

PLAN

Process for Planning

The Coalition was thoroughly engaged in the planning process from Fall 2013 through Spring 2014. The Coalition's Data Analysis/Needs Assessment workgroup took responsibility for analyzing state-generated and local data then selected the priority risk and protective factors.

The goals evolved from the priority risk and protective factors then objectives, strategies and activities were developed primarily during full Coalition meetings. To provide examples about the type of effort, the full Coalition spent the majority of one meeting brainstorming potential strategies and another meeting working on action plans for the various goals/objectives. Follow-up work group meetings to further develop the action plans involved the Coalition Coordinator, Director of Specialty Services, PSESD and King County staff, and other coalition members.

The Coalition Coordinator distributed drafts of the full strategic plan to coalition members for their review and feedback, which were incorporated into the plan's final version.

Action Plan: Goals, Objectives, Strategies, Programs/Activities

In keeping with the Logic Model developed for this Coalition, the information is organized into the following categories: Community, Family, School and Individual. Each category lists its respective Goals and related Objectives, Strategies and Activities proposed to achieve the Goals and Objectives.

Appendix G (beginning on page 111) contains the full Action Plan, which contains details about the following: timeframe, quantity and frequency of service, focus of services, number of individuals to be impacted, and Coalition representative(s) responsible for the service. Please note that some strategies will be phased in and one school-based strategy 8.1.1 is postponed until the next fiscal year due to recent changes in key school administrators at Cascade Middle School and on the Evergreen High School Campus.

Action plans related to Community:

GOAL 1: Decrease risks associated with community laws and norms favorable to alcohol and other drug use.

Objective 1.1: Affect policy change and improve public awareness about alcohol and other drug issues among community members in White Center/ North Highline.

Strategy 1.1.1: Increase community-wide public awareness about youth substance use, effects on health, economy, violence, and community image.

Activity 1.1.1.a Engage youth and build their capacity to participate in the Coalition by continued promotion of the Above the Influence and My Passion campaigns.

Activity 1.1.1.b Create youth Community Messengers or Ambassadors to promote positive norm messages. Translate positive norm messages and flood the community with the messages via posters, flyers, blogs, organizational newsletters, banners, etc.

Activity 1.1.1.c Develop local ad (billboard) and PSA campaigns, a speaker bureau and a quarterly multi-lingual electronic/printed communications tool addressing policies, promoting positive social norms to counter practices and risks related to favorable drug use.

Strategy 1.1.2: Reduce points of substance use/ distribution and promote community change regarding norms favorable to youth access and use of alcohol and other drugs.

Activity 1.1.2.a In partnership with the Washington State Liquor Control Board and King County Sheriff's Office, develop a community map identifying points of substance use and distribution and recognize/honor those businesses, individuals and other entities who actively work with the coalition to reduce points of substance use and distribution. Similarly, identify those businesses and other entities who continue to promote substance use and distribution to minors. Educate the latter about potential consequences of youth substance use.

Activity 1.1.2.b Select, plan and implement the following evidence-based prevention program and adapt, as appropriate, to include other types of drugs¹:

Reward & Reminder – a population-level intervention targeting whole communities and initially designed to promote the community norm of selling tobacco to minors. At the core of the program is the use of "mystery shoppers," teams of youth who--with parental permission and under the supervision of adults--enter stores and try to buy tobacco products. They provide immediate recognition and rewards, such as gift certificates, to clerks who do the "right thing" and

¹ All evidence-based practices referenced in the action plan are from the Excellence in Prevention Strategy List on The Athena Forum, www.theathenaforum.org. Descriptions are excerpted from The Athena Forum and the DBHR Performance-based Prevention System.

give reminders to those who do not. The results are communicated to local media to promote the positive norm.

GOAL 2: Reduce risks related to low attachment by youth to their community, raise levels of community involvement, and increase community pride.

Objective 2.1: Strengthen connections and collaborations among diverse program/service providers and segmented groups in White Center/ North Highline for a stronger, unified voice and community.

