

Community Coalition Alliance – Northeast, FL Regional Action Plan

During a comprehensive Needs Assessment and Resource and Capacity Assessment the CCA members identified alcohol, marijuana, and synthetic drug issues prevalent in the Northeast Region of Florida among middle and high school students (see *CCA Regional Logic Model - end of document*). In order to make effective change and reduce and prevent alcohol, marijuana, and synthetic drug use in the region, the CCA member coalitions have developed the following Action Plan using environmental strategies and evidence-based Prevention Programs to not only combat alcohol and other drug use itself, but the low school performance rate of youth who report alcohol and other drug use compared to teens who refrain from use. The strategies and programs described throughout the Action Plan will all work together to provide a comprehensive approach and working as a region will assist with the sharing of resources, including expertise, lessons-learned, and project recognition. These strategies will be evaluated by CCA across the Region.

IMPORTANT NOTES TO THE ACTION PLAN:

Coalition Directions: Coalitions should use their Logic Model and the Regional Logic Model when developing their individual Coalition Action Plan. Coalitions should use whatever portion of the Regional Action Plan is pertinent to their community – either environmental or research-based programs or strategies. CCA will provide funding as available for only those strategies and capacity activities listed in the Regional Action Plan.

Note 1: Evidenced-based Prevention Programs are included in this plan. This piece is for Prevention Providers throughout the region that choose to participate in the Regional Plan. The program choices identified were done so at a Regional Prevention Meeting with input from Prevention Program Providers who attended. The choices were based off of their knowledge of what programs would benefit the reduction and prevention of youth alcohol, marijuana, and synthetic marijuana use and work to increase successful school performance. If a Prevention Provider chooses to implement one of the programs that have been determined to fit with the regional action plan, the provider will be included in the results and successes of the plan. It is the hope that by providing a comprehensive approach in the region, implementing both environmental strategies and prevention programs, together, we can see real change in our communities. It is not up to the community coalitions of the CCA to implement Prevention Programs themselves, but should support their community partner prevention efforts if possible through shared resources, contacts, etc.

Note 2: It is understood that all member coalitions of the CCA may not be able to have all of the strategies in the Regional Action Plan in the implementation phase in their respective counties by the end of the long-term objective timeframe; however, all coalitions are expected to work to the best of their ability to implement the Regional Action Plan. For some areas in the Region, a longer timeframe may be needed to build the capacity to implement each strategy, more financial resources may need to be obtained, or an unforeseen roadblock may occur that prevents the implementation of a certain strategy. It is also understood that the list of strategies determined in this Regional Action Plan are not the only strategies that a member coalition may be working on in their respective counties. Many counties in the Northeast Region have developed their own Logic Model and Action Plan based off local data. The Regional Plan simply enhances the efforts already being done locally. The CCA will only evaluate the environmental strategies and Prevention Programs determined in this plan, as these were the best fit to make change at the Regional level.

GOAL 1: Decrease the amount of Northeast Region middle and high school students who report “Mostly D’s and F’s” who also report past 30-day use by 5% of, measured by the 2012, 2014, and 2016 FYSAS.

OBJECTIVE: Reduce and prevent alcohol, marijuana, and synthetic drug use by middle and high school aged youth in the Northeast Region.

Short-term outcomes: Coalitions will work to implement short-term outcomes in a 3 to 6 month time range, however it is understood that communities throughout the region have different levels off readiness so adaptations may be needed. 7/1/2015-12/31/2015

Long-term outcomes: Coalitions will work to implement long-term outcomes in a 6 to 18 month time range, however it is understood that communities throughout the region have different levels off readiness so adaptations may be needed. 7/1/2015- 6/30/2016

Intervening Variable 1: Low Perception of Risk of Alcohol and Other Drugs				
Cost Center	CSAP Code	STRATEGY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
50	STN16	Know the Law Campaign – education surrounding alcohol and other drug laws, i.e. consequences from breaking the law, rules, regulations, etc.	<ol style="list-style-type: none"> 1. School participation from enough schools to reach at least 5% of respective county’s student population or participation from youth serving organizations, etc. reaching at least 5% of the student population. 2. Trained campaign presenters, whether teachers, coaches, SRO’s, youth serving organization staff, etc who will implement the campaign. 3. Signed MOUs from entities who will receive coalition funding for campaign implementation. 	<ol style="list-style-type: none"> 1. 5% of the student body population in the 16 counties in the NE Regions with active coalitions will receive the Know the Campaign. 2. 30 pre/post tests will be provided to the CCA evaluator from each county to determine knowledge gained from the campaign.
51	STN16	Town Hall Meetings - informal public meetings/functions- will be held in each of the 16 member counties in the	<ol style="list-style-type: none"> 1. Coalitions will review the SAMHSA tool kit for effective Town Hall Meetings and discuss best practices on the determined monthly regional call. 2. Coalitions will work to gain a panel of experts to lead the discussions at the Town Hall Meetings. 	<ol style="list-style-type: none"> 1. County level Town Hall Meetings will be conducted on alcohol, marijuana, and synthetic drug threats in the 16 counties in the NE Region with active coalitions. The Meetings will be in the same timeframe in each county- dates to correspond with the SAMHSA Town Hall Meeting period. 2. Sign in sheets will be collected from each Town Hall

