

**DFC YEAR 4: 12-MONTH ACTION PLAN (Sept 30, 2018 – Sept 29, 2019)**

**DFC Goal One: Increase community collaboration**

**Objective 1:** *By 9/29/19, increase coalition membership by 25% as measured by average number of board meeting attendees.*

Strategy 1: *Provide information to community members and stakeholders.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Publish Annual Report.	Media	2/28/19
Publish PSA to recruit new members.	Media	2/28/19
Update volunteer materials: Flow chart, orientation packet, and calendar.	Coordinator	2/28/19
Obtain memorandums of understanding (MOU's) with partner organizations.	Chair	9/29/19
Encourage sector reps to share "Vaping Backpack" with sector. Include any emerging substance trends.	Vice-Chair	Now, ongoing
Continue speaker circuit to attract new members: School Board, County Board, Rotary,	Coordinator + 1	Ongoing
Attend large community events: Dahl Lube-a-thon, National Night Out, school orientations, mandatory sports meetings.		Ongoing
Create more banners, fact cards, and data displays for schools.		9/29/19
Organize quarterly meetings for all coalition members to receive info about a substance, take action, and recruit more help. <ul style="list-style-type: none"> <li>• Marijuana</li> <li>• Vaping</li> <li>• Alcohol</li> <li>• M.I.</li> </ul>	Coordinator + 1	Feb May Aug Sept

**Objective 2:** *By 9/29/19, increase coalition effectiveness by 25% as measured by increase in score on **Coalition Effectiveness Inventory Self-Assessment tool**.*

Strategy 1: *Provide support to coalition staff and members.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Obtain one student intern to help with website, newsletter, and social media		Winter-Spring
Track and monitor events at community parks that include alcohol.		Ongoing
Review school policies in Winona & Lewiston: WSHS, WMS, LAHS.		9/29/19
Update logic models and action plan.	Evaluation	1/31/19
Create more branded posters and cards for sector reps to utilize in recruitment.		2/28/19
Conduct coalition survey with all members, and present any recommendations to Board for follow-up action.	Evaluation	1/31/19
Partner with businesses to offer students deals on alternative activities.	Business	Ongoing

Strategy 2: *Enhance skills of coalition staff and members.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Attend CADCA National Leadership Forum (Feb 4-7, Washington, D.C.)	Coordinator	2/9/19
Attend National Prevention Network Conference (Aug 27-29, Chicago)	1 Staff + 1 Volunteer	
Attend National Conference on Tobacco or Health (Aug 27-29, Minneapolis)	1 Staff + 1 Volunteer	
Attend Minnesota Prevention Resource Center (MPRC) Program Sharing Conference	1 Staff + 1 Volunteer	10/31/18

## **DFC Goal Two: Reduce youth substance use**

**Objective 1:** *Long term - By 9/29/20 reduce past 30 days alcohol use in 11<sup>th</sup> graders by 5%, and 1% of 8<sup>th</sup> graders as measured by the Minnesota Student Survey.*  
*Short term - By 9/29/19 reduce past 30 days alcohol use in 11<sup>th</sup> graders by 1% as measured by the Minnesota Student Survey.*

Strategy 1: *Provide information about youth access to alcohol and harms from drinking.*

Activity	Who is responsible?	By when?
Launch marketing campaign about locking up and monitoring alcohol.	Parents, Programs	4/30/19
Students present to adults – Advertising and Media Influence (Y2Y Module 3A-2).	Coordinator, Students	5/31/19
Students present to peers – 8 Things the Alcohol Industry Does Not Want You to Know (Y2Y Module 3A-1).	Coordinator, Students	5/31/19
Collect and publicize report on underage drinking to key stakeholders. <ul style="list-style-type: none"> <li>• Compliance checks and RBST outcomes</li> <li>• Past 30 days use trend</li> <li>• City and county underage violations</li> </ul>	Evaluation, Media	4/30/19
Update alcohol information on website.	Coordinator, Intern	2/28/19

Strategy 2: *Enhance monitoring skills across the community and student's decision-making skills towards alcohol.*

Activity	Who is responsible?	By when?
Add an alcohol cabinet display with monitoring skills to Hidden in Plain Sight.	Training	4/30/19
Update school health class curriculum. (TBD)	Coordinator	2/28/19

Provide Responsible Beverage Server Training (RBST) to alcohol retailers AND new community events. (Twice annually)	Bridget Klinger	6/30/19 9/29/19
---	-----------------	--------------------

Strategy 3: *Provide students with alcohol-free alternative activities around celebrations.*

Activity	Who is responsible?	By when?
Support after-prom event planning	Parents	6/1/19

Strategy 4: *Enhance access to information and services.*

Activity	Who is responsible?	By when?
Provide translated materials and interpretation at Hidden in Plain Sight. Partner with Project FINE.	Training	Ongoing
Provide employers with \$15 scholarships to attend (RBST).	Coordinator	6/30/19 9/29/19

