

DFC Goal I: Increase community collaboration

Objective I-1: Expand the coalition membership.

Strategy I-1-1: Sponsor numerous meetings, forums and trainings to provide opportunities for members of every sector of the community to learn about and become involved in PPAC.

Activity	Responsible Party/Parties	Target Date (By when?)
Conduct coalition meetings	Proj. Coord. L'italia Restaurant – in-kind	Bi-monthly
Conduct Key Leader Advisory Board meetings.	Proj. Coord.	Quarterly
Conduct forums and training workshops for critical issues and local concerns.	Proj. Coord. Schools provide space, staff, supplies – in-kind.	Three/year

Strategy I-1-2: Promote a “Winning” image through a Prevention Works theme.

Activity	Responsible Party/Parties	Target Date (By when?)
Develop and integrate the “Prevention Works” theme into all presentations and materials.	Proj. Coord. Coalition Memb. Eval. Consultant – DFC and in-kind.	Ongoing

Strategy I-1-3: Promote use of PPAC’s Allegany County Comprehensive Substance Abuse Prevention Plan

Activity	Responsible Party/Parties	Target Date (By when?)
Update needs assessment component of the Strategic Prevention Plan to reflect the 2011 Risk and Protective Survey results.	Eval. Consultant, Project Coordinator	December 2011
Continue to promote the use of the plan as a resource document at all forums and meetings.	Proj. Coord., Coalition Members.	Ongoing

Objective I-2: Formalize PPAC coalition structure

Strategy I-2-1. Key Leader Advisory Board develops structure and procedures for the coalition leadership.

Activity	Responsible Party/Parties	Target Date (By when?)
Implement the PPAC Sustainability Plan	Key Leaders	Ongoing

Objective I-3: Increase Collaboration Among PPAC Partners

Strategy I-3-1: Continue to develop Sector Action Groups to collaborate with PPAC and coalition members.

Activity	Responsible Party/Parties	Target Date (By when?)
Conduct School Nurse Conferences to provide information about student substance abuse issues to school administrators, faculty, law enforcement and parents.	School Nurse Network of Allegany County (SNNAC) in collaboration with school districts, PPAC partners.	Spring 2012 and Fall 2011
Annual Allegany County Youth Summit	Teen Action Board (TAB), ACCORD 21 st Century HS Manager, PPAC, Sheriff's Office, six school districts, Reality Check	March 2012
Conduct Pill Disposal Days (Pill Drops)	PPAC, Allegany County Sheriff's Office, ACASA, COPOW, school districts.	Fall 2011 Spring 2012

DFC Goal II: Reduce youth substance use

Objective II-1: Reduce availability of substances.

Strategy II-1-1: Implement Communities Mobilizing for Change on Alcohol (CMCA)

Activity	Responsible Party/Parties	Target Date (By when?)
Continue to assess community perception of and solutions to underage drinking.	CMCA Workgroup, Proj. Coordinator Eval. Consultant.	Ongoing
Increase capacity of CMCA Workgroup	Proj. Coord., CMCA Workgroup	Ongoing
Continue to implement CMCA action plan	CMCA Workgroup, Proj. Coord., Eval. Consultant.	Ongoing

Strategy II-1-2: Increase awareness of alcohol content in alco-pop energy drinks.

Activity	Responsible Party/Parties	Target Date (By when?)
Continue to provide alco-pops educational display boards for placement in retail outlets.	Coalition members.	Ongoing
Continue to obtain written agreement from retailers.	Coalition members.	Ongoing

Strategy II-1-3: Increase adult awareness of the Zero Tolerance Law.

Activity	Responsible Party/Parties	Target Date (By when?)
Continue to place “Sticker Shock” stickers on display cases and beverage packages in retailers.	ACASA, New York State Police	One or more major retailer by April 2012
Continue to obtain written agreements from retailers.	ACASA, New York State Police	1 or more retailer by 5/12

Strategy II-1-4: Provide alternative, alcohol-free family oriented community events.

Activity	Responsible Party/Parties	Target Date (By when?)
Promote and develop events in small communities.	Coalition members, local faith communities	November 2011 and July 2012
Continue to collaborate with existing alcohol-free family oriented events, e.g. cross-promotion, share volunteers.	Coalition members, local faith communities	Ongoing

Strategy II-1-5: Remove unused medications from homes in Allegany County.