		Northeast Region.	3. Coalitions will work with the media sector to effectively promote the Town Hall Meetings.	Meeting and provided to the Evaluator.
Intervening Variable 2: Social Norms Accepting of Alcohol and Other Drugs				
Cost Center	CSAP Code	STRATEGY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
51	STN16	Social Norming Campaigns – Friday Night Done Right. No Alcohol. No Dope. Social Norming Campaign or the Natural High Campaign- promote the message that most teens do not drink and use drugs in order to have a good time.	<ol style="list-style-type: none"> 1. Participate in Social Norming Campaign training if coalition did not have representation at Circuit trainings in the spring of 2014. 2. Identify schools/ organizations to participate. If schools will not support the campaign, identify youth serving organizations that will partner with the coalition and participate in the campaign. 	<ol style="list-style-type: none"> 1. Work with coalition partners to host at least 2 alcohol and drug free events for youth. 2. Track campaign efforts in your county and make of note of successful implementation strategies to share with CCA members. 3. Collect intercept surveys from at least 50 youth while in the community to identify campaign recognition.
50	STN16	Evidence-based Prevention Programs - Too good for Drugs, Strengthening Families, Project Success, Life Skills Training Refer to NOTE 1.	<ol style="list-style-type: none"> 1. Each county will review the resource and capacity assessment of prevention programs in to identify what programs are in place, what schools are participating, how many youth are being provided the program. 2. Work with providers to support their efforts to have at least 1 of the identified programs implemented in each county. I.e., help inform schools why the programs are necessary. 3. Work with providers to ensure the programs are collecting evaluation data from the programs they are currently implementing from the 4 choices. 	<ol style="list-style-type: none"> 1. Prevention Providers will implement at least one program in the respective member's county serving at least 2,000 youth region wide. 2. Pre/Post test results will be collected and provided to the CCA Evaluator. 3. Prevention Providers that participate will be included in the overall evaluation of the Action Plan.

Intervening Variable 3: Social Access and Availability of Alcohol and Other Drugs				
Cost Center	CSAP Code	STRATEGY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES

51	STN16	<p>Parents Who Host, Lose the Most - A public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties - will be implemented in the Northeast Region</p>	<ol style="list-style-type: none"> 1. Review the Parents who Host community engagement strategies information and identify 2 areas where the region will focus (e.g. the tips for schools, parents, media, etc.) during a CCA member call. 2. Based off the selection, identify partners in each of the member counties who can participate in campaign implementation. 3. Develop a plan for implementation in each of the respective counties that best fits the respective community. 4. Work with law enforcement to gain information on the amount of party tips they receive, amount of parties they break up, etc. where adults were providing youth alcohol. 	<ol style="list-style-type: none"> 1. Implement the Parents who Host, Lose the Most Campaign, track county campaign efforts and make of note of successful implementation strategies to share with CCA members. 2. Collect intercept surveys from at least 50 parents while in the community to identify campaign recognition.
51	STN16	<p>No Ones House - A parent to parent social norming campaign to reduce the amount of parents providing alcohol to teens and increase the amount of parents talking to each other about alcohol.</p>	<ol style="list-style-type: none"> 1. Review the No One's House campaign materials and determine best strategies for respective communities. 2. Advertise the online pledge and thank a parent website for the community. 3. Attend community/sporting events where parents are and encourage participation. 4. At start of campaign, conduct parent survey on attitudes towards underage drinking. 5. Develop PSAs, billboards, etc. for information sharing. 	<ol style="list-style-type: none"> 1. Implement the No One's House Campaign and track campaign efforts and make of note of successful implementation strategies to share with CCA members. 2. Collect intercept surveys from at least 50 parents while in the community to identify campaign recognition. 3. Upon one year of campaign implementation, conduct parent survey on attitudes toward underage drinking to identify changes in perceptions.

