

## Action Plan Revised 6/15/2014

**Goals and Objectives:**

The Action Plan lists activities that have been identified, which logically link to the risk factors. Each step of the Strategic Plan builds upon the next, and once risk factors were identified, the coalition looked at effective activities/interventions that related to each priority. The CARE Coalition will continue to keep in mind the best or most promising practices that have relevance for this community effort, and select or develop more to use as is appropriate.

**Goal 1:** Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State, local and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.

**Objective 1:** Build effective leadership through recruitment that represents all twelve sectors of the community and increases capacity to change community attitudes, norms, and systems.

**Strategy 1:** Increase diversity and numbers of members in the CARE Coalition

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Review coalition recruitment plan to ensure the coalition is representative of the community and approaches are culturally appropriate	Recruitment Committee and Project Coordinator	Potential coalition members to fill gaps as needed	July 2014	CARE Coalition: Project Coordinator

**Objective 2:** Strengthen coalition’s internal capacity to effectively implement prevention strategies

**Strategy 1:** Provide training that strengthens leadership and increases coalition members’ knowledge of environmental strategies and coalition development

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Facilitate trainings to equip coalition members in current prevention science, research and evaluation	Jennifer Leach, Lindsey Lonner, Project Coordinator	Coalition members (26)	Between July 1, 2014 and June 30, 2015	WSU Extension, ESD 112
2) Ensure coalition and staff have current prevention information through participation in CADCA’s National Leadership Forum, Montana Summer Institute,	Project Coordinator	Coalition members (6)	Trainings range from July 2014 through June 2015	Castle Rock School District, CARE Coalition members

National Prevention Network Research Conference, and WA State Prevention Summit				
3) Continue utilizing Communities That Care model to strengthen leadership in coalition	Project Coordinator	Coalition members (25)	Ongoing	CARE Coalition

**Goal 2:** Reduce alcohol use among youth

**Objective 1:** Reduce the availability of alcohol to youth from noncommercial sources

**Strategy 1:** Raise community awareness on Hosting Laws and provide mechanism to report

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Continue to use Parents Who Host Lose the Most theme and materials to get messages out to parents in Castle Rock	Scott Neves	Castle Rock parents (850 families with children live in Castle Rock)	January - June 2015	Castle Rock Police Dept.
2) Distribute messages through community-wide media campaign in English and Spanish. Utilize community events such as Health and Resource Fairs, Back to School Night, mail-outs, social media	Project Coordinator	Mailings - (approximately 2,500)	July 2014 through June 30 2015	CARE Coalition
3) Engage youth volunteers from mentoring programs to take an active role in underage drinking initiatives through hosting a Town Hall and a Youth Leadership Summit for Middle School Students, and participation in prevention campaigns		Youth (10)	October , 2014 through June 2015	Castle Rock Senior Center, Castle Rock Police Dept. Castle Rock School District WSU Extension

**Objective 2:** Decrease number of adults purchasing alcohol for minors

**Strategy 1:** Increase community’s knowledge of consequences for supplying alcohol to minors

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Alcohol compliance checks in partnership with Liquor Control Board	Castle Rock Police Liquor Control Board	Retail Stores (4)	March - June 2015	Castle Rock Police Liquor Control Board
2) Research and develop	Social Host	City Council	August	Castle Rock Police and

social host ordinance in Castle Rock	Work Group		2014	City Council
3) Retailer Education Program/Let's Draw The Line	Retailer Education Work Group	Retail Stores (4)	May 2015	Castle Rock Police Youth Representatives Local businesses

