



**Washington County Prevention Coalition
Strategic Plan: 2016 - 2017**

WCPC Goal One: Increase/Foster community collaboration

Objective 1: Increase membership of key agencies on WCPC.

Strategy 1.1: Recruit local agencies and leaders to partner with WCPC to help the coalition accomplish their plans and strategies.

Activity	Who is responsible?	By when?
Recruit a religious leader to represent the LDS population in our area, (i.e. Area Authority, LDS Family Services, Local Authority).	Executive Committee	January, 2017
Use the CTC and/or CADCA Tools for identifying member representative gaps during a coalition meeting, to identify any community agencies or individuals that should be a part of the coalition but aren't.	Community Outreach Subcommittee	June, 2017

Strategy 1.2: Strengthen the process by which new members join the coalition.

Activity	Who is responsible?	By when?
Continue implementing new member packet to educate new members on the history of the coalition, as well as goals, objectives and strategies of the coalition. We believe this is improving membership capacity and prevention knowledge of new members.	Executive Committee	Immediately and Continually
Get new members involved on a subcommittee and in a specific coalition activity or decision within two months of joining to facilitate their capital and investment in the group.	Executive Committee	Immediately and Continually

Objective 2: Enhance the coalition's internal capacity (including leadership, management, board structure, recruitment, and resource attainment) in order to sustain active membership and coalition outcomes.

Strategy 2.1: Solicit ongoing, formal feedback from members on their experience with the coalition in order to identify areas of functioning that need improvement.

Activity	Who is responsible?	By when?
Administer an annual coalition member survey assessing factors research has shown to be predictive of successful coalitions and use results to identify areas of coalition capacity that need enhancing	Bach Harrison (Independent Evaluators)	January, 2017
Conduct follow-ups with former members to assess member experience satisfaction and reasons for leaving to identify areas of the coalition that need enhancing.	Executive Committee	Continually
Conduct quarterly trainings for coalition members on SPF process, DFC goals, Current Prevention Strategies, and information from national conferences, (including CADCA).	Executive Committee	Continually

Strategy 2.2: Begin working to secure additional funding for the WCPC to continue beyond the DFC Grant.

Activity	Who is responsible?	By when?
Implement a plan for how the coalition can approach partnering cities and county commissioners with our proposal for funding coalition programs.	Executive Committee Public Relations Committee	January, 2017
Continue to work with local agencies and cities to encourage them to put the new funding from alcohol taxes into evidence-based prevention programming through the coalition.	Executive Committee Data Committee Public Relations Committee	January, 2017
Continue to build law enforcement buy-in to Alcohol Compliance Checks and Party Patrols by presenting to them data that shows the positive impact these strategies are having on local drinking rates. These presentations will be a precursor to next year, when we plan to present a proposal to these agencies that they maintain the patrols and compliance checks even without our funding.	Key Leader Board, Executive Committee, Vice Chair, General Coalition Membership	August, 2017

Strategy 2.3: Obtain additional grants to further underage drinking activities and build the capacity of the coalition.

Activity	Who is responsible?	By when?
Write application for STOP Act Grant and DFC Mentoring Grant (to strengthen neighboring coalitions).	Coalition Director, Coalition Coordinator, Executive Committee	March, 2017

Strategy 2.4: Improve the functioning and strengthen internal capacity of the Youth Committee, and community leaders and coalition members through national trainings and evidence-based prevention practices.

Activity	Who is responsible?	By when?
Train youth using the National Coalition Academy resources and curriculum on effective prevention efforts and policy initiatives, and through CADCA’s National Leadership Forum and CADCA’s Midyear Conference.	Youth Involvement Committee	October, 2017
Train 2 key leaders and coalition members through CADCA’s National Leadership Forum and CADCA’s Midyear Conference.	Executive Committee Coalition Coordinator	October, 2017

WCPC Goal Two: Reduce youth prescription drug abuse and alcohol consumption.

Objective 1: By October, 2016, change prescription drug use norms that increase risk of abuse and reduce availability by reducing the number of homes with leftover pain pills by 10%.

Strategy 1.1: Organize and carry out biannual prescription drug take-back events in Washington County, accompanied by promotion of permanent drop boxes, with the goals of improving community awareness and readiness to address pain pill abuse by recognizing the need to dispose of prescription pills and decreasing the availability of prescription drugs available to youth.

Activity	Who is responsible?	By when?
Organize community take-back events at multiple locations, with emphasis placed on outlying communities, and elderly populations (Care Centers and Retirement Communities).	WCPC Executive Committee, Public Relations and Community Outreach, and Youth Involvement. Drug Enforcement Agency (DEA); Local Police Departments	October, 2017 & April, 2018
Collect data on community take-back events to track public perceptions and motivations for disposing of pills to increase resident involvement at future take-back events.	WCPC Data Collection, Assessment and Evaluation subcommittee	October, 2017 & April, 2018

Organize and implement media campaign to accompany the take-back event to educate the public on safe disposal techniques, permanent drug drop boxes, make them aware of the prescription drug problems, and address community norms that contribute to prescription drug abuse (like low perceptions of risk.) These media events will coincide and partner with state and nationwide media campaigns sponsored by the State Health Department and Drug Enforcement Agency.	WCPC Executive Committee, Public Relations and Community Outreach, and Youth Involvement.	October, 2017 & April, 2018
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Strategy 1.2: Help two retail pharmacies in Washington County establish permanent pain pill take-back programs.

