

SE Seattle P.E.A.C.E. Coalition Action Plan for July 1st 2014 - June 30th 2015

(Revised September 15, 2014, 6 PM)

Based upon current local conditions, a survey of 392 parents/community members, a survey of 53 coalition members and community members, and discussions/reflections with our coalition members, we are proposing the following updated Action Plan for July 1, 2014 to June 30, 2015.

Goal 1: Increase community connectedness and reduce community disorganization in SE Seattle.

Objective 1.1: Strengthen connections and collaboration among different systems, organizations, agencies, coalitions, groups and individuals in SE Seattle.

Strategy 1.1.1: Grow the SE Seattle P.E.A.C.E. Coalition to address substance abuse, youth violence, delinquency and mental health issues in SE Seattle. (*Community-based Process*)

Plan For Action	Activity/ Program	Support the SE Seattle P.E.A.C.E. Coalition.
	Brief Description	Through this Community Prevention and Wellness Initiative (CPWI), increase community connectedness and reduce community disorganization by building relationships with all sectors of the community, coordinating prevention efforts, and facilitating an annual evaluation, needs assessment, planning and implementation process that incorporates cultural competence and long term sustainability. The focus of this program is to support the P.E.A.C.E. Coalition with a coordinator and other coalition staff to grow the membership, increase cultural competence and member and community capacity to address alcohol and other drug issues in SE Seattle. Our Coalition will help coordinate and connect community activities to have the greatest impact on youth substance abuse and delinquency.
	When	Ongoing monthly coalition meetings from July 2014 through June 2015. Annual Key Leader Event to be completed by 6/30/2015, and planned for spring 2015.
	How	Staff and Coalition President help maintain active coalition membership with a minimum of 8 sector representatives, and organize monthly coalition meetings. Committees meet every two months or as needed with at least 2 participants in each committee.
	Who	At least eight Coalition Sector Members will participate in the coalition meetings. A minimum of 80 individuals will attend the annual Key Leader Event. The Coalition Coordinator will attend required CPWI meetings and trainings.
	Lead Organization	Neighborhood House

Plan for Implementation	Action Steps for Implementation	<p>1.1.1a- Continue to meet with Key Leaders and community members to address substance abuse, prevention, mental health and youth violence and promote our Coalition’s work to connect the community and coordinate prevention efforts, increase communication, raise awareness of prevention efforts, and to engage youth, families and policy makers. Organize annual Key Leader Event to be completed by 6/30/2015, and planned for spring 2015.</p> <p>1.1.1b- Conduct annual elections of Officers by 7/30/2014.</p> <p>1.1.1c- Further engage youth and build their capacity to participate in our Coalition through prevention clubs and after school programs</p> <p>1.1.1d- Update outreach materials and web presence for our Coalition, ongoing</p> <p>1.1.1e – Increase coalition capacity by providing training to staff, coalition members, partners and the community as needed, ongoing.</p> <p>1.1.1f- Annually, or as needed, assess existing member’s participation, diversity, and sector representation and recruit and train additional members, ongoing.</p>
	Responsible Party	Coalition Coordinator, Coalition President
Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>Broad and Diverse Coalition membership</p> <p>General meetings and committee meetings held</p> <p>Growth and capacity building of coalition</p> <p>Key Leader Event – key leader and community member attendance</p>
	Evaluation Tools	<p>Coalition Involvement Agreement</p> <p>Demographic forms</p> <p>Annual Coalition Member Assessment Tool</p> <p>Key Leader event evaluation and attendance</p>

Strategy 1.1.2: Follow the Strategic Prevention Framework (SPF) steps annually to ensure we have the most effective prevention strategies including annual review of Needs Assessment, Capacity Building, Planning, Implementation, Evaluation, Sustainability and Cultural Competency / SPF Strategies (*Community-based Process*)