Strategy 5: *Change the consequences by monitoring sales of alcohol to minors.*

Activity	Who is responsible?	By when?
Conduct alcohol compliance checks with city and county alcohol retailers. (Twice annually)	Jeff Mueller Bridget Klinger	4/30/19 9/29/19

Strategy 6: *Change the physical design to raise awareness and reduce risk.*

Activity	Who is responsible?	By when?
Conduct "Sticker Shock" with local alcohol retailers: Midtown, HyVee, 5 <sup>th</sup> Street.	Coordinator, Students	5/30/19

**Objective 2:** *Long term - By 9/29/20 reduce past 30 days Rx drug misuse in 11<sup>th</sup> graders by 3%, and 1% of 8<sup>th</sup> graders as measured by the Minnesota Student Survey.*  
*Short term - By 9/29/19 reduce past 30 days Rx drug misuse in 11<sup>th</sup> graders by 1% as measured by the Minnesota Student Survey.*

Strategy 1: *Provide information about proper disposal techniques and risks of sharing prescription drugs.*

Activity	Who is responsible?	By when?
Continue providing safe disposal fact cards at community tabling events.	Training	Ongoing
Update Rx drug information on website.	Coordinator, Intern	2/28/19

Strategy 2: *Enhance parent's prescription drug recognition skills.*

Activity	Who is responsible?	By when?
Continue displaying medicine cabinet with facts in the Hidden in Plain Sight exhibit.	Training	Ongoing

Strategy 3: *Enhance access to safe prescription drug disposal.*

Activity	Who is responsible?	By when?
Continue hosting National Rx Drug Take-Back Day (TBD) events in Apr. & Oct.	Programs, LE	4/28/19 10/28/19

**Objective 3:** *Long term - By 9/29/20 reduce past 30 days marijuana use in 11<sup>th</sup> graders by 5%, and 2% of 8<sup>th</sup> graders as measured by the Minnesota Student Survey.*  
*Short term - By 9/29/19 reduce past 30 days marijuana use in 11<sup>th</sup> graders by 1% as measured by the Minnesota Student Survey.*

Strategy 1: *Provide information on collateral consequences of heavy marijuana use.*

Activity	Who is responsible?	By when?
Collect and publicize report on marijuana use to key stakeholders. <ul style="list-style-type: none"> <li>• Past 30 days use trend</li> <li>• City and county underage violations</li> <li>• Actual vs. perceived use</li> </ul>	Evaluation, Media	3/31/19
Update marijuana information on website.	Coordinator, Intern	2/28/19

Launch marketing campaign on consequences (e.g. lost academic/athletic eligibility, collateral consequences).	Coordinator, Schools	3/31/19
---	----------------------	---------

Strategy 2: *Provide “safe high” alternative activities to students around key celebrations.*

Activity	Who is responsible?	By when?
Host alternative activity on 4/20 with fact cards and discount.	Coordinator, Students	4/20/19

Strategy 3: *Change the consequences by monitoring enforcement of violations.*

Activity	Who is responsible?	By when?
Increase enforcement of school policies and communication between schools and L.E.	Schools, LE	Ongoing

**Objective 4:** *Long term - By 9/29/20 reduce past 30 days e-cigarette use in 11<sup>th</sup> graders by 10%, and 2% of 8<sup>th</sup> graders as measured by the Minnesota Student Survey. Short term - By 9/29/19 reduce past 30 days e-cigarette use in 11<sup>th</sup> graders by 5% as measured by the Minnesota Student Survey.*

Strategy 1: *Provide information about harms from e-cigarette use.*

Activity	Who is responsible?	By when?
Collect and publicize report on tobacco/e-cigarette use to key stakeholders. <ul style="list-style-type: none"> <li>Past 30 days use trend</li> <li>City and county underage violations</li> <li>Compliance check outcomes</li> </ul>	Evaluation, Media	3/31/19
Launch marketing campaign in schools about harms and perceptions. Use SHIP posters.	Schools, Students, Coordinator	3/31/19

Strategy 2: *Enhance access to information and services.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Provide translated campaign posters in schools. Partner with Project FINE.	Schools, Coordinator	Ongoing

Strategy 3: *Change the consequences by monitoring sales of tobacco products to minors.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Conduct compliance checks with city and county tobacco retailers. Participate in Congratulate & Educate program (MDH).	Jeff Mueller Bridget Klinger	9/29/19
Organize a point-of-sale scavenger hunt with students at tobacco retailers (Counter Tobacco).	Students, Coordinator	5/31/19

Strategy 4: *Modify the purchase age of tobacco in the City of Winona.*

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Raise the legal minimum age to 21 in the City of Winona (T21).	Coalition	Ongoing