



## Appendix 6. Annual Action Plan for June 15, 2014 - June 15, 2015

**Background Information of the Annual Action Plan Matrix and Working Definitions:** The following action plan is designed to explain the goals, objectives, strategies, and activities and programs that the San Juan Island community coalition wishes to accomplish. The following definitions provide context for the matrix that follows. The matrix was developed by the Department of Behavioral Health and Recovery (DBHR) for the Community Prevention and Wellness Initiative (CPWI). Please note that the definitions followed by (NRC & IOM) are from the glossary in the *Preventing Mental, Emotional, and Behavioral Disorders Among Young People, Progress and Possibilities* (2009, National Research Council and Institute of Medicine).

The format for the Action Plan matrix is: **Goal → Objective → CSAP Strategy → Activities and Methods**

**Goal:** A goal is a statement that explains what the community wishes to accomplish or change about the **intervening variable (Risk or Protective Factor)**. The goal sets the direction for the intermediate outcome that may be achieved within a two to five (2-5) year period of time. (2014, DBHR) The terms intervening variables and risk and protective factors are used interchangeably.

**Risk Factor:** A characteristic at the biological, psychological, family, community, or cultural level that precedes and is associated with a higher likelihood of problem outcomes. (NRC & IOM, p. xxviii)

**Protective Factor:** A characteristic at the biological, psychological, family, community (including peers and culture) level that is associated with a lower likelihood of problem outcomes or that reduces the negative impact of a risk factor on problem outcomes. (NRC & IOM, p. xxvii)

**Objective:** An objective addresses the local condition and break down the goal into smaller parts that provide specific, measurable actions through which the goal will be accomplished. Objectives define what the coalition expects to achieve through the coalition's efforts. Objectives are meant to set direction for the short-term (six months – two years) outcomes with realistic targets. . (2014, DBHR)

**CSAP Strategy:** The Center for Substance Abuse Prevention (CSAP) has defined six strategies that when used together, can form a comprehensive prevention program: **Informational Dissemination, Prevention Education, Alternate Activities, Community-Based Processes, Environmental Approaches, and Problem Identification and Referral.** Each CSAP (Center of Substance Abuse) Strategy is grounded in research through the direction of the Substance Abuse and Mental Health Administration (SAMHSA). <http://beta.samhsa.gov/about-us> (June 5, 2014)

### CSAP Strategy Definitions (continued): Six Center of Substance Abuse Prevention Strategies

The following definitions are summaries from *Substance Abuse Prevention, The Intersection of Science and Practice* (2003, Hogan, Gabrielsen, Luna, Grothaus, pages 30-31)

- **Information Dissemination:** This strategy includes providing information about the nature and extent of drug use, abuse, and addiction and the effects on individuals, families, and communities. It also provides information of available prevention programs and services. The dissemination of information is characterized by one-way communication from the source to the audience, with limited contact between the two. Methods for this strategy include information resource centers, resource directories, media campaigns, brochures, radio and television public service announcements, workplace programs, speaking engagements and health fairs.
- **Prevention Education:** This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it is based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision making, refusal, and critical analysis skills. Methods used for this strategy include classroom and small group sessions, parenting and family management classes, peer leader and peer helper programs, education programs for youth groups, and groups for children of substance abusers.
- **Alternate Activities:** This strategy intends to have target populations participate in activities that are alcohol-, tobacco-, and other drug-free. There is an assumption that constructive and healthy activities offset the attraction to drugs. Methods include youth and adult leadership activities, and drug-free social and recreation activities. Alternatives should be part of a comprehensive plan.
- **Community-Based Processes:** This strategy aims to enhance the ability of the community to provide more effective prevention and treatment services for substance abuse disorders. Activities and methods used in this strategy include organizing, planning, enhancing efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking, through trainings, multi-agency coordination and collaboration.
- **Environmental Approaches:** This strategy seeks to establish or change community standards, codes, and attitudes, thereby influencing the incidence and prevalence of substance abuse in the general population. Methods used for this strategy include establishment and review of drug policies in schools, technical assistance to communities to maximize local enforcement procedures governing the availability and distribution of drugs, the review and modification of alcohol, marijuana, and tobacco advertising practices, and product pricing strategies.
- **Problem Identification and Referral:** This strategy aims to identify those who have indulged in the illegal use of drugs in order to determine whether their behavior can be reversed through education or whether they need a referral for a chemical dependency assessment. Methods used for this strategy include driving-while-impaired education programs and student assistance programs.

