

# Clarkston EPIC Strategic Plan

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## EXECUTIVE SUMMARY

### MISSION

The Mission of the Clarkston EPIC coalition is to unite our community to impact Clarkston teens to reduce underage drinking, substance abuse, and other destructive choices. Our purpose is to create a healthy environment for our children and educate them regarding the risks that underage drinking provokes.

### PRIORITIES

Historically, Clarkston's underage drinking rate has been consistently higher than the state average. For example, according to the Healthy Youth Survey, 32% of 10<sup>th</sup> graders report having drunk alcohol within the past 30 days. 23% of those drinkers drank 5 or more drinks in a row. The state averages for those statistics were 28% and 19% respectively. Our priorities are bringing down underage drinking rates to below the state average. Clarkston EPIC will serve the community of Clarkston which includes the general population of 18,461, and the Clarkston School District (CSD). Clarkston has 4 Elementary Schools, 1 Middle School (Lincoln), 1 High School (Charles Frances Adams High School), and an alternative school called the Equal Opportunity Center (EOC). The EOC was founded in 1992 with the intent to provide alternative options for students who are unable to find success in the traditional sense. The environment there is sensitive to kids who have endured trauma and adverse childhood experiences. The total enrollment, in the CSD, in May 2012 was 2,676.

### STRATEGIES & ACTIVITIES TO IMPLEMENT

Our coalition will be the decision making body in regards to choosing strategies and activities and will be trained accordingly. Strategies will be developed according to the SAMHSA Strategic Prevention Framework model as follows: Conducting an Assessment, Building Capacity, Planning for Action, Implementing Strategies, and Evaluating how we are doing. Our strategies include:

- Clarkston EPIC coalition will engage the community and partner with other agencies and organizations in our efforts to reduce underage drinking.
- A public awareness strategy will encourage parents to talk with their children about the risks of underage drinking and provide tools to do so. "Talk. They Hear You.", produced by SAMHSA, is the media campaign we are using.
- At least one environmental strategy will be implemented to create a more positive environment for our youth. The coalition will focus efforts on working with retailers to reduce theft of alcohol for youth.
- A Prevention/Intervention (P/I) Specialist has implemented Project Success for 9<sup>th</sup> graders, a Student Assistance Program which provides individual and group counseling, and is facilitating a Youth Awareness Program (YAP) for all students in High School.
- Clarkston EPIC will partner with the Clarkston School District to reach students, beginning in grade school, to be educated and aware of the dangers of underage drinking through Direct Service Programs. Those direct service programs will include the Strengthening Families Program for grades 4 through 6<sup>th</sup> and Project Alert for grades 7<sup>th</sup> and 8<sup>th</sup>.