**DFC 12-MONTH ACTION PLAN**

**DFC Goal One: Increase Community Collaboration**

Objective 1: *To increase our coalition membership by 6 new members to be measured by the increase in signed Community Involvement Agreements by September 29, 2020.*

Strategy 1: *Providing Support by creating opportunities for coalition members and potential recruits to participate and engage in activities that correspond with their identified skills and expertise.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Perform self-assessment survey for coalition members and volunteers for the purposes of identifying areas of strength, weakness and need for improvement as well as needs for coalition recruitment.  | Steering Committee, Staff | 9/29/2020 |
| Develop role clarification to identify coalition expectations, and sector responsibilities and needs. | Steering Committee, Chairs, Staff | 6/30/2020 |
| Active Coalition members will identify, recruit and orient new members from all sectors and obtain signed Community Involvement Agreements.  | Full Coalition, Steering, Task Forces, Staff | 9/29/2020 |

Objective 2: *To increase membership knowledge and skills to more effectively engage in coalition activities to reduce alcohol and marijuana use among our youth as measured by an increase of 20% of members attending trainings and conferences to be measured by training records and conference registration and attendance logs by September 29, 2020.*

Strategy 1: *Enhancing Skills by hosting and offering members opportunities to attend educational and information workshops, seminars, webinars, conferences and Coalition planning retreats.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Send at least 3 Coalition members to an annual conference, retreat or training event focusing on the youth alcohol and/or marijuana use and current trends. | Steering Committee, staff | 9/29/2020 |
| Send 2 youth to the National Young Leadership Institute and offer other educational training opportunities. | Full Coalition, Steering Committee, Staff | 2/7/2020 |
| Offer internal educational webinars and training sessions by the Prevention Resource Center to at least 2 full coalition meetings. | Full Coalition, Prevention Resource Center, Staff | 9/29/2020 |

Objective 3: *Increase youth participation in coalition activities by 10% as measured by the increase in the number of youths signing the participation activity logs by June 30, 2020.*

Strategy 1:  *Providing Information through increased social media activity and offering/hosting educational presentations, community events and opportunities for youth to participate in coalition activities.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Plan and promote annual Youth Action Forums. | Youth Action Forum Committee | 9/29/2020 |
| Plan and promote the establishment of an independent Youth Coalition through collaboration with Faith Sector and Education Sector. | Full Coalition, Steering Committee, Staff | 6/30/2020 |

Objective 4: *To increase the number of Key Informant Interviews performed, Focus Groups performed and Adult Perception Survey and Young Adult/Adult Opioid/Prescription Medication Use Survey respondents by 10% as measured by the number of interviews performed, focus groups performed and respondents to the Adult Perception Survey and Young Adult/Adult Opioid/Prescription Medication use Survey.*

Strategy 1: *Providing Information/Providing Support through data collection arrangement and presentation of collected data.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Conduct Prevention Needs Assessment Survey in the 13 school districts in Steuben County. | Education partners,Staff | 9/29/2020 |
| Conduct Adult Perception Survey with a focus on alcohol, marijuana and other drug (also including community oriented local conditions and contributing factors). | Task Force Committees, Collaborating Partner Agencies, Staff | 8/30/2020 |
| Conduct Young Adult/Adult Opioid/Prescription Medication Use Survey. | Task Force Committees, Collaborating Partner Agencies, Staff | 8/30/2020 |
| Conduct Focus Groups in at least 4 of the 13 school districts to address alcohol, marijuana and other drug use to supplement the Prevention Needs Assessment Survey. | Task Force Committees, Education partners, Staff | 8/30/2020 |
| Conduct at least 12 Key Informant Interviews split between Law Enforcement, County Probation and County Social Services to address, alcohol, marijuana and other drug use to supplement the Prevention Needs Assessment Survey. | Task Force Committees, Law Enforcement partners, County Government partners, Staff | 8/30/2020 |
| Present collected data to School Administration, Community Groups and local, state and federal law makers. | Steering Committee, Law Enforcement partners, County Government partners, Substance Abuse Agency partners, Staff | 8/30/2020 |