**Community Prevention and Wellness Annual Action Plan for June 15, 2014 - June 15, 2015: San Juan Island Prevention Coalition**


**Goal 1: Increase community connectedness among all population subgroups in San Juan Island.**



**Objective 1.1:** Increase and sustain the capacity of community members to act together through their involvement in a local coalition of volunteers, to address youth substance abuse prevention issues in the San Juan Island community.



**Intervening Variable:** Community Disorganization (Risk Factor)/ Community Connectedness (Protective Factor)

**Local Condition:** Engaging multiple community stakeholders (sectors).

**CSAP Strategy 1.1.1 Community-Based Processes**

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<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>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
<b>Activity 1.1.1.1</b> 	Strengthen community collaboration to reduce substance abuse among youth by implementing the Community Prevention and Wellness Initiative (CPWI) Strategic Plan through the engagement of sector (stakeholder, sub-group) representatives	July 18, August 22, September 19, October 17, December 19, 2014  January – June 2015	Monthly scheduled 2-2.5 hour meetings with ongoing needs assessment, planning, implementation, evaluation, and review of capacity building and cultural competence through the Strategic Prevention Framework (SPF) model	Community Stakeholders Directly, 20-40 persons that represent a minimum of 12 sectors; SJIPC Bylaws allow up to 15 voting members (Trustees); Associate Trustees is unlimited	San Juan Island Prevention Coalition Executive Board, Board of Trustees	Executive Board, Board of Trustees, Associate Trustees, Executive Coordinator (Coalition Coordinator)
<b>San Juan Island Prevention Coalition Board of Trustees Meetings</b>	San Juan Island Prevention Coalition Meetings are offered as a venue for recruiting new members and partners	dates to be determined				

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<b>Activity 1.1.1.2</b> 	<p>Lead the coalition efforts including financial management, planning meetings and trainings for the coalition, and general oversight of the coalition.</p>	<p>July 18, September 19, December 19, 2014; January – June 2015 dates to be determined</p>	<p>Regularly scheduled two hours meetings for a minimum of six times</p>	<p>2014 Executive Board: Brad Fincher, Chair; Court Bell, Vice Chair; Michael Baird, Treasurer; Boyd Pratt, Recording Secretary; Gail Leschine-Seitz, Corresponding Secretary; Trustee John Manning; Trustee Nina Page; Trustee Joyce Sobel</p>	<p>San Juan Island Prevention Coalition Executive Board</p>	<p>Executive Board Chair Executive Coordinator</p>
<b>San Juan Island Prevention Coalition Executive Board Meetings</b>	<p>The Executive Board is the primary body to oversee recruitment of new members and partners, and the development of new standing and ad hoc committees</p>					
<b>Activity 1.1.1.3</b> 	<p>Youth prevention clubs that promote healthy choices, and design alternate activities and prevention education events.</p>	<p>July 2014 –June 2015</p>	<p>Monthly meeting during the school year: September 2014-June 2015</p>	<p>Youth Club Members 16 HOTS youth</p>	<p>Friday Harbor Association of Student Body (ASB) for HOTS</p>	<p>San Juan Island School District Prevention Intervention Specialist, Meagan Gable</p>
<b>Youth Prevention Clubs: Helping Out Teen Society (HOTS) Friday Harbor High School</b>	<p>Youth leaders participants participate in the Washington State Prevention Summit and the Spring Youth Forum Club cross-collaboration for community-wide events, including San Juan County Youth Council</p>				<p>San Juan Island Prevention Coalition for Rock Solid</p>	<p>Sam Finch, HOTS Chair (Gr.11) Debbi Fincher, Parent Volunteer Advisor</p>
<b>Rock Solid</b>						<p>Madrona Jameson, Rock Solid Lead Youth (Gr.10)</p>



Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<p><b>Activity 1.1.1.4</b></p>  <p><b>Washington State Healthy Youth Survey 2014</b></p>	<p>Collect youth self-reporting responses to the state research-based survey to obtain substance use data for alcohol, marijuana, tobacco, prescription drugs, as well as risk and protective factors (intervening variables)</p>	<p>October 2014</p>	<p>Once per two years [even year]</p>	<p>San Juan Island School District youth at Friday Harbor Elementary School, Friday Harbor Middle School, and Friday Harbor High School: Grades 6, 8, 10, and 12</p>	<p>San Juan Island School District</p>	<p>San Juan Island School District Superintendent, Friday Harbor Middle and High School, and Elementary School Principals, SJJSD Counselors  Executive Coordinator</p>
<p><b>Activity 1.1.1.5</b></p>  <p><b>San Juan Island Prevention Coalition Evaluation/ Assessment Committee Meetings and Presentations</b></p>	<p>Assess and evaluate, with the coalition's evaluator, the needs of the community, and the progress of the coalition's contributions to community change as identified in the Community Prevention and Wellness Initiative (CPWI) Strategic Plan, including the longitudinal data from the Healthy Youth Survey (HYS, 2002 -2012), the upcoming Healthy Youth Survey 2014, the annual DBHR Community Survey, and the annual Coalition Assessment Tool (CAT)</p> <p>Present as requested by coalition members and community.</p>	<p>July 2014 –June 2015 as needed;  April – August 2015: Evaluator analysis of Healthy Youth Survey 2014 results  August – October 2014: Committee analysis for key data and messages  Oct– Dec 2014  Sep – Oct 2014</p>	<p>A minimum of four 1.5 – 2 hour meetings  80 – 100 hours (in-kind)  A minimum of four 1.5 – 2 hour meetings  Survey Monkey, Hardcopy</p>	<p>Evaluator, Dr. Rita Weisbrod; Court Bell, Vice Chair; Boyd Pratt, Trustee; Nina Page, Trustee; Meagan Gable, SJJSD Prevention Intervention Specialist  Community  Coalition Trustees</p>	<p>San Juan Island Prevention Coalition</p>	<p>Court Bell, Vice Chair  Dr. Rita Weisbrod, Evaluator  Executive Coordinator</p>

**Goal 1: Increase community connectedness among all population subgroups in San Juan Island.**

**Objective 1.2:**

Increase coalition members and staff knowledge of prevention science, theory, strategies, methods, practices, and actions  
**Intervening Variable:** [Community Disorganization \(Risk Factor\)/ Community Connectedness \(Protective Factor\)](#)  
**Local Condition:** Engaging multiple community stakeholders including youth, parents, businesses, chemical dependency and mental health treatment for youth, and youth serving organizations.

