

12-MONTH COALITION ACTION PLAN
Year 3: April. 30, 2018– April . 29, 2019

DFC Goal One: Increase community collaboration to prevent youth substance use

Objective 1: Needs assessment results will provide basis for the development of 100% of newly developed strategies by April 30, 2019.

Strategy1: Update needs assessment bi-annually to collect data and monitor trends.

Activity	Who is responsible?	By when?
Emerging drug trends will be explored and findings shared with the coalition.	Steering Committees (SC)	Quarterly, every Oct, Jan, March, June
Bi-annually support participation in the MiPHY school survey to collect core measures.	School reps on SC	Bi-annually, 2018
Conduct focus groups to identify local context.	SC	Annually: Feb & March
Collect archival data from law enforcement, hospitals, EMS, and schools.	SC	Annually: Feb & March

Strategy 2: Communicate needs assessment findings to the coalition, key stakeholders, and broader community.

Activity	Who is responsible?	By when?
Share MiPHY results with the coalition and community groups.	School reps on SC	Bi-annually, August 2018
Use data in marketing and communications in order to engage community.	Marketing Team	Monthly- We use data in some of our monthly SRSLY newsletters, in monthly ads of the High School Newspaper, The Squall, on our Facebook page, and in school newsletters
Conduct coalition review of needs assessment results to develop 2019 12 Month Action Plan	Coalition and Steering Committees	October 2018

Objective 2: Membership in the coalition will increase by 10% by April 30, 2019.

Strategy 1: Increase membership recruitment to ensure 12 sector representation, and diversity reflective of the Dexter community.

Activity	Who is responsible?	By when?
Monitor coalition membership to ensure it is reflective of the community diversity, with representation from 12 key sectors.	SC	Sept, Dec, March, June
Secure coalition involvement agreements for each of the 12 key community sectors annually.	SC	September 2018
Recruitment events to promote involvement in the coalition: Kickoff rally at football game in fall targeting students & parents; Tables at school open houses; Booth at “Dexter Daze” event targeting families.	SC	August and September 2018

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Ensure youth are represented on the coalition and all work groups by hosting fun/educational events for youth.	Coalition staff	April 2019
Promote coalition through printed materials and social marketing, website, and youth rec. team sponsorship.	Marketing Committee	Quarterly
Participate in local collaborative of coalitions to build relationships and recruit new members.	Staff & SC	Monthly
Publish regular reports in local media of coalition activities.	Media rep	Monthly
Present coalition activities and evaluation results to key stakeholder groups annually – school board, village council, collaborative of coalitions.	Staff & SC	October 2018

Objective 3: The coalition will maintain 90% of current membership through April 30, 2019

Strategy 1: Work to retain current members through recognition, appreciation, and team building activities.

Activity	Who is responsible?	By when?
Celebrate volunteer contributions with CTZN (citizen) of the Month and Kudos awards to recognize members.	Coalition staff	Monthly
Hold Annual Volunteer Appreciation Party.	Coalition staff	August 2018
Hold environmental strategies training for coalition staff and members	SC	August 2018
Conduct annual survey of coalition membership to assess satisfaction with coalition processes and direction.	SC	December 2018
Conduct team-building exercises with coalition members.	Staff & SC	Quarterly

Objective 4: The coalition will implement 100% of the action plan by April 30, 2019.

Strategy 1: Develop coalition structure and processes that support effective implementation of the action plan.

Activity	Who is responsible?	By when?
Continue regular meeting schedule for youth and adult steering committees	Staff & SC	Bi-weekly- We have youth coalition meetings every other Thursday of the month the and have Adult Steering Committee meetings 4 times a year and more if needed
Review and update by-laws as necessary.	Staff & SC	September 2018
Monitor progress toward completion of Action Plan.	Staff & SC	Quarterly
Conduct annual review of coalition staff	Staff & SC	September 2018
Annual action plan developed by steering committee with input from subcommittees.	SC Chair	February 2019

Strategy 2: Gain community financial support of coalition activities to ensure sustainability, regardless of grant funding.

Activity	Who is responsible?	By when?
Coalition activities will be incorporated into membership agencies' annual budgets and action plans, and outlined in coalition involvement agreements.	Member agency representatives	September 2018
Secure sponsors for community events so they are sustainable without grant funding.	Event Committee Chair	Two months prior to events
Send annual appeal letters to garner financial support from the community.	Sustainability committee	December 1, 2018
Secure local support for three substance-free alternative events per year, and other youth-led projects through financial and in-kind donations, annually through 2019.	Sustainability Committee	September 2018

Objective 5: At least 10 coalition members and/or volunteers will participate in training opportunities to enhance their effectiveness and capacity by April 30, 2019.