**DFC Goal Two: Reduce Youth Substance Use**

Objective 1: *Reduce youth alcohol use in Steuben County by 3% as measured by 30-day use reported by grades 8, 10 and 12 in the Prevention Needs Assessment Survey by September 29, 2020.*

Strategy 1: *Providing Information.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Update and circulate the TIPS for the Tool Box and parental educational series on Underage Drinking statistic from the 2019 Prevention Needs Assessment Survey. | UAD Task Force, Steering Committee, Education partners, Staff | 3/31/2020 |
| Develop a media campaign focusing on the education of the Social Host Law | UAD Task Force, Law Enforcement partners, Media partners, Staff | 3/31/2020 |
| Hold a community wide Town Hall Meeting to engage and discuss new underage drinking data to parents in Steuben County.  | UAD Task Force, Law Enforcement partners, Media partners, Education partners, Staff | 6/30/2020 |
| Hold Sticker Shock Events across Steuben County.  | UAD Task Force, Education partners, Youth Groups, Staff | 6/30/2020 |
| Secure pre-viewing movie spots displaying winning Social Host Law Public Service Announcement at the Corning Palace Theater and the Hornell Spotlight Theater.  | UAD Task Force, Business partners, Media partners, Staff | 4/30/2020 |

Strategy 2: *Providing Support.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Host a Public Service Announcement Contest focusing on the education of the Social Host Law for youth participants across Steuben County for ages 12 – 18. | UAD Task Force, Law Enforcement Partners, Education Partners, Media Partners, Staff | 9/29/2020 |
| Host an Underage Drinking Poster Contest throughout the 13 school districts in Steuben County for grades 6, 7 & 8. | UAD Task Force, Education Partners, Staff | 4/30/2020 |
| Provide technical assistance to alcohol outlets to implement the information they learned through TIPS (Training Intervention ProcedureS) Training to ensure safe sales practices. | UAD Task Force, Business Partners, Staff | 9/29/2020 |

Strategy 3: *Enhance Skills*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Conduct at least 2 Training Intervention ProcedureS (TIPS) Training events in Steuben County including the increasing population of wineries, breweries and distilleries. | Business partners, UAD Task Force, Staff | 6/30/2020 |
| Hold workshop for members/volunteers and law enforcement personnel on how to conduct community social host law education. | UAD Task Force, Steering Committee, Law Enforcement Partners, Staff | 3/31/2020 |

Strategy 4: *Reduce Access/Enhance Barriers*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Provide TIPS Training at no cost to alcohol sales outlets. | UAD Task Force, Business Partners, Staff | 9/29/20 |
| Host TIPS Training at on site locations. | UAD Task Force, Business Partners, Staff | 9/29/2020 |

Strategy 5: *Change Consequences.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Work with all 13 school districts in Steuben County to make consequences of using alcohol on school property uniform across the board. | UAD Task Force, Education partners, Staff | 6/30/2020 |
| Hold Compliance Checks following Sticker Shock Events.  | UAD Task Force, Law Enforcement partners | 6/30/2020 |
| Publicly recognize businesses that pass Compliance Checks and that participate in TIPS Trainings. | UAD Task Force, Law Enforcement partners, Media partners, staff | 7/30/2020 |

Strategy 6: *Change Physical Design.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Work with County Fair Administration to install permanent “No Alcohol allowed in these family areas” signage. | UAD Task Force, Business partners, Staff | 7/30/2020 |
| Install “We Are A Social Host Law Community” signage at retail sales establishments in Steuben County. | UAD Task Force, Business partners, Staff | 9/29/2020 |
| Install underage use and carding practices signage at alcohol sales outlets. | UAD Task Force, Business partners, Staff | 9/29/2020 |
| Conduct environmental scans to identify business that need installed signage regarding purchasing for underage use and carding practices. (moved from providing support) | UAD Task Force, Education Partners, Business Partners, Staff | 9/29/2020 |

