

## North Kitsap Substance Abuse Prevention Coalition

### Appendix 5. Action Plan

Goal 1: Increase membership of the Coalition by 10% between April 1st and March 31, 2015.

Objective 1.1: Increase the membership of the Coalition.

Strategy 1.1.1: Disseminate information about the Coalition to community using multiple outreach methods, the media and town hall meetings and invite general public to join with special focus on under-represented groups.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Recruitment/Capacity Building Activity	The purpose of this activity is to inform the community of the Coalition, recruit new members, and disseminate community survey results.	April 1, 2014, and March 31, 2015	1 meeting for 1.5 hours	All Community Members	North Kitsap Substance Abuse Prevention Coalition	Coalition Coordinator, Coalition Leadership Group
Information Dissemination Activity	The purpose of this activity is to provide information regarding the Coalition to inform the community regarding Coalition mission and recruit new members.	Ongoing from April 2014- March 2015	Every 2 weeks Media, Newsletters, Social Media including Facebook and website	All Community Members	North Kitsap Substance Abuse Prevention Coalition	Coalition Coordinator, Coalition Leadership Group

Goal 2: Increase knowledge of the Coalition's role, purpose, and mission in the community between April 2014 and March 2015.

Objective 2.1: Increase support of the Coalition's work by 20% between April 1, 2014 – March 31, 2015 as measured in annual community surveys.

Strategy 2.1.1: Provide public awareness information and education about Coalition's initiatives.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Information Dissemination Activity	The purpose of this activity is to provide information regarding the Coalition in attempts to inform the community regarding Coalition Mission and Coalition Initiatives.	Ongoing from April 2014- March 2015	Every 2 weeks Media/Newsletters, social media including Facebook and website	All Community Members Adult Population	North Kitsap Substance Abuse Prevention Coalition	Recruitment Workgroup, Coalition Coordinator

## North Kitsap Substance Abuse Prevention Coalition Strategic Plan

Goal 3: Increase knowledge of relevant prevention topics and the SPF for all Coalition Members and Coordinators.

Objective 3.1: Increase prevention knowledge of members and staff by 10% between April 1, 2014 – March 31, 2015 as measured by pre and post surveys.

Strategy 3.1.1: Provide specific training on the SPF and community-based process, and other relevant topics as identified in needs assessment and further described in strategic plan. Coordinator and members to attend other sponsored trainings.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Training for Coalition Members and Coordinator	The purpose of this activity is to provide training regarding community-based process and the SPF to Coalition Members and Coalition Coordinators.	Ongoing through March 31, 2015	6 trainings throughout the fiscal year	Coalition Coordinator, and Coalition	North Kitsap Substance Abuse Prevention Coalition	Coalition Coordinator, Coalition Leadership Group
Provide Coalition Orientation to Coalition	The purpose of this activity is to provide training for the Coalition on the SPF.	April 1, 2014 to March 2015	2 trainings 1 <sup>st</sup> in November 2 <sup>nd</sup> in March/April	Coalition Members, Youth Coalition and Community	North Kitsap Substance Abuse Prevention Coalition	Coalition Coordinators

Goal 4: Increase perception of harm of alcohol and other drugs among parents, youth, and the community by 10%.

Objective 4.1: Increase awareness of risks and harm for parents and youth by 10%.

Strategy 4.1.1: Educate parents, youth, and general community with facts, media, and materials relevant to youth substance use using SAMSHA media campaign, "Talk. They Hear You.," MADD's parent education campaign, "Power of Parents," and social norms campaign for youth and parents.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Media Campaigns	The purpose of the media campaign is to increase awareness of substance abuse issues for community members and how to prevent and decrease use through positive solutions.	April 1, 2014 to March 31, 2015	Radio-Print Media-Movie theaters-public access television & Social media	All Community Members	North Kitsap Substance Abuse Prevention Coalition; SAMHSA	Coalition Coordinator, Coalition Leadership Group

## North Kitsap Substance Abuse Prevention Coalition Strategic Plan

Goal 5: Increase public awareness of alcohol, tobacco, and other drug laws and effects on the body.

Objective 5.1: Decrease demand on law enforcement.

Strategy 5.1.1: Public awareness and knowledge of the nature and extent of substance use, abuse and addiction, and their effects on individuals, families, and communities.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Public Education of Alcohol, Tobacco, and Other Drugs	Public awareness and knowledge of the nature and extent of substance use, abuse and addiction, and their effects on individuals, families, and communities.	April 1, 2014 to March 31, 2015	Through Fact Sheets, brochures, health fairs, media campaigns, trainings, radio and TV public service announcements.	All Community Members	North Kitsap Substance Abuse Prevention Coalition	Coalition Coordinator, Coalition Leadership Group

Goal 6: Reduce favorable attitudes towards antisocial and problem behavior.

Objective 6.1: Decrease the percentage of Bremerton High School students who report favorable attitudes towards antisocial behavior and drug use by 25%

Strategy 6.1.1: School-based Prevention Intervention Services

Strategy 6.1.1.1: Implement Project SUCCESS curriculum in two series per year.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Project SUCCESS	Evidence-based program for high school students to prevent/reduce substance use.	April 1, 2014 to March 31, 2015	Prevention Interventionist will deliver program in 2 eight week series per school year.	High school students	Olympic Educational Service District 114	Michelle Dower – OESD 114, Coalition Coordinator

Goal 7: Decrease youth substance abuse.

Objective 7.1: Decreased early initiation of ATOD use.

