

West Vancouver for Youth Action Plan

PLANNING

Goals and Objectives

From DBHR needs assessment data (*What's Happening in West Vancouver?*), the findings of the WVY Data Work Group, and the personal and professional experiences of coalition members, the West Van for Youth coalition has prioritized the following needs to be addressed in West Vancouver:

- 1) Availability (Youth say alcohol and marijuana are easy to get; early initiation of substance use)
- 2) Community Norms (Friends use alcohol and marijuana; perception of parental attitudes favorable to youth substance use; perception that police do not enforce substance abuse laws; youth don't think drinking or marijuana use is risky)
- 3) Youth Perception of Risk (youth don't think regular drinking or marijuana use is risky, friends use substances)

To select strategies, goals and objectives for the WVY coalition, the Steering Committee researched public awareness strategies, environmental strategies and evidenced based programs for direct services. Strategies, goals, objectives and activities were selected based on relevance to our CPWI priorities and local conditions, likelihood of success based on past experiences members have had in the community, and what is realistic based on current membership and the time available for coalition efforts. At the July 2013 full coalition meeting, the Steering Committee's recommended strategies were presented and approved. Success initially will be measured by community support for and participation in WVY (membership, time, and donations), and ultimately by positive changes in the Healthy Youth Survey.

WVY Strategies

Strategy: Public Awareness

Intervening variables linked to this strategy: Availability and Community Norms.

- **Goal:** To promote a healthy transition from elementary school to middle school.
 - **Objective:** To partner with Discovery Middle School to provide a prevention program titled "Healthy Transitions, Healthy Choices" as an addition to their 5th Grade Parent Orientation Night.
 - **Activities:**
 - Provide a free dinner through local donations for the 5th grade families from the six feeder elementary schools.
 - Provide a program that includes the following:

West Vancouver for Youth Action Plan

- Introduction of the Discovery FCRC, P/I, PTA President, and WVY Coordinator
- Information about how to get involved in the coalition.
- Highlight the Discovery Prevention Clubs and other prosocial activities available at Discovery Middle School.
- Provide information about healthy choices and healthy transitions as 5th graders and their parents prepare for middle school. Include information about substance abuse prevention and parent-child communication.
- Raffle with items donated by local businesses
- Entertainment for the students while their parents attend the orientation with Discovery administration and staff.
- **Rationale:** This event is an excellent opportunity to partner with most of the schools in our catchment area and reach the most members of the West Vancouver community at the same time. It strengthens the coalition's relationship with our school of focus and our partnership with local churches and businesses in the area.
- **Goal:** To increase awareness of the West Van for Youth Coalition, and develop and maintain connections with community members and partners.
- **Objective:** To inform the community that a coalition exists that focuses on substance abuse prevention in West Vancouver, describe the efforts of the coalition, how to get involved, as well as provide contact information, resources, and eventually quarterly reports.
 - **Activities:**
 - Further develop and maintain our facebook page and website.
 - Spread the word about our social media sites through email signatures, printed materials and promotional materials.
 - Include links to other related resources in the area
 - Work with the Vancouver School District to have a link to our website on the West Vancouver schools websites.
 - Host an information booth at West Vancouver community events and/or resource fairs as time and volunteer schedules allow.
 - Purchase marketing and promotional materials.
 - **Rationale:** Social media and exposure at community events will allow the coalition to reach the maximum number of youth/adults and connect with community partners.

West Vancouver for Youth Action Plan

- **Goal:** To increase awareness of prosocial activities in West Vancouver.
 - **Objective:** To promote free and low cost prosocial activities available in West Vancouver for youth and families.
 - **Activities:**
 - **Social Media:** Events and activities will be promoted on the WVY website and Facebook page.
 - **Resource Fairs:** WVY will partner with existing events to provide a table with information about WVY where among other efforts, our website and facebook page will be promoted.
 - **Rationale:** In a 2012 focus group conducted by WVY members, focus group participants stated that there is a need for fun activities for youth that are low-cost or free. These activities provide an alternative option to substance use.
- **Goal:** To increase awareness of the coalition among key leaders in the community.
 - **Objective:** To hold a Key Leader Orientation in the fall of 2014.
 - **Activities:**
 - Partner with local coalitions to plan, promote and execute this event.
 - Create WVY presentation and report card.
 - **Rationale:** WVY was established in November of 2011. The first and only Key Leader Orientation for the coalition took place in January of 2012. Since then the coalition has been working hard to build membership, community partnerships and implement their strategic plan. The coalition feels that they are ready to report out on some of the great successes and accomplishments of the coalition, and make sure that key leaders know of the coalition's existence.