Strategy 7: *Modify/Change Policies*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Work with alcohol sales establishments to require ID checking policies. | UAD Task Force, Business partners, Staff | 6/30/2020 |
| Work with alcohol “on premise” sales establishments to require a TIPS Training/Beverage Server policy. | UAD Task Force, Business partners, Staff | 6/30/2020 |
| Work with school districts to increase consequences in the Code of Conduct manual for alcohol use. | UAD Task Force, Education partners, Staff | 1/31/2020 |
| Work with County Fair Administration to implement incident reporting policies for alcohol consumption outside of the designated areas. | UAD Task Force, Business partners, Staff | 7/30/2020 |
| Work with County Fair Administration to ban consumption of alcohol in family friendly areas of the Fair Grounds.  | UAD Task Force, Business partners, Staff | 7/30/2020 |
| Work with Community Event organizers hosting fairs and festivals where alcohol is sold to establish consistent alcohol serving policies and incident reporting policies. | UAD Task Force, Local Government partners, Business partners, Staff | 5/31/2020 |

Objective 2: *Reduce youth marijuana use in Steuben County by 3% as measured by 30-day use reported by grades 8, 10 and 12 in the Prevention Needs Assessment Survey by September 29, 2020.*

Strategy 1: *Provide Information*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Update and circulate educational materials relative to marijuana use among our youth and the resources available in Steuben County. | Marijuana Task Force, Steering Committee, Education partners, Staff | 3/31/2020 |
| Develop parental educational series on marijuana and the impact on the young developing brain. | Marijuana Task Force, Education partners, Staff | 3/31/2020 |
| Develop informational flyers relative to the legal issues and changes in the New York State Marijuana Law. | Marijuana Task Force, Steering Committee, Law Enforcement partners, Staff | 12/31/2019 |
| Host a Town Hall Meeting focusing on the impact of marijuana on the young developing brain. | Marijuana Task Force, Law Enforcement partners, Education partners, Media partners, Staff | 3/31/2020 |

Strategy 2: *Provide Support*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Provide Technical Assistance to school districts and agencies as they implement concepts learned through Drug Impairment Training for Education Professionals (DITEP) Training. | Marijuana Task Force, Education partners, Staff | 8/30/2020 |

Strategy 3: *Enhance Skills*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Hold Annual DITEP Training classes for educational professionals and youth serving staff to ensure current requirements are met for drug recognition and assessments procedures. | Marijuana Task Force, Law Enforcement partners, Education partners, Staff | 7/31/2020 |
| Hold DITEP Training classes for Steuben County Probation Department, Social Services Department and Substance Abuse agencies. | Marijuana Task Force, Law Enforcement partners, local agency partners, Staff | 7/31/2020 |

Strategy 4: *Enhance Access/Reduce Barriers*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Provide DITEP Training classes at “no cost” to all participants. | Staff | 7/31/2020 |

Strategy 5: *Change Consequences*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Work with law enforcement to patrol 4 or more identified parks/playgrounds on a regular basis. | Marijuana Task Force, Law Enforcement partners, Government partners, Staff | 6/30/2020 |
| Promote public recognition for proactive law enforcement personnel, youth resisting marijuana and drug use and adults who support youth decisions to be marijuana and drug free. | Marijuana Task Force, Law Enforcement partners, Media partners, Staff | 9/29/2020 |

Strategy 6: *Change Physical Design*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Install marijuana risk factor signage in 13 schools, youth centers and community locations across Steuben County. | Marijuana Task Force, Education partners, Youth Group partners, Staff | 6/30/2020 |
| Install Drug Free Zone Signs in 4 identified parks/playgrounds. | Marijuana Task Force, Local Government partners, Law Enforcement partners, Youth Group partners, Staff | 6/30/2020 |

Strategy 7: *Modify/Change Policies.*

| **Activity** | **Who is responsible?** | **By when?** |
| --- | --- | --- |
| Work with 13 school districts to secure best practice policy and procedures relative to marijuana use and violations of school policies. | Marijuana Task Force, Education partners, Staff | 1/31/2020 |
| Work with local, state and federal law makers to advocate for local, state and federal laws for safe marijuana practices in our communities. | Marijuana Task Force, Government partners, Law Enforcement partners, Staff | 1/31/2020 |
| Work with local town and village officials and law enforcement to allow for zoning and board passage of Drug Free Zone Sign installation. | Marijuana Task Force, Government partners, Law Enforcement partners, Staff | 3/31/2020 |
| Work with school districts and local agencies to make DITEP Training an annual mandatory policy. | Marijuana Task Force, Education partners, Law Enforcement partners, Staff | 3/31/2020 |