Activity	Who is responsible?	By when?
Assign a coalition member to research possible disposal programs that pharmacies can use to get rid of collected meds	Exec Comm	October, 2016
Identify local pharmacies that might be willing to work with the coalition to implement a permanent drop box in their retail establishment	WCPC	October, 2016
Contact one local pharmacy to see if they will be a pilot program to test the disposal program and implement a permanent drop box	Exec Comm	November, 2016
Work with the pharmacy (see above) to implement the drop box.	WCPC	January, 2017
Obtain state grant funds to help convince local pharmacies to implement a permanent box	Exec Comm	March, 2017
Work with local partner agencies to obtain funds to help pharmacies absorb costs of permanent box	Community Outreach Subcommittee	August, 2017

Objective 2: By October, 2016, improve healthcare provider (physicians/dentists/nurses) prescribing aimed at preventing prescription drug abuse.

Strategy 2.1: Investigate the possibility of creating and implementing an Intermountain Health Care policy requiring providers licensed to prescribe narcotics to use Utah's prescription monitoring program (PMP) to identify doctor shoppers; and directly educate prescription narcotic providers in Washington County on proper prescribing practices and the use of the PMP.

Activity	Who is responsible?	By when?
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Discuss with Intermountain Healthcare administrators the possibility, challenges/barriers, and steps necessary to implement a policy mandating or increasing the use of Utah's PMP among their licensed providers.	WCPC's Executive Committee, Community Outreach Community, and Youth Involvement Committee. Intermountain Health Care Representative Intermountain Health Care Administration	April, 2017
Hold two additional trainings to educate prescribers on the Prescription Monitoring Program (PMP) in Utah (could be combined with Proper Prescribing Trainings – See Strategy 2.2, Activity 3).	Public Relations/Community Outreach Committee Coalition Member Health Care Representative	October, 2017

Strategy 2.2: Increase doctor knowledge and prescribing training by educating doctors of prescription narcotic providers in Washington County, through quarterly Physician/Dentist Proper Prescribing Trainings, (using state approved curriculum from the Utah Department of Public Licensing (DOPL)).

Activity	Who is responsible?	By when?
Work with Intermountain Health Care (largest medical facility in the county) to require prescribers to attend Proper Prescribing Training.	Executive Committee	January, 2017
Advertise the training through local health care channels, private providers, and local health associations (i.e. Utah Dental Association, etc.)	Community Involvement Committee	April, 2017
Conduct two Proper Prescriber Trainings at local Health Clinics in Washington County	Public Relations Committee	October 2017

Objective 3: Increase community capacity to address norms favorable to minor alcohol consumption.

Strategy 3.1: Decrease the access of alcohol to minors and increase police prevention services by maintaining the number of alcohol scans by law enforcement.

Activity	Who is responsible?	By when?
Maintain alcohol compliance checks by educating police departments on their effectiveness and assisting them in organizing scans every quarter.	Data Committee. WCPC Law Enforcement Representatives. Local Law Enforcement Agencies.	Ongoing

Launch a community media campaign to address norms that facilitate low perception of risk of minor alcohol consumption among local college students, including increased public awareness of minor alcohol consumption arrests and penalties, and the enforcement of minor alcohol laws.	Community Involvement Committee WCPC Law Enforcement Representatives. Dixie State College of Utah	January, 2017
Promote the Parents Empowered Underage Drinking campaign by hosting three community events targeting parents about evidence-based practices for reducing underage drinking. (Events will target messaging venues with high populations of parents (i.e. local sporting events, health/education fairs, etc.)	Executive Committee Youth Committee	October, 2017

Strategy 3.2: By October 2016, increase perception of risk of minor alcohol consumption.

Activity	Who is responsible?	By when?
Launch a community media campaign to address norms that facilitate low perception of risk of minor alcohol consumption among local college students, including increased public awareness of minor alcohol consumption arrests and penalties, and the enforcement of minor alcohol laws.	WCPC Law Enforcement Representatives. Local Law Enforcement Agencies. Dixie State College of Utah	February, 2017
Conduct three campus alcohol Patrols	WCPC Law Enforcement Representatives Dixie State College of Utah	October, 2017

Strategy 3.3: Advocate for legislation that will increase the price of beer and work to protect alcohol policies already proven to prevent underage drinking and excessive drinking.

Activity	Who is responsible?	By when?
Work with the Utah Prevention Coalition Association (UPCA) and the Utah Prevention Network (UPN) to collaborate efforts with coalitions statewide.	Policy Committee Public Relations Committee	January, 2017
Obtain training from experts who can advise on proven strategies and help us create appropriate messaging and advocacy tools to pass to law makers.	Policy Committee Public Relations Committee	January, 2017
Educate local law makers and key leaders on the effect of beer prices on excessive consumption and underage drinking and support their efforts to raise the price of alcohol.	Policy Committee Public Relations Committee	January, 2017
Include information for key leaders on the benefits of price of alcohol on reducing underage drinking at the Washington County Prevention Coalition	Policy Committee WCSAC Planning Committee	April, 2017

