

*Attachment B:
Direct & Environmental Strategy Implementation Chart*



Shuksan Community Network

Goal: Reduce the risk factor of “Family Management Problems”

Objective: Increase the number of middle school parents that demonstrate increased family management skills.

Strategy: Parenting Education

Activity/Program	Brief Description	Duration	Intensity	Scope	Target Population	Lead Organization	Responsible Party (ies)	Media Involvement
<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>How many people impacted?</i>	<i>Who is this service for?</i>	<i>Which organization is responsible to ensure this happens?</i>	<i>Who is conducting?</i>	<i>How is the media being involved?</i>
Strengthening Families Program	This class will teach family management skills	Anticipated October 2012 start date	2-hour sessions @ 1 per week for 7 weeks	6-10 Families	Ferndale students and parents	WSU Extension	Trained facilitators of the program	Notice sent to media; flyers; Email dissemination

Goal: Increase the protective factor of “Bonding”

Objective: Increase the number of youth bonding with an individual exhibiting health beliefs and clear standards

Strategy: Mentoring

Activity/Program	Brief Description	Duration	Intensity	Scope	Target Population	Lead Organization	Responsible Party (ies)	Media Involvement
<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>How many people impacted?</i>	<i>Who is this service for?</i>	<i>Which organization is responsible to ensure this happens?</i>	<i>Who is conducting?</i>	<i>How is the media being involved?</i>
BBBS Mentoring	Youth will bond with healthy mentors through monthly match meetings.	April 2012 – June 2013	1 match meeting per month during academic school year	20-25 youth	Students of Shuksan Middle School	Big Brothers Big Sisters	Trained mentors	BBBS Marketing; School marketing; notice to local media

Goal: Decrease the risk factor of “Favorable Attitudes Toward the Problem Behavior”

Objective: Increase the number of students that are aware of actual alcohol use by peers, the harms of use, and positive alternatives to not using.

Strategy: Got Pride Inside campaign

Activity/Program	Brief Description	Duration	Intensity	Scope	Target Population	Lead Organization	Responsible Party (ies)	Media Involvement
<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>How many people impacted?</i>	<i>Who is this service for?</i>	<i>Which organization is responsible to ensure this happens?</i>	<i>Who is conducting?</i>	<i>How is the media being involved?</i>
Got Pride Inside	Students will develop non-use messages that promote actual use, harms, alternatives, etc.	April 2012 – June 2013	Students meet monthly; message qty./frequency/channel TBD	600 students	Shuksan Middle School students & parents	Whatcom Family & Community Network and Health Department	Students from Shuksan M.S.	School notices; website; local media channels for promotion

Goal: Decrease the perceived “Availability” of alcohol among youth

Objective: Support retailer compliance with underage sales laws, checking ID, restricting alcohol marketing, and influencing product placement.

Strategy: Retailer-Directed Interventions (education and Community Assessment of Neighborhood Stores)

Activity/Program	Brief Description	Duration	Intensity	Scope	Target Population	Lead Organization	Responsible Party (ies)	Media Involvement
<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>How many people impacted?</i>	<i>Who is this service for?</i>	<i>Which organization is responsible to ensure this happens?</i>	<i>Who is conducting?</i>	<i>How is the media being involved?</i>
Retailer Education & CANS	Youth will assess stores (advertising, product placement, etc). Retailer education will be paired with CANS.	April 2012 – June 2013	10-15 stores	5,587	Store owners, managers, employees; participating students	Whatcom Family & Community Network and Health Department	Trained students	Release to the media