Intervening Variable 4: Retail Access and Availability of Alcohol and Other Drugs				
Cost Center	CSAP Code	STRATEGY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
50	STV03	Compliance Checks - underage decoy operations where youth attempt to purchase alcohol from retailers.	<ol style="list-style-type: none"> 1. Identify Law Enforcement Agency to implement quarterly compliance checks. 2. Develop capacity to refer retailers who fail compliance checks to Responsible Beverage Server Training. 	<ol style="list-style-type: none"> 1. Implement quarterly compliance checks operations. 2. Collect data from law enforcement on amounts of stores checked and amounts who sold to youth.
50	STV03	Responsible Beverage Server Training - training on alcohol sales laws and how to identify intoxicated persons for community alcohol retailers/servers.	<ol style="list-style-type: none"> 1. Coalitions will attend the Regional Prevention Training in September to learn the benefits of quarterly compliance checks and Responsible Beverage Server Trainings- training to be given by Law Enforcement Officer. 2. Identify law enforcement trainers. 3. Provide training of the trainers to law enforcement in respective communities 4. Build capacity to hold quarterly trainings. 	<ol style="list-style-type: none"> 1. Host quarterly trainings. 2. Collect and pre and posttest to capture knowledge learned. 3. Collect sign-in sheets to determine numbers trained.

51	STV06	<p>Synthetic Drug Ordinance - a county or city level ordinance banning the use, sale, distribution, production, or manufacture of synthetic drugs known as synthetic marijuana or bath salts.</p>	<ol style="list-style-type: none"> 1. Identify coalition partners who are willing to work towards passing the ordinance in each respective member county who does not currently have a synthetic drug ordinance in place. 2. Work with counties in the State of Florida who have successfully banned synthetic drugs to draft a local ordinance for the member counties where there is currently an absence. 3. Gain as much community support as possible via media, presentations, word of mouth, etc. to ready the community for the ordinance by informing of the dangers associated with synthetic drugs and the ease of access for youth. 	<ol style="list-style-type: none"> 1. Propose draft of synthetic drug ordinance at County Commissioners meeting and work to have the ordinance voted on a future public hearing. 2. Have in place synthetic drug ordinances in each of the 16 member counties.
51	STV03	<p>Mandated Age Restrictive Alcohol Signage Ordinance: Coalitions should work with their communities to pass an ordinance which requires all retail alcohol establishments to implement a program to display age restrictive signage for the purchase of alcohol stating that patrons will be checked for proper identification.</p>	<ol style="list-style-type: none"> 1. Identify community partners to help with the ordinance. 2. Draft language for the ordinance. 3. Complete environmental scan of 20 establishments documenting age restrictive signs for alcohol. Also comparison for tobacco in local establishments. 	<ol style="list-style-type: none"> 1. Propose a draft ordinance at County Commissioners meeting and work to have the ordinance voted on a future public hearing. 2. Have in ordinances in each of the 16 member counties. 3. Develop signage that can be distributed by member coalitions to their alcohol retailers. 4. Have member coalitions distribute signage in their community.

GOAL 2: Increase the capacity of the Northeast Region’s coalition member partnerships to increase the community’s knowledge on youth alcohol, marijuana, and synthetic marijuana use.

OBJECTIVE 1: Develop 4 active committees of the CCA Northeast.

STRATEGY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
<p>Develop 4 committees of the CCA to address prevention needs in the region.</p> <ul style="list-style-type: none"> • Needs Assessment and Evaluation • Best Practices/Implementation • Mental Health • Policy Advocacy 	<ol style="list-style-type: none"> 1. Identify membership of each committee. 2. Identify Committee Chair. 3. Develop 2 goals for each committee and action steps for members. 	<ol style="list-style-type: none"> 1. Hold quarterly meetings. 2. Begin implementation of 1 goal.

OBJECTIVE 2: Provide Mental Health First Aid Training and Youth Mental Health First Aid Training to Community Members.

STRATEGY	SHORT TERM OUTCOMES	LONG TERM OUTCOMES
<p>Mental Health First Aid Training - host Mental Health First Aid Training for coalition and community members who work with or are in contact with teens and parents of teens.</p>	<ol style="list-style-type: none"> 1. Identify community partners to assist in training preparations. 2. Identify MHFA trainer and determine date and time. 3. Advertise training in the community. 	<ol style="list-style-type: none"> 1. Host at least 1 MHFA training in each of the 16 respective communities.

Northeast Regional Logic Model for Teens- Alcohol, Marijuana, Synthetic Drugs