Strategy 1: Provide and promote training opportunities for coalition members, leaders, and the broader community.

Activity	Who is responsible?	By when?
Send volunteer leaders to the CADCA mid-year training institute.	Staff & SC	July 30, 2018
Send youth coalition members to Youth to Youth Conference	Staff & SC	July 2018
Attendees at CADCA conferences and Youth to Youth will provide a follow up session to teach others what they learned.	SC	October 2018
Identify and promote participation in local and state trainings that apply to the coalition's strategic plan.	Staff & SC	Monthly via newsletter
Host environmental strategies training for coalition members and community leaders	Staff & SC	August 2018

Objective 6: The coalition will develop and implement an evaluation plan for 100% of coalition strategies by April 30, 2019, and annually thereafter.

Strategy 1: Evaluate effectiveness of strategies and strategic plan through quantitative and qualitative data collected and use results to improve efforts.

Activity	Who is responsible?	By when?
Track service outputs and report to the coalition quarterly or as appropriate.	Coalition staff	Sept, Dec, March & June
Track process and short-term outcomes for all activities as they occur and report to the coalition quarterly or as appropriate.	Coalition staff	Sept, Dec, March & June
Biannually assess progress toward intermediate and long-term outcomes.	SC	Every other year in June

DFC GOAL TWO: Reduce youth substance abuse by addressing the factors in a community that increase risk of abuse and promoting factors that minimize risk.

Objective 1: By 2019, decrease the percentage of high school students reporting alcohol use in the past 30 days by 18% (from 22% to 18%).

Strategy 1: Decrease youth access to alcohol as measured by a decrease in the percentage of youth reporting that it is ‘sort of’ or ‘very’ easy to get alcohol from 69.9% to 57.3% for high school students, and from 41.2% to 33.8% for middle school students.

Activity:	Who is responsible?	By when?
Raise adult awareness of the consequences of providing alcohol to youth through Project Sticker Shock – youth place stickers on alcohol to inform about the consequences of buying alcohol for minors.	Wash. Co. Sheriff, chamber of commerce, youth volunteers	October 2018
Educate parents on consequences of providing alcohol and social hosting w/ community-wide mailing of materials developed by Marketing Team.	Marketing Team., School and parent reps. on SC	November, 2018
Promote parent registry of SRSLY-safe homes where alcohol will not be allowed. Encourage parents to check the registry.	Marketing Comm., and School and parent reps. on SC	Monthly
Partnership with law enforcement to conduct compliance checks with targeted retailers.	Law enf. reps on SC, YSC, volunteers	Twice annually
Publicly recognize retailers who pass compliance checks.	Business reps on SC, coalition staff	Twice annually

Strategy 2: Provide information on social norms with messaging to correct the perception that most youth use alcohol. As measured by a decrease in the percentage of HS students who report inaccurately high perception of peer alcohol use rates from 71.3% to 58.5% by 2019.

Activity	Who is responsible?	By when?
Develop and distribute marketing materials with positive social norms messages and local data.	Marketing Committee	December 2018
Work with youth to develop Public Service Announcements for TV and radio.	Youth Steering Committee	April 2019

Objective 2: By 2019, decrease the percentage of high school students reporting marijuana use in the past 30 days by 24% (from 12.3% to 9.3%)

Strategy 1: Decrease the percentage of youth reporting easy access to marijuana. As measured by the percentage of youth reporting that it is ‘sort of’ or ‘very’ easy to get marijuana from 50.2% to 38.2% among HS students, and from 9.4% to 7.1% among MS students by 2018.

Activity:	Who is responsible?	By when?
Work with law enforcement and private companies to encourage drug dog searches in schools.	School and law enf. reps on SC	April 2019
Work with school to enforce strong consequences and to link the youth to resources if they need help.	School reps on SC	April 2019
Ensure consistent penalties for adults providing to minors.	Law enf. reps on SC	April 2019
Ensure publicity of enforcement and consequences.	Media reps on SC	April 2019
Develop messaging and materials to educate adults on consequences of giving marijuana to youth.	Marketing team and law enforcement	April 2019
Advocate for local policies against marijuana dispensaries in the community.	SC	September 2018
Hold educational event for parents and other adults, “Drugs 101,” led by St. Joseph Mercy Health System.	School and health care reps on SC	March 2019

Strategy 2: Raise awareness among youth of the physical and legal consequences of using marijuana. As measured by an increase in the percentage of youth reporting ‘moderate’ or ‘great

risk' for using marijuana from 70.8% to 87.8% among high school students, and from 86% to 95% among middle school students by 2018.

