

Action Plan for the Coming Grant Year – September 30-2014 – September 29, 2015

**Consistent with the President’s National Drug Control Strategy

Goal 1 Increase Community Collaboration

Objective 1: Build broad-based community awareness of and support for the Chesterfield County Coordinating Council-Youth Development Coalition

Strategy 1: Strengthening Coalition **

Activity	Responsible Party/Parties	Target Date
Engage key community stakeholders **	CCCC & CCCC-YDC members, particularly individuals in leadership positions Margaret Mitchell, CCCC Director (Project Director) Stacee Mosier, Coalition Coordinator	October, 2014 – September 2015
Track partnerships and measure attendance and enhanced ability to implement strategies for Goal 2.	Margaret Mitchell, CCCC Director Stacee Mosier, Coalition Coordinator Farris Pigg—Assistant Director of Operations Sharon Sweatt, Part Time Assistant	October, 2014 - ongoing
Recognize volunteers, Coalition’s and partners’ accomplishments through an annual recognition celebration.	CCCC-Volunteer Subcommittee Farris Pigg—Assistant Director of Operations Sharon Sweatt, Part Time Assistant	May, 2014
Using promotional items, brochures, social networking media and websites to increase the general public’s awareness of community needs and resources and CCCC-YDC activities enhancing the ability to implement strategies for Goal 2 Use data collected from monitoring of community indicators and student survey & free brochures and fact sheets from SAMHSA & SC DAODAS **	Margaret Mitchell, CCCC Director CCCC YDC members particularly Media, Stacee Mosier--Coalition Coordinator	October 2014 ongoing
Increase community awareness/education of CCCC-YDC activities and resources by hosting one community forum: sharing and discussing data, collecting information on community needs and resources, and inspiring community participation.	CCCC-YDC members especially Pee Dee Publishing and other media Businesses Farris Pigg—Assistant Director of Operations Stacee Mosier, Coalition Coordinator	May & September, 2015
Collect data from middle and high school students and their parent/caregiver on the four core measures per DFC requirements through the already existing local survey & data collection system. **	Evaluator Stacee Mosier, Coalition Coordinator Sharon Sweatt, Part Time Assistant	October, 2014 - September, 2015

Continue to gather data from teachers/youth service providers and other adults on their attitudes about youth substance use **	Evaluator Stacey Mosier, Coalition Coordinator Sharon Sweatt, Part Time Assistant	Ongoing for 12 months
Monitor trends in community data to determine impact of CCCC-YDC and to inform CCCC-YDC decision making (third party sources, compile media coverage). **	Evaluator	Ongoing for 12 months
In addition to efforts listed above, create an annual report & take data to County Council, School Board, and other community groups.	Margaret Mitchell, CCCC (Project) Director Evaluator Stacey Mosier, Coalition Coordinator	June – August, 2015
Implement sustainability plan	CCCC Board & CCCC-YDC leadership Margaret Mitchell, CCCC Director	Ongoing for 12 months

Goal 1, Objective 1, Strategy 2: Enhance skills of staff and Council/Coalition members **

Activity	Responsible Party/Parties	Target Date
Attend (if required) ONDCP national training in Washington, DC & CADCA Leadership Forum or CADCA Mid-Year Training or RX Abuse Summit (2 trainings total) **	Margaret Mitchell, CCCC (Project) Director; Stacey Mosier, Coalition Coordinator, YDC leadership member	December, 2014 February, 2014 July, 2014
Expand use of resource library by promoting its contents through CCCC, CCCC-YDC meetings, and other public awareness activities	Stacey Mosier, Coalition Coordinator Coalition members	December, 2014 – ongoing
Host local trainings to build the capacity of youth serving organizations and Coalition members to prevent youth substance abuse especially related to the prevalence of youth abuse and access to prescription medicines prescribed for someone else (as reported on our student survey), current laws and their consequences, ideal policies and effective strategies to prevent youth prescription abuse. **	Stacey Mosier, Coalition Coordinator Sharon Sweatt, Part Time Assistant	Twice within project period
Meet with local magistrates and judges to inform them of community education and treatment resources encouraging them to mandate participation by both youth and their caregivers.	County Office of the Department of Juvenile Justice Solicitor's Office Sheriff's Office Stacey Mosier, Coalition Coordinator	Twice within project period

DFC Goal 2: Reduce youth substance use

Objective 1: Reduce youth access to ALCOHOL. Strategy 1: Provide education & enhance skills of adults. **

