

Continuation Application: Program Narrative

Decisions at Every Turn Coalition (Ashland, MA): 12-Month Action Plan (2016-2017)

DFC Goal One: Increase community collaboration

Objective 1: *By 9/29/2017, increase the number of active members of the Decisions at Every Turn Coalition by 3.*

Strategy 1: *Continue to train coalition volunteers and staff for effective coordination and collaboration on Coalition goals*

Activity	Who is responsible?	By when?
Program Director/Project Coordinator/coalition members attend DFC trainings/CADCA Mid-Year Training and disseminate knowledge to coalition members.	Coalition staff/Sector members/Coalition volunteers	9/29/2017
Annual Coalition Retreat to educate members on coalition accomplishments and goals	Coalition staff	9/29/2016

Strategy 2: *Increase recruitment of parents of youth in preschool through grade 5.*

Activity	Who is responsible?	By when?
Engage local media outlets to publish educational material and underage substance abuse prevention information directed towards parents of children preschool through grade 5.	Coalition K-12 Working Group	6/30/2017
Presentation to K-12 Parent Teacher Organization (PTO)	Coalition Staff	6/30/2017
Engage Ashland Library staff as an access point to parents of children preschool through grade 5; disseminate educational information and/or host at least one event at the library.	Coalition Working Groups	9/1/2017
Produce and distribute monthly article with information on substance use issues for awareness campaign in school newsletter for parents of students in preschool through grade 5	Jim Adams, Ashland Superintendent/K-5 Principals/Coalition volunteers	9/1/2017
Engage local youth organization representatives, such as cub scouts and brownies troop leaders and parents to become involved in coalition goals by hosting at least one community conversation.	Coalition K-5 Working Group/Community Outreach Coordinator	9/29/2017
Attend at least 1 K-5 PTO meeting and distribute Parenting for Prevention educational materials and other Coalition resources to engage K-5 parents.	Coalition K-5 Working Group/Coalition volunteers/Coalition staff	6/30/17
Hold at least 3 community conversations for parents of children preschool through grade 5	Cara Tirrell, Youth Serving Organization sector member/Kathy Bach, community conversation volunteer facilitators	9/29/2017

Strategy 3: *Increase youth recruitment*

Activity	Who is responsible?	By when?
Mobilize for policy change by modifying required community service volunteer hours for AHS Peer Leaders.	Jim Adams/School committee/Peer leaders	9/1/2017
Annual Youth Summit with Ashland students in grades 6-12	Coalition Youth Working Group/Coalition Staff	9/1/2017

Objective 2: *By 9/29/2017, increase participation of minority communities by recruiting at least 3 members from Ashland's under-represented populations*

Strategy 1: *Increase contact with, and coalition representation of, residents from under-represented populations.*

Activity	Who is responsible?	By when?
Identify at least one community liaison bilingual in English and Brazilian Portuguese.	Coalition Working Group	11/15/2016
Engage community members receiving town assistance with food or other services by conducting at least 2 one-on-one interviews to identify possible avenues for their participation in coalition objectives.	Cara Tirrell, Youth Serving Organization sector member, community conversation volunteer facilitator	12/31/2016
Identify at least two local religious organizations serving Ashland's primary ethnic groups to assist with recruitment of coalition members and contributions to objectives under Goal 2.	Coalition Staff	12/31/2016
Distribute written materials in Spanish/Brazilian Portuguese to reach out to our increasing Hispanic/Latino population	Coalition staff/Coalition Working Group	3/31/2017
Hold at least two community conversations in primary language of residents (Brazilian Portuguese) to expand community conversations to include under-represented populations.	Cara Tirrell/Kathy Bach, community conversation volunteer facilitators/ Identified liaison	5/31/2017

Objective 3: *By 9/29/2017, increase partnerships at the county and state level working toward the common goal of reducing youth substance use as measured by presentation of Coalition work at one or more Massachusetts inter-coalition meetings and two meetings with state representatives to educate them on the Coalition's strategic plan in Ashland.*

Strategy 1: *Increase Coalition representative attendance at MetroWest inter-coalition meetings*

Activity	Who is responsible?	By when?
Share the Coalitions strategic plan and network with other communities to learn best-practices	Coalition staff/coalition volunteers	9/29/2017

Strategy 2: *Increase collaboration with state legislators and M.A. Bureau of Substance Abuse Services (BSAS) at the Department of Public Health*

Activity	Who is responsible?	By when?
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Activity	Who is responsible?	By when?
Continue to meet with state legislators to educate them on the substance use/abuse issues and the Coalition's strategic plan in Ashland and Massachusetts overall	Coalition staff/coalition volunteers	6/30/2017
Attend at least two BSAS or Regional trainings in substance abuse prevention and transfer knowledge gained to coalition volunteers at coalition meetings and community via media outlets	Coalition staff/coalition volunteers	9/29/2017

