



## Linn County Partnership on Substance Abuse

### Drug Free Communities Work Plan for Year 4 (September 30, 2009 through September 29, 2010)

**Goal One:** Reduce alcohol and marijuana use among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

Strategies	Activities	Outcomes	Responsibility	Resources
Provide Information and Support	<ul style="list-style-type: none"> <li>• Help advertise/promote youth events to schools</li> <li>• Offer informational meetings for parents to help plan/organize family-friendly events</li> <li>• Share information about risks of alcohol / marijuana use at health fairs, through media and at other community events</li> <li>• Increase awareness of risks associated with early alcohol use</li> <li>• Share data/statistics on local substance abuse issues using multiple sources of media</li> <li>• Support/expand SADD/SODA groups in schools</li> <li>• Provide alternative alcohol/drug free activities for youth in areas with high risk youth</li> <li>• Educate adults on the protective factors associated with youth community involvement</li> <li>• Implement alcohol-free graduation sign campaign</li> <li>• Promote treatment options and recovery for individuals using substances</li> <li>• Educate legislators on how substance abuse is impacted by legislation</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness of substance abuse issue in Linn County.</li> <li>• Increased perception of harm of drinking alcohol/smoking marijuana</li> <li>• Increased perception of community disapproval of substance use.</li> </ul>	<ul style="list-style-type: none"> <li>• Coalition Education and Advocacy Committee</li> <li>• Substance abuse experts</li> <li>• Law enforcement</li> <li>• Media</li> <li>• Youth</li> <li>• Parents</li> <li>• Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Funding to obtain educational materials, and help with printing costs</li> <li>• Volunteers</li> <li>• Building space and other materials necessary for community youth activities</li> <li>• Support for mentoring programs</li> <li>• Website</li> </ul>
Enhance Skills	<ul style="list-style-type: none"> <li>• Hold Town Hall meetings that assist community members in identifying and accessing resources for substance abuse prevention</li> <li>• Promote enhancement of developmental assets in schools and youth programming</li> <li>• Share information and best practices from conferences/workshops</li> <li>• Implement/expand peer leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Increased confidence and competence in seeking services and resources that will prevent and reduce substance abuse</li> <li>• Increased compliance of</li> </ul>	<ul style="list-style-type: none"> <li>• Coalition Education and Advocacy Committee</li> <li>• Youth Serving Organizations</li> <li>• Substance Abuse Experts</li> <li>• Mentoring Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Space</li> <li>• Promotional Materials</li> <li>• Printing / Copying</li> <li>• TIPS trainers</li> <li>• TIPS materials (workbooks, manuals)</li> </ul>

	<p>training for youth</p> <ul style="list-style-type: none"> <li>• Connect youth with positive adult role models to help expand exposure to new opportunities</li> <li>• Use Red Ribbon week, other observances, and local events to provide parents with an opportunity to communicate with their kids about the use of alcohol and drugs</li> <li>• Provide TIPS training to individuals who serve alcohol.</li> </ul>	<p>sales to minors.</p> <ul style="list-style-type: none"> <li>• Increased implementation of best practices / evidence-based models for substance abuse prevention.</li> <li>• Increased involvement of youth in community activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Health care organizations</li> <li>• Communities Mobilizing for Change on Alcohol</li> <li>• Linn County Decategorization</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer / Staff time</li> </ul>
Reduce Barriers and Change Consequences	<ul style="list-style-type: none"> <li>• Implement letter writing campaign to radio and other media who make references to alcohol</li> <li>• Assist youth in accessing alcohol-free events (ie. Provide transportation)</li> <li>• Provide more field trips in school to help youth learn about recreation activities</li> <li>• Support 211 in providing information/access to treatment</li> <li>• Build community support through graduation sign campaign (parental peer pressure = disincentive)</li> <li>• Fines for youth breaking curfew</li> <li>• Stricter penalties for providing substances to youth through fines</li> <li>• Increased and consistent penalties given by school (eg. Student athletes missing games for supplying to younger kids)</li> <li>• Reward youth for involvement in community activities (partnership with local service clubs)</li> </ul>	<ul style="list-style-type: none"> <li>• Decreased youth exposure to “toxic” messages</li> <li>• Increased youth involvement in community</li> <li>• Increased access to resources and information</li> <li>• Increased perception of parental / community disapproval of substance abuse</li> </ul>	<ul style="list-style-type: none"> <li>• Coalition Staff</li> <li>• Civic/volunteer organizations</li> <li>• Transportation entities</li> <li>• Media and Communication Committee</li> <li>• Law Enforcement</li> <li>• Civic / Volunteer Organizations</li> <li>• Youth</li> <li>• Parents</li> <li>• United Way</li> </ul>	<ul style="list-style-type: none"> <li>• Money</li> <li>• Paid Staff</li> <li>• Materials (ie. Graduation signs)</li> <li>• Promotional items</li> <li>• Law enforcement time</li> <li>• Transportation systeme</li> </ul>
Change Physical Design	<ul style="list-style-type: none"> <li>• Serve alcohol in separate location from family-friendly activities during community events</li> <li>• Support the development of a multi-generational activity center that is accessible to families</li> <li>• Increase lighting at parks and closed businesses</li> <li>• Neighborhood watch groups</li> <li>• Beef up police in known areas where drinking/drug use occurs (ie. Weed and Seed areas)</li> <li>• Reduce alcohol advertising at family events</li> <li>• Campaign against retail stores who sell items that promote alcohol/drug use</li> </ul>	<ul style="list-style-type: none"> <li>• Decreased youth access to alcohol and marijuana</li> <li>• Increased perception of risk of substance use (illegal activity)</li> <li>• Increased access to substance abuse free activities</li> <li>• Decreased promotion of alcohol at community events</li> </ul>	<ul style="list-style-type: none"> <li>• Government / Elected Officials</li> <li>• Neighborhood (civic / volunteer groups)</li> <li>• Law Enforcement</li> <li>• Youth</li> <li>• Weed and Seed Committees</li> <li>• Education and Advocacy Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising (money)</li> <li>• Volunteers</li> <li>• Staff time to coordinate efforts</li> <li>• Expertise</li> </ul>