Strategy: Environmental

Intervening variables linked to this strategy: Availability and Community Norms

- **Goal:** To decrease the perception gap among West Vancouver adults around how most adults think and behave regarding youth alcohol and marijuana use.
 - **Objective:** To implement a Positive Community Norms campaign in West Vancouver.
 - **Activities:**
 - Work with Montana State University (MSU) to send out a survey to 1,300 homes in West Vancouver.

West Vancouver for Youth Action Plan

- MSU will produce a key findings report based on the survey data.
- WVY will hire Montana Institute to provide a guide service. Included in this service will be message development and a campaign roll out plan.
- Hire a marketing agency to produce the creative design and materials for the campaign.
- **Rationale:** According to Social Norms Theory, it is believed that misperceptions lead to a greater adoption of risky behavior than would occur if the true norms of the peer group were understood and believed. People tend to behave in the way they believe is most typical of and accepted by their peers (Most of Us, 2012). If we close perception gaps by highlighting the strengths in the West Vancouver community, and focus on what adults are doing well for young people, research shows that positive community norms can be strengthened.
- **Goal:** To reduce youth access to alcohol and marijuana in the home.
- **Objective:** To develop and implement a “Point of Purchase” campaign in West Vancouver stores that sell alcohol and marijuana.
 - **Activities:**
 - *Utilizing the Partnerships for Success funds, the coalition will hire a temporary coordinator that will focus on implementation of the Point of Purchase campaign.
 - Maintain a “Point of Purchase” workgroup
 - Use the Positive Community Norms data and campaign design to create the messaging for this campaign.
 - Research impactful and cost effective materials
 - Develop relationships with store owners
 - Implement campaign
 - **Rationale:** The youth in West Vancouver say that alcohol and marijuana are easy to get, and many youth have access to these substances at home. The coalition wants to teach parents why and how to keep these substances out of the hands of their kids.
- **Goal:** To identify the perceptions and beliefs of the adults in West Vancouver.
 - **Objective:** To implement DBHR’s annual community survey.
 - **Activities:**
 - Develop a workgroup to implement the survey.

West Vancouver for Youth Action Plan

- Provide incentives to survey respondents.
- Present the results of the survey to the full coalition and community partners.
- **Rationale:** The data from this survey will help the coalition to identify needs in the community and determine which environmental strategies could be implemented to meet those needs.

Strategy: School-based Prevention/Intervention Services

Intervening variables linked to this strategy: Youth perception of risk

- **Goal:** To increase awareness of the risks involved with alcohol and marijuana use.
- **Objective:** To partner with the Prevention/Intervention Specialist at Discovery Middle School.
 - **Activities:**
 - Project Success
 - Prevention Clubs
 - P/I Groups
 - **Rationale:** The work of the Prevention/Intervention Specialist in Discovery Middle School is critical for substance abuse prevention efforts in the school and in the community.

Strategy: Direct Services

Intervening variables linked to this strategy: Availability, Community Norms and Youth Perception of Risk

- **Goal:** To decrease youth perception that their parents have favorable attitudes towards youth substance use
- **Objective:** To increase parents' understanding of effective parenting strategies and how they are linked to reducing alcohol and other substance use among youth.
 - **Activities:**
 - Partner with local parent educators to deliver the "Guiding Good Choices" program.
 - Develop a workgroup to focus on promotion and recruitment for this program.