Plan For Action	Activity/ Program	Strategic Prevention Framework
	Brief Description	Our Coalition staff, members and other stakeholders will be involved in all steps of CPWI’s SPF through participation in all our meetings and in the decision making process. Our coalition has four committees that include multiple sectors: 1) Youth Engagement Committee, 2) Parent Engagement Committee, 3) Policy Committee and 4) Data/Evaluation Committee. These committees and coalition meetings will include all five steps of the SPF, sustainability and cultural competency. We will build the capacity of these committees by training them on our Coalition goals to impact community/population level change with our environmental strategies. The community assessment and evaluation tools will include instruments to review the community substance abuse and other problems.
	When	July 1, 2014 through June 30, 2014 with specific dates listed in the “Action Steps for Implementation” section on the next page.
	How	Staff and Coalition President will lead coalition through SPF process and trainings during monthly coalition meetings. A minimum of 3 training opportunities will be made available to coalition members each year.
	Who	Coalition Members, community partners.
	Lead Organization	Neighborhood House

<p>Action Steps for Implementation</p>	<p>1.1.2a -Needs Assessment: Continue to assess Aki Kurose/SE Seattle youth substance abuse trends using WA State Healthy Youth Survey, Seattle Schools YRBS, WA State DBHR Databook, King County Drug Trends Report, Target Zero Taskforce data on driving under the influence, local reports from schools and youth treatment programs, local parent surveys, and WA State Liquor Control Board data on compliance checks for sales to minors and retail outlet density.</p> <p>1.1.2b-Capacity Building: Outreach to new community partners and other drug prevention coalitions in King County, to participate in our Coalition, ongoing. Provide orientation for all new coalition members and partners covering the SPF, environmental strategies, our current goals and strategic plan. Coalition staff to attend cultural competency training in July 2014. Coalition staff to participate in required CPWI meetings/trainings, specifically, monthly check-in meetings, fall 2014 Washington State Prevention Summit and CPWI pre-conference meeting, and spring 2015 CPWI meeting.</p> <p>Identify and prioritize at least 3 trainings for the coalition members and youth prevention clubs in SE Seattle to include the fall 2014 Washington State Prevention Summit and Spring 2014 Youth Forum. For the additional trainings, research opportunities that may include the following trainings from these sources: CADCA, DBHR, online webinars, NH staff members, and/or partner agency staff.</p> <p>1.1.2c Planning: Update our prevention strategies based on changing local conditions. Revise Action Plan, logic model with strategic goals, objectives, performance targets and evaluation plan annually.</p> <p>1.1.2d-Implementation: Implement Goals 2 and 3 below, annually.</p> <p>1.1.2e-Evaluation: Implement ongoing evaluation and review effectiveness of policies, programs, and practices annually. Report activities and outcomes monthly.</p> <p>1.1.2f-Sustainability: By 8/2014, our Coalition will create a sustainability committee to identify community, in-kind and financial resources to support match requirement and other funding needs.</p> <p>By 1/2015, coalition members and staff will create a sustainability plan, including a plan to market to various funders (i.e. City of Seattle, King County & WA state substance abuse funders, SAMHSA, Dept. of Justice (OJJDP), and private foundations). Potential funders approached by 10/2015 (repeated as needed).</p> <p>1.1.2g-Cultural Competency: Annually review our strategic plan for cultural competence and provide annual training to our staff and coalition members to build their cultural competence.</p>
<p>Responsible Party</p>	<p>Coalition Coordinator, Coalition President, Coalition Members</p>

Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>1.1.2a-Needs Assessment Outcome: Community Needs Assessment and Resource/Gap Assessment updated annually by January of each year.</p> <p>1.1.2b-Capacity Building Outcome: Annual outreach, orientation, cultural competence trainings, and other trainings/ conferences attended.</p> <p>1.1.2c Planning: Annually review/revise coalition strategic plan by February of each year.</p> <p>1.1.2d-Implementation Outcome: Environmental strategies and youth and parent direct services conducted & information disseminated to communities by 9/30/2014.</p> <p>1.1.2e-Evaluation: Monthly and annual evaluation/progress reports to King County/DBHR; Coalition Assessment Tool completed September of each year, Parent/Community Survey completed December of each year, suggestions for quality improvement (ongoing).</p> <p>1.1.2f-Sustainability: Sustainability committee formed and sustainability plan created. Marketing conducted to potential funders.</p> <p>1.1.2g-Cultural Competency: Annual review of strategic plan for cultural competence, revised and updated as needed. Annual cultural competence trainings conducted.</p>
	Evaluation Tools	<p>Washington State Healthy Youth Survey</p> <p>Parent/Community Survey</p> <p>Resource/Gap Assessment</p> <p>DBHR Data Book</p> <p>Coalition Assessment Tool</p>

Goal 2: Decrease policies, laws, and norms favorable to drug and alcohol use in the Southeast Seattle community.

