

# Strategies

The Strategy field appears in the Plan channel within the Cohorts and Campaigns sub-channel, and in the Implement channel within the Implementation Activities sub-channel.

The Strategy field is used to **identify the specific service or type of service** being delivered in your community, school, Tribe, or service area. These options represent common curriculums, programs, and initiatives related to substance use disorder prevention and mental health promotion.

Select the option that best reflects the service being delivered. If the service does not appear in the list, select “Other,” and detail the service in the Description field of the cohort, campaign, or implementation activity.

Version update: State Fiscal Year 2027	
<b>New</b>	Campaign: Choose You (DOH)
<b>Name change</b>	Campaign: Focus On (HCA)
<b>Name change</b>	Campaign: For Our Lives (HCA)
<b>Name change</b>	Campaign: You Can (DOH)
<b>Name change</b>	Campaign: Looks Can Deceive (HCA)
<b>Name change</b>	Campaign: Not a Moment Wasted (HCA)
<b>Name change</b>	Campaign: Rethinking College Drinking (HCA)
<b>Name change</b>	Campaign: Start Talking Now (HCA)
<b>Name change</b>	Campaign: Starts with One (HCA)
<b>Name change</b>	Campaign: Talk. They Hear You. (SAMHSA)
<b>Name change</b>	Campaign: Under the Influence of You (DOH)
<b>Name change</b>	Campaign: WA Friends for Life (HCA)
<b>Name change</b>	Campaign: WA Tribal Opioid Solutions (HCA)
<b>Name change</b>	Changing Conditions Of Availability- Changing Hours and Days of Sale
<b>Name change</b>	Community/School Outreach
<b>Name change</b>	Reducing Social and Third-Party Access- Source Investigation Training

Strategy
Advertising Restrictions
Al’s Pals: Kids Making Healthy Choices
Alcohol Literacy Challenges (ALC)
All Stars
American Indian Life Skills Development / Zuni Life Skills Development
Athletes Training and Learning to Avoid Steroids (ATLAS)
Bicultural Competence Skills Approach
Blood Alcohol Concentration Laws (Per Se Laws)
Blues Program
Border Binge Drinking Reduction Program
Brief Alcohol Screening and Intervention for College Students (BASICS)
Brief Strategic Family Therapy
Campaign: Choose You (DOH)
Campaign: Focus On (HCA)

Campaign: For Our Lives (HCA)
Campaign: Friends for Life (HCA)
Campaign: Looks Can Deceive (HCA)
Campaign: Not a Moment Wasted (HCA)
Campaign: Rethinking College Drinking (HCA)
Campaign: Start Talking Now (HCA)
Campaign: Starts with One (HCA)
Campaign: Talk. They Hear You. (SAMHSA)
Campaign: Under the Influence of You (DOH)
Campaign: WA Friends for Life (HCA)
Campaign: WA Tribal Opioid Solutions (HCA)
Campaign: You Can (DOH)
Campaign: Other Media Campaign (specify)
Campaign: Other Public Awareness (specify)
Campaign: SUD Prevention and Wellness Campaign (HCA/DOH)
Canoe Journey
Changing Conditions Of Availability- Changing Hours and Days of Sale
Changing Conditions of Availability- Densities or Concentrations of Retail Outlets
Changing Conditions of Availability- Drinking Locations and Possession of Alcohol
Changing Conditions Of Availability- Keg Registration
Changing Conditions Of Availability- Restricting Access to Alcohol at Social Event
Changing Conditions Of Availability- Restrictions On Price Promotions and Alcohol Discounts
Cherokee Talking Circle
Child Development Project
Children in Between (CIB)
Class Action
Coalition: Ad Hoc Meeting
Coalition: Executive Leadership Committee Meeting
Coalition: Full Coalition Meeting
Coalition: Standing Committee Meeting
Communities In Schools (CIS)
Communities Mobilizing for Change on Alcohol (CMCA)
Communities That Care (CTC)
Community Coalition
Community/School Outreach
Community Trials Intervention to Reduce High Risk Drinking
Community-based Mentoring- Across Ages
Community-based Mentoring- Big Brothers Big Sisters Mentoring Program
Community-based Mentoring- General
Compliance Checks- Alcohol
Compliance Checks- Tobacco
Coping and Support Training (CAST)
Coping Power
Creating Lasting Family Connections (CLFC)/Creating Lasting Connections (CLC)
Curriculum Based Support Group Program (CBSG)
Early Risers "Skills For Success"
Economic Interventions Increasing Taxes
Familias Unidas

Families and Schools Together (FAST)
Family Check-Up-2-17
Family Check-Up-Toddler
Family Effectiveness Training
Family Foundations
Family Matters
Family Spirit
Fostering Healthy Futures for Preteens (FHF-P)
Gathering Of Native Americans (GONA)
Good Behavior Game (GBG)
Guiding Good Choices (GGC)
Healer Women Fighting Disease Integrated Substance Abuse and HIV Prevention Program for African American Women
Healing of the Canoe
Healthy Living Project
Hip-Hop 2 Prevent Substance Abuse and HIV (H2P)
I Can Problem Solve (ICPS)
Incredible Years (IY)
Interlock Devices
Keep A Clear Mind
Keep Safe
keepin' it REAL (Refuse, Explain, Avoid, Leave)
KiVa Antbullying Program
License Suspension/Revocation
LifeSkills Training (LST)
Lions Quest Skills for Adolescence
Lower Levels of Alcohol in Beverages
Media Detective
Media Ready
Mental Health First Aid
New Beginnings for Children of Divorce
Not On Tobacco (NOT)
Nurse Family Partnership (NFP)
Nurturing Program for Parents and School-aged Children 5-11 Yrs
Other
ParentCorps
Parenting Through Change (PTC)
Parenting Wisely
Parents As Teachers (PAT)
Party Interventions Patrols
Peer Assistance and Leadership (PAL)
Policy Review and Development
Policy, Regulation, or Law Change/Implementation
Positive Action
Positive Indian Parenting
PRIME For Life
Project ALERT
Project EX
Project Northland

Project Schools Using Coordinated Community Efforts to Strengthen Students (SUCCESS)
Project STAR / Midwestern Prevention Project
Project Towards No Drug Abuse
Project Towards No Tobacco Use
Project Venture
Promoting Alternative Thinking Strategies (PATHS)
PROSPER
Protecting You/Protecting Me
Purchase Surveys with Reward & Reminder
Question, Persuade, Refer (QPR)
Raising Healthy Children (SSDP Model)
Raising the Minimum Drinking Age
Reconnecting Youth (RY)
Red Cliff Wellness School Curriculum
Reducing Social and Third-Party Access-Source Investigation Training
Responsible Beverage Service
Retailer Education
Reward & Reminder
Rx Safe Storage and/or Take Back/Return
Say It Straight (SIS)
School Policy Review
Second Step
Sembrando Salud
Sobriety Checkpoints
Social Host Ordinance
Social Norms Marketing/Campaign
Sources of Strength
SPORT Prevention Plus Wellness (SPORT PPW)
State Retail Monopolies
Storytelling for Empowerment
Strengthening Families
Strengthening Families Program 7-17-Utah (SFP 7-17)
Strengthening Families Program Birth-16-Utah (SFP 0-16)
Strengthening Families Program: For Parents and Youth 10-14-Iowa (SFP 10-14)
Strengthening Multi-Ethnic Families and Communities
Strong African American Families (SAAF)
Strong African American Families-Teen (SAAF-T)
Talking Circle
Team Awareness
Tobacco-Free Environmental Policies
Too Good for Drugs (TGFD)
Town Hall Event / Community Talks
Traditional/Cultural-Based Practice
Tribal Traditional Teaching/Ceremony
Triple P
unique YOU
Youth Mental Health First Aid
Youth Prevention Group/Coalition/Club/Workgroup

Zero-Tolerance Laws