Modify Policies	<ul style="list-style-type: none"> <li>Mandatory wearing of “OVER 21” bracelets at public events</li> <li>Social host law</li> <li>Enforce curfew for youth</li> <li>Maintaining illegality of marijuana use</li> <li>Limit liquor establishments within certain distances of schools</li> </ul>	<ul style="list-style-type: none"> <li>Decreased availability / accessibility of alcohol and marijuana for youth</li> </ul>	<ul style="list-style-type: none"> <li>Coalition staff</li> <li>Law Enforcement</li> <li>CMCA</li> <li>Government / Elected Officials</li> <li>Parents</li> </ul>	<ul style="list-style-type: none"> <li>Legislative support</li> <li>GIS Maps</li> <li>Assessment tools</li> <li>Volunteers</li> <li>Law Enforcement Support</li> </ul>
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**Goal Two:** Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State and local governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.

Strategies	Activities	Outcomes	Responsibility	Resources
Provide Information / Support	<ul style="list-style-type: none"> <li>Continuous education for coalition members on Strategic Prevention Framework</li> <li>Sharing of local data/statistics and resources on a regular basis</li> <li>Promoting opportunities for conferences / workshops</li> <li>Update member database to promote strengths and relationships</li> <li>Hold annual stakeholder event to engage new partners and share information</li> </ul>	<ul style="list-style-type: none"> <li>Increased knowledge of substance abuse issues in Linn County.</li> <li>Increased capacity to develop and utilize effective logic model.</li> </ul>	<ul style="list-style-type: none"> <li>DFC staff</li> <li>Education / Advocacy Committee</li> <li>Assessment / Evaluation Committee</li> <li>Media / Communications Committee</li> <li>Recruitment / Membership Committee</li> </ul>	<ul style="list-style-type: none"> <li>Data</li> <li>Expertise</li> <li>Staff time</li> <li>Space for stakeholder event</li> <li>Funding partners</li> </ul>
Build Skills	<ul style="list-style-type: none"> <li>Provide trainings and opportunities to attend conferences</li> <li>Train coalition members and community partners in evidence-based programs for substance abuse prevention</li> <li>Regularly review and update logic model and action plans to increase capacity for implementing action steps</li> <li>Support community-based trainings on substance-abuse and youth development issues</li> </ul>	<ul style="list-style-type: none"> <li>Increased involvement of all sectors in DFC related activities.</li> <li>Increased sustainability of coalition efforts.</li> <li>Increased capacity to impact core DFC measures.</li> <li>Increased use of evidence-based programs.</li> </ul>	<ul style="list-style-type: none"> <li>Substance Abuse Experts</li> <li>Coalition members</li> <li>Decategorization</li> <li>Youth Serving Organizations</li> <li>DFC staff</li> </ul>	<ul style="list-style-type: none"> <li>Materials / Curriculum</li> <li>Money</li> <li>Expertise / knowledge</li> <li>Training space</li> </ul>
Reduce Barriers / Change Physical Environment	<ul style="list-style-type: none"> <li>Increase communication between community partners to reduce duplication of services/programs</li> <li>Increase use of technology to assist individuals in becoming involved in the coalition</li> <li>Hold frequent meetings at times</li> </ul>	<ul style="list-style-type: none"> <li>Reduced duplication / fragmentation of services and efforts.</li> <li>Expanded / enhanced ability</li> </ul>	<ul style="list-style-type: none"> <li>All sectors of the coalition</li> <li>Media / Communications Committee</li> <li>DFC Staff</li> </ul>	<ul style="list-style-type: none"> <li>Meeting space / facility</li> <li>Access to websites / internet</li> <li>Knowledge /</li> </ul>

