

Allegan Substance Abuse Prevention Coalition Strategic Plan

Approved on December 20, 2007

Mission Statement:

“Uniting the community to identify and solve substance abuse issues”

Guiding Principles:

1. We believe that we each own a piece of the problem and are thus part of the solution.
2. We believe that youth in a strategic position of decision-making will add value to Countywide prevention efforts.
3. We value a prevention systems approach that is data driven, responsive to community needs, and flexible.
4. Effective prevention requires mobilization and participation by all stakeholders who will share community resources and partner for effective solutions.
5. We believe our county must have a united voice and collective purpose in keeping our youth drug free.
6. We believe that youth that have established a sense of belonging with family, community, faith-community and school are less likely to use drugs.

GOAL #1: Ensure sustainability of a dynamic prevention plan and implementation process.

Objective 1.1: Build and sustain a broad-based membership necessary to effectively implement the strategic plan.

Strategies:

- Recruit stakeholders from various sectors to become involved in ASAP.
- Present the results of data collection and the strategic plan in order to increase awareness of the coalition in the community.
- Mobilize membership to advocate with funders/legislators to maintain and/or increase resources to support prevention activities.

Objective 1.2: Establish and maintain bylaws to guide group processes and define the various roles/responsibilities of ASAP.

Strategies:

- Develop and adopt bylaws based on best-practice coalition practices.
- Biennially (or as needed) review the bylaws and revise as necessary.

Objective 1.3: Ensure that the strategic plan is revised as necessary to reflect the changing needs of Allegan County.

Strategies:

- Monitor drug trends and revise strategic plan to address new drug problems as identified.
 - Administer a consistent youth behavior survey biennially to 7th, 9th and 11th graders.
 - Biennially collect and report regional and statewide social indicator data related to substance abuse.
 - Systematically monitor and interpret trends as indicated by the collected data.
- Evaluate the effectiveness of implemented strategies and use evaluation results to improve efforts.

GOAL #2: Reduce youth use of alcohol, tobacco, marijuana and other drugs.

Objective 2.1: Reduce the percentage of youth that have easy access to alcohol, tobacco, prescription, and over the counter drugs.

Strategies:

Alcohol:

- Promote responsible beverage service of alcohol retailers:
 - Conduct ongoing law enforcement compliance checks with alcohol retailers.
 - Ensure that alcohol retailers and their staff receive responsible beverage service (RBS) training.
 - Increase awareness of penalties for serving minors.
 - Ensure that volunteer servers receive responsible beverage service training.
- Develop and promote messages through established means of communication through community agencies. (agency newsletters, pamphlets)
- Increase community awareness of the penalties for providing alcohol to a minor, including parents and older peers.
- Increase community awareness of the penalties for providing alcohol to a minor, including parents and older peers.
- Increase awareness of social host laws and the legal consequences.
 - Promote consistent and active enforcement of social host laws.
 - Publicize enforcement activities and the results.
- Incorporate parental responsibility into existing programs that work with parents (including MIP classes).
- Encourage community residents to report underage parties to law enforcement for targeted party patrols.

Tobacco:

- Ensure that tobacco retailers do not sell to minors:
 - Conduct law enforcement compliance checks with tobacco retailers.
 - Promote & educate retailers on responsible tobacco retailing practices.
 - Increase the perception of consequences for selling tobacco to minors.
- Identify common youth smoking areas and conduct targeted, visible enforcement activities. (support schools)

Prescription and Over the Counter Drugs (OTC):

- Educate parents and adults on ways to reduce youth access to prescription and OTC drugs.
- Partner with physicians to promote appropriate prescription drug practices.
- Provide resources to pharmacies to aid in the education of clients about appropriate storage and use of controlled prescription drugs.
- Identify and promote appropriate methods for community residents to dispose of prescription medications.
- Partner efforts with the state medicine abuse workgroup to review and promote effective materials, strategies, and resources.

Objective 2.2: Increase the percentage of youth reporting accurate peer use of alcohol, tobacco, and marijuana.

Strategies:

- Support the Allegan Pro-Youth team & Peer Assisted Leadership (PALs) program youth in promoting and educating their peers that most kids don't use alcohol, tobacco and other drugs.

Objective 2.3: Increase the percentage of youth reporting that their parents and adults in their life will not tolerate underage alcohol, tobacco, and marijuana use.

Strategies:

- Encourage adults to tolerate NO underage alcohol consumption and to role model responsible adult consumption.
- Partner with parent network organizations to establish and promote a directory of parents who agree to appropriately monitor youth and not allow underage alcohol, tobacco or other drug use in their homes.
- Raise awareness of the potential risks to youth who consume alcohol.

Objective 2.4: Increase the percentage of youth who report alcohol, tobacco, marijuana, and prescription and over-the-counter drug abuse as high risk behavior.

Strategies:

- Raise awareness of the physical, social, and legal consequences of underage alcohol, tobacco, and marijuana use and/or possession.
- Promote awareness of the legal consequences of controlled substance misuse and possession.
- Partner efforts with the state level medicine abuse work group to review and promote effective materials, strategies, and resources to reduce medicine abuse.
- Align and support the Peer Assisted Leadership (PALs) and Pro-Youth Team in prevention efforts.

GOAL #3: Sustain the coordinated system and effective services initiated as the methamphetamine task force.

Objective 3.1: Monitor the system to ensure that services and strategies implemented are effective and continue to meet the changing needs of Allegan County.

Strategies:

- Assess developed protocols for current relevance and modify when necessary.
- Develop a system to track methamphetamine-related trends and modify efforts as necessary.

Objective 3.2: Ensure the necessary resources to continue effective efforts and collaboration of the Methamphetamine Task Force.

Strategies:

- Maintain and update resources for community residents and professionals in regard to methamphetamine and promote through the Allegan County meth website.
- Identify funding opportunities to support efforts of the coalition and organizations working to address methamphetamine-related problems.

Goal #4: Reduce alcohol related traffic crash injuries and fatalities in Allegan County.

Objective 4.1: Partner with the Lakeshore Prevention collaborative (LPC) to identify and implement effective strategies to reduce alcohol related traffic crashes in Allegan County.

Strategies:

- Review Allegan County data to identify components of the LPC regional strategic plan that are most appropriate to Allegan County.
- Develop and implement Allegan County specific strategies.
 - Advocate for increased law enforcement patrols during times with high alcohol related traffic crashes.
- Partner with and promote efforts of the LPC regional workgroup.