

**My TOWN  
Strategic Plan**

**Appendix 7. Action Plan**

**My TOWN Coalition**

- Goal 1:** Decrease the risk factor of “Availability”  
**Objective 1.1:** Reduce youth access to alcohol (and other drugs)  
**Strategy 1.1.1.1:** Social Norms Marketing Campaign  
**Strategy 1.1.1.2:** Safe & Festive Community Events/Policy Change

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Social Norms Marketing Campaign - community</b>	Develop positive social norms marketing messages based on the results of the community survey that influence adult behaviors and perceptions around teen drug use	Ongoing; September 2014 –August 2015	Radio, print media, social media; messages will be developed at least quarterly	all Hoquiam community members	My TOWN Coalition	Marketing committee; Coalition coordinator
<b>Safe &amp; Festive Community Events/Policy Change</b>	Work with local entities to develop clear policies and guidelines regarding public events on school and city owned properties	September 2014- August 2015	Meet with policy representatives from school, city and major events	Community members	My TOWN Coalition	TBD

- Goal 2:** Decrease the risk factor of “Favorable Attitudes/perception of harm” toward alcohol use  
**Objective 2.1:** Decrease the percentage of Hoquiam High School students who report favorable attitudes toward alcohol use  
**Strategy 1.2.1:** Project Success  
**Strategy 1.2.2:** Social Norms Marketing  
**Strategy 1.2.3:** Lifeskills Training

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Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Project Success</b>	Project Success (Schools Using Coordinated Community Efforts to Strengthen Students) is an evidence-based prevention program for middle and high school students that prevents or reduces substance use among the target population	September 2014- June 2015	1 hour sessions @ 5/week for a total of 8 sessions	7 <sup>th</sup> and 9 <sup>th</sup> grade students in Hoquiam School District	ESD 113	Izzy Chavez, Prevention/Intervention Specialist
<b>Social Norms Marketing Campaign</b>	Conduct a comprehensive (survey, message development/design) social norms campaign to correct youth misperception of peers' behaviors toward drug use and other protective behaviors	September 2014- June 2015	Students/lead Coalition members will meet first weeks of school to establish frequency	Students at Hoquiam High School	My TOWN Coalition	Hoquiam High School students/My TOWN
<b>LifeSkills Training (LST)</b>	LST is an evidence-based prevention program proven to reduce the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. This program provides adolescents and young teens with the confidence and skills necessary to successfully handle challenging situations.	September 2014- June 2015	Eight 30-45 minute sessions	4 <sup>th</sup> /5 <sup>th</sup> grade students	Grays Harbor County Health Department/ Central Elementary School	Wilma Weber

**Goal 3:** Decrease the risk factor of "Community Connectedness/Community Disorganization"

**Objective 3.1:** Increase school bonding by decreasing barriers toward truant behaviors

**Strategy 1.3.1:** Develop and support a Truancy Board

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Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Truancy Support Board</b>	The goal of a Truancy Support Board is to decrease barriers to attending school by offering targeted students and their families an opportunity to connect with resources that help them re-engage in learning and avoid entering the juvenile justice system.	September 2014- June 2015	TBD	Truant students and their families	Hoquiam High School	Scott Hyder

**Goal 4:** Decrease risk factor of School Bonding

**Objective 4.1:** Increase the number of Hoquiam High School students who feel they have opportunities/rewards for pro-social involvement in school

**Strategy 1.4.1:** Prevention and Recognition Club

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Prevention Team</b>	This club would give students the power to change their environment for the better by promoting positive social norms related to drug use and recognizing staff and students in a variety of meaningful ways.	September 2014- June 2015	TBD	Students/staff at Hoquiam High School	Hoquiam High School/PIS	Izzy Chavez