Strategy 2.1.1: Partner with community-based organizations, churches and fraternal organizations to organize, present and participate in community-based events such as community summits for adults and youth, ethnic/cultural fairs, and health fairs. These events will target ethnic communities, cultural and religious groups.

Activity 2.1.1.a Identify existing ways for youth to be positively involved in their community. This includes opportunities that are school-based and community-based.

Activity 2.1.1.b Support the Youth Leadership Team with representatives from Cascade Middle School, Evergreen High School and the White Center/ North Highline community at-large, including recruitment of youth affiliated with established church youth groups and ethnic/cultural groups.

Activity 2.1.1.c Engage the Youth Leadership Team and other youth to discuss their interest in various pro-social activities in the community. Inquire about their knowledge of and interest in existing prevention activities. Elicit ideas from the youth about other pro-social activities that may be developed.

Activity 2.1.1.d Work with schools, businesses and community groups, to ensure youth have access to existing pro-social activities in their community.

Activity 2.1.1.e Partner with community organizations to increase pro-social activities with youth that may include: (a) youth-led prevention leadership groups; (b) creative arts and music; (c) cultural/ ethnic youth groups and other cultural activities; and (d) peer and family activities.

Activity 2.1.1.f Meet with Key Leaders and community members to address substance abuse, prevention, mental health and youth violence and promote the Coalition's efforts to connect the community and coordinate prevention efforts, increase communications, raise awareness of prevention efforts, and engage youth,

families and policy makers. With Key Leaders and community members showing their support of youth-directed community projects as well as helping to create opportunities for youth involvement, our youth will see the value of community involvement and pride.

Activity 2.1.1.g Create outreach materials directed to both youth and the greater community and increase web presence to inform the community about the events.

Activity 2.1.1.h Increase participation by youth and adult in existing White Center/ North Highline events such as the 4th of July festivities, Jubilee Days, and National Night Out. Create new youth-centric event such as Miss Teen White Center.

Objective 2.2: Increase and strengthen community capacity to sustain coalition-related prevention efforts in White Center/ North Highline.

Strategy 2.2.1: Support the Navos' Coalition for Drug-Free Youth Coalition to fulfill all aspects of the CPWI Strategic Prevention Framework.

Activity 2.2.1.a Conduct yearly assessments through Washington State Healthy Youth Survey, King County Drug Trends Report, Attitude and Awareness survey, DBHR Community Survey and other data sources to gauge effectiveness of strategies and activities. Report highlights and trends to the community. Throughout the year, acknowledge successes and benchmarks of individuals, programs and/or services through the Coalition's website, local community blogs, and campus and school district websites.

Activity 2.2.1.b Continued membership segment representation monitoring and outreach to establish new community relationships and partnerships. Provide new member orientation for incoming members and partners, and hold a cultural competency training for all members by spring 2015. Schedule series of Town Hall meetings that go to the heart of the community, including teaming with churches and schools to better engage families.

Activity 2.2.1.c Conduct ongoing analysis of prevention strategies. Make necessary adjustments, as needed.

Activity 2.2.1.d Plan and implement selected Action Plans beginning 6/1/14 for the domains, Community, Family and Individual. Initiate Action Plans beginning 9/1/14 for the School domain.

Activity 2.2.1.e Finalize process and outcome evaluation plan by 5/2014. Begin to evaluate Action Plans from their inception and throughout their implementation. Provide pre-survey and post-survey data to DBHR and King County as required. Report to Coalition at least every six-months.

GOAL 3: Increase opportunities for pro-social involvement in the community.

Objective 3.1: Increase youth engagement in prevention activities involving youth in White Center/ North Highline.

Strategy 3.1.1: Refer to Strategy 2.1.1, Community Events and Pro-social Activities.

Action plans related to Family:

GOAL 4: Decrease risks associated with poor family management.

Objective 4.1: Improve use of positive communication skills by parents/caregivers in White Center/ North Highline.

