



## Implementation Chart

### Okanogan County Community Coalition

**Goal/Objective:** Establish and strengthen collaboration among communities, public and private nonprofit agencies, and Federal State, local and Tribal governments to support efforts of community coalitions to prevent and reduce substance use among youth.

**Strategy:** Community Capacity Building - Continue to build and support the existing Okanogan County Community Coalition. This strategy is directly connected to the President’s National Drug Control Strategy by preparing the Omak community to efficiently and effectively address local drug problems and deliver evidence-based prevention at a community level. In addition, by continuing to build the capacity, competency, and efficiency of the Okanogan County Community Coalition, we will continue to support the collaboration across a broad range of community stakeholders to prevent youth substance use.

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>
Regular, monthly coalition meetings	To conduct routine business, assess community needs, build capacity to meet those identified needs, formulate strategies to begin implementation of	Monthly the 2 <sup>nd</sup> Thursday of each month at noon. Unless Policy Board votes to change the meeting date, because of a schedule conflict	1x/month for 12 mths/year	15	Community	OCCC Policy Board and Tier 2 coalition members	Policy Board, Coalition staff	Meeting dates are shared publicly to media outlets, Coalition website, Facebook.,



	evidence-based prevention strategies, and evaluate the progress and outcomes of implemented strategies	in the community.						and email distribution
Support Subcommittees and Workgroups within the Coalition	Including: Evaluation, Prescription Drug Action Team, Grant Writing, RUaD Workgroup, Executive Board, Social Norms Marketing, ACE/Trauma Informed Community, Town Hall Meeting, Omak School District Youth Clubs at both High School and Middle School (including: Key Club, Link Crew, #OGC, Builders Club, Leadership Class, etc)	Meetings will occur as the Coalition, subcommittees, and workgroups find necessary throughout the year.	Ongoing	30	Community	Members of subcommittees and workgroups	Members of subcommittees and workgroups	Meeting dates will be shared on Coalition website, Facebook, and through email distribution.



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Washington State Prevention Summit	The Coalition will send all staff and up to four Coalition members to the annual Washington State Prevention Summit	November 2012, 2013, 2014, 2015	Three days	Up to 7	Coalition membership and staff	Coalition, State and Federal Partners	Coalition, DBHR, and Federal partners	Send press release to media partners.
Maintain Coalition Website Facebook page, and Twitter Feed	These outlets provide the tools to provide information to the community on coalition meetings and activities, as well as providing information to the community on substance abuse prevention strategies to use within their own homes, neighborhoods, schools, and community at-large.	Ongoing	Ongoing	1000	Community	Coalition staff, Coalition member volunteers	Policy Board, Coalition staff (funding will be provided through DBHR and other leveraged funds)	The website and Facebook pages are publicized on all Coalition information within all media and advertising efforts.



**Goal/Objective: Reduce Underage Drinking by 5% by 2015; Reduce Underage Marijuana Use by 5% by 2015**

**Strategy:** Reduce social and retail youth access to alcohol and change the community environment to be less favorable to underage alcohol and drug use and increase pro-social and expected behavior through classroom and school environmental change.

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>
<b>Project Sticker Shock</b>	Raise awareness of the legal consequences of furnishing alcohol to minors.	April-July 2012-2015	Once a week for 3 months Goal will be to Sticker most retailers that sell alcohol and work with local pizza chains to place stickers on their pizza boxes.	2,000 a year X 3 years	Citizens of Omak	Okanogan County Community Coalition/Omak Game Changers/Key Club/Xtreme Challenge/and other youth groups as identified by community.	Coalition Volunteers and Coalition Staff (funds will come from DBHR and other leveraged funds)	Send notice to community calendar/post on Facebook, Twitter, send press release to traditional media outlets.
<b>Visible Enforcement of underage drinking and marijuana laws</b>	Raise awareness of existing and additional	September 2012 – September 2015	North Cascades Broadcasting will publicize the enforcement	2,000 a year x 3 years	Citizens of Omak	Okanogan County Community Coalition; North Cascades	Law enforcement partners; Coalition volunteers and	North Cascades Broadcasting will include enforcement of underage



enforcement of underage drinking and marijuana laws by publicizing enforcement. Omak Police Department and Okanogan County Sheriff's Department will notify Coalition of crimes associated with underage drinking and marijuana use; Coalition will feed this information to local media outlets and social media; local media outlets will publicize the	activities on their regular news programs; the coalition will run psa's publicizing enforcement efforts; Omak School District will publicize planned emphasis patrols; other media strategies will be used as identified by the Coalition and its subcommittees..	Broadcasting; RUaD and Marijuana Subcommittee; Omak Police Department; Okanogan County Sheriff's Department; other law enforcement agency partners.	staff; North Cascades Broadcasting (funds will come from a combination of DBHR and other leveraged funds)	drinking and marijuana laws into their regular news broadcasts; post on Facebook and Twitter
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	enforcement activity multiple times on regular news broadcasts.							
<b>Emphasis Party and DUI and Marijuana Patrols</b>	Omak Police Department and other local law enforcement departments will conduct targeted emphasis patrols to identify youth MIP parties and increase visible enforcement of underage drinking and marijuana laws.	September 2012 – September 2014	At least 10x/year based on heavy youth drinking weekends that are identified by law enforcement, school, coalition, and other community partners	Community at-large	Omak and surrounding unincorporated County areas	OCCC and other local law enforcement agencies	Policy Board and other local law enforcement agencies (funds will come from DBHR and other leveraged funds)	North Cascades Broadcasting, Omak School District newsletter/email distribution, coalition website and Facebook page. Press release will also be sent to Omak Chronicle
<b>Social Host Ordinance</b>	Support community awareness of social host and unruly gathering	February 2012- January 2013	Community and Law Enforcement survey created and circulated: March-August 2012. Survey	5,000 plus	Citizens of Omak, and Okanogan County	Okanogan County Community Coalition and Social Host Workgroup	Okanogan County Community Coalition, local law enforcement, Washington	Targeted media plan includes press releases outlining local problem and various articles specific to the



