

Drug Free Communities - Medford Work-Plan 2007-2008

Youth Advisory Council (YAC) and YAC Advisor

Goal	Objective	Strategy ¹	Activity	Process/Outcome	Collaborators	Resource
Goal 1) 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 factors that minimize the risk of substance abuse.	Objective 1) 100% of alcohol sales outlets in Medford will comply with youth alcohol sales laws.	Environmental: Reduce youth access to alcohol through merchant education, public awareness and law enforcement.	Conduct Alcohol Compliance Checks at 12 alcohol sales outlets. ²	<ul style="list-style-type: none"> • Process: 12 Compliance Checks are completed • Outcome: 100% compliance with youth alcohol sales laws 	<ul style="list-style-type: none"> • Medford Police • Youth Advisory Council (YAC) • YAC Advisor 	<ul style="list-style-type: none"> • Mothers Against Drunk Driving (MADD) Youth In Action Program
	Objective 2) Young adults and adults will decrease their willingness to provide alcohol for minors.		Conduct 30 Shoulder Tap Surveys. ³	<ul style="list-style-type: none"> • Process: 30 Shoulder Tap Surveys are completed • Outcome: 100% refusal to purchase alcohol for youth 		

¹ Strategies are evidence based models, best practices, and policies upon which specific strategies/activities are based.

² With the help of the local police department, young people act as underage buyers of alcohol. If the clerks do not ask for ID and make the sale, the police may cite or arrest the store clerk.

³ With law enforcement present to ensure safety, a young person (or group of young people) approaches adults outside a retail store that sells alcohol and asks if the adult would be willing to purchase alcohol for them because they are too young to legally buy. Those that answer “yes” receive a card outlining the law and the penalty for furnishing alcohol to a minor. Those that answer “no” are handed a card thanking them for serving their community by refusing to provide alcohol to a minor.

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			Implement 2 Regional Sticker Shock Campaigns at 5 alcohol sales outlets ⁴	<ul style="list-style-type: none"> • Process: 2 Sticker Shock Campaigns are completed at 5 alcohol sales outlets • Outcome: Change in parental attitudes towards provision of alcohol to minors (parent survey) 	<ul style="list-style-type: none"> • Medford Police • YAC • YAC Advisor • Local Retailers 	
	Objective 3) 50 adults and 5 key organizations will learn how to promote protective factors through the use of the Assets Model.	Individual: Adults will be trained by youth leaders on the Assets Model.	Train 20 youth in Asset Model. 50 adults trained by youth leaders.	<ul style="list-style-type: none"> • Process: 20 youth trained • Process: 50 adults trained by youth leaders • Outcome: 50 adults reported increased knowledge of how to promote protective factors through the use of the Assets Model. 	<ul style="list-style-type: none"> • NCHC • YAC • YAC Advisor • SADD Advisor and youth 	<ul style="list-style-type: none"> • 40 Developmental Assets • Search Institute • SADD
	Objective 4) 5 key organizations will learn how to promote protective factors through the use of the Assets Model.	Individual: Organizations will be trained by youth leaders on the Assets Model.	Train 20 youth in Asset Model. 5 organizations trained by youth leaders.	<ul style="list-style-type: none"> • Process: 20 youth trained • Process: 5 organizations trained by youth leaders • Outcome: 5 organizations reported increased knowledge of how to promote protective factors through use of the Assets Model 		

⁴ Youth Teams meet with local retailers that sell alcohol and ask permission to place warning stickers on the packaging of alcohol products (mostly beer). The stickers are very visible and warn of the consequences of purchasing alcohol for people under the age of 21. This project is designed to remind adults that they can be arrested for purchasing alcohol for minors.

