

Steuben Prevention Coalition (SPC) Action Plan
Grant Year September 30, 2017 – September 29, 2018

DFC Goal One: Increase community collaboration

Objective 1: Continue to enhance coalition structure that increases identified resources and gaps in the community, with representation from all 12 sectors of the community by September 29, 2018 (measured by coalition membership numbers).

Strategy 1: Expand membership in and participation of the coalition members, and training and development of Coalition members by September 29, 2018.

Activity	Who is responsible?	By when?
Recruit 4 additional high school youth members and 2 adult members to insure active members from all sectors. Use current technology and social media to recruit new members improve meeting attendance and participation.	Members of the Education Sector, Steering Committee, SPC Staff	9/29/2018
Identify and recruit Coalition members in from all 13 school districts in Steuben County to increase Coalition membership and youth involvement.	Steering Committee, Steuben County Prevention Agencies, SPC staff	9/29/2018
Continue with sustainability efforts with the Steuben County Legislature.	Steering Committee, SPC Staff	9/29/2018

Objective 2: Increase membership capacity to engage in prevention work by September 29, 2018 as measured by increased knowledge measured by coalition capacity survey.

Strategy 1: Members will participate in at least 4 training opportunity per year.

Activity	Who Is Responsible	By When?
Develop organizational and management skills of Coalition staff and members through coordination with the Finger Lakes Prevention Resource Center (PRC), webinars, CADCA, SPC evaluator and other forums	SPC staff	9/29/2018
Invite Coalition members to attend all conferences as they become available throughout the year (ex. CADCA conferences) as funds are available.	SPC staff	9/29/2018
Inform and invite all Coalition members to sign up and participate in educational trainings and Webinars as they become available throughout the year.	SPC staff	9/29/2018

Objective 3: Investigate alternative methods to engage youth membership in Coalition activities by September 29, 2018 as measured by coalition membership numbers.

Strategy 1: Increase youth membership attendance at Coalition meetings and activities provided.

Activity	Who is responsible?	By when?
Increasing the number of schools participation in the Youth Action Forum.	Youth Action Forum Committee, Coalition Members, SPC Staff	9/29/2018
Secure alternative funding for sustainability of the Youth Action Forum	Youth Action Forum Committee, Coalition Members, SPC Staff	9/29/2018
Establishing Regional Youth Coalition meetings.	Youth Action Forum Committee, Coalition Members, SPC Staff	9/29/2018
Development of PSA projects for youth participation	Youth Action Forum Committee, Coalition Members, SPC Staff	9/29/2018

Strategy 2: Providing Support

Activity	Who is responsible?	By when?
Host 4 th Annual Youth Action Forum	Youth workgroup, SPC staff	10/31/2017
Strive to involve all 13 schools in the 5 th Annual Youth Action Forum	Youth workgroup, steering, SPC staff	10/31//2018
Engage Youth Action Forum ‘graduates’ in ongoing coalition activities.	Youth workgroup, coalition, SPC staff	9/29/2018

Objective 4: Collect data from key informant interviews, focus groups, adult perception surveys and adult community surveys (measured by reports of compiled data).

Strategy 1: Implement, analyze and report information from all data collected by September 29, 2018.

Activity	Who is responsible?	By when?
Conduct 4 youth focus groups and 4 adult key informant interviews.	Coalition members, SPC staff	5/31/2018
Conduct an adult perception survey to at least 250 adults.	UAD and MJP Task Force members, SPC staff	8/31/18

Collect additional community data from sources such as county health assessment and short surveys placed at health fair tables, information display tables, open house and similar school events.	Coalition members, SPC staff	5/31/2018
Review and update community assessment	Coalition, PRC, SPC staff	4/30/2018
Convene Steuben's three prevention providers and the Steuben County Department of Community Services to assess unmet needs of youth, and identify available resources. This will continue to be a function of our Steering Committee.	Steering Committee, SPC staff	3/31/2018

Objective 5: Investigate the use and abuse of Opioid/Prescription Pain medication in Steuben County (measured by reports of compiled data).

Strategy 1: Provide Information.

Activity	Who is responsible?	By when?
Involvement in Steuben County Opioid Forum	SPC Staff	2/10/2018
Involvement in Steuben County Chemical Dependency Subcommittee	SPC Staff	ongoing
Collection of Opioid Use/Opioid Prescription Medication data	SPC Staff	9/29/2018

DFC Goal Two: Reduce youth substance use.