Objective 2.1: Improve public awareness about ATOD issues and change perception that drug use is an acceptable norm among youth, parents and community members in Southeast Seattle

Strategy 2.1.1: Organize and participate in community-based events targeting families and parents, tailored to ethnic communities and cultural and religious groups, such as health fairs, town hall meetings, Power of Parent’s workshops and cultural events. (*Environmental strategy*)

Plan For Action	Activity/ Program	Community Events.
	Brief Description	Work with SE Seattle ethnic communities and community-based organizations to integrate prevention activities and information into their programs and events such as health fairs, town hall meetings, Power of Parent’s workshops, cultural events and religious groups.
	When	The Coalition will participate in at least 5 events throughout the year, which may include the following annual events: July 2014 Mount Baker Village Health Fair August 2014 New Holly Health Fair August 2014 Rainier Valley Heritage Festival May 2015 Ethiopian Health Fair
	How	At least 5 events per year to be determined by the Coalition. Each event will last from 2-5 hours.
	Who	SE Seattle families Event: Approximately 100 - 200 people per event, with a total reach of 500 – 1,000 people.
	Lead Organization	Neighborhood House with community partners
Plan for Implementation	Action Steps for Implementation	2.1.1.a. Identify potential partners and events. 2.1.1.b. If needed hire or find volunteer or partners to help with coordination and interpretation 2.1.1.c. Meet one on one with partners to discuss the best way to reach their community through involvement in existing programs, creating culturally appropriate presentations for their groups, or creating new activities to reach their community. 2.1.1.d. Set dates and goals for events as well as cultural needs (such as interpretation, timing, location etc.). 2.1.1.e. Organize and help publicize events. 2.1.1.f. Conduct events
	Responsible Party	Coalition Coordinator, Youth and Parent Engagement Committees

Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	Number of events organized Number of participants at events Written or verbal evaluations by participants or group leaders
	Evaluation Tools	List of Events held, location and date and number of participants Attendance lists (if available) Post participant evaluation/survey or group leader survey

Strategy 2.1.2: Organize advertising campaigns to promote positive social norms among youth and parents using a variety of means that may include outreach at community events, wristbands, t-shirts, pledge cards, stickers, postcards to parents, print, outdoor advertising, radio, ethnic newspapers, websites, blogs, short video features and social media. (*Environmental strategy*)

Plan For Action	Activity/ Program	Social norms advertising campaigns.
	Brief Description	Organize advertising campaigns to promote positive social norms targeting Southeast Seattle youth and parents with a focus on the “206 Rising” campaign to promote that most youth do not use drugs and alcohol and to promote positive choices made by youth as well as the localized version “Aki Rising” for Aki Kurose Middle School
	When	“206 Rising” campaign materials to be distributed July 2014 through June 2015. Billboard campaign to be May 2015 through June 2015.
	How	Billboard advertising posted for at least two months in May/June 2015 as well as monthly advertising through stickers, posters, t-shirts, websites, social media and other social norms marketing materials.
	Who	12,000 youth and families in SE Seattle: At least 3 billboards will be posted reaching over 10,000 people, and other materials printed to reach over 2,000 people.
	Lead Organization	Neighborhood House
Plan for Implementation	Action Steps for Implementation	<p>2.1.2.a. Establish goals, audience, location, and timeline for advertising campaign</p> <p>2.1.2.b. Decide on best medium (i.e. print, radio, internet) to reach target audience and deliver message.</p> <p>2.1.2.c. Create sample messages/graphics and evaluate existing successful campaigns such as Above the Influence, Let’s Draw the Line, and social norms campaigns.</p> <p>2.1.2.d. Field-test and receive feedback on how messages were received and cultural competence.</p> <p>2.1.2.e. Choose advertising campaign</p> <p>2.1.2.f. Select and utilize services of a social media intern or consultant to expand the reach and effectiveness of the Social Norms/206 Rising Campaign through social media, such as Facebook and Instagram</p> <p>2.1.2.g. Seek bids from advertisers (if needed)</p> <p>2.1.2.h. Launch advertising campaign</p> <p>2.1.2.i. Publicize launch and seek additional media coverage about campaign</p> <p>2.1.2.j. Post links and photos of campaign on website, newsletters and social media</p>
	Responsible Party	Coalition coordinator, members and partners. Paid consultants.

Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>Number, types, duration, and audience reach of media posted.</p> <p>Survey/focus group of impact of advertising campaign and if message was received.</p> <p>Follow through on advertising actions (i.e. increased traffic driven to website)</p>
	Evaluation Tools	<p>Records of media posted, duration and audience reach.</p> <p>Survey/focus group questions on impact of advertising campaign (conduct survey at community/coalition events and/or online)</p> <p>Records of website traffic pre and post campaign as well as any spikes during campaign, and source of click troughs to see if any particular efforts drove audience participation</p>

Strategy 2.2.1: This strategy was included in the original strategic plan with the intent to install eight security cameras on Aki Kurose Middle School campus to reduce drug and alcohol hotspots and increase youth perception that drug and alcohol policies are being enforced. It will not be supported with CPWI funding since it will be funded with school levy dollars and coordinated at the Seattle Public Schools district level.
(Environmental strategy)

Strategy 2.2.2: Clarify and publicize school drug and alcohol policies at Aki Kurose Middle School and provide staff training to recognize youth under the influence of drugs or alcohol and protocols for reporting student violation. Increase youth perception that drug and alcohol policies are being enforced. Educate parents about school policies. (*Environmental strategy*)

Plan For Action	Activity/ Program	Clarify and publicize school drug policies.
	Brief Description	Clarify and publicize school drug and alcohol policies at Aki Kurose Middle School and provide staff training to recognize youth under the influence of drugs or alcohol and protocols for reporting student violation. Work with schools as needed to revise drug policies.
	When	August 2014 through June 2015.
	How (How much and how often)	Provide one annual training for staff (August/September 2014). Inform parents and students each year during the first quarter of the school year and
	Who (Who should we target)	Aki students, parents, staff and partners: <ul style="list-style-type: none"> • 5 Coalition members and staff working on policies • 100 school staff for training • 750 Aki students and their parents to receive information on policies
	Lead Organization	Aki Kurose Middle School, Neighborhood House, and PSESD
Plan for Implementation	Action Steps for Implementation	2.2.1a. Organize and provide training on drug impairment recognition and protocol for reporting students under the influence for Aki staff by August/September 2014. 2.2.1b. Publicize policies to staff, parents, and students by 12/31/2014 (including translation if needed). 2.2.1c. Review and clarify school drug and alcohol policies by 6/30/2015.
	Responsible Party	Aki Kurose Middle School Building Leadership Team (Principal Williams).

Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>2.2.2a. Training for Aki staff conducted</p> <p>2.2.2b. School drug and alcohol policies reviewed and clarified.</p> <p>2.2.2c. Publication clarifying policies distributed to staff, parents, and students.</p>
	Evaluation Tools	<p>Aki Kurose School Climate Survey of school safety.</p> <p>Healthy Youth Survey of Aki students perception of enforcement of drug policies at school</p> <p>Student drug and alcohol infraction reports</p>

Strategy 2.3.1: Maintain a Policy Committee that will focus on limiting youth access to alcohol, tobacco, marijuana, and other drugs with a focus on marijuana policy and raising the legal age to purchase tobacco products to 21. Annually review and assess potential drug and alcohol policies for coalition action.
(Environmental strategy)

