

YSUP! ROWAN Coalition Action Plan (October 1 – September 30, 2018)

DFC Goal 1: Increase Community Collaboration

Objective 1.1: By September 2018, increase collaboration in and support for coalition efforts by adults and students (grades 9-12) as measured by an increase in active participation from 15 members to 22 members (46%), as evidenced in meeting minutes.

Strategy: Provide Information

Activity	Fiscal Agent	Project Director and Coordinator	Capacity Dev	Marketing/Media/ Public Policy	Youth	School & Community	Provider Outreach
Create and continuously update website to improve community access and transparency; include strategic plans, e-newsletters, meeting minutes, member bios, video clips and listserv signup							
Meet with local leaders to recruit additional stakeholders to join efforts							
Develop and implement comprehensive marketing/communications plan							

DFC Goal 1: Increase Community Collaboration

Objective 1.2: By September 2018, increase coalition capacity to implement policy-based, community-level approaches as measured by no less than 75% of coalition membership participating in training and documented in meeting minutes.

Strategy: Enhance Skills

Activity	Fiscal Agent	PM and PC	Capacity Dev	Marketing/Media/ Public Policy	Youth	School & Community	Provider Outreach
Coordinate with area coalitions and orgs to create an event calendar and bring together experts to obtain training on relevant topics including on diversity, media advocacy, sustainability							
Provide training on cultural competence & diversity							
Provide training on sustainability planning							
Attend CADCA National Leadership Forum							
Attend CADCA Mid-Year Training Institute							

DFC Goal 1: Increase Community Collaboration

Objective 1.3: By September 2018, support the development of middle school and high school YSUP! Rowan Youth Council to provide student perspectives both of the scope of local substance use and effective ways to address it, and hold no less than four (4) meetings as documented by meeting minutes. Strategy: Provide Information/Enhance Skills

Activity	Fiscal Agent	PM and PC	Capacity Dev	Marketing/Media/ Public Policy	Youth	School & Community	Provider Outreach
Recruit additional youth interested in reducing substance use in their community							
Provide training on environmental prevention and media advocacy to youth to assist in development of youth-led training							
Provide opportunities for youth to contribute input, leadership and community service to coalition							
Hold regular Youth Council meetings							

DFC Goal 2: Reduce Youth Alcohol Use

Objective 2.1: By September 2018, decrease alcohol use among Rowan County high school students (10th – 12th grade) as measured by reports of past 30-day alcohol use on the PRIDE Survey or Youth Risk Behavior Survey (YRBS) from baseline of 10.4% to 9.36% (10% decrease).

Strategy: Provide Information

Activity	Fiscal Agent	PM and PC	Capacity Dev	Marketing/Media/ Public Policy	Youth	School & Community	Provider Outreach
Implement multi-media awareness campaign about existing laws regarding providing alcohol to minors							
Host town hall meetings to inform the public of the dangers of youth alcohol use							
Host quarterly community meetings focused on parents, guardians, caregivers and other adults							
Create a media advocacy campaign to support social host liability laws							
Develop a youth-led social norms marketing campaign in collaboration with other youth-focused programs and projects							

DFC Goal 2: Reduce Youth Alcohol Use

Objective 2.2: By September 2018, reduce the rate of middle school students who have ever used a prescription medication not prescribed for them by the baseline of 13.3% to 11.3% (a 15% reduction), as measured by the PRIDE Survey or Youth Risk Behavior Survey (YRBS).

Strategy: Provide Information

Activity	Fiscal Agent	PM and PC	Capacity Dev	Marketing/Media/ Public Policy	Youth	School & Community	Provider Outreach
Develop coalition position statement against the misuse of pain medications							
Host town hall meetings on the dangers of youth prescription drug misuse for audiences and at venues across Rowan County							
Work with healthcare providers (Community Care Clinic; Novant Rowan Health Care Center; Salisbury VA Medical Center; pharmacies, physicians, dentists, etc.) to promote the discussion of medication safety with their patients							
Meet with local Realtor Associations to provide information on the importance of home sellers securing their prescription medications to prevent theft during showings and open houses							

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Strategy: Enhance Skills/Reduce Barriers

Activity	Fiscal Agent	PM and PC	Capacity Dev	Marketing/Media Public Policy	Youth	School & Community	Provider Outreach
Foster partnerships with pharmacies to advocate for the inclusion of information in prescription medication bags on where/how to dispose of unused or expired medication and the importance of keeping medication in a locked, secured location							
Reduce accessibility of drugs by youth intending to use them non-medically by encouraging parents, guardians and caregivers to inventory and secure their medication through community events, publicity, etc.							
Make permanent drop boxes accessible at all hours by coordinating with law enforcement to provide an "after hours" number in all municipalities							
Encourage additional use of drop boxes by providing stickers to cover prescription bottle personal information to ensure anonymity							
Assist in the semi-annual medication take-back events in Rowan County to increase awareness about safe disposal and permanent drop boxes							

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Strategy: Modify and Change Policy

Activity	Fiscal Agent	PM and PC	Capacity Dev	Marketing/Media/ Public Policy	Youth	School & Community	Provider Outreach
Promote the use of screening and brief intervention (SBIRT) for adolescents by healthcare providers							
Promote the use of North Carolina's Controlled Substance Reporting System (CRCS) by all medication prescribers and dispensers							
Partner with Community Care Clinic of Southern Piedmont to provide Pain Management training for physicians at least annually							