

## **DRUG FREE MONTCALM 12-MONTH ACTION PLAN FOR PROGRAM YEAR 2012**

### **DFM GOAL 1: INCREASE COMMUNITY COLLABORATION**

**Objective 1:** *Parental Attitudes: Increase community/parental concerns on underage drinking.*

**Strategy 1:** *Provide information to the community to increase awareness of SUD issues.*

A community awareness / media campaign.

Data will be collected on parental attitudes.

**Strategy 2:** *Modify or enhance policies as needed*

Provide assistance to schools regarding the implementation of DFM recommendations on school policies related to substance use disorder issues.

**Objective 2:** *Advocacy for prevention capacity.*

**Strategy 1:** *Provide information to the community to increase awareness of SUD issues.*

Increase organizations signing the Community Resolution by an additional 10%.

Presentations to those organizations who have previously signed Community Resolutions supporting DFM goals, reporting on DFM activities ('annual report card') and an invitation to participate in the advocacy network.

**Strategy 2:** *Develop an advocacy initiative.*

Develop a Community Advocacy Network inclusive of

- 1) Individuals &
- 2) Organizations

**Objective 3:** *Promoting prevention initiatives through community collaboration activities.*

**Strategy 1:** *Support Substance Use Disorder Prevention initiatives.*

Support Project Save Our Children.

Support smoke free communities and recreation areas.

Support the Ionia-Montcalm Drug Court.

Support the Montcalm County Medication Drop-Off initiative.

Support the Montcalm Business Networking initiative.

**Strategy 2:** *Support 2012 Assessment Initiatives*

Support and participate in the planning and implementation of a county wide Community Assessment initiative.

Promote a planned implementation of the 2012 MiPHY student assessment survey.

Using law enforcement data assess the levels of drugged driving.

Assess the community perception of drugged driving.

Develop questions on prescription drugs to use with adult surveys in the community.

Represent the community prevention view in the development of a regional Recovery Oriented Systems of Care.

**Objective 4:** *Promote internal coalition capacity and increase sustainability factors.*

**Strategy 1:** *Promote the use of effective organizational factors.*

Review and revise current organizational and operational processes inclusive of Membership, Diversity, Cultural Competency, and Sustainability factors.

### **DFM GOAL 2: REDUCE YOUTH SUBSTANCE USE**

**Objective 1:** *Assist alcohol and tobacco vendors with sales compliance practices.*

**Strategy 1:** *Provide support to those involved in prevention initiatives.*

Implement alcohol compliance checks with 75% of the vendors.

Implement tobacco compliance checks with 75% of the vendors.

Implement alcohol vendor education with 75% of the vendors.

Implement tobacco vendor education with 75% of the vendors.

Train at least one additional volunteer or staff to hold Techniques on Alcohol Management or similar training for local business employees.

**Objective 2:** *Increase youth involvement in prevention.*

**Strategy 1:** *Initiate activities to invite youth participation and leadership in prevention initiatives.*

Promote youth participation in a local, regional or state leadership conference.

Hold a youth summit to promote youth leadership at a local level.

Provide Youth Grants to stimulate youth activities at the local level.

Advocate to youth for prevention messages on social networking sites.

Advocate for websites with prevention messages.

**Strategy 2:** *Reduce youth tobacco use.*

Support youth tobacco cessation.