**CSAP Strategy 1.2.1 Community-Based Process**

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<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>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
<b>Activity 1.2.1.1</b>  <b>Coalition Trainings:</b>	<p>To address the diverse needs of the coalition members, including new members, the coalition will determine information and skills needs, including updates from the DBHR</p> <p>Orientations will be designed with the participants and the members who provide the training.</p> <p>(Substance abuse related areas currently under consideration are Adverse Childhood Experiences Study [ACES] and Screening, Brief Intervention, Referral, and Treatment [SBIRT])</p>	<p>As needed with a minimum of two focus sessions per year (October 2014, April 2015)</p>	<p>One on One (role identification and skill set)</p> <p>Small Group</p> <p>Within context of a coalition meeting</p> <p>Within context of a committee or work group session</p>	<p>New Members</p> <p>Existing Members</p> <p>Parent to Parent</p> <p>Youth to Youth</p>	<p>San Juan Island Prevention Coalition Board of Trustees</p>	<p>SJIPC</p> <p>Corresponding Secretary, Gail Leschine-Seitz</p> <p>SJIPC Associate Trustee, Lainey Volk</p> <p>Helping Out Teen Society, Sam Finch</p> <p>Rock Solid, Madrona Johnson</p>
<b>Introduction to Coalition Work: The Basics</b>						
<b>Committee and Workgroup Foci</b>						
<b>Activity 1.2.1.2</b>  <b>Key Leader Orientation</b>	<p>Inform the community about the coalition, its mission and actions, and to share Healthy Youth Survey data and other survey results, including the DBHR Community Survey.</p>	<p>September 2014</p> <p>January 2015</p>	<p>A minimum of once per year, and possibly a second time if needed.</p>	<p>Community Leaders and Influencers, including Parent Leaders</p> <p>Youth Leaders</p> <p>Government Officials</p>	<p>San Juan Island Prevention Coalition Executive Board</p> <p>Ad Hoc Committee</p>	<p>Brad Fincher, Chair</p> <p>Court Bell, Vice Chair</p>

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<b>Activity 1.2.1.3</b>  <b>Washington State Prevention Summit</b>	Participate in the activities and trainings related to youth substance abuse prevention and the Strategic Prevention Framework (SPF) public health model of change at the Washington State Prevention Summit in Yakima.	October 20-21, 2014	One training per year	Team of 4-6 persons: 2 Advisor/Chaperones 2-4 youth  Executive Coordinator  <b>Youth and Adults</b>	Department of Behavioral Health and Recovery (DBHR)	SIJSD Prevention Intervention Specialist, Meagan Gable  Sam Finch, HOTS Chair (Gr.11)  Debbi Fincher, Parent Volunteer Advisor  Madrona Jameson, Rock Solid Lead Youth (Gr.10)
<b>Activity 1.2.1.4</b>  <b>Washington State Spring Youth Forum</b>	Participate in the presentation activities and trainings related to youth substance abuse prevention and the Strategic Prevention Framework (SPF) public health model of change at the Washington State Spring Youth Forum at Great Wolf Lodge	May 2015	One training per year	Team of 4-6 persons: 2 Advisor/Chaperones 2-4 youth  <b>Youth and Adults</b>	Department of Behavioral Health and Recovery (DBHR)	SIJSD Prevention Intervention Specialist, Meagan Gable  Sam Finch, HOTS Chair (Gr.11)  Debbi Fincher, Parent Volunteer Advisor  Madrona Jameson, Rock Solid Lead Youth (Gr.10)
<b>Activity 1.2.1.5</b>  <b>Attend San Juan County Youth Leadership Summit</b>	Participate in the presentation activities and trainings related to youth substance abuse prevention and the Strategic Prevention Framework (SPF) public health model of change at the local youth summit at Camp Orkila, Orcas Island	October 10-12, 2014	One training per year	Team of 6-12 persons: 2-4 Advisor/Chaperones 4-10 youth  <b>Youth and Adults</b>	Lopez Island Prevention Coalition  Lopez Youth Ambassadors  Point Blank, Orcas Youth Prevention Club	SIJSD Prevention Intervention Specialist, Meagan Gable  Sam Finch, HOTS Chair (Gr.11)  Debbi Fincher, Parent Volunteer Advisor  Madrona Jameson, Rock Solid Lead Youth

**Goal 1: Increase community connectedness among all population subgroups in San Juan Island.**



**Objective 1.3**

Increase San Juan Island’s community support of the mission and work of San Juan Island Prevention Coalition

**Intervening Variable:** [Community Disorganization \(Risk Factor\)/ Community Connectedness \(Protective Factor\)](#)

**Local Condition:** Engaging multiple community stakeholders including youth, parents, businesses, chemical dependency and mental health treatment for youth, and youth serving organizations.