Goal	Objective	Strategy ¹	Activity	Process/Outcome	Collaborators	Resource
Goal 2) MHM will strive to establish and strengthen collaboration among communities, private-nonprofit agencies, and Federal, State, local and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.	Objective 5) Promote youth development through active YAC provide leadership, input to MHM and conduct ATOD prevention programming.	Individual: Empowered youth should be a meaningful part of community change and healthy norms.	Maintain YAC of at least 8 members to meet weekly for 2-hour sessions.	<ul style="list-style-type: none"> • Process: Membership will remain at 8 • Process: YAC will meet weekly • Process: Youth will facilitate meetings • Outcome: Results of participant evaluation surveys/interviews 	<ul style="list-style-type: none"> • YAC Advisor • YMCA 	<ul style="list-style-type: none"> • Youth Development trainings from the “BEST Initiative” and the Assets Model
			Coordinate opportunities (projects, training and networking) for YAC to work together with other youth and adults in the region working on substance abuse prevention.	<ul style="list-style-type: none"> • Process: Regional youth initiatives (Sticker Shock, Compliance Checks, Policy work) implemented • Outcome: Results of participant evaluation surveys/interviews 	<ul style="list-style-type: none"> • YAC Advisor • YAC • YMCA 	<ul style="list-style-type: none"> • YIA schedules from surrounding communities • Mass Bureau of Substance Abuse Services prevention department • NCHC regional alcohol and other drug networking lunches
Goal 3) Adults will actively strengthen protective factors and decrease risk factors that impact youth use of alcohol and other drugs.	Objective 6) Parents and other significant adults will increase their perception of harm and disapproval of youth ATOD use.	Environmental: Public education can increase community awareness, and understanding of healthy community norms.	Conduct social marketing campaign, directed by YAC	<ul style="list-style-type: none"> • Process: 300 adults educated • Outcome: Results of campaign evaluation survey/interviews • Outcome: Parents report increased perception of harm and disapproval of youth ATOD use. 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • YAC • NCHC • Local cable/media 	<ul style="list-style-type: none"> • Social Marketing Information • Materials needed in compiling social marketing campaign

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Goal 4) Medford youth will have accurate perception of the risks and increased healthy norms regarding ATOD use.	Objective 7) Increase knowledge of risks and increase youth perception of the risks of ATOD use among youth ages 8-18.	Environmental: Public education using accurate and meaningful ATOD information can help encourage normative understanding and behaviors.	Implement educational and social marketing campaigns for youth age 8-18 with public service announcements (PSAs) directed by YAC.	<ul style="list-style-type: none"> ● Process: 100 youth educated through campaign ● Outcome: 100 youth report an increase in perception of risk of ATOD use 	<ul style="list-style-type: none"> ● YAC ● YAC Advisor ● Media ● YMCA 	<ul style="list-style-type: none"> ● Hardware and software located at the YMCA ● FACE PSAs ● Social Norms Training

Youth Substance Abuse Prevention (YSAP) Task Force

Goal	Objective	Strategy	Activity	Process/Outcome	Collaborators	Resource
Goal 1) 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 factors that minimize the risk of substance abuse.	Objective 2) An increase of 10% youth in Medford will report understanding the consequences of alcohol and other drug use and abuse.	Individual: Implement model program in High school that teaches healthy peer norms and increases refusal skills.	Implement a model prevention program, such as Class Action in grades 9-12.	<ul style="list-style-type: none"> • Process: Program implemented • Outcome: 10% more students will report understanding of consequences of ATOD use 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • Medford Public Schools 	<ul style="list-style-type: none"> • CTC Survey • Hazelton's curriculum and the classroom packets
Goal 2) MHM will strive to establish and strengthen collaboration among communities, private-nonprofit agencies, and Federal, State, local and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.	Objective 3) Enhance youth development and leadership in ATOD prevention and Assets Model.	Individual: Empowered youth should be a meaningful part of community change and healthy norms.	Establish a high school SADD chapter.	<ul style="list-style-type: none"> • Process: SADD chapter established with at least 10 members • Outcome: Youth report increased understanding of assets. 	<ul style="list-style-type: none"> • Project coordinator • YSAP Task Force • Schools • NCHC • SADD Advisor 	<ul style="list-style-type: none"> • Sample panel compositions • Information on Hosting a Panel Discussion • Complete CTC Report • SADD Advisor trainings
			SADD members and SADD Advisor trained in Assets Model.	<ul style="list-style-type: none"> • Process: Training conducted • Outcome: Youth report increased understanding of assets. 		
				<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