	and locations that are convenient to the majority of coalition members/partners	to communicate messages. <ul style="list-style-type: none"> <li>Increased participation from all sectors of the community.</li> </ul>		expertise in technology and communication
Change Consequences (incentives / disincentives)	<ul style="list-style-type: none"> <li>Provide ongoing recognition for coalition member efforts in reducing substance abuse</li> <li>Provide financial support to coalition members who are implementing components of the logic model</li> <li>Publish coalition member agencies and promote their role in youth substance abuse prevention</li> <li>Regularly evaluate coalition functioning – offer members opportunities to give feedback on structure, operations and activities</li> </ul>	<ul style="list-style-type: none"> <li>Increased motivation of partners to be actively engaged in coalition efforts.</li> <li>Improved functioning of coalition through application of feedback.</li> </ul>	<ul style="list-style-type: none"> <li>Recruitment / Membership Committee</li> <li>Media / Communications Committee</li> <li>Assessment / Evaluation Committee</li> <li>DFC Staff</li> </ul>	<ul style="list-style-type: none"> <li>Awards / incentives</li> <li>Money</li> <li>Evaluation tool</li> </ul>
Modify Policies	<ul style="list-style-type: none"> <li>Revise/update bylaws for effective coalition functioning</li> <li>Advocate for continuation of support for DFC and other substance abuse prevention grant funding</li> </ul>	<ul style="list-style-type: none"> <li>Increased sustainability of coalition efforts.</li> </ul>	<ul style="list-style-type: none"> <li>Executive Committee</li> <li>DFC Staff</li> <li>Community Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Expertise</li> <li>Champions</li> </ul>

Key areas of focus for FY10:

**Assessment:** Trending of key indicators that “paint the picture” of substance abuse in our community. Development of Community Health Profile. Ongoing opportunities for public to provide input/feedback on substance abuse issues and strategies. Functional Youth Advocacy Council to identify and address priority local conditions.

**Capacity:** In FY10, the Linn County Partnership on Substance Abuse seeks to further develop the capacity of the coalition and more effectively address environmental strategies that will reduce and prevent substance abuse among youth and, over time, among adults in Linn County, Iowa. Issues related to accessibility/availability, attitudes toward alcohol and drug abuse, and youth connection to the community have been identified as key factors in achieving the coalition goals. The coalition will focus on broad-based strategies including decreasing barriers, changing consequences, changing the physical environment and modifying policies that will impact the local conditions that affect substance use among youth.

**Planning:** As a result of the June 2008 flooding, additional needs and limited resources create a challenge in identifying and addressing priority issues in youth substance abuse prevention. The coalition will work closely with rebuilding and recovery efforts to



support changes in the physical environment and provide incentives for participation in substance abuse free activities.

**Implementation:** Additional staff time in year four will allow greater coordination and efficiency of implementing selected action plans. Coalition agencies and committees will be provided technical assistance and necessary training that will help identify their role in the implementation of the coalition logic model to create an effective and sustainable community-based environmental approach to prevent and reduce youth substance abuse.

**Evaluation:** One specific action that will assist our coalition in building capacity will be the use of the Online Documentation Support System to track and communicate our indicators and evaluate our outcomes. This system will be implemented in FY09 and will continue to be a valuable tool for our efforts throughout FY10.

Of the four core indicators, the coalition has identified perception of risk or harm and average age of onset as areas of concern. The work plan for years three and four of the DFC Support Program will focus mainly on issues related to communicating the risks involved with youth substance abuse and supporting appropriate legislation, as well as

**Sustainability:** The coalition plans to solicit additional funding to support components of the DFC Strategic Plan – namely issues related to youth connection with community, community protective factors, and developmental assets. Through the Healthy Youth Promotion Effort, this additional funding will support a culture of wellness and prevention among youth in Linn County, resulting in reduction of substance use, mental health issues, juvenile delinquency, and sexually transmitted infections.