**CSAP Strategy 1.3.1 Information Dissemination**



Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<b>Name of activity/program</b>	Briefly state the main purpose of the activity	When will this take place? What is timeframe for this activity?	How much? How often?	Who is this service for? How many people impacted?	Who is conducting?	Who from the coalition is making sure this gets done?
<p><b>Activity 1.3.1.1</b></p>  <p><b>Public Awareness Information and Education about San Juan Island Prevention Coalition’s Vision, Mission, Goals, Strategies and Initiatives</b></p>	<p>Provide information to the community through a variety of methods that advise, inform, and educate the public and private sectors about the work of the coalition:</p> <ul style="list-style-type: none"> <li>• SJIPC Purpose: Why San Juan Island Prevention Coalition exists</li> <li>• SJIPC’s history, vision and mission</li> <li>• SJIPC’s work to prevent and reduce substance abuse among youth</li> </ul>	<p>July 2014- June 2015: Ongoing</p>	<p>Minimum of every two weeks through media including website <a href="http://www.sjipc.org">www.sjipc.org</a> blogs, email blasts, newsletter, public service announcements, and social networking through Facebook</p> <p>Contract Media Specialist</p>	<p>All community members, both youth and adult</p>	<p>San Juan Island Prevention Coalition Media Specialist</p>	<p>Executive Board</p> <p>Board of Trustees</p> <p>Associate Trustees</p> <p>Executive Coordinator (Coalition Coordinator)</p>
<p><b>Activity 1.3.1.2</b></p>  <p><a href="http://www.sjipc.org">www.sjipc.org</a></p> <p><a href="https://www.facebook.com/sjipc">Facebook.com/sjipc</a></p>	<p>Continue to develop and sustain the resource pages and links to local, county, state, and national resources that promote prevention of substance abuse among youth</p>	<p>July 2014- June 2015: Ongoing</p>	<p>Minimum of one per month</p> <p>Contract Media Specialist</p>	<p>All community members, both youth and adult</p>	<p>San Juan Island Prevention Coalition Media Specialist</p>	<p>Executive Board</p> <p>Executive Coordinator</p>



**Goal 2: Reduce favorable attitudes toward the problem behavior among grade 6, 8, 10, and 12 youth.**

**Objective 2.1:** Increase the percentage of youth who perceive youth use of alcohol, marijuana and other drugs as harmful.



**CSAP Strategy 2.1.1:** Education

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<b>Activity 2.1.1.1</b>  <b>LifeSkills Training Program</b>	<p>Provide LifeSkills Training to a minimum of three grade levels. The goal of the LifeSkills Training Program (Botvin) is to provide youth and adolescents with the knowledge and skills needed to resist social influences to use alcohol, tobacco, marijuana, and other drugs, as well as reducing potential motivations to use these substances by increasing general personal and social competence.</p>	<p>October 2014 – May 2015</p>	<p>15 Sessions 45 minutes per session</p> <p>Pre- and post survey</p> <p>Provide Student and Teach Curriculum Materials</p> <p>Contract LST Facilitator</p>	<p>Friday Harbor Elementary School</p> <p>Grades 3, 4, and 5 (possibly 6)</p>	<p>Friday Harbor Elementary School, San Juan Island School District</p>	<p>Gail Leschine-Seitz, Trustee</p> <p>Diane Ball, Principal, Friday Harbor Elementary School</p> <p>Executive Coordinator</p>
<b>Activity 2.1.1.2</b>  <b>Project SUCCESS</b>	<p>Collaborate with the San Juan Island School District and the Northwest Education Services District to provide the comprehensive Project Success Program in Friday Harbor Middle and High Schools.</p> <p>Project SUCCESS utilizes the six Community Substance Abuse Prevention (CSAP) strategies.</p>	<p>August 2014 – June 2015</p>	<p>Minimum of quarterly meetings with the Prevention Intervention Specialist</p> <p>Prevention Intervention Specialist attendance at coalition meetings</p>	<p>San Juan Island School District: Friday Harbor Middle School and Friday Harbor Elementary School</p> <p>Prevention Intervention Committee</p>	<p>Northwest Education Services District 189 (NWESD)</p> <p>San Juan Island School District</p>	<p>Jodi DesBiens, Director, NWESD</p> <p>Wendi Thomas, Prevention Coordinator/NWESD</p> <p>Meagan Gable, SJISD Prevention Intervention Specialist</p> <p>Becky Bell, SJISD, Special Services</p>

**Goal 2: Reduce favorable attitudes toward the problem behavior among grade 6, 8, 10, and 12 grade youth.**

**Objective 2.2:** Increase the percentage of adults who perceive youth use of alcohol, marijuana and other drugs as harmful.



