

## **Drug Free Communities Support Program** **Work Plan for Year 4 (2006-2007)**

**Goal One: Reduce substance 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 risk of substance use.**

**Objective 1: Schools will sustain science-based substance abuse prevention programs**

▪ **Activities/Strategies: School Program Mapping Project**

The KYDS Coalition will continue to work with the target school districts to accomplish the school program mapping project. The school program mapping project will act as a tool that will inventory all substance abuse prevention programs in the participating school districts. There will be multi-levels to this process such as categorizing the programs, looking at the population they target (universal, indicated or selective), when they are implemented, by who, is there overlap, what risk and protective factors are they addressing, are there gaps, etc. This mapping project is the starting point for each of the school districts to put a strategic plan in place to prevent substance use and other high risk behaviors.

Timeline: The school program mapping project will be completed by the end of year 5. Deadlines and completion dates of project progress will be made as the project moves forward.

Measure: All participating school districts will have the school mapping project complete and a strategic plan in place to address substance abuse prevention.

Sector(s) Responsible/Involved: The School Committee, consisting of multiple sectors, School Building personnel, KYDS Coalition Project Specialist and Evaluation Specialist.

▪ **Activities/Strategies: Reconnecting Youth training**

Reconnecting Youth (RY), a science-based prevention program to target at-risk youth, was chosen through the CTC process to fit a need in the community and is being implemented in most of the KYDS Coalition target school districts. The KYDS Coalition will expand this program into the community by sponsoring a training. Newly joined school districts to the KYDS Coalition will be invited to have staff attend. School districts already implementing the program will be offered the opportunity to expand and enhance this program by having additional staff trained.

Timeline: The Reconnecting Youth Training will be held in the beginning of October. This will allow the teachers to have a full semester to plan for the implementation of the program to begin in January.

Measure: Two additional school districts will be participating in the program.

Sector(s) Responsible/Involved: The School Committee, consisting of multiple sectors, school district personnel, KYDS Coalition Project Specialist and Lourdes Youth Services.

**Objective 2: The KYDS Coalition will coordinate trainings with retail establishments that sell and serve alcohol and tobacco, and initiate compliance checks.**

▪ **Activities/Strategies: Alcohol and tobacco server trainings**

The KYDS Coalition will co-sponsor trainings to educate bar and convenience store staff on the laws of serving alcohol and tobacco to minors. The KYDS Coalition will continue to partner with local law enforcement agencies to co-sponsor alcohol server trainings. The trainings this year will expand to additional establishments to encompass more of the community. The KYDS Coalition will also continue to coordinate, with the Broome County Health Department, tobacco trainings.

Timeline: Alcohol trainings will be held in May and September. Six tobacco trainings will be held by the end of the year. The trainings will be held every other month throughout the year. Tobacco trainings will be held every other month.

Measure: Two alcohol server trainings will be held by the end of the year. Six tobacco trainings will be held by the end of the year.

Sector(s) Responsible/Involved: The Youth Family and Community Committee, consisting of multiple sectors, local law enforcement and the Broome County Health Department.

▪ **Activities/Strategies: Compliance checks**

The KYDS Coalition will continue to work with the Broome County STOP DWI Program and the Adolescent Tobacco Use Prevention Act (ATUPA) to conduct alcohol and tobacco compliance checks. These compliance checks will be done at the establishments that attended the tobacco and alcohol server trainings as a follow up to see if they are complying as well as establishments that did not attend the trainings. If the establishments that did not attend the trainings fail the compliance check they will be encouraged to attend the trainings. The KYDS Youth Coalition will work with ATUPA to do the tobacco compliance checks.

Timeline: As scheduled by the STOP DWI Program and ATUPA.

Measure: Three tobacco and three alcohol compliance checks will be completed by the end of the year.

Sector(s) Responsible/Involved: The Youth Family and Community Committee, consisting of multiple sectors, local law enforcement, STOP DWI Program, Adolescent Tobacco Use Prevention Act (ATUPA) and the Youth Coalition.

**Objective 3: The KYDS Coalition will examine multi-level policy changes around substance abuse in Broome County.**

▪ **Activities/Strategies: Promote Drug Free School Zones**

The KYDS Coalition will educate the school districts on the Safe and Drug Free School Zone policies, promote the policies and encourage the school districts to participate. If schools are already participating in the Safe and Drug Free School Zones, the KYDS Coalition will encourage them to expand their zones around the school campuses. The KYDS Coalition will also work with the school districts on enforcing the policies.