**Objective 3:** Correct community, youth, and parent misperceptions of youth substance use

**Strategy 1:** Implement Social Norms Marketing Campaign

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Develop social norms campaign targeting youth misperceptions through school presentations and media campaign	Social Norms Work Group	Middle School (205) and High School (450)	August 2014 - May 2015	Castle Rock School District
2) Develop culturally relevant messages in English and Spanish that portray correct misperceptions of youth substance use and strengthen healthy behaviors	Social Norms Work Group	Castle Rock Community	August 2014 - May 2015	CARE Coalition
3) Develop social norms campaign to target parents and other adults using information from community surveys. Do presentations to parent groups and civic groups	Social Norms Work Group	Castle Rock Community	August 2014 - May 2015	CARE Coalition
4) Distribute campaign messages in English/Spanish throughout community utilizing volunteers and mailings, social media	Social Norms Work Group	Castle Rock Community	Sept. 2014 - June 2015	CARE Coalition

**Objective 4:** Reduce intentions to use alcohol

**Strategy 1:** Utilize School-Based Intervention Services

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Project Success – P/I Services in schools	Lindsey Lonner	Middle and High School Students	Ongoing	ESD 112

**Strategy 2: Implement Link Crew/WEB Crew Mentor Program**

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Link Crew Mentor Program (High School)	Tyson Vogeler (Assistant Principal)	High School Students	July 2014 - June 2015	Castle Rock School District
2) WEB Crew Program (Middle School)	Tiffany Golden (Principal)	Middle School Students	July 2014 - June 2015	Castle Rock School District

**Strategy 3: Implement Life Skills Curriculum at Middle School**

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Life Skills Program delivered to all 6th and 7th graders at Castle Rock Middle School	Lindsey Lonner	Middle School Students	January 2015	ESD 112

**Goal 3: Improve support to parents in Castle Rock**

**Objective 1: Improve intra-family communication**

**Strategy 1: Offer family skills training programs to families in Castle Rock**

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Implement Strengthening Families Program (younger and older versions)	Strengthening Families Work Group	Parents with children K-13	Sept. 2014	CARE Coalition

**Goal 4: Increase Efficiency of Strategic Plan**

**Objective 1: Utilize Strategic Prevention Framework Model**

**Strategy 1: Update Needs/Resources Assessment**

Activity	Responsible Party/Parties	Target Population	Target Date	Lead Organization
1) Continue to update assessments (needs and resources) as data becomes available	Project Coordinator	Castle Rock Community	August 2014 and as available	CARE Coalition

The Project Coordinator will oversee the action plan and will act as a link between all work groups and volunteers of the coalition to provide support and coordination as well as ensure strategies outlined in the action plan are implemented and all resources are utilized. The Coordinator has the necessary community organizing experience to engage community members in relevant conversations, as well as mobilize them to get involved in strategies outlined in the action plan. The Coordinator is aware of cultural needs and impacts of prevention and will incorporate cultural needs throughout the planning process. Sectors will actively seek out new members to increase diversity. As outlined in the action plan, the coalition and work groups will be actively involved in successful delivery of the plan with guidance from the Coordinator.

Sectors will help with recruitment, particularly with the business community, and youth will assist in media campaigns delivery of presentations at Town Halls, and will assist in the coordination and development of a Youth Summit. A coalition member capable of doing graphic art will provide design work on media messages working with work groups, and coalition volunteers will help with delivery of messages through a variety of avenues, as mentioned in the action plan. All sectors will help with distribution of messages for social norms and hosting law campaigns. The Castle Rock Police Department will take the lead in all law enforcement strategies and will be collaborating with the school district to work with youth involved in the Retailer Education Program, Town Hall, and Youth Summit.

Many of the strategies involve the decisions of key leaders, and these leaders are an integral part of the CARE Coalition. The School Superintendent will ensure successful implementation of strategies where the school district is involved and can alleviate any potential roadblocks along the way due to her strong influence. The Chief of Police for Castle Rock Police is a strong supporter and proactive in the coalition work. The Mayor of Castle Rock appointed a City Council representative to the coalition who will be involved in the action plan strategies.

Any unexpected challenges and barriers that come up through the action planning process will be dealt with through CARE Coalition's consensus-based decision-making process. The Project Coordinator will notify coalition members of any modifications needed due to unexpected challenges or barriers and will hold additional meetings with committee chairs when problems come up and make modifications. Changes will be reviewed at monthly meetings during the review of the monthly action plan activities.