DFC Goal Two: Reduce youth substance use

Objective 1: *By 9/29/2017 decrease use of alcohol by Ashland youth ages 12-18 years old by 3% as measured by the Ashland Adolescent Health Survey (current, 30-day, use of alcohol).*

Strategy 1: *Assess, modify and/or increase enforcement of existing town laws concerning underage alcohol consumption/possession*

Activity	Who is responsible?	By when?
Form policy assessment coalition working group	Coalition volunteers	10/1/2016
Conduct a policy assessment	Policy Working Group	2/1/2017
Train police officers on best practices in law enforcement policies and procedures regarding underage alcohol use	Chief Craig Davis	6/1/2017
Assess town policy regarding youth use of alcohol (e.g., enforcement of laws related to youth alcohol use, how often police interfaces with youth around consumption and possession), as appropriate, with recommendations being issued to town officials based on findings.	Policy Working Group /Board of Selectmen/Chief Craig Davis	9/1/2017

Strategy 2: *Assess, modify and/or increase enforcement of existing school policy concerning underage alcohol consumption/possession*

Activity	Who is responsible?	By when?
Assess school policy regarding use of alcohol (e.g., how policy could be improved with new consequences), with recommendations to school administrators and School Committee	Policy Working Group	9/1/2017
Identify appropriate trainings for school staff on identification of youth alcohol use and best practices in enforcement policies and procedures regarding underage alcohol use	Jim Adams/ Director of Curriculum, TBD	9/1/2017
Incentivize parent attendance at Elementary, Middle School and High School fall open house where alcohol use policy is highlighted and discussed (healthy choices at elementary level).	Jim Adams/Director of Curriculum, TBD	9/29/2017

Strategy 3: *Assess, evaluate, and potentially modify school curriculum related to prevention of alcohol use by Ashland youth*

Activity	Who is responsible?	By when?
Initiate assessment of school curriculum related to youth alcohol use/abuse prevention in order to identify opportunities to include youth-led curricula	Coalition Working Group/Jim Adams/Director of Curriculum, TBD	8/15/2017

Activity	Who is responsible?	By when?
Continue assessment and evaluation of the effectiveness of AlcoholEDU for all Ashland 9th graders	Brian Garrigan	8/15/2017
Initiate adaptation of Positive Behavioral Initiatives (PBIS) approach in the schools to include alcohol use/abuse prevention focus through initiating positive peer pressure and role modeling.	Jim Adams/Director of Curriculum, TBD	9/29/2017

Strategy 4: *Reduce access of alcohol to Ashland youth*

Activity	Who is responsible?	By when?
Conduct annual sticker shock campaign at local alcohol retail shops	Brian Garrigan, SADD Advisor	4/30/2017
Evaluate the effectiveness of the sticker shock campaign through interviews with store owners and compliance checks	Chief Craig Davis	9/29/2017
Administer a community survey to better understand community attitudes and expectations regarding youth alcohol use	Evaluation Working Group/contracted Social Marketing professional	9/29/2017

Strategy 5: *Analyze and evaluate measures of current “perceptions” (of harm, of peer disapproval, of parental disapproval) of alcohol use by Ashland youth*

Activity	Who is responsible?	By when?
Analyze and evaluate 2016 Ashland Adolescent Health Survey including measures of alcohol use and perceptions (Gr. 6-12) including DUI (collected November 2016)	Director of Curriculum/Jim Adams/Dave DiGirolamo/Coalition Working Group/Coalition volunteers/EDC	9/29/2017

Strategy 6: *Continue youth-led social norms campaign to develop and carry out elements of social marketing*

Activity	Who is responsible?	By when?
Work with social marketing consultant to continue campaigns targeted to AHS students and Ashland community utilizing the Positive Community Norms Framework.	Coalition Social Norms Working Group	6/20/2017
Engage youth group within one local religious organization to partner with Coalition on social norms campaign	Coalition Social Norms Working Group	6/20/2017
Engage peer leaders in High School to disseminate youth-led social norms campaign messaging	Peer Leader advisor/Coalition Working Group	9/29/2017

Strategy 7: *Hold Parent and community education/forums*

Activity	Who is responsible?	By when?
Facilitate at least two community conversations and provide Community of Concern educational materials	Cara Tirrell/Kathy Bach	2/1/2017
Hold at least one community forum for parents of students grade K-5 on enhancing protective factors and prevention of access of alcohol to children	Coalition volunteers	9/29/2017

Activity	Who is responsible?	By when?
Annual Coalition Show on local cable network with coalition PSAs featured	Coalition Subcommittee/Director of Curriculum/Barbara Chisholm	9/29/2017

Objective 2: *By 9/29/2017, decrease use of marijuana by Ashland youth ages 12-18 years old by 2% as measured by the Ashland Adolescent Health Survey (current, 30-day, use of marijuana).*

Strategy 1: *Assess, modify and/or increase enforcement of existing town laws concerning underage marijuana use/possession*