Activity	Responsible Party/Parties	Target Date
Community Education: Provide at least 2 trainings at school PTO meetings, church groups, public library, recreation department coaches, etc. to increase adult knowledge of the problem, the laws, where youth are getting their alcohol, their own liability, and what they can do about it **	Meagan Ard, The ALPHA Center Stacey Mosier, Coalition Coordinator Sharon Sweatt, Part Time Assistant	November, 2014-May 2015
Public Awareness: Conduct Media Campaigns to increase adults’ awareness of Underage Drinking laws (Parents Who Host Lose The Most, Out of Their Hands) and increase positive youth/adult interaction, a protective factor against substance abuse (Family Day Dinner Makes A Difference) Community Education: Follow up on increased awareness with skill building information through presentations, newspaper articles, newsletter, fact sheets, etc. **	All CCCC-YDC members, especially Pee Dee Publishing School District Businesses – particularly alcohol retail outlets and restaurants Faith based groups Stacey Mosier, Coalition Coordinator	ongoing
Conduct seasonal public awareness activities (holiday campaign, Prom campaign, underage drinking prevention proclamation in April, Drunk & Drugged Driving Prevention Proclamation in December) coordinated with Media Campaigns (above), youth art contest (Objective 2), and public awareness activities in Goal 1	All CCCC-YDC members Media Businesses Stacey Mosier, Coalition Coordinator	4 times starting in October, 2014

Goal 2, Objective 1, Strategy 2: Reduce Access/Increase Barriers & Change consequences

Activity	Responsible Party/Parties	Target Date
Increase compliance with laws regulating the sale of alcohol to minors by sponsoring at least 12 compliance checks with retail alcohol outlets	Sheriff’s Office Margaret P. Mitchell, Project Director, Youth Solicitor’s Office The ALPHA Center Media	Monthly for at least 12 months throughout project period
Publicize businesses that are checked and were compliant to use public, positive reinforcement to address our local culture that makes youth access to alcohol easy.	CCCC-YDC members, particularly Sheriff’s Office Pee Dee Publishing Businesses Media Stacey Mosier, Coalition Coordinator	Monthly for at least 12 months throughout project period

Work with DFC state networking group to change regulations or enforcement of underage drinking regulations	Stacee Mosier, Coalition Coordinator	Entire project period
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Goal 2, Objective 2: Increase youth perception of harm of MARIJUANA. Strategy 1: Provide education & enhance skills of youth and adults **

Activity	Responsible Party/Parties	Target Date
<p>Community Education: Conduct an art contest for youth about the harmfulness of marijuana; (for students at intermediate, middle and high schools; offer prizes for each school)</p> <p>Public Awareness: Results of art contest will be used in a creative media campaign using print as well as broadcast media generalizing the impact to the entire community (i.e., create a calendar and talk about it on the radio)</p>	<p>School District Pee Dee Publishing Youth Community Volunteers Media Stacee Mosier, Coalition Coordinator</p>	<p>October, 2014 – February, 2015</p>
<p>Provide Community Education & Public Awareness on the harmfulness of marijuana by:</p> <ul style="list-style-type: none"> • distributing materials in brochure racks in beauty/barber shops, other businesses, and school guidance offices; • disseminating materials through a booth at health fairs & town festivals across the county; • using newspaper articles, e-newsletter, website; • and community presentations (include marijuana in adult trainings listed in Goal 2, Obj. 1, Strategy 1); • publicizing a proclamation for Drunk & Drugged Driving Prevention month in December. <p>Community Education: Follow up on increased awareness with skill building information through presentations, newspaper articles, newsletter, fact sheets, etc.</p> <p>**</p>	<p>Stacee Mosier, Coalition Coordinator Sharon Sweatt, Part Time Assistant Community Volunteers CCCC-YDC members Youth</p>	<p>October, 2014 – ongoing</p>
<p>Public Awareness: Conduct Media Campaigns to increase positive youth/adult interaction, a protective factor against substance abuse (Family Day Dinner Makes A Difference)</p> <p>**</p>	<p>All CCCC-YDC members School District Businesses – particularly restaurants Faith based groups Stacee Mosier, Coalition Coordinator</p>	<p>September, 2015</p>

Goal 2, Objective 3: Reduce youth access to prescriptions for non-medical use. Strategy 1: Increase public awareness of problem **

Activity	Responsible Party/Parties	Target Date
Provide support to local Prescription Take Back Initiative Provide media ads to increase awareness of locations **	Sheriff's Office Stacey Mosier, Coalition Coordinator Sharon Sweatt, Part Time Assistant Coalition members Local businesses and Agencies	Fall, 2014 and Spring, 2015

Goal 2, Objective 3: Reduce youth access to prescriptions for non-medical use. Strategy 2: Provide education & enhance skills of youth and adults **

Community Education: Provide educational information and speaking engagements throughout the county. **	Sheriff's Office Council on Aging Chesterfield County Libraries School District Stacey Mosier, Coalition Coordinator	Fall 2014 and Spring 2015
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