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Goal 4) Adults will actively strengthen protective factors and decrease risk factors that impact youth use of alcohol and other drugs.	Objective 6) 25 teachers, coaches and school staff increase their knowledge and skills to enhance and promote protective factors/assets.	Environmental: Parents and other meaningful adults can create healthy community norms through knowledgeable and active positive involvement with youth.	Conduct youth asset training for 25 school staff	<ul style="list-style-type: none"> • Process: 25 school staff trained in youth asset development • Outcome: 25 school staff report increased activity to enhance assets among their students. 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • NCHC • Public Schools 	<ul style="list-style-type: none"> • Search Institute & Developmental Assets Materials

	<p>Objective 8) 60 adults will increase their knowledge of ATOD prevention, intervention and treatment resources and increase their disapproval of youth ATOD use.</p>		<p>Conduct a presentation of CTC youth survey results with panel of ATOD treatment and counseling experts</p>	<ul style="list-style-type: none"> • Process: 60 participants attend presentation of CTC youth survey results • Outcome: 60 participants report increased knowledge of ATOD prevention, intervention and treatment resources, disapproval of youth ATOD use and ability to identify and intervene in youth ATOD use. 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • NCHC • Local cable/media 	<ul style="list-style-type: none"> • Social Marketing Information Materials needed in compiling social marketing campaign
	<p>Objective 9) Parents and youth will increase their perception of harm of ATOD use and strengthen parent-child communication.</p>		<p>Parent Teen Dialogue Groups</p>			<ul style="list-style-type: none"> •
	<p>Objective 10) Parents and other significant adults will increase their perception of harm and disapproval of youth ATOD use.</p>	<p>Environmental: Public education can increase community awareness, and understanding of healthy community norms.</p>	<ul style="list-style-type: none"> • Conduct monthly media events regarding ATOD risk, ways to decrease risk factors & decrease protective factors and strengthening parent-child communication 	<ul style="list-style-type: none"> • Process: 12 MHM columns and 4 press released printed in local media • Process: 300 adults educated Outcome: Parent survey respondents will report increased perception of harm and disapproval of youth ATOD use. 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force 	<ul style="list-style-type: none"> ▪ Media Plan

		Individual: Parent and other significant adult education on skills and knowledge are needed to help children make healthy decisions to prevent early initiation of drug use.	<ul style="list-style-type: none"> • Implement an online Inhalant Training for parents (developed by the Northeast Center for healthy Communities and the Mass Department of Public Health.) 	<ul style="list-style-type: none"> • Process: 100 adults participate in training • Outcome: 100 adults report increased perception of harm of inhalant abuse. 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • NCHC 	<ul style="list-style-type: none"> • Access to Online Inhalant Training <ul style="list-style-type: none"> ▪ Existing Marketing materials
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Medford Health Matters General

Goal	Objective	Strategy	Activity	Process/Outcome	Collaborators	Resource
Goal 1) MHM will strive to establish and strengthen collaboration among communities, private-nonprofit agencies, and Federal, State, local and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.	Objective 1) 10 MHM coalition members will increase knowledge and skills in coalition development.	Environmental: Meaningful collaborative process brings increased capacity and healthy changes in community with more chance for long term sustainability.	Coalition members participate in trainings: <ul style="list-style-type: none"> • Coalition development • Cultural competence • Action planning 	<ul style="list-style-type: none"> • Process: 10 members participate in trainings • Outcome: Members report increased knowledge and skills in coalition development 	<ul style="list-style-type: none"> • MHM Members • NCHC 	<ul style="list-style-type: none"> • Coalition Assessment • Mass Bureau of Substance Abuse Services statewide trainings • Northeast CAP online trainings • CADCA • NCHC Toolbox
			Receive technical assistance from NCHC.	<ul style="list-style-type: none"> • Process: Documentation of technical assistance provided • Outcome: Members report increased knowledge and skills in coalition development 		