Activity	Who is responsible?	By when?
Incorporate the physical and legal risks of marijuana use into health class presentations.	SRSLY Staff and School Reps	December 2017
Raise visibility of enforcement activities and consequences for those caught.	School and law enforcement reps on SC	June 2018

Strategy 3: Promote positive social norm messaging to correct the perception that most youth use marijuana. As measured by a decrease in the percentage of high school students who report inaccurately high perception of peer marijuana use from 51.6% to 39.2% among high school students by 2018.

Activity	Who is responsible?	By when?
Use local data to inform the community that most kids are not using marijuana.	Media reps, marketing team	June 2018
Develop and distribute posters, press releases, website and other materials with positive social norms messages and data.	Media reps, marketing team	Monthly
Work with youth to develop public service announcements with a positive social norm message.	YSC, Media reps, marketing team	Sept. 2018

Objective 3: Decrease the percentage of high school students reporting use of a prescription painkiller without a prescription by 26% (from 6.2% to 4.7%) by 2019.

Strategy 1: Enhance access to safe medicine disposal programs. As measured by an increase in pounds of medicine collected in the Big Red Barrel by the Washtenaw County Sheriff (baseline to be established in 2014) in Dexter.

Activity	Who is responsible?	By when?
Educate the community on the importance of disposing of unused medications.	Law enf. reps. on SC	December 2018
Work with law enforcement to implement ongoing prescription drug collection and disposal program.	School and law enf. reps on SC	December 2018

Strategy 2: Educate youth on the physical and legal consequences of misusing prescription drugs with a focus on prescription painkillers. As measured by an increase in the percentage of youth reporting that use of a prescription drug without a prescription is 'moderate' or 'great' risk (baseline to be established in 2014) by Fall 2018.

Activity	Who is responsible?	By when?
Partner with schools to incorporate medicine abuse learning objectives into existing health education curricula.	School reps	Sept. 2018
Include information on materials promoting safe disposal options that encourage parents to talk to their kids about the risks of medicine abuse.	School reps, healthcare reps, law enforcement	June 2018

Objective 4: Reduce the percentage of high school students initiating alcohol use before the age of 15 by 20% (from 13.9% to 11.1%) by 2018 by promoting protective factors.

Strategy 1: Provide opportunities for youth to build friendships with alcohol and drug-free peers through positive peer interactions. As measured by a 20% increase in the percentage of HS students who report that none of their friends had used alcohol recently (from 38% to 45.6%).

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Activity	Who is responsible?	By when?
Youth Empowerment Solutions – teamwork and leadership development program for middle school students.	School reps, staff	April 2019
Youth Steering Committee – plan and lead activities to promote pro-social community involvement.	Coalition staff, YSC	Ongoing
“What’s Your Anti-Drug?” Media Contest for 5 th – 12 th grade students to create posters, PSAs, poems, etc. about positive things in their lives that they do instead of drugs. High school students lead classroom activities for middle and elem. schools.	School reps on SC, Youth Steering Committee	Nov 2018

Strategy 2: Support youth participation in opportunities to make a difference in the community.

Activity	Who is responsible?	By when?
Youth Empowerment Solutions – train youth to plan and implement community projects.	School reps, coalition staff	April 2019
Youth Steering Committee – plan and lead activities to promote pro-social community involvement.	Staff, YSC with support from ASC	Ongoing
Monthly coalition meetings.	Coalition staff	Monthly
Youth-led CPTN (Captain) SRSLY comic book, aimed at promoting pro-social community involvement as “cool,” among 10-15-year-olds.	YSC and artist, Jerzy Drozd	June 2018
Provide input to adult coalition members during planning processes of the coalition.	Youth SC	Ongoing
SRSLY Internship for high school youth to develop leadership, planning, and evaluation skills.	Coalition staff	September 2018

Strategy 3: Increase awareness of and participation in fun, substance-free activities

Activity	Who is responsible?	By when?
Host fun alcohol-free events for families on holidays associated with binge drinking.	Event Committees	New Year’s Eve 2018
Support local groups/organizations in hosting fun/ educational youth events.	SC, Marketing Team	Quarterly- We will cohost youth events 4 times a year as they come up

Strategy 4: Train parents how to involve youth in family decisions and effectively communicate with their youth about drugs and other youth issues. As measured by a 10% increase in the percentage of youth who report that their parents include them in family decision from 70.8% to 77.9% for MS and from 66.1% to 72.7% for HS).

Activity	Who is responsible?	By when?
Hold annual SRSLY Parent Night event to bring parents together, and support sharing and learning.	Parent team	Sept 2018

Strategy 5: Support family friendly community events and volunteer opportunities.

Activity	Who is responsible?	By when?
SRSLY events for families – plan and host fun, substance-free events for families.	Events team	Quarterly

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Hold monthly SRSLY meetings with opportunities for families to get involved in coalition work together.	Staff and SC	Monthly
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