/2016
Provide workshops for parents, grandparents and community to raise awareness of the dangers of marijuana.	Project Coordinator, membership, prevention specialist, and school personnel	9/29/2016

Strategy: Change policy by advocating against legislative efforts to legalize marijuana as medicine in Kentucky.

Activity	Who is responsible?	By When?
Form a Policy work group to develop a detailed action plan to engage community partners in advocating against legalized marijuana in any form. Develop position statement and supporting evidence against marijuana as medicine. Implement advocacy campaign. Report outcomes to coalition and community	Coordinator, coalition, collaborating partners, youth.	1/31/2016

Objective 3: By 9/29/2016, change the following data indicators among youth ages 12-18 in the coalition's target area. (Baseline data: 2015 JCPS Safe and Drug Free Schools survey).

- **reduce past 30-day use of tobacco by 5%**
- **increase youth perception of parent disapproval of youth tobacco use by 8%**
- **increase youth perception of moderate or great harm/risk from tobacco use by 5%**

Strategy: Change community norms and consequences related to the sale of tobacco to underage youth by retailers. Increase barriers to youth access to tobacco.

Activity	Who is responsible?	By When?
Conduct retailer training and education. Increase the use of shoulder-tap retailer enforcement checks related tobacco sales to youth. Publicize campaign prior to checks.	Coordinator, coalition, law enforcement, youth and other collaborating partners.	5/31/2016
Recruit and train youth to work with officers as investigative aids.	Coordinator, coalition, law enforcement, youth and other collaborating partners.	6/30/2016
Conduct checks, collect and report data to coalition and community. Recognize retailers who do not sell tobacco to youth during checks. Evaluate outcomes.	Coordinator, coalition, law enforcement, youth and other collaborating partners.	7/31/2016
Engage local establishments by educating them on the regulations prohibiting sales of tobacco to minors to reduce access.	Project Coordinator and Membership	9/29/2016
Conduct a community scan to analyze environmental risk factors of tobacco advertisements	Project Coordinator, membership, Shawnee Youth Advocates, members	9/29/2016

Strategy: Change access/ barriers and provide support by enhancing youth access to and participation in evidence-based prevention projects, youth leadership programs and alternative activities.

Activity	Who is responsible?	By When?
Create a youth/adult Social Norms work group to develop and implement a community-wide social norms campaign related to youth tobacco use.	Coordinator, coalition, collaborating partners, youth.	1/31/2016