Objective 1: Reduce Youth Alcohol Use by 3% (measured by 30 day use reported by grades 8, 10 and 12 in student survey) by Sept. 29, 2018. The next round of student surveys will be administered in Oct. of 2017.

Strategy 1: Provide Information

Activity	Who is responsible?	By when?
Educational outreach – Develop and distribute material, Tips for the Tool Box, create PSA's, manage health & wellness fairs, media interviews	UAD Task Force, SPC staff	9/29/2018
Develop a parent educational series of flyers concerning alcohol and other drugs including legal consequences; i.e. Social Host Law, to reduce the incidence of parents allowing access to alcohol. Place flyers on school district web-sites and county newspapers.	UAD Task Force, SPC staff	9/29/2018

Activity	Who is responsible?	By when?
Recruit youth to participate in a sticker shock program in at least 4 communities applying “don’t serve to under 21” stickers on cooler cases and multi-packs of beer at convenience stores.	UAD Task Force, SPC staff	7/31/2018
Sponsor a teen media contest – PSA’s billboards, video ads, video contest, poster contest addressing the legal and physical effects of underage drinking	UAD Task Force, SPC staff	5/31/2018
Support the DA & Sheriff authored prom and graduation letters to parents of all juniors and seniors in all schools county wide addressing the legal consequences of hosting/attending underage drinking parties	DA, Sheriff, UAD Task Force members, SPC staff	6/30/2018

Strategy 2: Build Skill

Activity	Who is responsible?	By when?
Conduct a minimum of 2 TIPs training for off premise establishments	Coalition, UAD Task Force, SPC staff	9/29/2018

Strategy 3: Access/Barriers

Activity	Who is responsible?	By when?
Develop a media campaign centered around the underage drinking tip line.	Coalition, UAD Task Force, SPC staff	9/29/2018

Strategy 4: Incentives/ Disincentives

Activity	Who is responsible?	By when?
Increase public recognition program for proactive law enforcement, youth doing the right thing and adults supporting youth decisions to be alcohol free	Coalition, UAD Task Force	9/29/2018
Public recognition of TIPs certified establishments	UAD Task Force, SPC staff	9/29/2018

Strategy 5: Physical Design

Activity	Who is responsible? By when?

Post permanent Social Host signs in retail stores	Coalition, UAD and MJP Task Force members	9/29/2018
---	---	-----------

Objective 2: Reduce youth marijuana use by 3% (as measured by 30 day use reported by 8th, 10th and 12th graders in the student survey) by Sept. 29, 2018. The next round of student surveys will be administered in October of 2017.

Strategy 1: Provide Information

Activity	Who is responsible?	By when?
Educational outreach – distribute material, PSA’s, health & wellness fairs, media interviews pertaining to the legal and physical effects of youth use of marijuana and information about the new medical marijuana law in NYS.	MJP Task Force, SPC staff	9/29/2018
Develop a parent education and promote series of flyers concerning marijuana, medical marijuana, and other drugs including legal consequences; i.e. Social Host Law, to reduce the incidence of parents allowing access to marijuana. Place flyers on school district web-sites and county newspapers.	MJP Task Force, SPC staff	9/29/2018

Strategy 2: Build Skill

Activity	Who is responsible?	By when?
Conduct DITEP refresher class for education and youth serving staff	MJP Task Force, SPC staff	8/31/2018
Design/implement a presentation for law enforcement, parents, administrators, and counselors covering current drug trends, product marketing and prevention tips.	MJP Task Force, SPC staff	3/31/2018

Strategy 3: Access/ Barriers

Activity	Who is responsible?	By when?
Develop a media campaign centered around the Sheriff’s Drug Tip Line.	MJP Task Force, SPC staff	9/29/2018

Strategy 4: Incentives/ Disincentives

Activity	Who is responsible?	By when?
Continue our public recognition program for proactive law enforcement, youth doing the right thing and adults supporting youth decisions to be marijuana and drug free.	MJP Task Force, SPC staff	9/29/2018

Strategy 5: Physical Design

Activity	Who is responsible?	By when?
Continue to work with businesses to place Social Host signs in convenient stores.	MJP Task Force, SPC staff	9/29/2018

Strategy 6: Policies or Regulations

Activity	Who is responsible?	By when?
Solicit school policies and assist in reviewing and updating these policies to address current trends and regulations around students caught using marijuana.	MJP Task Force, SPC staff	9/29/2018
Coalition members will monitor any changes to the NYS medical marijuana law as well as any marijuana legalization efforts in NYS.	Coalition members, SPC staff	9/29/2018