Plan For Action	Activity/ Program	Policy Committee
	Brief Description	Assess marijuana legalization, tobacco youth access laws, and medical marijuana rules to reduce availability to youth, reduce advertising and promotion, limit access and locations of retail stores from youth, and otherwise limit youth access to drugs. Collaborate with DBHR, King County, Washington State Coalition of DFC Coalitions (WCOC), Washington Association for Substance Abuse and Violence Prevention (WASAVP), Washington State Coalition to Reduce Underage Drinking (RUaD), Healthy King County Coalition, APICAT, and other organizations to streamline efforts, maximize resources and communication systems to impact community level change.
	When	July 2014 through June 2015.
	How (How much and how often)	Policy Committee of Coalition Members and partners will meet every two months or as needed and will attend other Coalition and partner organization meetings to coordinate efforts.
	Who (Who should we target)	The Policy Committee will consist of a minimum of 5 members. The intent is to reach a minimum of 5 local policy makers to advocate for changes (Liquor Control Board, Washington State Representatives and Senators, and King County and Seattle City Council Members) and community members and community based organizations and treatment centers to support our efforts.
	Lead Organization	Neighborhood House with support from WAPI, APICAT, WCOC, WASAVP, RUaD.
Plan for Implementation	Action Steps for Implementation	<p>2.3.1.a Training on policy and advocacy for Committee Members, Coalition Members and partners by January 15th, 2015 (repeated as needed)</p> <p>2.3.1.b. Identify policy makers and potential prevention issues of interest to them (on-going)</p> <p>2.3.1.c. Identify diverse policy and advocacy committee members (updated as needed) and meet once every other month or as needed.</p> <p>2.3.1.d. Meet with and build relationships with policy makers and allies in Seattle, King County and Washington State governments (on-going)</p>
	Responsible Party	Coalition Coordinator and Coalition Manager

Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>2.3.1.a. Policy and advocacy training provided.</p> <p>2.3.1.b. Five Policy makers contacted annually.</p> <p>2.3.1.c. Five Policy and advocacy Committee members identified and meeting every other month</p> <p>2.3.1.d. List of 20 policy makers and allies created</p>
	Evaluation Tools	<p>2.3.1.a. Attendance sheet and agenda for policy and advocacy training provided</p> <p>2.3.1.b. List of policy makers contacted with notes of their interests and potential follow up steps.</p> <p>2.3.1.c. List of Committee members. Committee meeting sign in sheets.</p> <p>2.3.1.d List of policy makers and allies</p>

Goal 3: Decrease favorable attitudes toward drug use among youth and adults in SE Seattle.

Objective 3.1: Increase perceived risk of harm due to drug use among youth and adults in Southeast Seattle

Strategy 3.1.1: Implement School-Based Prevention/Intervention Services, Student Assistance Program at Aki Kurose Middle School. (*Problem Identification and Referral strategy*)

Plan For Action	Activity/ Program	School Based Prevention/Intervention Services – Student Support Program.
	Brief Description	<p>A full time Prevention/Intervention (P/I) Specialist with an adolescent substance abuse and/or mental health background will implement the school-based Prevention/Intervention Services - Student Assistance Program at Aki Kurose Middle School. It is important that the person in this position have mental health as well as substance abuse background in order to deal with the high rates of physical and emotional trauma faced by the great number of low income, immigrant and refugee youth and families who live in SE Seattle. These activities include but are not limited to:</p> <p>3.1.1.a. Project Success Prevention Education Series</p> <p>3.1.1.b. Youth Support groups which may include: ATOD Education Group, Affected Others (COA) Group, Early Intervention Group</p> <p>3.1.1.c. School Based Prevention activities such as: Student Prevention Club, Prevention Week</p> <p>3.1.1.d. Family based prevention activities such as parent forums</p> <p>3.1.1.e. Individual student assessment, intervention and referral and suspension prevention</p>
	When	In August 2014, P/I will begin preparing for the new school year. Services will be delivered September 2014 through June 2015.
	How (How much and how often)	Fulltime P/I at Aki Kurose Middle school will carry out services from September through June of each year, with support from our Coalition and the school staff as needed. Services will reach all students at Aki (see Action Steps below for more details).
	Who (Who should we target)	Students and families at Aki Kurose Middle School
Lead Organization	Puget Sound Educational Service District	

