

## W2 for Drug Free Youth Strategic Plan

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### Appendix 6. Action Plan

#### W2 for Drug Free Youth

**Goal 1:** Increase membership of the coalition by 30% between July 1, 2014 and September 30, 2015

**Objective 1.1:** Increase membership on coalition from groups that are currently under-represented, specifically business, media, mental health services and youth.

**Strategy 1.1.1:** Disseminate information about the coalition to community using 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)
<b>Recruitment/Capacity Building Activity</b>	<i>The purpose of this activity is to inform the community of the coalition, recruit new members, and disseminate community survey results.</i>	<i>Ongoing from July1, 2014 – June 30, 2015</i>	<i>Monthly coalition meeting, 1 Town Hall meeting, extensive small group introductory meetings</i>	<i>All Community members</i>	<i>Walla Walla Coalition</i>	<i>Coalition Coordinator,  Coalition Chair</i>
<b>Information Dissemination Activity</b>	<i>The purpose of this activity is to provide information regarding the Coalition to inform the community regarding coalition mission and recruit new members</i>	<i>Ongoing from July 1, 2014 –June 30, 2015</i>	<i>Media, Newsletters, Social Media including Facebook and website</i>	<i>All Community Members  Adult and Youth Population</i>	<i>Walla Walla Coalition</i>	<i>Coalition Coordinator  Media, Public Relation Committee</i>

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- Goal 2:** Increase knowledge of the coalition role, purpose, and mission in the community between Jan 1 and September 2014
- Objective 2.1:** Increase support of the coalition work by 30% between July 1, 2014 – June 30, 2015 as measured in participation at coalition meetings and workgroups
- Strategy 1.2.1:** Provide public awareness information and education about coalition initiatives

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Information Dissemination Activity</b>	The purpose of this activity is to provide information regarding the Coalition in attempts to inform the community re coalition mission and coalition initiatives	Ongoing from July 1, 2014 – June 30, 2015	Media/Newsletters, social media including Facebook and website	All Community Members  Adult Population and Youth Population	Walla Walla Coalition	Coalition Coordinator  Recruitment Workgroup

- 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 July 1, 2014 – June 30, 2015 as measured by pre and post surveys
- Strategy 1.3.1** 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

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Training for Coalition Members and Coordinators</b>	The purpose of this activity is to provide training regarding community based process and the SPF to coalition members and coalition coordinators.  <b>Please review list of trainings below.</b>	Ongoing from July 1, 2014 – June 30, 2015	6 trainings throughout the fiscal year	Trainers provided for local trainings to coalition, coordinators, and community members	Walla Walla Coalition	Training Committee Chair Coalition Coordinators

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<p><b>Provide Coalition Orientation and training on Cultural Competency and Coalition Sustainability</b></p> <p><b>PFS Funding</b></p>	<p>The purpose of this activity is to provide training for the coalition on the SPF, Cultural Competency and Coalition Sustainability</p>	<p>Ongoing from July 1, 2014 –June 30, 2015</p>	<p>2 Trainings</p> <p>Fall of 2014</p>	<p>Training offered to coalition members and youth coalition</p>	<p>Walla Walla Coalition</p>	<p>Strategic Planning Workgroup</p> <p>Coalition Coordinator</p>
<p><b>Attend Prevention All-Providers Meeting</b></p> <p><b>SAPT Funding</b></p>	<p>Attend Prevention Providers Meeting and Pre-Conference Workshops related to substance use prevention and related SPF topics</p>	<p>Ongoing from July 1, 2014 –June 30, 2015</p>	<p>2 training per year</p>	<p>Training provided to 1 coalition coordinator</p>	<p>DBHR</p>	<p>Coalition Coordinator</p>
<p><b>Attend SAPST Training</b></p> <p><b>PFS Funding</b></p>	<p>Attend training specific to the Strategic Planning Framework and related prevention topics.</p>	<p>Ongoing from July 1, 2014 –June 30, 2015</p>	<p>1 training</p>	<p>Training offered to coalition coordinator</p>	<p>Walla Walla Coalition</p>	<p>Coalition Coordinator</p>
<p><b>Attend CADCA Institute</b></p> <p><b>PFS Funding</b></p>	<p>Attend training specific to the Strategic Planning Framework and related prevention topics.</p>	<p>Ongoing from July 1, 2014 –June 30, 2015</p>	<p>1 training</p>	<p>Training offered to coalition coordinator</p>	<p>CADCA</p>	<p>Coalition Coordinator</p>
<p><b>Attend Coalition Academy</b></p> <p><b>SAPT Funding</b></p>	<p>Attend training specific to Coalition development and leadership</p>	<p>Ongoing from July 1, 2014 –June 30, 2015</p>	<p>1 event each year</p>	<p>Training for coalition coordinator</p>	<p>DBHR</p>	<p>Coalition Coordinators</p>

