

Lakewood's CHOICE Strategic Plan

Appendix 7. Action Plan

Lakewood's CHOICE Coalition

Goal 1: Increase connection to community

Objective 1.1: Improve community connectedness

Objective 1.2: Engage the community

Strategy 1.1.1: Lakewood's CHOICE coalition

Strategy 1.1.2: Environmental Strategy

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the Coalition is making sure this gets done?</i>
CHOICE coalition meetings	To coordinate and implement substance abuse prevention activities in the Lakewood community	On-going	Monthly, 11 times per year	Coalition members approx 20 per month	Pierce County Community Connections	Coalition coordinator
Community outreach	Engage target areas of the community/Partner with neighborhood associations/ Engage residents	On-going	20 hours per week	Springbrook and Tillicum-Woodbrook community members	Safe Streets And Pierce County Community Connections	Coordinator and Leadership Team
Community Clean up	Environmental strategy to increase visibility, engage members of community, increase community pride	Spring 2014	One Potentially 4 times a year	Springbrook residents	CHOICE coalition	CHOICE coalition
Social media outlet	Connect with community, increase CHOICE visibility, ease of broad communication	Summer 2014	On going, updates at least 4x a month	Coalition and community	Media chair, TBD	Leadership Team

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Goal 2: Decrease youth access to alcohol

Objective 2.1: Decrease youth getting alcohol from home

Strategy 1.2.1: Environmental Strategy

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Name of activity/program	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the Coalition is making sure this gets done?</i>
Positive Community Norms Campaign	To decrease the perception gap/promote positive messages	Fall 2014	Ongoing	Youth, parents, community residents	CHOICE coalition	CHOICE coalition

Goal 3: Increase perception of harm

Objective 3.1: Increase knowledge about the dangers of underage substance use

Strategy 1.3.1: Direct services - Prevention/Intervention Services

Strategy 1.3.2: Public Awareness

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Name of activity/program	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the Coalition is making sure this gets done?</i>
Project SUCCESS - Prevention Education Series	To educate and prevent or decrease youth substance use	Each school year	8 sessions	9th grade Clover Park High School students	Puget Sound Educational Service District	Vicky Marques,P/I
Poster campaign	To provide awareness and message about ATOD use/prevention	Summer 2014, then ongoing	Ongoing	Youth and families	CHOICE Coalition	Workgroup chair

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Goal 4: Decrease family management problems

Objective 4.1: Increase family management skills

Strategy 1.4.1: Direct Services

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the Coalition is making sure this gets done?</i>
Evidence based parenting program - specific curriculum TBD	Increase family management skills	Fall 2014	TBD	Parents	TBD	TBD
Parent education nights	To provide education to parents on relevant issues related to youth	TBD	3-4 times per year	Youth and parents	TBD	TBD

Goal 5: Reduce favorable attitudes toward anti-social and problem behaviors

Objective 5.1: Decrease number of students who report anti-social behaviors

Strategy 1.5.1: Community coalition/Community engagement

Strategy 1.5.2: Direct Services- Prevention/Intervention Services

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the Coalition is making sure this gets done?</i>
Lakewood's CHOICE coalition	To coordinate and implement substance abuse prevention activities in the Lakewood community	On-going	Monthly, 11 times per year	Coalition members approx 20 per month	Pierce County Community Connections	Coalition coordinator
Prevention Education	Provide substance abuse prevention education to youth	2014-2015 school year	TBD	Middle/high school students	TBD	TBD

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- Goal 6:** Decrease youth substance use
Objective 6.1: Decrease early initiation of ATOD
Strategy 1.6.1: Direct services
Strategy 1.6.2: Public Awareness
Strategy 1.6.3: Community coalition

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Name of activity/program	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the Coalition is making sure this gets done?</i>
Prevention/Intervention Services	<i>Engage with students to reduce or delay onset of substance use</i>	<i>Ongoing</i>	<i>Ongoing</i>	<i>Students in Clover Park High School</i>	<i>Puget Sound Educational Service District</i>	<i>Vicky Marques, P/I</i>
Prevention Teams	<i>A group of students to provide prevention messages and substance use awareness in schools</i>	<i>Ongoing</i>	<i>2-3 campaigns per year Weekly meetings</i>	<i>Clover Park High School students</i>	<i>Puget Sound Educational Service District</i>	<i>Vicky Marques, P/I</i>
Prevention Education	<i>Provide substance abuse prevention education to youth</i>	<i>2014-2015 school year</i>	<i>TBD</i>	<i>Middle/high school students</i>	<i>TBD</i>	<i>TBD</i>
Poster campaign	<i>To provide awareness and message about ATOD use/prevention</i>	<i>Summer 2014, then ongoing</i>	<i>Ongoing</i>	<i>Youth and families</i>	<i>CHOICE Coalition</i>	<i>Workgroup chair</i>
Lakewood's CHOICE coalition	<i>To coordinate and implement substance abuse prevention activities in the Lakewood community</i>	<i>On-going</i>	<i>Monthly, 11 times per year</i>	<i>Coalition members approx 20 per month</i>	<i>Pierce County Community Connections</i>	<i>Coalition coordinator</i>