

DRAFT WASHINGTON HEALTHY YOUTH Coalition 2022-2023 Action Plan

Strategic Prevention Enhancement goals for Washington Healthy Youth Coalition:

- Reduce percentage of 10th graders reporting they drank alcohol in the past 30 days from 20% in 2016 to 15% in 2023
- Reduce percentage of 10th graders reporting they used marijuana in the past 30 days from 17% in 2016 to 12% in 2023

Goal (broad, primary outcome)	Objectives	Strategies (approach taken to achieve goal)	Who	Tactics (tool to pursue the objective)	Outcomes
Reduce percentage of 10 th graders reporting they drank alcohol and/or used marijuana in the past 30 days.	Provide valuable educational tools and resources for parents, guardians coalitions, prevention partners, influential adults, and other community members.	Strengthen online presence through StartTalkingNow.org, Facebook account and Athena Forum. Address emergent issues through communication outlets, including online presence, and to various networks and stakeholders through Coalition members.	Ad Hoc Teams to address emerging issues Communications Team	Engage the broader Washington Healthy Youth Coalition in identifying topic areas and creating materials including setting aside time at Washington Healthy Youth meeting to solicit ideas. Engage youth in Communications Team efforts including writing and reviewing articles. Maintaining the Start Talking Now website and Facebook sites to keep them current. Analyze best social media outlet to reach parents/guardians	Fact sheets or guidance tools on emerging issues are developed. Minimum of 4 contributions per year by youth. Start Talking Now Facebook: Minimum 2 posts per month. Start Talking Now website: Minimum 1 new article per month.
	Expand membership for the broader Coalition and related workgroups with attention to diverse and inclusive membership.	Deepen Coalition member’s understanding of the mission, vision, and membership requirements of the Coalition. Ensure Coalition membership is	Co-Chairs Greater Coalition	Define mission, vision, and membership criteria. 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.	A more diverse, and engaged Washington Healthy Youth membership as measured through an annual coalition survey.

		<p>representative and inclusive.</p> <p>Create a coalition survey to be administered annually.</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 Coalition meetings.</p>	
	<p>Intentional use of data to inform our strategies and tactics.</p>	<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 Washington Healthy Youth priorities.</p>	<p>Greater Coalition</p> <p>Communications 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 Start Talking Now 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, supported by analytic review.</p>

	<p>Education and information sharing among Coalition members to activate stakeholder/partner engagement.</p>	<p>Provide opportunities for Washington Healthy Youth members to network and information share to allow for activation of providers engaging in prevention programs and strategies.</p>	<p>Greater Coalition</p>	<p>Continue to offer time during the meeting for an agency update and round robin updates.</p> <p>Identify opportunities to activate providers and clearly identify the ask.</p> <p>Coalition member's share pertinent information with their collective networks through their various platforms.</p>	<p>Coalition members regularly share information relevant to their Agency/Organization/Community.</p> <p>After providers are activated, provide a report back to the Coalition on what did/did not work well and how providers acted based upon the information provided through Washington Healthy Youth.</p>
--	--	---	--------------------------	--	--