

Winona County Alliance for Substance Abuse Prevention
Drug Free Communities 12-month Action Plan

DFC Goal One: Increase community collaboration

Objective 1: By 9/19/16, expand and improve organizational capacity of ASAP by increasing coalition membership by 50% as measured by number of signed MOUs or CIAs.

Strategy 1: *New member recruitment and orientation through provision of information.*

Activity	Who is responsible?	By When?
ID community partners needed to carry out Yr. 1 Action Plan	Member & Steering Com; Coalition	11/1/15 & ongoing
ID other member candidates, including youth, using existing resource directory and ensuring inclusivity and diversity of membership	Member & Steering Com; Coalition	11/1/15 & ongoing
Develop new member recruitment materials (brochure, web page, CIAs, MOUs, training opportunities flyer)	Member Com Coalition	11/15/15
Create and place PSA in local newspaper and on radio to advertise membership recruitment effort; put on website	Outreach Com; Coord.	11/30/15
Hold personal meetings with candidates to share goals, ID why participation is critical and determine interest/skills	Coalition and Coord.	12/1/15 & ongoing
Provide new member orientation and coalition mentor	Coord; Coalition	12/1/15+

Objective 2: By 9/19/16, increase ASAP's organizational effectiveness by 60% as measured by increase in score on Coalition Effectiveness Inventory Self-Assessment Tool.

Strategy 1: *Formalize and adopt organizational structure and processes, including hiring of staff/evaluator.*

Activity	Who is responsible?	By When?
Post paid staff positions, appoint a Search Committee and choose applicant(s) for service; hire evaluator	Director, Coalition, Steering Com.	11/15/15
Select standing meeting dates/times/locations to ensure max participation including Annual Planning Session	Coalition, Coord.	12/1/15
Review/adopt mission statement; org. chart; bylaws (with roles, committee charges, meeting & decision	Coalition, Coord	1/1/16

making/conflict resolution protocols), logic model & Action Plan		
Assess coalition member strengths/interests to determine leadership abilities/qualities	Coalition; Coord	1/1/16
Election of officers & cmttee chairs; designate other roles	Coalition	2/1/16
Organize Lewiston-Altura Committee; set meeting dates	Coalition; Coord	3/1/16
Review/formalize eval. plan & data collection methods	Coalition; Coord; Director; Evaluator	6/30/16

Strategy 2: Coalition member/staff training.

Activity	Who is responsible?	By When?
ID local training (including online resources through SAMHSA & CADCA) for members not attending site-based training; post on website	Coord.	1/31/16
Provide partial scholarships to send 4 youth (2 per district) to CADCA Nat'l Youth Leadership Training	Coord; Coalition (selection committee)	9/29/16
Conduct at least 3 one hr member trainings including SPF, CADCA Coalition Core Essentials & cultural competence	Coord, Project FINE, Reg.Coord;Coalition	9/29/16
Attend DFC New Grantee Meeting	Coord. Director	12/31/15
Attend National Coalition Academy	Coord. Coalition (1)	5/1/16

DFC Goal Two: Reduce substance use among youth.

Objective 1 (long term): By 9/29/19 reduce past 30 days alcohol use in 11th graders by 5%, in 9th graders by 3%, and in 8th graders by 1% as measured by the Minnesota Student Survey.

Objective 1a (short term): By 9/29/16 reduce past 30 days alcohol use in 11th graders by 1% as measured by the Minnesota Student Survey.

Strategy 1: Provide information about the scope and risks of the underage use of alcohol through a coalition website, educational events, brochures and other forums.