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	Objective 2): MHM coalition membership diversity will increase by 5% .		Recruit new members from groups not currently represented in coalition (service areas, community leaders, demographic diversity).	<ul style="list-style-type: none"> • Process: coalition assessment conducted • Outcome: 5 new members are recruited, orientated, mentored and trained from groups not currently represented on the coalition 	<ul style="list-style-type: none"> • MHM Executive Committee and General Members • Program Director 	<ul style="list-style-type: none"> • Membership Recruitment Materials • Presentation on MHM
	Objective 3): MHM coalition membership will increase by 10%.		Create an Advisory Board to include more active involvement of key leaders in the community.	<ul style="list-style-type: none"> • Process: Advisory Board planning • Outcome: Advisory Board created 	<ul style="list-style-type: none"> • MHM Executive Committee • Program Director • Project Coordinator 	<ul style="list-style-type: none"> • Expertise from Surrounding Communities • CADCA
			Implement formal recruiting, orientation, mentoring, and training processes.	<ul style="list-style-type: none"> • Process: Processes implemented • Outcome: 2 new members who reflect the community are recruited, oriented, mentoring and trained 	<ul style="list-style-type: none"> • MHM Executive Committee and General Members • Coalition Development Consultant (??) 	<ul style="list-style-type: none"> • Membership Recruitment Materials • Presentation on MHM
	Objective 4) 10 MHM coalition members will increase knowledge of and capacity to implement effective ATOD prevention initiatives.	Environmental: Community members with knowledge and skills related to needs, resources and ATOD problems specific to their community have greater capacity to affect environmental change.	10 MHM members attend trainings on substance abuse, prevention, youth development and sustainability.	<ul style="list-style-type: none"> • Process: 10 members attend ATOD-related trainings • Outcome: 10 Members will report increased knowledge and capacity in AOD prevention, youth development and sustainability from trainings 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • NCHC • YMCA 	<ul style="list-style-type: none"> • NCHC Toolbox • NCHC online trainings • NCHC regional trainings • Mass Bureau of Substance Abuse Services statewide trainings

Goal	Objective	Strategy	Activity	Process/Outcome	Collaborators	Resource
			<p>10 MHM and YAC members share knowledge with Everett and Malden DFC coalitions, and other local substance abuse coalitions through (networking meetings, regional luncheons, phone, email).</p>	<ul style="list-style-type: none"> • Process: Assessment of networking with Everett And Malden coalitions conducted • Outcome: 10 MHM and YAC members will report increased knowledge and capacity in AOD prevention from networking and individual communication 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • YAC • NCHC • Local DFCs and coalitions 	<ul style="list-style-type: none"> • NCHC regional trainings • Mass Bureau of Substance Abuse Services statewide trainings
			<p>Receive technical assistance from NCHC staff.</p>	<ul style="list-style-type: none"> • Process: Documentation of technical assistance provided • Outcome: 10 Members will report increased knowledge and capacity in AOD prevention, youth development and sustainability from technical assistance 	<ul style="list-style-type: none"> • MHM Executive Committee and General Members • NCHC 	<ul style="list-style-type: none"> • Coalition Assessment Tools • NCHC Toolbox
<p>Goal 2) Medford will implement a comprehensive substance abuse prevention plan.</p>	<p>Objective 5) Revise a strategic substance abuse prevention plan for Medford.</p>	<p>Continual evaluation and improvement is part of an effective prevention planning process.</p>	<p>Revise strategic plan</p>	<ul style="list-style-type: none"> • Process: Meetings to revise strategic plan • Outcome: Strategic plan revised 	<ul style="list-style-type: none"> • Project Coordinator • YSAP Task Force • NCHC 	<ul style="list-style-type: none"> • Other Sample Strategic Plans • Evaluation Report