Strategy 7.1.1: Training and supplies necessary to implement selected prevention curriculum.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Training and supplies necessary to implement selected prevention curriculum.	The Coalition will provide Curriculum and Training for selected Prevention Curriculum.	April 1, 2014 to March 31, 2015	Through paying individual registration fees for school staff to attend the training	Trained Professionals in Prevention Curriculum Implementation	North Kitsap Substance Abuse Prevention Coalition	Olympic Educational Service District (OESD)

## North Kitsap Substance Abuse Prevention Coalition Strategic Plan

- Goal 8: Decrease alcohol availability for youth  
 Objective 8.1: Increase retailer skills at combating underage purchase attempts.  
 Strategy 8.1.1 Environmental – Implement a retailer education program.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Responsible Vendor Program	Program teaches the laws and liabilities inherent in working in a place where alcohol is served, sold or consumed to those in the Food and Beverage Industry included: retailer compliance checks	Ongoing from June 15, 2014 to June 15, 2015	Through training, information dissemination and community awareness programs	Trained professionals in the field and coalition members	Bremerton Substance Abuse Prevention Coalition	Living Life Leadership, Coalition Coordinator

- Goal 9: Decrease family management problems.  
 Objective 9.1: Increase family management skills.  
 Strategy 9.1.1: Direct Services.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Strengthening Families Program (SFP)	SFP is an evidence-based family skills training program found to significantly reduce problem behaviors, delinquency, and alcohol and drug abuse in children.	April 1, 2014 to March 31, 2015	Through seven 3 hour sessions over seven weeks	Trained SFP Group Facilitators from Local Community Agencies	North Kitsap Substance Abuse Prevention Coalition	WSU Extension, Coalition Coordinator

- Goal 10: Decrease depression and suicidal behavior.  
 Objective 10.1: Increase coping skills and personal control.  
 Strategy 10.1.1 Public awareness.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Adverse Childhood Experiences(ACEs) Initiative and Training	The Coalition will provide opportunities for Coalition Members and the Community to receive training regarding ACEs. ACEs are stressful or traumatic experiences, including abuse, neglect and a range of household dysfunction.	April 1, 2014 to March 31, 2015	Through contracting for professional services to hire a trainer and/or by paying individual registration fees.	Trained Professionals in the area of ACEs	North Kitsap Substance Abuse Prevention Coalition	Coalition Coordinator, Coalition Leadership Group

## North Kitsap Substance Abuse Prevention Coalition Strategic Plan

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- Goal 11: Decrease depression and suicidal behavior.  
 Objective 11.1: Increase coping skills and personal control.  
 Strategy 11.1.1: Public awareness.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Mental Health First Aid (MHFA) Training	The Coalition will provide MHFA training. MHFA is public education program that helps the public identify, understand, and respond to signs of mental illnesses and substance use disorders.	April 1, 2014 to March 31, 2015	Through contracting for professional services with Kitsap Mental Health to provide the training.	Trained Professionals in MHFA Curriculum	North Kitsap Substance Abuse Prevention Coalition	Kitsap Mental Health Services, Coalition Coordinator

- Goal 12: Increase resiliency and decrease risk factors.  
 Objective 12.1: Increase life skills and emotional supports.  
 Strategy 12.1.1: Direct Service

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Curriculum-Based Support Group Program	The Coalition will provide CBSG facilitator training to support the implementation of the support group intervention designed to increase resiliency and reduce risk factors.	April 1, 2014 to March 31, 2015	Through contracting for professional services through Rainbow Connections to provide the training.	Trained Professionals in CBSG	North Kitsap Substance Abuse Prevention Coalition	Rainbow Days Training Coordinator

## North Kitsap Substance Abuse Prevention Coalition Strategic Plan

Goal 13: Increase public awareness of alcohol, tobacco, and other drug laws and effects on the body.

Objective 13.1: Decrease demand on law enforcement

Strategy 13.1: Alternative activities – Increase capacity of school groups and youth programs to offer youth leadership development and teambuilding activities.

<u>Activity/Program</u>	<u>Brief Description</u>	<u>When</u>	<u>How</u>	<u>Who</u>	<u>Lead Organization</u>	<u>Responsible Party (ies)</u>
Portable Challenge facilitator training	Kitsap 4 H youth program will conduct a facilitator training that will qualify schools and youth programs to check out and implement <i>4H's portable low ropes challenge kit</i> .	Ongoing from June 15, 2014 to June 15, 2015	Offering a 3-day workshop to certify facilitators, and teach leadership skill development using the portable low ropes equipment.	All community members	Bremerton Substance Abuse Prevention Coalition	WSU extension 4 H youth program Coalition Coordinator
Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Leadership Training for youth	Leadership training will increase the effectiveness of youth to deliver prevention programming	April 2014 to March 2015	Leadership training provided to Student Prevention Club and public	Coalition Members, Youth Coalition and Community	Olympic Educational Service District 114 and Coalition	OESD 110OESD 114 and Coalition Coordinator

Goal 14: Increase pro-social activities in schools and the community

Objective 14.1: Increase opportunities for youth to be involved in pro-social activities

Strategy 14.1: Support school and community-based youth activities and events

<u>Activity/Program</u>	<u>Brief Description</u>	<u>When</u>	<u>How</u>	<u>Who</u>	<u>Lead Organization</u>	<u>Responsible Party (ies)</u>
<b>School and community based youth activities and events</b>	<i>Supporting pro-social activities for youth such as clubs, events, and programs</i>	<i>Ongoing from June 15, 2014 to June 15, 2015</i>	<i>Work with school and community leaders, youth, and coalition members to provide increased clubs, events, and programs for youth</i>	<i>School staff, OESD 114, and coalition members</i>	<i>North Kitsap Substance Abuse Prevention Coalition</i>	<i>Coalition Coordinator</i>  <i>Coalition</i>