

Drug-Free Communities 12-month Action Plan

DFC Goal One: Increase community collaboration

Objective 1: *Build capacity among key stakeholders and community members by marketing the mission, vision, and successes of the PPEC, as evidenced by recruiting three new members and creating new community partnerships.*

Strategy 1: *Engage the community in collaborations, targeted at developing environmental changes that decrease the use of alcohol, marijuana, and prescription drugs.*

Strategy 2: *Increase community awareness of PPEC activities and potential community partnerships through targeted marketing strategies.*

Strategy 3: *Increase the membership of the PPEC by targeting key stakeholders and community members.*

Objective 2: *Continue to utilize the Strategic Prevention Framework to guide all PPEC operations, as evidenced by completed trainings and the 5 CADCA documents are updated.*

Strategy 1: *Utilize CADCA coalition training opportunities to develop leadership skills in paid staff and PPEC members.*

Strategy 2: *Review and update the 5 CADCA documents: Community Assessment, Logic Model, Action Plan, Evaluation Plan, and Sustainability Plan*

Strategy 3: *Conduct an annual training devoted to the Strategic Prevention Framework at one PPEC meeting.*

Strategy 4: *Assess and increase the cultural competence of the coalition.*

Objective 3: *Educate stakeholders on environmental and policy changes for alcohol, marijuana, and prescription drugs as evidence by measurable participation in PPEC events, trainings, and advocacy efforts.*

Strategy 1: *Increase the capacity of community professionals to recognize environmental risk factors and respond accordingly.*

Objective 4: *Continue the Community Health Assessment Process (includes collection of the four-core measures) as evidence by stakeholder participation throughout the assessment planning process. *Note, the community health assessment is modeled after the CDC's Youth Risk Behavioral Surveillance System and is the first core function of the public health model.*

Strategy 1: *Utilize the Hospital Council of Northwest Ohio as our evaluator to facilitate, guide, and plan the planning and dissemination phases of the Community Health Assessment process.*

Drug-Free Communities 12-month Action Plan

DFC Goal Two: Reduce youth substance use

Objective 1: *Engage at least 50% of the 300 county-wide alcohol vendors (restaurants, bars, retailers) with one or more environmental prevention strategies that reduce access to alcohol among youth. *Note: the following strategies are based on local conditions.*

Strategy 1: *Conduct alcohol compliance checks on retailers and restaurants that sell alcohol.*

Strategy 2: *Pinpoint alcohol outlet density in Erie County to determine a baseline for planning for environmental changes.*

Strategy 3: *Utilize Bowling Green State University Students to conduct alcohol environmental scans on restaurants and retailers who sell alcohol.*

Strategy 4: *Conduct alcohol environmental scans at large-scale festivals such as Ohio Bike Week and 4th of July festivals. *Note: Ohio Bike Week's attendance is 100,000+*

Strategy 5: *Meet with local courts to identify environmental changes and practices.*

Objective 2: *Promote public awareness campaigns within the community regarding effective prevention strategies as measured by the number of community events, trainings, and media impressions.*

Strategy 1: *Collaborate with local school districts, businesses, event organizers, and municipalities to promote anti-drug marketing campaigns targeted at youths aged 12-18.*

Objective 3: *Continue the use of evidence-based environmental prevention strategies to reduce prescription drug misuse as evidence by conducting four promotional activities, and collaborating with all 16 Erie County Pharmacies.*

Strategy 1: *Use media/marketing campaigns to increase public awareness of permanent Drug Take-Back Boxes located in Erie County.*

Strategy 2: *Partner with local pharmacies to promote use of Drug Take-Back Boxes to dispose of unwanted/un-needed prescription drugs.*

Strategy 3: *Serve as a strong partner to Erie County's Vivitrol and Naloxone programs.*

Objective 4: *Reduce the past 30-day usage rate of marijuana among high schools students through environmental prevention strategies.*

Strategy 1: *Continue to educate key stakeholders and policy makers regarding the dangers of legalizing recreational and medical marijuana in Ohio. *Note only paid coalition staff will conduct these strategies- this will ensure we are educating and NOT lobbying.*

Drug-Free Communities 12-month Action Plan

Strategy 2: *Continue to educate parents and community members regarding the dangers of legalizing recreational and medical marijuana in Ohio. *Note only paid coalition staff will conduct these strategies- this will ensure we are education and NOT lobbying.*

Strategy 3: *Conduct an environmental scan on tobacco outlets and provide results of the scan to law enforcement agencies.*

Objective 4: *Increase the number of schools who include evidence-based prescription drug and marijuana prevention programs as a part of their curriculum.*

Strategy 1: *Expand and further develop sustainability in the implementation of LifeSkills and other evidence-based prevention curriculums.*