Activity	Who is responsible?	By When?
Develop & maintain a coalition website containing comprehensive info about scope/risks	See below	Launched by 1/30/16

<ul style="list-style-type: none"> Hire website developer 	Director; Coalition	11/15/15
<ul style="list-style-type: none"> Determine format/content; create local fact sheets 	Coord; Coalition; Media & Educ. Com.	12/15/15
<ul style="list-style-type: none"> Launch website, announcing in PSAs (print, radio, tv) & school media (newsletter, website links) 	Coord; Coalition; Media Com.	1/30/16
Implement a Parents Who Host (PWH) campaign to provide health/safety risks of serving alcohol to teens	See below	9/29/16
<ul style="list-style-type: none"> Purchase PWH membership & get prgm materials 	Director	10/15/16
<ul style="list-style-type: none"> Media launch of program with feature stories in local papers and PSAs; noting availability of PWH signs/stickers to businesses, parents, schools 	Coord; Media & Educ	1/30/16
<ul style="list-style-type: none"> Provide PWH posters, stickers, clings to local businesses, initially targeting alcohol retailers 	Coord.; Media Com.	3/15/16
<ul style="list-style-type: none"> Provide PWH info for inclusion in school outreach materials (newsletters, athletic program, PTO handouts & prom/graduation letters) 	Coord; Media Com.	3/15/16
Provide staffed informational tables at multiple community events, such as school orientation events, parent/teacher conferences; health fairs & County Fair.	Coord; Media & Educ. Com.; Coalition	Starting 11/15/15 & ongoing
Create & distribute info packet on responsible beverage serving to liquor licensees, highlighting MN dram law	Coord; Media & Educ. Com.	3/15/16

Strategy 2: *Host or promote workshops and trainings designed to increase the skills of students, teachers, parents and community members.*

Activity	Who is responsible?	By When?
Implement Project Alert in 7 th /8 th grade classes to be taught by student teachers/teachers, focusing on building anti-drug and resistance skills	See below	9/29/16
<ul style="list-style-type: none"> Initiate discussions with area schools and universities about the collaboration; review Project Alert curriculum 	Coord.; Educ Com.; middle schools; colleges	11/30/16
<ul style="list-style-type: none"> Secure MOUs from participating schools (middle schools and colleges) 	Coordinator; middle schools; colleges	1/1/16

<ul style="list-style-type: none"> Conduct “train-the-trainer” sessions; securing CEU credits when available to incentivize training 	Coordinator; Educ Com.	Starting 2/15/16
<ul style="list-style-type: none"> Launch training program in schools 	Schools; colleges	Starting 9/5/16
Provide HECAT (Health Education Curriculum Analysis Tool) training to area health educators by local certified trainer, WSU Professor Michelle Darst	See below	9/29/16
<ul style="list-style-type: none"> Create fact sheet; initiate discussions with schools 	Ms. Darst; schools; Coordinator	11/30/16
<ul style="list-style-type: none"> Determine level of interest, best dates for training and arrange for CEU credits 	Ms. Darst; schools; Coordinator	1/1/16
<ul style="list-style-type: none"> Conduct Training sessions, possibly in conjunction with Project Alert Training 	Ms. Darst; schools	Starting 2/15/16
Conduct a training event based upon the “Talk. They hear you” (TTHY) campaign for teachers and parents to increase knowledge and skills related to underage drinking	See below	9/29/16
<ul style="list-style-type: none"> Download toolkit and review and evaluate the TTHY resources 	Coordinator, Educ/Train Com	12/1/15
<ul style="list-style-type: none"> Prepare summary of TTHY program benefits to encourage schools/parents to participate 	Coordinator; Educ/Train Com	1/1/16
<ul style="list-style-type: none"> Secure agreement of schools to distribute information about TTHY to staff/parents and include link to TTHY on school website 	Coordinator	2/15/16
<ul style="list-style-type: none"> Publicize link to and benefit of TTHY in media 	Media. Com.	3/1/16

Strategy 3: Provide support through alcohol free activities, mentoring and referrals.

