

Washington Healthy Youth Coalition (WHY)

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Washington State
Liquor and Cannabis Board

Washington State
Health Care Authority

Updating our plan: the process

- ▶ Started in **February** with a brief overview of SPE and reviewing the 2018 WHY Action Plan
- ▶ In **April** reviewed SMART goals and split into breakout rooms to tackle various sections of our Action Plan
 - ▶ Also agreed upon and created a new Action Plan template
- ▶ In **May/June** put the full Action Plan together and engaged in review
- ▶ Action Plan finalized by end of **June**
- ▶ Throughout the process we had various presentations and discussions on the data, needs, and identifying gaps and resources



Ingredients for our success!



- ▶ Engaged attendees in a question of the day.
- ▶ Continued to check-in on meeting day/time.
- ▶ Offered different opportunities and methods to provide feedback.
- ▶ Relied on knowledge and expertise from coalition members.
- ▶ Understood that engagement and priorities (especially during a pandemic) may ebb and flow—and that's okay.
- ▶ And most of all, try to have a little fun!



| Goal (broad, primary outcome) | Objectives | Strategies (approach taken to achieve goal) | Who | Tactics (tools to pursue the objective) | Outcomes |
|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reduce the percentage of 10th graders reporting they drank alcohol and/or used cannabis in the past 30 days | Provide valuable educational tools and resources for parents, guardians, coalitions, prevention partners, influential adults, and other community members. | <p>Strengthen online presence through StartTalkingNow.org, Facebook account, and Athena Forum.</p> <p>Address emergent issues through communication outlets, including online presence, and to various networks and stakeholders through Coalition members.</p> | <p>Ad Hoc Teams to address emerging issues</p> <p>Communications Team</p> | <p>Engage the broader WHY Coalition in identifying topic areas and creating materials, including setting aside time at WHY meetings to solicit ideas.</p> <p>Engage youth in CT efforts, including writing and reviewing articles.</p> <p>Maintain the STN and Facebook sites to keep them current.</p> <p>Analyze best social media outlet to reach parents/guardians.</p> | <p>Fact sheets or guidance tools on emerging issues are developed.</p> <p>Minimum of 4 contributions per year by youth.</p> <p>STN Facebook: Minimum 2 posts per month.</p> <p>STN website: Minimum 1 new article per month.</p> |

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| Reduce the percentage of 10th graders reporting they drank alcohol and/or used cannabis in the past 30 days | Expand membership for the broader Coalition and related workgroups with attention to diverse and inclusive membership. | <p>Deepen Coalition member's understanding of the mission, vision, and membership requirements of the Coalition.</p> <p>Ensure Coalition membership is representative and inclusive.</p> | <p>Co-Chairs</p> <p>Greater Coalition</p> | <p>Define mission, vision, and membership criteria.</p> <p>Develop a recruitment strategy, including to groups that the Coalition believes are representative and important to have at the table, and include an introductory meeting with identified new members.</p> <p>Create a new member packet and one-pager for new members by 6/30/2023.</p> <p>Ensure opportunities for engagement and information sharing within the meeting.</p> | A more diverse, dynamic, and engaged WHY membership. |

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| Reduce the percentage of 10th graders reporting they drank alcohol and/or used cannabis in the past 30 days | Intentional use of data to inform our strategies and tactics. | <p>Support the communication and dissemination of HYS results related to alcohol and cannabis use by youth.</p> <p>Actively engage youth to gather additional information related to WHY priorities.</p> | <p>Greater Coalition</p> <p>Communication Team</p> | <p>Consult with those working directly with young people.</p> <p>Make space during Coalition meetings for discussions with youth, including considering meeting day/time.</p> <p>Continue data presentations and discussions at Coalition meetings.</p> <p>Review metrics and feedback to determine if communication strategies through STN and Facebook are being viewed and used by end-users; develop a more concrete desired outcome based off that information.</p> | <p>Minimum 1 meeting per year with youth in attendance to review, discuss, and gather data.</p> <p>Increased use of website.</p> |