West Vancouver for Youth Action Plan

- Seek donations to provide dinner each night of the program.
- Recruit volunteers to provide childcare during the program.
- **Rationale:** The outcomes associated with this program are improvements in substance use, parenting behaviors and family interactions, delinquency and symptoms of depression. These program outcomes align with consumption and consequence outcomes on the WVY logic model. In addition this program addresses the 2012 focus group participant's message that prevention efforts must begin prior to middle school.
- **Goal:** To increase students' understanding of how media influences them to use alcohol and other substances.
- **Objective:** To integrate the Media Ready program into the health curriculum at Discovery Middle School.
 - **Activities:**
 - Work with the school nurse at Hudson's Bay High School to propose the adoption of Media Ready in the Discovery Middle School health curriculum
 - Partner with Gill Luna to integrate Media Ready in the Discovery Middle School health curriculum.
 - Provide Media Ready certification training to Discovery Middle School health teachers.
 - Provide magazines and art supplies to be used in implementation of the Media Ready program.
 - **Rationale:** The outcomes associated with this program include intentions to use alcohol and media deconstruction skills for alcohol. Integrating this program into the school curriculum would ensure that all students would have the opportunity to learn this information. This would be a significant school policy change and would strengthen the relationship between the coalition and Discovery Middle School.

West Vancouver for Youth Action Plan

IMPLEMENTATION

Implementation Plan

The goals of the WVY coalition include the following:

- To promote a healthy transition from elementary school to middle school
- To increase awareness of the West Van for Youth Coalition, and to develop and maintain connections with community members and partners
- To increase awareness of prosocial activities in West Vancouver
- To decrease the perception gap among West Vancouver adults around how most adults think and behave regarding youth alcohol and marijuana use
- To reduce youth access to alcohol and marijuana in the home
- To identify the perceptions and beliefs of the adults in West Vancouver
- To increase awareness of the risks involved with alcohol and marijuana use
- To decrease youth perception that their parents have favorable attitudes towards youth substance use
- To increase students' understanding of how media influences them to use alcohol and other substances

In this section, the implementation plan for each goal will be discussed.

To address the cultural needs of the Latino and Russian communities in West Vancouver, WVY will have printed materials in English, Spanish and Russian. In addition, Spanish and Russian interpreters will be provided when necessary. To recruit members of the Spanish and Russian communities to our events and services, we will work with the West Vancouver FCRCs and churches.

Goal: Promote a healthy transition from elementary school to middle school.

Objective: To partner with Discovery Middle School to provide a prevention program titled "Healthy Transitions, Healthy Choices" as an addition to their 5th Grade Parent Orientation Night.

Activity	Target Population	Duration	Intensity	Scope
5th Grade Parent Orientation: Healthy Choices & Healthy Transitions	Parents and incoming 6th grade students	May 2015	Once a year	300 Participants

West Vancouver for Youth Action Plan

A workgroup will be developed and will include WVY members who also serve as West Vancouver FCRCs, Discovery Middle School P/I, Discovery Middle School students and Discovery PTA President.

The coalition will work closely with the FCRCs and other staff from the feeder elementary schools to invite families to this event. The P/I will work with Prevention Club students to develop and practice a presentation.

This event will include the following:

- A free dinner provided through local donations for all the 5th grade families from the six feeder elementary schools.
- A program that includes the following:
 - Introduction of the Discovery FCRC, P/I, PTA President, and WVY Coordinator
 - Information on how to get involved with the coalition
 - Highlight the Discovery Prevention Clubs and other prosocial activities available at Discovery Middle School
 - Provide information about healthy choices and healthy transitions as 5th graders and their parents prepare for middle school. Include information about substance abuse prevention and parent-child communication
 - A drawing with items donated by local businesses
 - Entertainment for the students while their parents attend the orientation with Discovery administration and staff

WVY volunteers, Discovery Middle School and feeder elementary school staff, local churches and local businesses will be involved with this event. The workgroup will begin meeting in March of 2015 to plan this event. During the 2013-14 academic year, WVY established a relationship with New Hope Foursquare church. The church bought, cooked and served dinner for the over 300 guests at this event. New Hope has agreed to continue this partnership.

Goal: To increase awareness of the West Van for Youth Coalition, and develop and maintain connections with community members and partners.

Objective: To inform the community that a coalition exists that focuses on substance abuse prevention in West Vancouver, describe the efforts of the coalition, how to get involved, as well as provide contact information, resources, and eventually quarterly reports.