Activity	Who is responsible?	By When?
Create, post and disseminate regularly-updated alcohol support group meetings on the coalition website	Coordinator, Pgm & Strat. Com.	1/30/16 & ongoing
Post and disseminate information about area “healthy living” activities for youth such as running races, hikes and other sporting or leisure time activities	Coordinator, Pgm & Strat Com	1/30/16 & ongoing

Review, build upon and support the efforts of existing mentoring programs in the community (Restorative Justice (RJ), Big Brothers/ Big Sisters (BBBS) & Miller Mentoring (MM)); provide referrals, assist in mentor recruitment, support existing alternative activities, determine gaps in programming & possible solutions	Coordinator, Pgm & Strat., RJ, BBBS, MM	12/1/15 and ongoing
Establish relationships with treatment providers, ID services offered and ID strategies on how to work together, including referrals	See below	9/29/16
<ul style="list-style-type: none"> Reach out to area treatment providers and ID services offered and current referrals process 	Coordinator; Pgm & Strat	12/1/15 and ongoing
<ul style="list-style-type: none"> Design and create a website referral page incorporating info on treatment providers, services offered and how to access those services 	Coordinator; Media, Pgm & Strat	1/30/16

Strategy 4: Enhance access (or reduce barriers) to improve utilization of systems and services.

Activity	Who is responsible?	By When?
Engage Project FINE (local nonprofit which provides interpretation/translation services for culturally diverse individuals) to review coalition website and promotional materials to determine language/cultural barriers and suggest ways to reduce those barriers	Coordinator; Director; Project FINE	7/1/16
Provide full/partial scholarships for Responsible Beverage Server training	Coordinator; Dvlpmt Committee	3/15/16 and ongoing
Provide substitute teachers to allow teachers to attend Project Alert or HECAT Trainings (if not held during no school days)	Coordinator	

Strategy 5: Change the consequences by increasing enforcement of laws prohibiting provision of alcohol to underage individuals and increasing public recognition for desired behavior.

Activity	Who is responsible?	By When?
Conduct compliance checks of retail liquor licensees (one in 1 st year but twice yearly thereafter)	See below	9/29/16
<ul style="list-style-type: none"> Meet with local law enforcement (LE) to discuss & 	Coord.	12/1/15

determine dates and processes; determine licensees		
<ul style="list-style-type: none"> Recruit youth volunteers to serve as decoys 	LE; Coord.; Coalition	1/1/16
<ul style="list-style-type: none"> Conduct training on compliance operation 	LE; Youth	2/1/16
<ul style="list-style-type: none"> News release re: upcoming compliance checks 	Coord.; Media Com.	2/15/16
<ul style="list-style-type: none"> Conduct operation 	LE; Youth	5/1/16
<ul style="list-style-type: none"> Report/publish results with positive recognition of compliant licensees 	LE; coalition	6/30/16
Plan and host a recognition event during April (alcohol awareness month) to recognize individuals and businesses who agreed to display PWH materials	Coordinator; Media Com.	4/30/2016
Conduct a concentrated enforcement of the Social Host Ordinance in Winona (and Goodview) during prom/college graduation (April/May) and homecoming (October)	See below	9/29/16 for prom/grad; 9/29/17 for other
<ul style="list-style-type: none"> Meet with LE to discuss dates/processes; cost 	Coord.	12/1/15
<ul style="list-style-type: none"> Conduct operation 	LE	5/15/16
<ul style="list-style-type: none"> Report/publish results 	Coord.; Media Com	6/30/16

Strategy 6: Change physical design to reduce risk or enhance protection.

Activity	Who is responsible?	By When?
Erect PWH banners and yard signs throughout the community; solicit donor support or grant funding for two PWH billboards; one in each community	Coalition; Media. Com; Develop. Com	9/29/16
Provide educational info to parents via website, school flyers & inserts in grocery bags/liquor sale bags on how to secure alcohol in the home to prevent youth access.	Coordinator; Media Com.	5/15/16

Strategy 7: Modify policies or laws to prevent underage use.

Activity	Who is responsible?	By When?
Support the passage of a Social Host Ordinance (SHO) in cities, townships and villages in the community who do	See below	9/29/16

not already have one, starting with City of Lewiston		
<ul style="list-style-type: none"> Assemble promo info on SHO include draft ordinance; stats on existing SHOs; benefits 	Media Com; Pgm & Strat Com; Coord.	11/1/16
<ul style="list-style-type: none"> Solicit public support of SHO from influential community members not on the coalition 	Coalition	12/1/16
<ul style="list-style-type: none"> Meet individually with board/council members to discuss purpose/importance of SHO 	Coalition	2/1/16
<ul style="list-style-type: none"> Give presentation at board/council meetings and seek passage of ordinance 	Coalition; Coord.	2/1/16 and ongoing

Objective 2 (long term): By 9/29/19 reduce past 30 days prescription drug misuse in 11th graders by 3%, in 9th graders by 2%, and in 8th graders by 1% as measured by the Minnesota Student Survey.