**CSAP Strategy 2.2.1:** Information Dissemination

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<p><b>Activity 2.2.1.1</b></p>  <p><b>Media and Public Awareness Campaign: Marijuana</b></p> <p><b>VOICES for Health Choices</b></p>	<p>The purpose of the media campaign is to increase community awareness of substance abuse issues related to marijuana use by youth, including how to prevent and decrease youth use through positive actions and solutions</p>	<p>September 2014- June 2015</p>	<p>Coalition website: <a href="http://www.sjipc.org">www.sjipc.org</a> Social media Facebook Postcard mail-out to parents Blogs Online news  County Fair Booth  Contract Media Specialist</p>	<p>All Adult Community Members, including</p> <ul style="list-style-type: none"> <li>• Parents/caregivers of adolescent youth,</li> <li>• Mentors</li> <li>• Teachers</li> <li>• Youth club facilitators (faith-based, non-profit, school-based)</li> </ul>	<p>San Juan Island Prevention Media Campaign Work Group (To be formed)  Coalition Media Specialist</p>	<p>Executive Board  Gail Leschine-Seitz, Corresponding Secretary  Debbi Fincher, Parent Volunteer, Media Specialist</p>
<p><b>Activity 2.2.1.2</b></p>  <p><b>Media and Public Awareness Campaign: Talk They Hear You</b></p>	<p>The purpose of the media campaign is to increase community awareness of substance abuse issues related to</p> <ul style="list-style-type: none"> <li>• alcohol,</li> <li>• tobacco,</li> <li>• marijuana,</li> <li>• prescription and other drug use by youth, including how to prevent and decrease youth use through positive actions and solutions</li> </ul>	<p>July 2014-June 2015</p> <p>August 2014</p>	<p>Coalition website: <a href="http://www.sjipc.org">www.sjipc.org</a> Social media Facebook to parents  San Juan County Fair  Contract Media Specialist</p>	<p>Parents/caregivers of pre-adolescent and adolescent youth</p>	<p>San Juan Island Prevention Coalition Media Specialist</p>	<p>Executive Board  Debbi Fincher, Parent Volunteer, Media Specialist</p>

**Goal 3: Decrease community laws and norms favorable to youth use of alcohol and marijuana**

**Objective 3.1:** Decrease the impact of alcohol and marijuana advertising on youth in community



**CSAP Strategy 3.1.1:** Information Dissemination

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<b>Name of activity/program</b>	Briefly state the main purpose of the activity	When will this take place? What is timeframe for this activity?	How much? How often?	Who is this service for? How many people impacted?	Who is conducting?	Who from the coalition is making sure this gets done?
<p><b>Activity 3.1.1.1</b></p>  <p><b>Counter Advertising</b></p>	Oversee, manage and maintain media and social media placement containing pro-health statements or messages that counter pro-alcohol, pro-marijuana, and pro-tobacco influences in multiple venues including the coalition's website, <a href="http://www.sjipc.org">www.sjipc.org</a> Facebook and the local online newspapers.	August 2014 – June 2015	Contract Media Specialist Face to face, one-on-one meetings with key leaders, ordinance committee members, and business owners in community	All community members, including parents/caregivers, youth and family services leaders, and youth	SJIPC (Media Work Group) Youth Coalition Clubs: Helping Out Teen Society (HOTS) Rock Solid	Executive Board Media Specialist Executive Coordinator
<p><b>Activity 1.3.1.2</b></p>  <p><a href="http://www.sjipc.org">www.sjipc.org</a></p> <p><a href="http://Facebook.com/sjipc">Facebook.com/sjipc</a></p>	Continue to develop the resource pages and links to local, county, state, and national resources that promote prevention of substance abuse among youth	July 2014- June 2015: Ongoing	Minimum of one per month	All community members, both youth and adult	San Juan Island Prevention Coalition Media Specialist	Executive Board Executive Coordinator (Coalition Coordinator)