Activity	Responsible Party/Parties	Target Date (By when?)
Conduct Pill Disposal Days (Pill Drops)	PPAC, Allegany County Sheriff’s Office, ACASA, school districts.	Fall 2011 and Spring 2012
Distribute media messages to inform community about dangers of meds and the need of proper disposal and limited access.	PPAC, ACASA, SNNAC, CA-BOCES	Fall 2010 and Spring 2011
Distribute media messages to inform public about the dangers of driving while using prescription & OTC medications.	ACASA CA BOCES Proj. Coordinator	Ongoing

Strategy II-1-6: Reduce availability of tobacco to young people.

Activity	Responsible Party/Parties	Target Date (By when?)
Cross-promote and support the efforts of Reality Check point-of-sale initiative.	Proj. Coordinator Coalition members.	Ongoing
Evaluate effectiveness of Reality Check	Evalumetrics Research	Ongoing

Objective II-2: Enact regulations and policies that reduce access to substances.

Strategy II-2-1: Promote best practices in alcohol service at community events.

Activity	Responsible Party/Parties	Target Date (By when?)
Continue to distribute best practices to organizations, planning committees and others who sponsor community events.	Proj. Coord. CMCA Workgroup, Coalition members, Key Leaders, civic organizations	Ongoing
Conduct an observational study of use of best practices at community events.	Eval. Consultant, CMCA Workgroup and coalition members.	Five events by September 2012
TIPs Training	ACASA Project Coordinator	Ongoing

Strategy II-2-2: Promote organizational policies that support alcohol-free fundraising activities.

Activity	Responsible Party/Parties	Target Date (By when?)
Continue to sponsor round-table discussion of alcohol-free fundraising options for organizations.	Proj. Coord., Eval Consultant and Coalition members who represent organizations that do fundraising.	Spring 2012
Distribute model alcohol-free fundraising policies.	Proj. Coord., Eval Consultant; PPAC members that fundraise	July 2012
Distribute model alcohol-free fundraising policies.	Proj. Coordinator	Ongoing
Obtain agreements from PPAC members to implement alcohol-free fund-raising policies.	Proj. Coord., Coalition members, Key Leaders.	September 2011

Strategy II-2-3: Increase the number of retail tobacco distributors that have written policies prohibiting tobacco company or product advertising.

Activity	Responsible Party/Parties	Target Date (By when?)
Obtain local municipality resolutions opposing tobacco advertising and calling on retailers to adopt voluntary policies.	Reality Check Coordinator and Reality Check youth.	June 30, 2012
Obtain 3community-based organization resolutions opposing tobacco ads calling on retailers to make voluntary changes.	Reality Check Coordinator and Reality Check youth	December 1, 2011

Objective II-3: Create norms that support drug-free behaviors.

Strategy II-3-1: Implement Safe Homes Parent Network.

Activity	Responsible Party/Parties	Target Date (By when?)
Distribute Safe Homes pledges.	Proj. Coord., SNNAC, Coalition members	November 2012
Promote Safe Homes at community forums, annual meeting and parent meetings.	Safe Homes Parent Leader, Proj. Coordinator	One per quarter .

Strategy II-3-2: Increase media advocacy to increase public perception of harm.

Activity	Responsible Parties	Target Date (By When?)
Expand Critical Issue Media Response Teams for each several critical issues.	Project Coordinator Eval. Consultant Coalition members	Summer 2011
Distribute Media Kits to all print and electronic media immediately after critical events.	Project Coordinator	Immediately following critical events

Strategy II-3-3: Promote non-smoking norms by initiating a smoke-free movie initiative to eliminate smoking and tobacco imagery from movies rated G, PG or PG-13 that contain smoking or tobacco product placement.

Activity	Responsible Party/Parties	Target Date (By when?)
Obtain smoke free resolutions to be sent to the Att General's office file studio parent companies.	Reality Check Coordinator and Reality Check youth	June 30, 2012
Collect 500 letter, postcards/ticket stubs to be sent to film companies.	Reality Check Coordinator & youth	June 30, 2012
Conduct local events such as street marketing, stomps Int'l Day of Action.	Reality Check Coord and RC youth	March 2012