Objective 1a (short term): By 9/29/16 reduce past 30 days prescription drug misuse in 11th graders by 1% as measured by the Minnesota Student Survey.

Strategy 1: *Provide information about the scope and risks of the misuse of prescription drugs and proper disposal techniques through a coalition website, educational events, brochures and other forums.*

Develop & maintain a coalition website containing comprehensive info about scope/risks & proper disposal	See Objective 1, Strategy 1	Launched by 1/30/16
Prepare informational materials on dangers of Rx misuse/abuse and proper disposal of Rx drugs	Media, Educ. Com.	12/1/15
Implement a Red Ribbon Campaign (RRC) to be largely planned and organized by youth and launched during Red Ribbon Week in 2016	See below	10/31/16
<ul style="list-style-type: none"> Obtain prgm materials; become an NFP (National Family Partnership) Affiliate 	Director	10/15/15
<ul style="list-style-type: none"> Assemble youth leadership teams in each school district charged with planning RRC; seek representatives from all middle/high schools 	Coord., Coalition; school districts; youth	1/1/16
<ul style="list-style-type: none"> Facilitate planning sessions to determine RRC activities which could include wearing red, distributing red ribbons, speakers, essay or poster contest, pledge cards, newsletter inserts 	Coord., youth	2/15/16 and ongoing
<ul style="list-style-type: none"> Media launch of campaign with feature stories in local papers and PSAs; invites to community to participate; link on coalition website 	Coord; Media & Educ; youth	9/15/16

<ul style="list-style-type: none"> Provide RRC info for inclusion in school outreach materials (newsletters, website athletic program, PTO handouts & new student orientation) 	Coord; Media Com.	9/15/16
<ul style="list-style-type: none"> Celebrate Red Ribbon Week and report results 	Youth; schools; community	10/31/16
Incorporate Rx Abuse as the topic of the mock trial for 6 th Grade Law Day Event and with mock crashes at HS	Youth; Educ. Com; Court system	5/1/16
Provide staffed informational tables at multiple community events, such as school orientation events, parent/teacher conferences; health fairs & County Fair fairs.	Coord; Media & Educ. Com.; Coalition	Starting 11/15/15 & ongoing
Offer presentations to local senior centers; retirement homes and other interested groups	Coord; Media & Educ. Com.	12/15/16 & ongoing
Place articles in community and church bulletins, newspapers and on websites including notifications of National Prescription Drug Take-Back Day	Coalition; Media & Educ. Com.	12/15/16 & ongoing
Work with local pharmacies to post flyers/posters & brochures in stores & other frequented locations	Coord	12/15/16 & ongoing
Generate and distribute stickers and warning labels for distribution by pharmacies/health care providers	Media & Educ. Com.	12/15/16

Strategy 2: Develop, promote and/or host trainings designed to increase skills of those who can prevent, identify and treat prescription drug abuse.

Activity	Who is responsible?	By When?
Partner with coalition healthcare partners (CHP) to develop and implement Rx abuse training for a wide variety of audiences to include ID Rx abuse; OD warning signs; educating children; safe disposal	See below	9/29/16
<ul style="list-style-type: none"> Initiate discussions & secure commitment 	Educ. Com.; CHP	11/1/16
<ul style="list-style-type: none"> Facilitated discussions of curriculum 	Coord.; CHP	2/1/16
<ul style="list-style-type: none"> Train the trainer sessions; secure CEU credits 	Educ. Com; CHP	6/1/16
<ul style="list-style-type: none"> Offer trainings to parents, educators, counselors, 	Trainers (including	8/1/16 &

employers, community leaders	CHP)	ongoing
Provide links to free on-line trainings for parents, teachers, employers and others on coalition website	Coord., Educ. Com.	2/1/16

Strategy 3: Provide support through drug fee activities, mentoring and referrals.