	ordinances. Support the enforcement of local laws and ordinances. Implement new social host ordinance to support law enforcement, as support develops in the community.		evaluation and media campaign August-November 2012. Goal: Pass ordinance January 2013.				State Patrol, Superior and District Court Judges, Okanogan County Prosecutor's Office, Okanogan County Commissioners, Omak City Council, local businesses and property owners, and community stakeholders. (funds will come from DBHR and other leveraged funds)	need for, implementation of, and enforcement of a social host ordinance.
<b>Project Northland /Project Success/ LifeSkills Training/ PAX Good Behavior Game</b>	Omak Middle School and Omak School District will continue to plan,	During the regular school year. Every year 2012-2015	Three months a year/once a year/ Nine months a year, all for three years.	Roughly 400 students from 2012-2015	Omak Middle School 6th graders/Omak after school students and Omak Middle School	Omak School District, NCESD, OSPI	Lesa Eiffert, CPP and Omak School District PRI SAS. Racie McKee, Omak School District Xtreme	Media will be sent Press Releases detailing Project Northland and be invited to attend the Town



implement, and  
evaluate  
Project  
Northland with  
all 6<sup>th</sup> graders at  
Omak Middle  
School.

Omak Middle  
School and  
Omak School  
District will  
continue to  
plan,  
implement, and  
evaluate  
Project Success  
and LifeSkills  
Training at the  
Middle and  
High School;  
and The PAX  
Good Behavior  
Game with  
students in the  
after school  
program and all

students  
enrolled in Life  
Skills classes.

Challenge  
Program  
Director, the  
Okanogan  
County  
Community  
Coalition.  
Jordan  
Sackman, East  
Omak  
Elementary  
Counselor  
(funds will  
come from  
DBHR and  
other  
leveraged  
funds)

Hall Meeting  
where Project  
Northland  
participants will  
be publicly  
recognized for  
their increased  
skills and  
knowledge of  
alcohol  
prevention. We  
will collaborate  
with the media  
to publicize  
“tootle notes”  
and other  
positive  
outcome data to  
show the  
positive impact  
the PAX GBG is  
having on our  
students.





6th-8th grade  
Life Skills  
classes.

We will also  
train at least  
two local  
people as PAX  
Partners so that  
we have the  
capacity to  
train other  
Omak School  
District staff as  
the desire  
emerges. The  
Coalition will  
partner with  
the Omak  
youth Game  
Changers to  
recognize the  
top two  
culminating  
Project  
Northland  
displays at the



	annual Town Hall Meeting.							
<b>Omak Middle School Student Assistance Specialist</b>	Lesa Eiffert, CPP, will provide intervention information and possible resources for addiction help to middle school youth who have been referred to her.	September 2012-July 1, 2015	Ongoing	Depends on # of referrals	Omak Middle School youth	Omak School District, NCESD, OSPI	Lesa Eiffert, CPP and Omak School District, and Okanogan Behavioral HealthCare	Media will be provided with press releases of emerging youth use trends and sent press releases highlighting the supportive relationship between Omak School District and Okanogan Behavioral HealthCare.

**Goal/Objective: Decrease Community Norms Favorable to Underage Drinking and Marijuana Use**

**Strategy 3: Positive Social Norms Marketing Campaign**

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<i>this activity</i>			<i>happens?</i>					
Implement a community wide underage drinking and marijuana prevention campaign.	The Campaign, "MOOV" (Most of Okanogan Valley) highlights positive behavior and clear standards around alcohol and underage drinking.	April 2012- Ongoing	Kick off at the annual Town Hall Meeting at the end of March 2012.. Community survey process from April-August 2012. Continue roll out based on survey responses August 2012- Ongoing.	5,000 plus	Omak citizens	Okanogan County Community Coalition, Omak School Clubs (including Key Club, Link Crew, Leadership Class, Builders Club, and #OGC), Okanogan County Community Coalition Social Norms Marketing Subcommittee.	Okanogan County Community Coalition, Omak Street Team, local businesses, Chamber of Commerce, Omak City Council, Community Parents, Churches, Coalition Evaluation Subcommittee; City of Omak (funds will come from DBHR and other leveraged funds)	Secure media coverage of initial rollout and celebrate or highlight a community family event once a month in the local newspaper and on local radio. Run culturally competent ads about the "MOOV"-ment.. Recognize community business partners.
Annual Town Hall Meeting	To educate the community on coalition activities, share current and	Annually each spring (through 2013) and thereafter	1x/year	100-200	Community	Town Hall Subcommittee, Omak School District, City of Omak	Town Hall Subcommittee	Traditional and non-traditional media including: newspaper, radio, banners,



	relevant youth substance abuse data, and mobilize the community to assist in the implementation of the coalition's four-core measures	each fall (to coordinate with Community Survey timing)						flyers, posters, school email distribution, school calendar, website, facebook, and email distribution lists throughout the community.
Reduce the saturation of alcohol at Omak Stampede.	Work with the Omak Stampede Board and City of Omak to create an event less saturated by alcohol advertising. Work to implement a Responsible Beverage Server Training for all community members serving alcohol at Stampede.	April 2012-Ongoing	Meet with Stampede Board as needed up to and after the event in August.2012	5,000 plus	Omak Citizens and visitors to the community during Stampede.	Okanogan County Community Coalition	Omak Stampede Board, Okanogan County Community Coalition.	Garner media support and involvement at the beginning of the process and allow them to report out to the community on progress and outcome.



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