**Goal 4: Decrease the risk factor of low enforcement of alcohol and marijuana laws**

**Objective 4.1:** Increase the perception among youth that they will get caught by law enforcement if they are caught drinking, including drinking and driving



**CSAP Strategy 4.1.1:** Environmental Approaches

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
<b>Name of activity/program</b>	Briefly state the main purpose of the activity	When will this take place? What is timeframe for this activity?	How much? How often?	Who is this service for? How many people impacted?	Who is conducting?	Who from the coalition is making sure this gets done?
<b>Activity 4.1.1.1</b>  <b>Impaired Driving High-Visibility Enforcement</b>	High-visibility enforcement (HVE) is a well-coordinated and targeted strategy of actively <b>conducting</b> and publicizing <b>law enforcement activities</b> to detect and arrest impaired drivers.	July – October 2014 January- June 2015	At least six times per calendar year: coordinate with law enforcement Target Zero campaign  Face to face meetings media, law and justice leaders  Contract with media specialist	All community members, including parents/caregivers, youth and family services leaders, and youth	SJIPC Impaired Driving Round Table	Brad Fincher, Chair Rob Nou, Sheriff
<b>Activity 4.1.1.2</b>  <b>Impaired Driving High-Visibility Enforcement Media Campaign</b>	High-visibility enforcement (HVE) is a well-coordinated and targeted strategy of actively <b>conducting and publicizing law enforcement activities</b> to detect and arrest impaired drivers.	July – October 2014 January- June 2015	Contract with media specialist  Face to face meetings media, law and justice leaders	All community members, including parents/caregivers, youth and family services leaders, and youth	SJIPC Impaired Driving Round Table	Brad Fincher, Chair Rob Nou, Sheriff Media Specialist Executive Coordinator

**Goal 4: Decrease the risk factor of low enforcement of alcohol and marijuana laws**

**Objective 4.2:** Decrease the display of alcohol and marijuana promotion and consumption to youth in the community

**CSAP Strategy 4.2.1:** Environmental Approaches

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (Parties)
Name of activity/program	Briefly state the main purpose of the activity	When will this take place? What is timeframe for this activity?	How much? How often?	Who is this service for? How many people impacted?	Who is conducting?	Who from the coalition is making sure this gets done?
<b>Activity 4.2.1.1</b> 	<p><b>Establishing policies</b> communitywide or within event organizations;</p> <p><b>Collaborating to establish enforcement procedures for new/existing policies</b> (including on-site event security/monitoring); and</p> <p>Conducting public awareness or media activities about new/existing policies and practice.</p>	July 2014 – June 2015	A minimum of quarterly meetings with Law and Justice, County Council, and Town of Friday Harbor key leaders	San Juan County Council Friday Harbor Town Council San Juan County Fair Board	San Juan Island Prevention Coalition	Brad Fincher, Chair Rob Nou, Sheriff
Establish Policies Enforce Policies		August 2014 San Juan County Fair			San Juan County Fair Board	
<b>Activity 4.2.1.2</b> 	<p>Establishing policies communitywide or within event organizations; Collaborating to establish enforcement procedures for new/existing policies (including on-site event security/monitoring); and</p> <p><b>Conducting public awareness and/or media activities about new/existing policies and practice.</b></p>	July 2014 – June 2015	A minimum of quarterly meetings with Law and Justice, County Council, and Town of Friday Harbor key leaders	San Juan County Council Friday Harbor Town Council San Juan County Fair Board	San Juan Island Prevention Coalition	Brad Fincher, Chair Rob Nou, Sheriff
<b>Alcohol and Marijuana Restrictions at Community Events (Environmental)</b>  Public Awareness			Contract Media Specialist			