Activity	Who is responsible?	By When?
Post and disseminate information about area “healthy living” activities for youth such as running races, hikes and other sporting or leisure time activities	Coordinator, Pgm & Strat Com	1/30/16 & ongoing
Review, build upon and support the efforts of existing mentoring programs in the community (Restorative Justice (RJ), Big Brothers/ Big Sisters (BBBS) & Miller Mentoring (MM); provide referrals, assist in mentor recruitment, support existing alternative activities, determine gaps in programming & possible solutions	Coordinator, Pgm & Strat., RJ, BBBS, MM	12/1/15 and ongoing
Establish relationships with treatment providers, ID services offered and ID strategies on how to work together, including referrals	See Goal 2, Strategy 3	9/29/16

Strategy 4: Reduce illegal access to Rx medications.

Activity	Who is responsible?	By When?
Create and implement ongoing drug disposal/take-back programs, including on National Prescription Drug Take Back Day	See below	9/29/16
<ul style="list-style-type: none"> Determine location of existing drop boxes & need for additional drug disposal drop boxes in the community 	Pgm & Strat. Com.	12/1/16
<ul style="list-style-type: none"> Recruit new locations; Begin a campaign to fund additional drop boxes inc. portable, if needed 	Develop Com.	1/1/16
<ul style="list-style-type: none"> Work with existing drop box locations to coordinate dates and policies for “take-back” days, including from home-bound individuals 	Existing drop box locations; Pgm & Strat; law enforcement	3/1/16
<ul style="list-style-type: none"> Widely publicize “take-back” days 	Media Com; Pgm & Strat	5/1/16

<ul style="list-style-type: none"> Schedule and hold “take back days” to include National Rx Drug Take Back Day 	Same as immediately above	9/29/16
Encourage purchase and installation of medication lock boxes for in-home use. Seek funding and provide partial/full cost.	Pgm & Strat Com. Develop Com; Coord.	3/1/16
Provide written community Rx abuse and disposal information in different languages.	Project FINE; Coord.	4/1/16

Strategy 5: Change consequences by increasing public recognition for desired behavior.

Activity	Who is responsible?	By When?
Plan and host a recognition event to recognize parents, students and schools participating in Red Ribbon Campaign	Coordinator; Media Com.; Youth	Plan by 10/15; hold by 11/1/16
Incentivize businesses to provide Rx medication disposal events using portable drop boxes & recognition during National Medicine Abuse Awareness Month.	Pgm & Strat Com; Coord.	9/30/16

Strategy 6: Change physical design by safeguarding medications to ensure they will not be abused.

Activity	Who is responsible?	By When?
Encourage purchase and installation of medication lock boxes for in-home use. Seek funding and provide partial/full cost.	Pgm & Strat Com. Develop Com; Coord.	3/1/16
Provide/install public drug disposal drop boxes in the community. Seek funding/sponsorship of boxes.	Pgm & Strat Com; Develop Com; Coord.	4/1/16

Strategy 7: Support formal written policies, laws and procedures aimed at current and future prescription drug abuse.

Activity	Who is responsible?	By When?
Solicit/secure Red Ribbon Proclamations from the Cities of Winona and Lewiston for Red Ribbon Week	Youth; Coord. Mayors	9/29/16
In conjunction with the county Criminal Justice Coordinating Council (CJCC), promote the use of	Coord; CJCC	7/30/16

screening and brief intervention (SBIRT) for teens involved in the delinquency system		
In conjunction with CJCC, explore the feasibility of a juvenile drug court to complement the existing adult court; seeking funding	Coord; CJCC; Develop. Com.	9/30/16
Participate in CJCC annual “Legislative Outreach Event” and prepare a white paper on legislation, policies or funding supportive of Rx abuse prevention	Coord; CJCC; Coalition	1/15/16

