

Concrete Resource Coalition Strategic Plan

Appendix 6. Action Plan

Action Plan

Concrete Resource Coalition

March 2014 – June 2015

Goal 1: Reduce Family Management Problems

Objective 1.1: (1) Increase the number of Strengthening Families facilitators in Concrete by training two Concrete School District Staff

Objective 1.2: (2) Improve family management skills in 50% of families who participate in the Family Matters program.

Strategy 2.1.1: Education

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Strengthening Families Facilitator Training	Send two local school staff to attend a 3-day Strengthening Families Facilitator Training	March 7, 14, and 21 st , 2014	3 day training	Two local school staff	The facilitator training is organized by WSU Extension in Bellingham	Coalition Coordinator, School Superintendent
Family Matters	Mail and phone based parent education program aimed at parents of 12-14 year-olds	Summer 2014	1 program implementation, includes 4 mailed packets and phone sessions	10-15 local middle school families	Concrete Resource Coalition, United General	Coalition Coordinator, FM facilitator
Strengthening Families Program	In-person parent education and family building programs aimed at parents of 10-14 year-olds	Fall/Winter of 14/15 school year	7 week program, 2.5 hours sessions	7-15 local families	Concrete Resource Coalition, United General	Coalition Coordinator, SF facilitators

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Goal 2: Decrease favorable attitudes towards drugs among youth.

Objective 2.1: Decrease the attitudes that support the use of alcohol and other substances

Strategy 1.2.1: Education

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Second Step Program	<i>Collaborate with Concrete School District to implement the Second Step program. The program will begin during late fall 2014/2015 school year in grades K-5.</i>	<i>2014/2015 school year</i>	<i>15-25 sessions, 15-45 minutes, varies by grade</i>	<i>All K-5th grade students</i>	<i>Concrete Resource Coalition, Concrete School District, United General</i>	<i>Coalition Coordinator, School Superintendent, Program facilitator</i>

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Goal 3: Increase Social Skills among youth.

Objective 3.1: Increase development of social skills among 9th and 10th grade youth

Strategy 1.3.1: Education

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Life Skills Training Program	Collaborate with Concrete School District to implement the Life Skills Training program. The program will begin during late fall 2014/2015 school year in grades 9-10.	2014/2015 school year	10 sessions, 45 minutes each	All 9-10 grade students	Concrete Resource Coalition, Concrete School District, United General	Coalition Coordinator, School Superintendent, Program facilitator

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Goal 4: Increase opportunities for pro-social interactions among youth

Objective 4.1: Increase the number of youth involved in pro-social activities.

Objective 4.2: Increase the number of pro-social activities available for youth.

Strategy 2.4.1: Alternatives

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Concrete Summer Learning Adventure	Support elementary youth to attend this summer pro-social opportunity that provides academic support, nature experiences, and community connections	Summer 2014	5 days a week, for 4 weeks	1-6 th grade youth, and HS leaders Approx. 80 students	Concrete School District, United General Hospital, multiple community organizations	Coalition Coordinator, CHOP Director, School Superintendent
Spring Youth Forum	Send youth from the Varsity in Volunteerism program to attend the Spring Youth Forum at Great Wolf Lodge.	May 2014 and May 2015	1 day conference	6-8 Concrete High School Youth, 2 Chaperones	Concrete Resource Coalition, Concrete School District	Concrete School District Prevention/Intervention Specialist
Youth Activity Day	Event to increase awareness among youth and parents of local opportunities for pro-social involvement, connect families with local resource providers, and promote community awareness of the Coalition and its programs and strategies.	July 10 th , 2014	yearly Coalition event	Youth and Families in East Skagit County Approx. 300 youth, 500 people total	Concrete Resource Coalition	Youth Activity Day Committee, Coalition Vice-Chair

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Goal 5: Decrease parental attitudes tolerant of substance abuse

Objective 5.1: Decrease the number of 8th and 10th grade students that report parental attitudes tolerant of substance use.

Strategy 1.5.1: Information Dissemination

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Local Media Campaign	Implement a local media campaign using the statewide/national campaign "Talk. They hear you." The purpose of the campaign is to encourage parents to talk to children about substance abuse. The campaign will include local theatre ads, radio spots, and a partnership with the City of Concrete to include campaign promotion at four outdoor summer movie nights in Concrete.	Summer 2014	Monthly Theatre ads, radio spots, and four summer family movie nights	All youth and families in the community	Concrete Resource Coalition	Coalition Media Committee

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Goal 6: Reduce availability of alcohol to youth

Objective 6.1: Increase knowledge of Coalition members regarding social sources of alcohol.