West Vancouver for Youth Action Plan

Activity	Target Population	Duration	Intensity	Scope
Further develop and maintain WVY Facebook page and website	West Vancouver Community	Ongoing	Ongoing	To be determined by website counter
Include social media sites on WVY written materials	West Vancouver Community	Ongoing	Ongoing	Variable
Include media links to area resources	West Vancouver Community	Ongoing	Ongoing	Variable
Work with Vancouver Public Schools to include the WVY website link on the West Vancouver school websites	West Vancouver students and parents	Ongoing	Ongoing	Variable

Until recently, a coalition member managed the social media for the coalition. That person is no longer able to fill that role. The coalition has hired a company to create a new website with the new name, domain, brand, etc. This person is going to train the WVY coordinator, as well as a colleague of the coordinator, on how to maintain and update the website.

Goal: To increase awareness of prosocial activities in West Vancouver.

Objective: To promote free and low cost prosocial activities available in West Vancouver for youth and families.

Activity	Target	Duration	Intensity	Scope
Promote free and low cost activities on the WVY website and facebook page	West Vancouver Community	Ongoing	Ongoing	Variable

West Vancouver for Youth Action Plan

Partner with existing events to provide a resource table that includes information about WVY efforts, as well as promoting our facebook page and website	West Vancouver Community	Ongoing	At least two events a year	Variable
--	--------------------------	---------	----------------------------	----------

The WVY coordinator and her colleague will maintain the website and facebook page. WVY coalition members will volunteer to host the coalition outreach table at existing events.

Goal: To increase awareness of the coalition among key leaders in the community.

Objective: To hold a Key Leader Orientation in the fall of 2014.

Activity	Target Population	Duration	Intensity	Scope
Partner with local coalitions to plan, promote and execute this event.	Clark County Coalitions	July 2014 – October 2014	One time	Coalition coordinators and steering committee members will be involved in both activities listed under this goal.
Create WVY presentation and report card.	Key Leaders	September 2014	One time	

The Clark County substance abuse prevention coalition coordinators will meet in July of 2014 to discuss a Key Leadership Orientation partnership. There are five coalitions in the area that work closely together. Distinguishing the coalitions from each other is difficult and confusing for community members and leaders. Our hope is to help clarify the different roles, communities and substances of focus that each coalition has in our county.

Goal: To either promote the message that most Discovery Middle School students do not drink alcohol or use marijuana, or promote a message in the West Vancouver community with parents as the target audience.

Objective: To increase perception that most Discovery Middle School students do not drink alcohol or use marijuana. Or, to increase perception of West Vancouver parents that most parents take an active role in preventing Discovery Middle School students from drinking

West Vancouver for Youth Action Plan

alcohol or using marijuana.

Activity	Target Population	Duration	Intensity	Scope
Positive Community Norms Campaign	West Vancouver Adults	June 2014- June 2017	Ongoing	Variable

WVY will work with Montana State University to conduct a survey of West Vancouver adults. MSU will provide WVY a key findings report at the end of August, 2014. From that point, WVY will work with Montana Institute to develop and implement the Positive Community Norms campaign in West Vancouver.

Goal: To reduce youth access to alcohol and marijuana in the home.

Objective: To develop and implement a “Point of Purchase” campaign in West Vancouver stores that sell alcohol and marijuana.

Program & Activity	Target Population	Duration	Intensity	Scope
Utilizing the Partnerships for Success funds, the coalition will hire a temporary coordinator that will focus on implementation of the Point of Purchase campaign. Maintain a workgroup that will work to establish relationships with local retailers, and research campaign material options.	West Vancouver adults who purchase alcohol and eventually marijuana at local retailers	October 2014-June 2015	The campaign messaging is dependent up on the PCN key findings report and PCN messaging. Planning and implementation for this strategy will resume when the PCN process is underway.	Adult customers who purchase alcohol and marijuana at partnering retailers, and the youth in their home

A Point of Purchase Campaign (POPC) workgroup worked hard on this strategy in the spring of 2014. When it was time to develop messaging and discuss a hiring plan for the

West Vancouver for Youth Action Plan

temporary coordinator of this strategy, it was decided that it would be a better use of time and money to wait until the PCN messaging and marketing process was underway. For the POPC, the coalition wants to use data from adults in the community. That data is being gathered through the PCN survey. Also, the coalition will have to hire a marketing agency for the PCN campaign. We would like this person to also work on the POPC at the same time.