Timeline: Partner school districts of the KYDS Coalition throughout the year will work toward either putting in place Safe and Drug Free School Zone Policies or enhancing the policies that already exist in the district. The goal of this activity is to have all the participating schools by the end of year five participating in the Safe and Drug Free Schools Zones initiative on their campuses and strictly enforcing them.

Measure: All school district that were not participating in the Safe and Drug Free School Zones initiative will be participating by the end of the year.

Sector(s) Responsible/Involved: The School Committee, consisting of multiple sectors, School District Administrators and the school district community.

▪ **Activities/Strategies: Educate the community on the legal consequences of using false ID, underage drinking and supplying a minor with alcohol or tobacco**

In effort to create policy change in the community the KYDS Coalition will educate the community on the legal consequences of using false identification, underage drinking and supplying a minor with alcohol. Community education will be done by displaying signs in bars, convenience stores, and restaurants in the community. The KYDS Coalition will initially target the establishments around the school districts that have open lunches and then expand into the other school district communities. The KYDS Coalition will partner with law enforcement agencies in the community to assist with the enforcement of these laws.

Timeline: This will begin in the second quarter and continue through the fourth quarter.

Measure: By the end of the fourth quarter signs will be in restaurants, bars and convenience stores in all school district communities with open lunches.

Sector(s) Responsible/Involved: The Youth Family and Community Committee, consisting of multiple sectors, the business community, law enforcement agencies.

▪ **Activities/Strategies: Promote the Underage Drinking Law Act**

The KYDS Coalition, in effort to create multi-level policy change will promote the Underage Drinking Law Act. The KYDS Coalition will disseminate information to the community on the Underage Drinking Law Act, on the local statistics related to underage drinking, and on the risks and consequences of underage drinking. The KYDS Coalition will also promote sending letters to state legislators and local officials via pocket sized cards, brochures, website, PSA and TV commercial. The KYDS Coalition will add a link to their website that will electronically send letters to the respected state legislators and county officials.

Timeline: A webpage link on underage drinking information will be put on the KYDS Coalition website in October, informational materials will be disseminated in the community October through March. Promote and encourage community members to support the law in March through June.

Measure: Number of letters sent to represented state legislators and county officials.

Sector(s) Responsible/Involved: All KYDS Coalition Committees, consisting of multiple sectors and the CCSI Performance Management Team.

▪ **Activities/Strategies: “Parents Who Host, Loose the Most” media campaign**

The KYDS Coalition will raise awareness on the laws around hosting underage drinking parties, the consequences and the health and safety risks of serving minors. The KYDS Coalition will utilize an already existing media campaign “Parents Who Host, Loose the Most”, a media campaign learned about at the 2006 National CADCA Conference. The public awareness kits for this campaign include a poster, fact sheet, fact card, parent tips and sample press materials. The KYDS Coalition will utilize this kit. The KYDS Coalition will hang the posters throughout the community, put fact sheets and cards in tax statement mailings, mailings to high school student’s parents, grocery store bags, and fast food takeout bags. The KYDS Coalition will encourage local law enforcement agencies to enforce these laws.

Timeline: The KYDS Coalition will begin this media campaign in May and have it run through the end of June when prom and graduation parties are over.

Measure: Media campaign will be complete.

Sector(s) Responsible/Involved: The sectors responsible for this activity will be the Planning Committee, consisting of various community sectors, the Youth, Family and Community Committee, consisting of various community sectors, the School Committee, representing all KYDS Coalition target school districts, the after prom school committees, local grocery stores, and local radio stations.

**Objective 4: The KYDS Coalition will provide education to community members**

▪ **Activities/Strategies: Community presentations**

The KYDS Coalition will provide education to community members related to prevalence of substance use at the local level, community risk and protective factors, and consequences related to substance use. The KYDS Coalition has already presented school district specific information to many of the target school districts Boards of Education, PTA's and Safe and Drug Free School Committees. The KYDS Coalition will continue to educate the community at all levels to incorporate the school district community as a whole. The KYDS Coalition will also continue to hold their Quarterly meetings and keep them open to the community at large.

Timeline: The KYDS Coalition will present to the community groups as they are invited throughout the year.

Measure: Two additional school district will begin educating their community on their school specific data.

Sector(s) Responsible/Involved: The School Committee, the Public Relations Committee, consisting of various sectors and the Youth Coalition.

▪ **Activities/Strategies: Marijuana media campaign**

The KYDS Coalition will implement a marijuana media campaign in effort to change community norms around marijuana use. This media campaign will educate the community on misconceptions and myths associated with marijuana use and will target both youth and parents. The campaign will include printed materials, press releases, and PSA's. The KYDS Coalition will also have a quarterly meeting with marijuana as the focus.

Timeline: The campaign will kick off with KYDS Quarterly meeting in October and will continue until March. Printed materials on marijuana use will be disseminated in the community throughout the year.

Measure: Marijuana media campaign will be complete

Sector(s) Responsible/Involved: The Public Relations Committee, consisting of multiple sectors, and local radio stations.

▪ **Activities/Strategies: Town hall meetings**

The KYDS Coalition will participate in the National Underage Drinking Town Hall Meeting Day by hosting a Town Hall meeting in the community. The KYDS Coalition will also utilize already planned Town Hall meetings to educate the community on topics related to KYDS Coalition goals and objectives.

Timeline: The Underage Drinking Town Hall meeting will be held in March other Town Hall meetings will be attended when planned throughout the year.

Measure: One town hall meeting will be held.

Sector(s) Responsible/Involved: The Youth, Family and Community Committee, Planning Committee, Public Relations Committee, all consisting of various sectors, community members, and town officials.

**Objective 5: The KYDS Coalition will collect data to document reductions of substance use among youth and adults**

▪ **Activities/Strategies: Communities That Care Youth Survey**

The Communities That Care Youth Survey is part of the KYDS Coalition's strategic plan and needs assessment. The survey will be administered to students in the participating school districts. The survey will be administered to students in grades seven through twelve. The survey is administered every two years; this will be the fourth time the survey is administered in the local community on behalf of the KYDS Coalition.

Timeline: The survey will be administered in December.

Measure: The survey will be administered to students in the local school districts.

Sector(s) Responsible/Involved: The School Committee, consisting of various sectors, and school district staff

▪ **Activities/Strategies: KYDS Coalition Parent Survey**

The KYDS Coalition Parent Survey was developed to capture parent's perceptions of acceptance for alcohol, tobacco and other drug use, perceptions of harm and perceptions on various risk factors chosen by the Coalition. The Parent Survey will be administered at various events that the KYDS Coalition attends in the community, at school district open house nights and school related events at each of the participating schools.

Timeline: The survey will be administered at various events throughout the year.

Measure: The survey will be administered at six different events in the community.

Sector(s) Responsible/Involved: The School Committee and Youth, Family and Community Committee, consisting of various sectors.

▪ **Activities/Strategies: KYDS Coalition website**

The KYDS Coalition will develop a website. This website will educate the community on the KYDS Coalition, KYDS Coalition's goals and objectives, substance use information and resources. The KYDS Coalition will use this as a tool to collect data to see the interests in the community by looking at visited web pages.

Timeline: The website will be developed in the first quarter.

Measure: The website hits on each page.

Sector(s) Responsible/Involved: The Planning Committee, consisting of various sectors, CCSI Performance Analyst Team.

**Goal 2: Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State and local and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.**

**Objective 1: The KYDS Coalition will maintain and expand the current coalition links**

- **Activities/Strategies: The KYDS Coalition will partner with Broome Community College and Binghamton University on already existing initiatives geared toward reducing underage substance use.**

Binghamton University and Broome Community College are the two main centers for higher education in the community. Because underage drinking and substance use is prevalent on college campuses the KYDS Coalition will continue to join efforts with them to address underage substance use and assist in their campus initiatives aimed at reducing underage drinking. The KYDS Coalition will also partner with the mentoring programs that the colleges have in place with the local school districts at both the middle school and high school levels.

Timeline: The KYDS Coalition will assist the colleges with their initiatives throughout the year as scheduled. The KYDS Coalition will partner with the mentoring programs in quarters one and two.

Measure: The KYDS Coalition Project Specialist will attend college planning meetings throughout the year.

Sector(s) Responsible/Involved: The Public Relations Committee and Planning Committee, both consisting of various community sectors.