Objective 6.2: Increase perception among 8th and 10th grade youth of local enforcement of underage drinking.

Strategy 2.6.1: Environmental

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
<i>Name of activity/program</i>	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Social Source Investigation Training	The purpose of this training is to explore social sources to alcohol and methods to address these sources in East Skagit County.	Summer 2014	One time training	Coalition Members	Concrete Resource Coalition	Coalition Coordinator
Law Enforcement Partnership Grant	Partner with local law enforcement to provide education and enforcement of youth access to alcohol and underage drinking. (Supplemental Grant Funding)	Nov 2013 – June 2014	Ongoing	11 local retailers, local youth and community	Skagit County Sheriff's Office & Concrete Resource Coalition	Coalition Coordinator, LEP Workgroup, Skagit County Sheriff's Office
Law Enforcement Tip Line	Partner with the Skagit County Sheriff's office to explore the opportunity to develop a local law	June 2014 – June 2015	Ongoing	Local community members	Skagit County Sheriff's Office & Concrete Resource Coalition	Coalition Coordinator, LEP Workgroup, Skagit County Sheriff's Office

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enforcement tip line.

Let's Draw the Line Project	CRC members and high school youth working together to assess advertisements at local stores, conducting an alcohol awareness training, and working with local stores to put up Let's Draw the Line window clings.	March – June 2014	Ongoing	5 youth leaders, 12 stores, high school youth audience of 25	Concrete Resource Coalition	Prevention/Intervention Specialist, LDTL Workgroup, Coalition Coordinator
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Goal 8: Increase community Connectedness

Objective 8.1: Maintain an active Coalition and Board that cohesively works towards the Coalition's mission and goals.

Strategy 1.8.1: Community Coalition

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Name of activity/program	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Monthly Coalition Meetings	Coalition meetings include a speaker from a local organization or project, updates and discussion on coalition strategies, and resource sharing.	Continuous	1.5 hour meeting, once a month	Coalition Members, approx. 25 per meeting	Concrete Resource Coalition	Chair, Co-Chair, Coalition Coordinator
Monthly Board Meetings	The majority of strategic planning efforts occur through Board meetings.	Continuous	1 hour meeting once a month, or more often as needed	8 Board members and Coalition Coordinator	Concrete Resource Coalition	Coalition Board, Coalition Coordinator

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Summer Coalition Retreat	The coalition will hold a retreat to focus on team building and to plan for the upcoming school year.	August	½ day meeting	Coalition members	Concrete Resource Coalition	Coalition Coordinator and Board Members
Town Hall Meeting/Key Leader Event	The Coalition will hold a town hall meeting/key leader event to promote the strategic plan to the community, and the importance of addressing substance abuse prevention in our community.	June 2014	One time event	Key Leaders, Community members, Coalition Members	Concrete Resource Coalition	Coalition Board, Coalition Coordinator
Annual Community Survey and Coalition Member Survey	The coalition will participate the both the Annual Community Survey and Coalition Member surveys, provided by DBHR.	Fall and Winter of the 2014/2015 school year	Ongoing	Community Members, Coalition Members	Concrete Resource Coalition	Coalition Coordinator, Coalition Board

Goal 9: Decrease favorable attitudes and increase perceptions of harm towards substance use among youth

Objective 9.1: Increase the number of students who think it is wrong for someone their age to use substances

Objective 9.2: Increase the number of students who think they risk harming themselves from using substances.

Strategy 2.9.1: Problem Identification and Referral

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party (ies)
Name of activity/program	<i>Briefly state the main purpose of the activity</i>	<i>When will this take place? What is timeframe for this activity?</i>	<i>How much? How often?</i>	<i>Who is this service for? How many people impacted?</i>	<i>Who is conducting?</i>	<i>Who from the coalition is making sure this gets done?</i>
Project Success	Support the Prevention Intervention Specialist and	Fall 2014 through June 2015	ongoing	Prevention Intervention	Educational Service District	Prevention Intervention

**Concrete Resource Coalition
Strategic Plan**

ESD in implementation of
school based programming.

*Specialist and
students in
Concrete School
District*

*Specialist & ESD
189 Prevention
Center Director
and Coordinator*