The original plan was to hire a part-time coordinator to implement this strategy. After a recent Steering Committee meeting, it was decided that the coalition would submit a request to have the POPC campaign be a Leadership Clark County project. Leadership Clark County is a year-long program that focuses on teaching leadership skills, awareness of community issues, and team work and problem solving. Each year classmates are divided into teams and given a community service project. They are to complete the project between October and June. If the POPC is accepted as a Leadership Clark County project, the coalition would not hire a temporary coordinator. The Partnerships for Success funding would then be used to help purchase the materials needed to implement this campaign.

Goal: To identify the perceptions and beliefs of the adults in West Vancouver.

Objective: To implement DBHR's annual community survey.

Program & Activity	Target Population	Duration	Intensity	Scope
Develop a workgroup that will focus on creating and implementing a survey distribution and collection plan.	West Vancouver Adults	Fall of 2014	Once a year	200-300 West Vancouver residents
Present survey data to full coalition and possibly neighborhood associations	Coalition	Winter of 2015	Once a year	15-20 members

The survey workgroup will seek to target respondents that are representative of the West Vancouver demographic population. In addition, this workgroup will provide incentives to motivate residents to complete the survey.

West Vancouver for Youth Action Plan

Goal: To increase awareness of the risks involved with drinking alcohol and marijuana use.

Objective: To partner with the Prevention/Intervention Specialist at Discovery Middle School.

Program & Activity	Target Population	Duration	Intensity	Scope
School-based Prevention/Intervention Services (Including Project Success)	Discovery Middle School Students	Ongoing	Ongoing	300 Students (all 6th grade students, P/I groups and Prevention Clubs)

The P/I implements Project Success with all Discovery Middle School 6th grade students. In addition, the P/I coordinates nine groups and three prevention clubs.

Goal: To decrease youth perception that their parents have favorable attitudes towards drug use.

Objective: To increase parents' understanding of effective parenting strategies and how they are linked to reducing alcohol and other substance use among youth.

Program	Target Population	Duration	Intensity	Scope
Guiding Good Choices in partnership with Children's Home Society	West Vancouver Parents of Children in grades 4-8 (9 to 14 years old)	Five Sessions	October 2014 and February 2015	8-12 parents per session

Guiding Good Choices is a program that is on SAMHSA's National Registry of Evidence Based Programs and Practices. It is a drug use prevention program that provides parents of children in grades 4-8 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. Guiding Good Choices is based on research that shows that consistent, positive parental involvement is important to helping children resist substance use and other antisocial behaviors (SAMHSA).

West Vancouver for Youth Action Plan

Goal: To increase students' understanding of how media influences them to use alcohol and other substances.

Objective: To integrate the Media Ready program into the health curriculum at Discovery Middle School.

Program	Target Population	Duration	Intensity	Scope
Media Ready	Discovery Middle School Students	10 weeks	5 minute lessons	6 th Grade Health Students

Over the last two years, WVY has partnered with the Hudson's Bay High School (HBHS) to implement the Media Ready program. The prevention club at the high school was trained in Media Ready, and those students trained Discovery Middle School students. For logistical and school policy reasons, the curriculum had to be taught in one day as opposed to 10 weeks as is recommended. Upon evaluation of the March 2014 implementation, the school nurse and prevention club leader said that this partnership is no longer logistically feasible as it takes a lot of time to coordinate, it is too much pressure and too high of expectations of the high school students. In addition, members of the evaluation committee feel that the middle school students would learn more if they received the information in smaller sessions as intended. The school nurse at HBHS knows the person responsible for the health and science curriculum for Vancouver Public Schools. She is going to set up a meeting with him to start the conversation for how we can get the Media Ready program in the Discovery Middle School health curriculum. The coalition is going to ask that the school district use Discovery as a pilot program with the financial support of the coalition.