Strategy 4.1.1: Promote effective and culturally sensitive parenting and family management skills training to better respond to and reduce emotional and psychological effects of stressful family issues and situations.

Activity 4.1.1.a Conduct focus groups with different ethnic/cultural communities to learn first-hand about their needs and challenges then develop appropriate training events, forums, seminars and/or presentations addressing these needs/challenges in open, friendly environments.

Activity 4.1.1.b Continue efforts of the work group focused on action plans related to the Family domain. Confirm Guiding Good Choices trainer to provide a facilitator training involving local community members and organizations. Schedule facilitator training in the evidence-based parenting education program, Guiding Good Choices. Identify facilitators to implement the Guiding Good Choices parenting series:

- **Guiding Good Choices** – a drug use prevention program that provides parents of children in grades 4 through 8 (9 to 14 years old) with the knowledge and skills needed to guide their children through early adolescence. The program is a five-session curriculum with two hours per session. Parents/ caregivers attend all sessions and youth are invited to attend one session.

GOAL 5: Increase opportunities for pro-social involvement in the family.

Objective 5.1: Increase bonding between youth and their families in White Center/North Highline.

Strategy 5.1.1: Promote positive, drug-free activities, events and venues for families.

Activity 5.1.1.a Research and identify drug-free, family-friendly activities, events and venues for families that offer ways for families to bond. Build upon existing family outreach and educational activities, such as Parent Night presentations with Community Schools Collaboration. Work with coalition members linked to faith-based communities to reach out to parents via churches/temples/synagogues with culturally relevant drug and alcohol information.

Activity 5.1.1.b Explore ways to make these opportunities more available, accessible and, if applicable, affordable.

Activity 5.1.1.c Inform youth and families about these positive, drug-free activities, events and venues.

Action plans related to School:

GOAL 6: Decrease risks associated with academic failure experienced by middle school and high school age youth.

Objective 6.1: Increase positive school experiences and academic success by middle-school and high-school students in White Center/North Highline

Strategy 6.1.1: Provide supportive school-based programs to students that will lead to a reduction in poor academic performance, truancy, disciplinary problems, and other negative behaviors.

Activity 6.1.1.a Collaborate with the P/I who is currently implementing the evidence-based program, Project SUCCESS, at Cascade Middle School:

- **Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)** – a program designed to prevent and reduce substance use among students 12 to 18 years of age. The program was originally developed for students attending alternative high schools who are at high risk for substance use and abuse due to

poor academic performance, truancy, discipline problems, negative attitudes toward school, and parental substance abuse.

Activity 6.1.1.b Continue efforts of the work group focused on action plans related to the School domain. Formulate a plan of action and training program that fits with the different student populations in the schools. Plan and implement the following evidence-based program in collaboration with the Kiwanis and the Evergreen High School Key Club:

- **Peer Assistance and Leadership (PAL)** -- a peer helping program that seeks to build resiliency in youth by pairing youth with peer helpers who receive training and support from teachers participating in the program. The peer-based assistance provided through PAL is designed to help youth avoid risk factors for substance use as well as other problems, such as low achievement in school, dropout, absenteeism, violence, teen pregnancy, and suicide.

GOAL 7: Decrease risks associated with low commitment to school experienced by middle school and high school age youth.

Objective 7.1: Increase connectedness and involvement by students in Cascade Middle Schools and Evergreen High School.

Strategy 7.1.1: Work with Highline School District school administrators and students, and program/service providers to address low commitment to school.

Activity 7.1.1.a Partner with the PSESD, Community Schools Collaboration, Highline School District administrators and students to identify the causes of low commitment to school and respond with programs, projects, activities or events that directly relate to student's needs.

Activity 7.1.1.b Promote an environment of inclusion and participation by capitalizing on the students already active in various programs and activities, particularly those associated with the Prevention Teams and their related projects.