Plan for Implementation	Action Steps for Implementation	<p>The following action steps apply for the school year 2014-2014:</p> <p>3.1.1.a. P/I implements Project Success Prevention Education Series for Aki Kurose 7th grade Science students</p> <p>3.1.1.b. P/I organizes Youth Support groups at Aki Kurose Middle School</p> <p>3.1.1.c. P/I implements School Based Prevention activities at Aki Kurose Middle School</p> <p>3.1.1.d. PI/ organizes or supports at least one Coalition family based prevention activity at Aki Kurose Middle School, such as parent forums, GGC, etc.</p> <p>3.1.1.e. P/I conducts individual student assessment, intervention, referral, and suspension prevention activities at Aki Kurose Middle School.</p>
	Responsible Party	Puget Sound Educational Service District – Prevention/I.
Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>3.1.1.a. Project Success Prevention Education Series conducted for Aki 7th graders</p> <p>3.1.1.b. Support groups organized</p> <p>3.1.1.c. School Based Prevention activities organized</p> <p>3.1.1.d. Family based prevention activities organized</p> <p>3.1.1.e. Individual student assessments, intervention and referral and suspension prevention activities organized</p>
	Evaluation Tools	<p>3.1.1.a. Project Success evaluation tools (pre-post surveys, participant attendance)</p> <p>3.1.1.b. Attendance for Support groups organized</p> <p>3.1.1.c. List of School Based Prevention activities organized and number of participants</p> <p>3.1.1.d. List of Family based prevention activities organized and number of participants</p> <p>3.1.1.e. Number of individual student assessments, interventions and referrals made as well as number of suspensions prevented (tool TBD).</p>

Strategy 3.1.2: Work with athletes, coaches, PE Teachers, after school programs and cultural/ethnic programs to incorporate drug and alcohol prevention into their services. (*Education strategy*)

Plan For Action	Activity/ Program	SPORT
	Brief Description	<p>Work with athletes, coaches, PE Teachers, after school programs and cultural/ethnic programs to incorporate drug and alcohol prevention and nutrition into their classes, sports programs and youth services.</p> <p>SPORT is a brief, multiple behavior program integrating substance abuse prevention and fitness promotion to help adolescents minimize and avoid substance use while increasing physical activity and other health-promoting habits. It is based on the Behavior-Image Model, which asserts that social and self-images are key motivators for the development of healthy behavior. The intervention promotes the benefits of an active lifestyle with positive images of youth as active and fit, and emphasizes that substance use is counterproductive in achieving positive image and behavior goals. SPORT is implemented in two sessions (1 hour each), the first being a lesson plan and student pledge. A follow session is conducted one month later including a group activity and revised pledge. Optionally four letters will be mailed home to parents to supplement the two sessions and encourage parent/student dialogue.</p>
	When	Workshop held approximately monthly throughout the year.
	How (How much and how often)	Workshop sessions conducted during school PE classes or through community based sports, arts and cultural groups. A total of 15 series of 2 sessions (1 hour each) = 30 sessions or 30 hours. (Note: This is a triple-fold increase from five series held the last period, 7/1/2013 – 6/30/2014.)
	Who (Who should we target)	150 youth ages 10-18 years old in SE Seattle and their parents. A minimum of 10 youth per group will be reached. (Note: This is an increase from a minimum of 6 youth per group last period, 7/1/2013 – 6/30/2014.)
	Lead Organization	Neighborhood House
	Plan for Implementation	Action Steps for Implementation
Responsible Party		Neighborhood House will work with certified implementers from Asian Counseling and Referral Services, WAPI Community Services, Rejoyce and other organizations.

Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	3.1.2a- 15 series completed with 150 youth participants. Outcome Indicator – Increase or maintain intention to NOT use drugs among youth (under 18) in Southeast Seattle.
	Evaluation Tools	Pre and Post tests conducted one month apart

Strategy 3.2.1: Organize advertising campaigns to increase perception of harm of drugs and alcohol using a variety of means that may include print, outdoor advertising, radio, ethnic newspapers, blogs, and social media. *(Environmental strategy)*

