

*Attachment B:
Direct & Environmental Strategy Implementation Chart*



Ferndale Prevention Redesign Initiative

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

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

Strategy: Parenting Education (Strengthening Families Program)

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	October 2014- June 2015	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: Decrease the risk factor of “Favorable Attitudes Toward the Problem Behavior”

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

Strategy: Natural High Campaign/Parent Engagement

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>
Natural High	Student & parent involvement in developing non-use messages that promote actual use, harms, parenting norms & healthy alternatives.	October 2014 – June 2015	Minimum 7 media channels, minimum 70 unique occurrences*	1500 students & 3000 parents	Students in Ferndale School District	Whatcom Family & Community Network and Health Department	Students from Ferndale School District	School notices; website; local media for promotion

Goal: Decrease the risk factor of “Availability”

Objective: Reduce youth access to prescription drugs for the intention of misuse and abuse.

Strategy: Prescription Drug Interventions

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>
Prescription Drug Interventions	Establish Take Back location; education to parents; media & other promotion (parent night, flyers, announcements, etc.)	April 2014 – June 2015	Promotions done at least quarterly; location days/hours TBD by site	Baseline to be established	Students in Ferndale School District	Whatcom Family & Community Network and Health Department	Coalition staff	Release sent to media; flyers; email dissemination; print materials

Goal: Mitigate behavioral health concerns for youth and their families.

Objective: Increase the capacity for delivery of effective mental health promotion in the Ferndale School District

Strategy: Mental Health Promotion Project

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>
Second Step	Provide Mental Health Promotion Services to impact seriously emotionally disturbed youth and others around them in their communities.	March 2015 – September 2015	Weekly for 14 weeks in five schools	Up to 2000 students but a minimum of 100	Students in Ferndale School District	Ferndale School District and Health Department	Ferndale School District	School newsletters, articles sent to media, print materials for parents