Activity 7.1.1.c Continue support of Prevention Team and their activities (Above the Influence, My Passion..., Positive Norm Poster campaign, anti-litter school and community litter campaign). Engage Kiwanis, Rotary and White Center Chamber of Commerce to support these student-led efforts. Acknowledge student efforts during school assemblies and with awards.

Activity 7.1.1.d Collaborate with and support Community Schools Collaboration in providing healthy life-style activities such as nutrition, sports, physical activities, social/emotional wellness, Evergreen 5-K walk/run. Support Evergreen High School's Peer Health Council.

Activity 7.1.1.e In cooperation with administrators of Cascade Middle School and Evergreen High School Campus, the PI's and students from both campuses, and Community Schools Collaboration, develop a Transition Project to ease the challenges faced when students transition from middle to high school.

Action plans related to Individuals:

GOAL 8: Decrease favorable attitudes by youth.

Objective 8.1: Maintain attitudes opposed to the use of drugs by youth in White Center/ North Highline.

Strategy 8.1.1: Inform and educate youth with realistic substance use information to promote healthy attitudes towards drug use.

Activity 8.1.1.a Conduct surveys and/or focus groups with youth to better understand why some youth hold favorable attitudes towards drug use and other youth have attitudes opposed to the use of drugs. Involve the youth in developing solutions to decrease these favorable attitudes and to maintain attitudes that are pro-healthy.

Activity 8.1.1.b Together with existing Prevention Teams at Cascade and Evergreen and with support from Coalition members, continue promotion of Positive Norm poster campaign on-campus, adjacent park and in the White Center Business District.

GOAL 9: Decrease risks associated with friends' use of drugs.

Objective 9.1: Increase youth engagement in prevention activities involving youth in White Center/ North Highline.

Strategy 9.1.1: Refer to Strategy 2.1.1, Community Events and Prosocial Activities.

GOAL 10: Increase perceived risk of harm due to drug use.

Objective 10.1: Increase awareness about potential negative consequences due to drug use by youth in White Center/ North Highline.

Strategy 10.1.1: Continue efforts of the work group focused on action plans related to the Individual domain and this particular goal. Formulate a plan of action and training program that fits with the various cultural/ ethnic segments of the youth population. Plan and implement the following evidence-based program:

- **Hip-Hop 2 Prevent Substance Abuse and HIV (H2P)** – a program designed to improve knowledge and skills related to drugs and HIV/AIDS among youth ages 12-16 with the aim of preventing or reducing their substance use and risky sexual activity. Through the curriculum's use of hip-hop culture, an interactive, multimedia CD, and a mix of traditional teaching methods, students learn information about drugs, HIV/AIDS, and sexual behavior; resistance and refusal skills; effective communication and negotiation skills; information about healthy alternatives to sex and drugs; and prevention self-efficacy skills. H2P is delivered in 10 two-hour sessions – the first four sessions during or after school and the remaining six sessions during a three-day H2P camp. Prior to serving as instructors, facilitators participate in a one-day training to learn about the genesis, ideology, and cultural components of hip-hop. This may be implemented in a variety of settings in the school or community.

GOAL 11: Decrease risks related to youth interaction with antisocial peers and increase youth interaction with pro-social peers.

Objective 11.1: Increase youth engagement in prevention activities involving youth in White Center/ North Highline.

Strategy 11.1.1: Refer to Strategy 2.1.1, Community Events and Prosocial Activities.

GOAL 12: Increase social skills among youth in White Center/ North Highline.

Objective 12.1: Increase social competence skills (i.e. communication, decision-making, problem-solving, assertiveness, etc.) by youth in White Center/ North Highline.

Strategy 12.1.1: Expand opportunities for youth to participate in prevention programs that build social competence skills.

Activity 12.1.1.a Continue efforts of the work group focused on action plans related to the Individual domain to include this protective factor related to social skills. Formulate a plan of action and training program that fits with the various cultural/ ethnic segments of the youth population. Plan and implement the following evidence-based program: