



2005 Strategic Plan

Vision

Every child in our community grows up in an environment that is purposefully drug-free

Mission

The Coalition For A Drug-Free Greater Cincinnati promotes drug-free environments for youth by enhancing partnerships to educate, advocate and support locally-based community mobilization

Guiding Principles

Collaboration, Knowledge, Outcomes, Science-based, Cultural Competency, Prevention, Respect, Empowerment

Goals

- Delay the age at which youth begin to use alcohol, tobacco and other drugs
- Decrease the number of youth who are using alcohol, tobacco and other drugs
- Increase youth's perceptions of the personal harms associated with using alcohol, tobacco and other drugs
- Increase the frequency of youth and parents who express their disapproval of youth alcohol, tobacco and other drug use

FIRST OBJECTIVE

CREATE A RESERVOIR OF SOCIALLY AND GEOGRAPHICALLY RELEVANT SUBSTANCE ABUSE PREVENTION/REDUCTION RESOURCES WITHIN MULTIPLE DOMAINS

STRATEGIES

- A. Increase the frequency and effectiveness of parent conversations with youth regarding adolescent substance abuse
- B. Increase the availability and effectiveness of faith-based prevention programs
- C. Increase consistent enforcement of underage drinking laws
- D. Penetrate school sports and extra-curricular programs
- E. Increase frequency and effectiveness of anti-drug messages in the region

ACTION STEPS

- Implement research-based parent training program through partnerships in the community
- Train systems to empower parents to talk with their children more frequently and effectively about alcohol, tobacco and other drugs
- Ensure coordination and consistency between local and regional messages and strategies
- Expand opportunities to provide “parenting for prevention information” to parents
- Continue “Reviving the Human Spirit” faith-based collaborative
- Expand prevention messages through additional faith-based community partnerships and programs
- Identify and secure additional faith-based and community based partnerships for collaboration and programming
- Define the role of Coalition in law enforcement coordination
- Advocate for stricter enforcement of sentencing guidelines
- Create and maintain ongoing dialogue within the Justice System
- Continue Coaches, Kids and Chemicals Clinic
- Replicate core principles of CKC to apply program to other school based extra-curricular programs
- Identify and leverage other successful programs
- Implement the anti-drug media campaign with more precision in messages, medium and target audience
- Build awareness among the media regarding best match of medium to message to audience
- Seek best alternatives to mainstream media in order to reach youth audience effectively
- Equip local coalitions with the tools needed to localize the campaign

OUTCOMES

Impact, Activity, Capacity

- Increase opportunities to reach parents
- Increase types in interaction
- Increase number of parents reached
- Increase incidents of parents talking
- Increase frequency of talks
- Increase of talks
- Increase training opportunities for faith communities
- Increase number of faith communities with programs
- Increase effectiveness of programs
- Number of formal and informal occasions for dialogue
- Number and length of dialogue
- Number of participants
- Numbers of clinics held
- Increase number and diversity of participants (middle school, community sports)
- Increase number of formal programs established
- Increase effectiveness of programs
- Increase media placements
- Increase localities of placements
- Increase effectiveness of media messages

FIRST OBJECTIVE (continued)

STRATEGIES

F. Empower youth to actively participate in prevention program planning, and implementation and advocacy.

G. Decrease the availability of alcohol at youth parties in the region

H. Decrease the risk youth face when having a full-time or part-time job

I. Increase availability and effectiveness of evidence based programs

ACTION STEPS

- Continue student congress and expand membership to more accurately reflect the geographic diversity of the region
- Engage student congress members in leadership skill-building opportunities
- Create Greater Cincinnati PRIDE team to partner with national PRIDE and present to local youth in Junior High Schools throughout the region.
- Increase communication and collaboration between local coalition youth sub-committees and task forces in the region

- Create community wide awareness of risks and the community role in decreasing the risk with seasonal blitz periods (holidays, prom, graduation)
- Educate parents and other adults about the consequences of providing alcohol to minors
- Implement compliance checks with retail liquor outlets
- Educate law enforcement of the risks associated with parties and facilitate stronger enforcement of keg laws
- Provide message and tools to local coalitions for informing schools, parents and youth

- Research the issue to better understand and address the risk
- Partner with the Chamber of commerce
- Partner with youth oriented businesses to pilot program to reduce the risk
- Educate employers, parents and youth about the risk and about what youth need to know

- ORN training schedule
- Highlight training in the region
- Scholarships to training
- Preceptorship class
- Participation in local, state and national training groups/planning groups

OUTCOMES

Impact, Activity, Capacity

- Increase membership in student congress
- Increase diversity of student congress
- Increase students in leadership development
- Improve leadership skills of students
- Increased collaboration across the region among youth sub-committees and task forces

- Decrease number of parties with alcohol present
- Increase enforcement of “party host” laws
- Increase consequences to “party host”
- Decrease in use related to attending parties where alcohol is present

- Increase programs for youth in the workplace
- Increase awareness levels of parents
- Decrease use related to having full or part-time job

- Increase number of certified prevention professionals in the region
- Increase number of programs offered
- Increase effectiveness of programs

SECOND OBJECTIVE
STRENGTHEN,
SUPPORT AND HELP
BUILD ANTI-DRUG
PROGRAMS,
PARTNERSHIPS, AND
ADDITIONAL COALITIONS
THROUGH TECHNICAL
ASSISTANCE AND
CAPACITY BUILDING

STRATEGIES

- A. Increase number of communities engaged in coalitions

- B. Increase the capacity of local coalitions to have sustained impact on youth substance abuse

ACTION STEPS

- Continue 25 Cities
- Replicate 25 Cities in new communities
- Implement geo mapping for service region
- Assess community readiness
- Convene stakeholders in identified communities

- Provide training and technical assistance to local community groups and coalitions in the areas of, science-based prevention, planning, implementation and organizational development
- Facilitate mentoring between local coalitions
- Identify and secure funding from local, state and national sources to support local coalition development

OUTCOMES
Impact, Activity, Capacity

- Increase number of initiating coalitions in the region
- Increase number of planning mini-grants awarded
- Increase number of communities engaged in coalitions

- Number of coalitions mentored
- Increase number of implementation mini-grants awarded
- Increase number of DFC applicants
- Increase number of coalitions moving from initiating to incubating
- Increase number of coalitions moving from incubating to independent
- Increase effectiveness of Risk and Protective factors in communities targeted by mentored coalitions
- Greater percentage reduction in youth use among mentored coalitions than similar communities in the region

THIRD OBJECTIVE
INCREASE DATA-
DRIVEN DECISION
MAKING FOR
PREVENTION
PROGRAMS IN THE
REGION

- A. Collect, analyzes and disseminate substance abuse data for use by CDFGC and local constituents.

- Execute the student drug use survey
- Disseminate data to schools, parents, program providers, funders and other sectors of the community
- Maximize publicity on findings and their application to CDFGC and partner efforts – news conference, radio and TV talk shows, web-based communications, speakers bureau circuit

- Funding secured
- Survey implemented
- Increase number of schools participating
- Increase number of presentations
- Increase number of groups using data to make decisions (planning, evaluation, funding)