- **Activities/Strategies: Increase school districts on the Executive Board**

The KYDS Coalition currently has eight strong partnerships with the local school districts. The focus of the KYDS Coalition has currently been Broome County school districts. With the recent joining of a Tioga County school district the KYDS Coalition has increased their focus to encompass all school districts under Broome-Tioga BOCES. There are 15 school districts under Broome-Tioga BOCES, eight of which are participating in the KYDS Coalition currently. The KYDS Coalition plans to continue their ongoing recruitment of area school districts until all the Broome-Tioga BOCES school districts are participating in the KYDS Coalition. Letters to the Assistant Superintendents will be sent from the Mental Health Department on behalf of the KYDS Coalition inviting them to join the Coalition.

Timeline: Letters to the Assistant Superintendents will be sent out in October.

Measure: The KYDS Coalition will recruit two more school district by the end of the fourth quarter.

Sector(s) Responsible/Involved: The School Committee, the Membership and Nominating Committee, both consisting of various sectors.

- **Activities/Strategies: Develop Family Support Centers**

The KYDS Coalition was instrumental in the development of the Western Broome Family Support Center that is housed at one of the KYDS Coalition target school districts. The Family Support Centers act as a one stop shopping location for services. The development of Family Support Centers in each of the school communities is one of the long-range goals of the KYDS Coalition.

Timeline: The development of Family Support Centers will always be a work in progress for the KYDS Coalition is always working to expand coalition links and would like to develop a Family Support Center in each school district community.

Measure: One target school district community will be identified for the development of a Family Support Center.

Sector(s) Responsible/Involved: The Resource and Development Committee, the Planning Committee, the Membership and Nominating Committee, all consisting of various sectors, community agencies and organizations that offer services to youth and their families.

**Objective 2: The KYDS Coalition will strengthen links with the community youth**

▪ **Activities/Strategies: Expand and enhance the KYDS Youth Coalition**

The KYDS Youth Coalition acts as a vehicle for change and provides the KYDS Coalition with input related to the goals and objectives of the Coalition. Currently recruitment for the KYDS Youth Coalition is done through the participating school districts. This year we will expand the coalition to be inclusive of youth who are involved in community groups other than through the school districts.

Timeline: The KYDS Coalition will start recruitment in the community groups in the first quarter and will have a meeting of all Youth Coalition members in January.

Measure: The Youth Coalition will have 18 youth on the Coalition.

Sector(s) Responsible/Involved: The Youth, Family and Community Committee, consisting of multiple sectors, and the youth who serve on the KYDS Coalition Executive Board.

▪ **Activities/Strategies: KYDS Youth Coalition will increase involvement in community events**

Members of the KYDS Youth Coalition will increase their involvement in community events/services. Not only will the youth develop activities that they believe are important to them to address substance use issues but they will also get involved with other community events/services that are related. For example, the KYDS Youth Coalition will participate in the STOP DWI Program events. The KYDS Youth Coalition will develop and promote a poster contest for local youth to express why they do not use drugs, what the consequences of using drugs are, and alternate activities to using drugs.

Timeline: The KYDS Youth Coalition will participate in the STOP DWI Program events throughout the year as they are scheduled. The poster contest will be developed in the first quarter and promoted in the second quarter.

Measure: The KYDS Youth Coalition will have participated in at least one STOP DWI event and will have held a poster contest.

Sector(s) Responsible/Involved: The KYDS Youth Coalition, Youth, Family and Community Committee, consisting of multiple sectors, the youth who serve on the KYDS Coalition Executive Board.

**Objective 3: The KYDS Coalition will strengthen links with parents and other adult members of the community**

▪ **Activities/Strategies: The KYDS Coalition will attend participating school districts open houses and other activities**

Reaching out to parents in the community is a critical piece of the KYDS Coalition prevention efforts. The KYDS Coalition will continue to attend participating school district open houses as a means to disseminate information on youth substance use including consequences of supplying

minors with substances, how to talk to your child about substance use and the mission of the KYDS Coalition. The KYDS Coalition this year will request a room that the parents will come to when their child has a study hall on their schedule. During this study hall period the KYDS Coalition will show the video “This Place” and then invite the parents to take action against underage substance use by joining one of the KYDS Coalition committees.

Timeline: The KYDS Coalition will attend the school district open houses in September other events will be attended throughout the year as they are scheduled.