Plan For Action	Activity/ Program	Advertising Campaign
	Brief Description	Organize advertising campaigns to increase perception of harm of drugs and alcohol targeting Southeast Seattle youth and adults.
	When	May/ June 2015.
	How	NH staff works with coalition members, partners and volunteers as well as paid consultants/graphic designers (if needed) to develop advertising campaigns that will run for at least two months of the year in May and June. Number of ads and placement will depend upon budget availability
	Who	At least 10,000 SE Seattle youth and families.
	Lead Organization	Neighborhood House
Plan for Implementation	Action Steps for Implementation	<p>3.2.1.a. Establish goals, audience, location, and timeline for advertising campaign</p> <p>3.2.1.b. Decide on best medium (i.e. print, radio, internet) to reach target audience and deliver message.</p> <p>3.2.1.c. Create sample messages/graphics and evaluate existing successful campaigns</p> <p>3.2.1.d. Field-test and receive feedback on how messages were received and cultural competence.</p> <p>3.2.1.e. Choose advertising campaign</p> <p>3.2.1.f. Seek bids from advertisers (if needed)</p> <p>3.2.1.g. Launch advertising campaign</p> <p>3.2.1.h. Publicize launch and seek additional media coverage about campaign</p> <p>3.2.1.i. Post links and photos of campaign on website, newsletters and social media</p>
	Responsible Party	Coalition Coordinator, Coalition Members
Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>Number, types, duration, and audience reach of media posted.</p> <p>Survey/focus group of impact of advertising campaign and if message was received.</p> <p>Follow through on advertising actions (i.e. increased traffic driven to website)</p>
	Evaluation Tools	<p>Records of media posted, duration and audience reach.</p> <p>Survey/focus group questions on impact of advertising campaign (conduct survey at community/coalition events and/or online)</p> <p>Records of website traffic pre and post campaign as well as any spikes during campaign, and source of click troughs to see if any particular efforts drove audience participation</p>

Goal 4: Increase bonding (opportunities, skills and recognition) among peers.

Objective 4.1: Increase youth engagement in prevention activities involving youth (under 18) in Southeast Seattle.

Strategy 4.1.1: Partner with community organizations to increase prosocial activities with a prevention focus. (*Alternatives strategy*)

Plan For Action	Activity/ Program	Prosocial Activities
	Brief Description	<p>Increase youth engagement in prevention activities in order to counter media glorification of drugs and alcohol, de-normalize drug use, and decrease social norms favorable to drug use and increase opportunities and rewards for prosocial involvement and increase interaction with prosocial peers.</p> <p>Prosocial Activities with a prevention focus may include (but not limited to) the following:</p> <p>4.1.1.a. Youth led prevention leadership groups to lead appealing youth prevention campaigns and build youth leadership for involvement in the P.E.A.C.E. Coalition.</p> <p>4.1.1.b. Arts and culture based prevention activities such as youth arts showcase events, and student expression through music, visual art, dance, poetry, or spoken word.</p> <p>4.1.1.c. Peer and family prevention education activities.</p> <p>4.1.1.d. Positive prevention messages through music recording. Connect students with others in the music community who will help them develop prosocial messages and will teach them skills related to recording music and producing CDs.</p> <p>4.1.1.e. Volunteer internships and opportunities for youth to become meaningfully involved in prevention activities and to be recognized for their involvement.</p> <p>4.1.1.f. Media literacy programs to empower youth to understand, resist and respond to drug and alcohol advertising.</p> <p>These activities will enhance existing opportunities and provide new opportunities for pro-social involvement as well as provide positive community recognition and rewards for pro-social involvement. By providing positive alternative activities, we will decrease interaction with antisocial peers and increase interaction with prosocial peers.</p>
	When	By summer 2014, identify organizations/agencies to deliver positive alternative activities. Provide prosocial youth activities during the school year.

	How (How much and how often)	Activities will occur weekly, bi-weekly or monthly (depending upon the nature of the program) with at least 4 organizations in SE Seattle Priority will be given for ongoing programs throughout the school year to have continuous services as well as programs that enhance other coalition goals (206rising).
	Who (Who should we target)	At least 30 SE Seattle youth ages 10-21 participating on monthly basis. Annually, over 350 youth participating in one or more events.
	Lead Organization	Neighborhood House
Plan for Implementation	Action Steps for Implementation	<p>4.1.1.a. By summer 2014 and ongoing, work with schools and youth service providers to create new and/or support existing youth-led Prevention Leadership Groups to organize appealing youth prevention activities.</p> <p>4.1.1.b. By 1/2015 and ongoing, work with youth service providers to organize pro-social prevention activities such as media literacy classes, youth summits, youth arts showcase events, and student expression through music, visual art, dance, poetry, or spoken word, peer and family prevention education activities.</p> <p>4.1.1.c. By 7/2015 work with SE Seattle organizations and/or students to create or obtain paid internships and other opportunities to earn money as an alternative to the illegal drug economy.</p>
	Responsible Party	Neighborhood House and/or other youth and family service providers.
Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	<p>4.1.1.a. Number of students involved in Prevention Leadership Groups.</p> <p>4.1.1.b. Number of activities organized.</p> <p>4.1.1.c. Number of students obtaining internships, number of activities, services and events offered to assist students to obtain internships.</p>
	Evaluation Tools	<p>4.1.1a - Attendance sheets for students involved in Prevention Leadership Groups</p> <p>4.1.1b - List of activities and attendance.</p> <p>4.1.1.c - List of students obtaining internships, and activities, services and events offered to assist students to obtain internships as well as attendance at those activities.</p>