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**Goal 4:** Increase perception of harm of alcohol and other drugs among parents and youth by 20%

**Objective 4.1:** Increase awareness of risks and harm for parents and youth by 20%

**Strategy 1.4.1:** Educate parents, youth, and general community with facts, media, and materials relevant to youth substance use using SAMSHA media campaign, "Talk. They Hear You."

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Media Campaign to be clarified as the Strategic Plan is developed, target the SAMHSA Campaign</b>	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	Ongoing from July 1, 2014 –June 30, 2015	Radio, Print, Social Media- weekly and monthly	All Community Members	Walla Walla Coalition; SAMHSA	Media/Publicity and Implementation Work Groups;
			Billboard-1 month showing			Coalition Coordinator
<b>"Talk. They Hear You."</b>	Media Campaign to be displayed on local billboard, movie theater, and local radio station and print media		Community Events, Parent Nights/School Open Houses			

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**Goal 5:** Decrease access by youth to alcohol by 5% by July 1, 2015.

**Objective 5.1:** Decrease number of adults who provide alcohol to youth.

**Strategy 1.5.1:** Environmental strategy Compliance Checks with the WA Liquor Control Board

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Compliance Checks</b>  <b>"We Don't Serve Teens"</b> <b>media program produced</b> <b>by the Federal Trade</b> <b>Commission.</b>	The purpose of the environmental strategy is to decrease access to alcohol by local youth.	Ongoing from July 1, 2014 –June 30, 2015	Quarterly Compliance Checks on local retailers that sell alcohol.  Media Program	All Community Members	Walla Walla coalition, Liquor Control Board	Walla Walla Leadership Team; Implementation Work Group; Coalition Coordinator

**Goal 6:** Reduce 30 day use of alcohol of youth by 5%

**Objective 6.1:** Increase refusal skills amongst youth by 5% as measured using pre and post surveys and the Healthy Youth Survey

**Strategy 1.6.1:** Provide evidence-based direct service program Project Success to youth

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Project Success</b>	This evidence-based program will be implemented to provide youth with life skills management and refusal skills, as well as to provide intervention and screening services and counseling to at risk students. You need to check with PI and see if groups are provided, etc, as well.	Ongoing from July 1, 2014 –June 30, 2015	Program implemented in Lincoln High School setting from September 2014 through June 2015	Lincoln High School Students	ESD 123	ESD 123 P/I

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**Goal 7:** Increase family management skills for families in Walla Walla  
**Objective 7.1:** Increase the understanding of parents of the risks of youth substance abuse  
**Strategy 1.7.1** Provide evidence- based direct service program(s) to parents and families

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<b>Parenting Wisely</b>	Parenting Wisely program will be implemented to provide parents with increased family management skills.	Ongoing from July 1, 2014 –June 30, 2015.  Minimum of two seven week courses	Program implemented in community settings/Schools	15 parents per session.	Walla Walla Coalition	Coalition Leadership Team; Implementation Work Group; Coalition Coordinator