Activity	Who is responsible?	By when?
Form policy assessment coalition working group	Coalition volunteers	10/1/2016
Identify training needs for police officers on best practices in law enforcement policies and procedures regarding underage marijuana use to be conducted in following months	Chief Craig Davis	6/1/2017
Assess town policy regarding use of marijuana (e.g., enforcement of marijuana laws, how often law enforcement interfaces with youth around use and possession), as appropriate, with recommendations issued to town officials based on findings	Coalition Working Group/Board of Selectmen/Chief Craig Davis	9/1/2017

Strategy 2: *Assess, modify and/or increase enforcement of existing school policy concerning underage marijuana use/possession*

Activity	Who is responsible?	By when?
Assess school policy regarding youth marijuana use (e.g., how policy could be improved) with recommendations issued to school administrators and School Committee members based on findings	Coalition Working Group	9/1/2017
Identify appropriate trainings for school staff on identification of youth marijuana use and best practices in enforcement policies and procedures regarding underage marijuana use	Jim Adams /Director of Curriculum	9/1/2017
Incentivize parent attendance at elementary, Middle School and High School fall open house where marijuana use policy is highlighted and discussed (healthy choices at elementary level).	Jim Adams/Director of Curriculum	9/29/2017

Strategy 3: *Reduce access of marijuana to Ashland youth*

Activity	Who is responsible?	By when?
Develop a community survey to better understand community attitudes and expectations regarding youth marijuana use	Evaluation Working Group/contracted Social Marketing professional	9/29/2017

Strategy 4: *Analyze and evaluate measures of current “perceptions” (of harm, of peer disapproval, of parental disapproval) of marijuana by Ashland youth*

Activity	Who is responsible?	By when?
Analyze and evaluate 2016 Ashland Adolescent Health Survey including measures of marijuana use and perceptions (Gr. 6-12) including DUI (collected November 2016)	Coalition Working Group/Coalition volunteers/EDC	9/29/2017

Strategy 5: *Continue youth-led social norms campaign to develop and carry out elements of social marketing*

Activity	Who is responsible?	By when?
Work with social marketing consultant to continue campaigns targeted to AHS students and Ashland community utilizing the Positive Community Norms Framework.	Coalition Social Norms Working Group	6/20/2017
Engage youth group within one local religious organization to partner with Coalition on social norms campaign	Coalition Social Norms Working Group	6/20/2017
Engage peer leaders in High School to disseminate youth-led social norms campaign messaging	Peer Leader advisor/Coalition Working Group	9/29/2017

Strategy 6: *Hold Parent and community education/forums*

Activity	Who is responsible?	By when?
Facilitate at least two community conversations and provide Community of Concern educational materials	Cara Tirrell/Kathy Bach	2/1/2017
Annual Coalition Show on local cable network with coalition PSAs featured	Coalition Subcommittee/Director of Curriculum/Barbara Chisholm	6/1/2017

Objective 3: *By 9/29/2017, decrease use of any tobacco product by Ashland youth ages 12-18 years old by 2% as measured by the Ashland Adolescent Health Survey (current, 30-day, use of any tobacco product).*

Strategy 1: *Assess, modify and/or increase enforcement of existing town laws concerning underage tobacco (including e-cigarettes and other nicotine-related products) use/possession*

Activity	Who is responsible?	By when?
Form policy assessment coalition working group	Coalition volunteers	10/1/2016
Assess town policy regarding youth use of tobacco/nicotine (e.g., enforcement of laws pertaining to underage tobacco use, how often law enforcement interfaces with youth around use and possession), as appropriate, with recommendations issued to town officials.	Coalition Working Group/Judy Margulies, Governmental Agency sector member/Board of Selectmen/Chief Craig Davis	9/1/2017

Strategy 2: *Assess, modify and/or increase enforcement of existing school policy concerning underage tobacco use/possession*

Activity	Who is responsible?	By when?
Assess school policy regarding use of tobacco/nicotine (e.g., how policy could be improved) with recommendations issued to school administrators and School Committee members based on findings	Coalition Working Group/Jim Adams	9/1/2017

Objective 4: *By 9/29/2017, decrease use of prescription drugs by Ashland youth ages 12-18 years old by 2% as measured by the Ashland Adolescent Health Survey (current, 30-day, use of prescription drugs).*

Strategy 1: *Reduce access of prescription drugs to Ashland youth.*

Activity	Who is responsible?	By when?
Opioid Prevention Working Group to create Opioid Prevention Action Plan	Coalition Staff/Coalition Working Group	10/30/2016
Develop parent education around the topic of medication safety, including off label use and risk factors associated with prescription drug misuse	Coalition working group	6/1/2017
Drug Take-Back Day with local media coverage	Chief Craig Davis/Al Porter-media/Coalition volunteers	6/1/2017
Maintain and Monitor Prescription Drug Drop Box at Ashland Police Station	Chief Craig Davis	9/29/2017