Goal 5: Decrease the risk associated with family management problems.

Objective 5.1: Improve use of positive parenting skills by parents and caregivers in Southeast Seattle

Strategy 5.1.1: Educate families on drug use and family management through the group based EBP, Guiding Good Choices. (*Education strategy*)

Plan For Action	Activity/ Program	Parent/Family Education workshops.
	Brief Description	<p>Guiding Good Choices (GGC) was chosen to help increase family management skills as well as address family’s denial, stigma and lack of knowledge of substance abuse/mental health issues. In the long term, we hope these will also increase positive social norms, increase perceived risk of harm and thereby reduce alcohol and marijuana availability from social sources including family members. We will work to train facilitators that reflect the diversity of SE Seattle and provide the GGC training in multiple languages.</p> <p>GGC is a drug use prevention program that provides parents of children in grades 4 through 8 (9 to 14 years old) with the knowledge and skills needed to guide their children through early adolescence. It seeks to strengthen and clarify family expectations for behavior, enhance the conditions that promote bonding within the family, and teach skills that allow children to resist drug use successfully. GGC is based on research that shows that consistent, positive parental involvement is important to helping children resist substance use and other antisocial behaviors.</p> <p>Formerly known as Preparing for the Drug Free Years, this program was revised in 2003 with more family activities and exercises. The current intervention is a five-session curriculum that addresses preventing substance abuse in the family, setting clear family expectations regarding drugs and alcohol, avoiding trouble, managing family conflict, and strengthening family bonds. Sessions are interactive and skill based, with opportunities for parents to practice new skills and receive feedback, and use video-based vignettes to demonstrate parenting skills. Families also receive a Family Guide containing family activities, discussion topics, skill-building exercises, and information on positive parenting, bonding, monitoring compliance with parental guidelines and imposing appropriate consequences, managing anger and family conflict, and fostering positive child involvement in family tasks. Children receive instruction on resisting peer influences to use substances. Sessions, which are typically held once a week, can be taught effectively by a wide variety of staff.</p>
	When	Continue to organize GGC workshop starting by 9/30/2014 and ongoing through 6/30/2015.

	How (How much and how often)	5 series of GGC (5 weekly 2 hour workshop for parents, of which one session includes youth). This is an increase of three series compared to last year (two series were held the last period, 7/1/2013 – 6/30/2014).
	Who (Who should we target)	The program will be focused on SE Seattle parents with youth ages 9-14 years old. There will be five series: (1) general population, (2) Spanish, (3) Somali, (4) Oromo, and (5) Asian Pacific Islander. Each series will involve a minimum of 8 parents, for a total reach of 40-50 parents and their children.
	Lead Organization	Neighborhood House
Plan for Implementation	Action Steps for Implementation	5.1.1.a- By 9/30/2014 our Coalition will confirm facilitators from Neighborhood House or parent-serving agency to implement GGC at Aki Kurose Middle School and SE Seattle. 5.1.1.b – By 9/30/2014, the first series of GGC will be implemented. 5.1.1.c- By 6/30/2014 all GGC series are completed.
	Responsible Party	Neighborhood House, or other parent-serving agency
Plan for Reporting and Evaluation	Measures Process and Outcome Indicators	5.1.1.a- 5 series completed by at least 8 parents per series by 6/30/15 5.1.1.b – Increase in acceptance of family meetings
	Evaluation Tools	Attendance list of participants and demographics to measure diversity Pre and Post surveys to measure acceptance of family meetings.