Measure: The KYDS Coalition will have attended an open house in each of the target districts.

Sector(s) Responsible/Involved: The Youth, Family and Community Committee, the School Committee, both consisting of various community sectors, and the school districts PTA’s.

▪ **Activities/Strategies: Presentations and focus groups**

The KYDS Coalition will utilize the video “This Place” as a tool to engage more community members. The KYDS coalition will use the video as an opener for community presentations to civic groups, PTA’s, and faith groups in the community. Following the showing of the video, local data will be presented and focus groups will be facilitated with each of the groups. The focus groups will be tailored to produce actions steps toward reducing underage age substance use for each of the groups. The KYDS Coalition will also partner with Clear Channel TV broadcasting network to air the “This Place” video on the public broadcasting channel to encourage the community at large to support and become involved in the KYDS Coalition’s prevention strategies.

Timeline: PTA meetings will be attended August through September. Faith community meetings will be attended throughout the year. The video will run on the public broadcasting channel periodically throughout the year.

Measure: Two PTA meetings, two civic group meetings and two faith groups will have been attended by the end of the year. The “This Place Video” will have been aired on the Public Broadcasting Channel at a minimum of two times.

Sector(s) Responsible/Involved: The Youth, Family and Community Committee, consisting of various sectors, the school districts, the Public Relations Committee, the local public broadcasting network.

**Objective 4: The KYDS Coalition will make a continued effort to increase community awareness and disseminate the message of KYDS.**

▪ **Activities/Strategies: The KYDS Coalition will attend the annual Police Week**

Police Week is an annual event held to honor Police Officers who have lost their lives in the line of duty. The KYDS Coalition will attend this event in effort to increase awareness of the KYDS Coalition, their goals and objectives and disseminate information on substance use. The KYDS Coalition will also administer the parent survey at this event.

Timeline: Police week will be attended in May.

Measure: Participation in Police Week.

Sector(s) Responsible/Involved: The Planning Committee, consisting of various sectors, and local law enforcement agencies.

▪ **Activities/Strategies: Dasher boards**

The KYDS Coalition will display dasher boards at local Little League fields. The KYDS Coalition will utilize the Youth Coalition to create a message to put on the dasher board and will utilize students at the local colleges studying art to create the dasher board.

Timeline: Dasher boards with the KYDS Coalition message will be put up prior to the baseball little league season.

Measure: Dasher boards will be displayed in the community.

Sector(s) Responsible/Involved: The Planning and Youth, Family and Community Committees, consisting of multiple sectors, the Youth Coalition, and the local colleges.

▪ **Activities/Strategies: Media advocacy**

The KYDS Coalition will implement the strategy of media advocacy by creating Public Service Announcements to disseminate the KYD Coalition message. Giveaways will be used to promote the KYDS Coalition's name, logo and message to raise awareness that the coalition is in the community and making an effort to create opportunities for supportive, healthy, drug-free youth, families and neighborhoods.

Timeline: PSA's will be aired in the second and third quarter. Giveaways will be given out at various events throughout the year that the KYDS Coalition attends.

Measure: Two PSA's will be aired by the end of the fourth quarter.

Sector(s) Responsible/Involved: All KYDS Coalition Committees, consisting of various sectors and the Youth Coalition.

**Objective 5: The KYDS Coalition will sponsor, promote, and involve the community in safe and drug-free family nights**

▪ **Activities/Strategies: Substance free dances**

The KYDS Coalition will sponsor substance free dances in the community. These dances will be held to promote a safe and drug free activity for the youth.

Timeline: A substance free dance will be held every other quarter opposite of the Family Night Outs.

Measure: Two substance free dances will be held.

Sector(s) Responsible/Involved: The Public Relations, Planning and Youth, Family and Community Committee, all consisting of multiple sectors and the Youth Coalition.

▪ **Activities/Strategies: "Family Night Out"**

The KYDS Coalition will coordinate Family Night Outs for youth and their families. Family nights out this year will include a movie night, where a newly released movie will be shown and a game night, during a big game such as the World Series.

Timeline: A family night out will be held every other quarter opposite of the substance free dances.

Measure: Two family nights out will be held.

Sector(s) Responsible/Involved: The Public Relations, Planning and Youth, Family and Community Committee, all consisting of multiple sectors and the Youth Coalition.