

## ASAP Action Plans

### DFC Goal 2

#### LOCAL CONDITION 1: Youth Took Alcohol from Home

STRATEGY 1A: 'LOCKIT UP' CAMPAIGN TARGETING PARENTS				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Recruit new Media/ Marketing Team Lead	Provide support	Coordinator		February 2019
Craft messages	Provide information	Media/ Marketing Team	Parents	May 2019
Pilot test messages				June 2019
Develop dissemination plan				July 2019
Implement; refresh messages regularly				August 2019
Complete communication activities	Refer to communication plans listed at end of document.			

STRATEGY 1B: HIDDEN IN PLAIN SIGHT				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Add alcohol cabinet display to HIPS	Physical design		Cabinet, bottles	May 2019
Develop schedule of HIPS events	Provide support			June 2019
Translate HIPS materials	Ease access	Project FINE	Project FINE	June 2019
Train volunteers	Build skills			July 2019
HIPS stationary + backpack mobile events	Provide information		HIPS display backpacks, vaping devices	August 2019

#### LOCAL CONDITION 2: Youth Got Alcohol at Parties

STRATEGY 2A: STICKER SHOCK				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Recruit new Media/ Marketing Team Lead	Provide support	Coordinator		February 2019
Craft messages	Provide information			March 2019
Order sticker and hang tags				March 2019
Identify liquor stores willing to participate	Provide support			April 2019
Recruit youth and adult volunteers to place stickers and hang tags				April 2019
Inform media about event	Provide information			May 2019
Place stickers and hang tags	Physical design, provide information	Youth + adult volunteers, Marketing Team	Stickers and hang tags; willing retailers	May 2019, around prom or graduation
Repeat campaign				August
Complete communication activities	Refer to communication plans listed at end of document.			

<b>STRATEGY 2B: AFTER-PROM EVENT</b>				
<b>Action Step</b>	<b>Type</b>	<b>Person(s) Responsible</b>	<b>Needs/Resources</b>	<b>Timeline</b>
Recruit parent(s) from after-prom planning committee to Board	Provide support	Coordinator		February 2019
Support planning				April 2019
Promote + host event		Parents		May 2019
Request data for evaluation	Provide information	Coordinator		June 2019

### LOCAL CONDITION 3: Youth Perceive Low Risk of Harm from Drinking

<b>STRATEGY 3A: LIFESKILLS TRAINING CURRICULUM</b>				
<b>Action Step</b>	<b>Type</b>	<b>Person(s) Responsible</b>	<b>Needs/Resources</b>	<b>Timeline</b>
Sign WSHS up for national study or purchase curriculum	Provide support		Contact National Health Promotion Associates	February 2019
Ensure teachers get trained	Enhance skills		Purchase curriculum if not enrolled in study	Spring/summer 2019
Determine when curriculum will be delivered	Provide support			August 2019
Notify parents	Provide information			Fall 2019
Conduct pre-test	Provide information; enhance skills			
Deliver curriculum				
Conduct post-test				

### LOCAL CONDITION 4: Youth Get Marijuana from Young Adults

<b>STRATEGY 4A: GARVIN HEIGHTS PARK MONITORING</b>				
<b>Action Step</b>	<b>Type</b>	<b>Person(s) Responsible</b>	<b>Needs/Resources</b>	<b>Timeline</b>
Meet with law enforcement	Provide support	Coordinator		February 2019
Research costs for added lighting (if allowable)	Provide information			
Scan condition of park (i.e., trash, graffiti, overgrowth)	Provide information	Youth and young adults	Camera phones	May 2019
Talk with residents about lighting concerns	Provide support			
Increase patrolling at park	Reduce access	Law enforcement		July 2019
Plan park clean-up days	Change design		Trash bags, trimmers	August 2019
Conduct clean-ups, including clearing brush/dense foliage				
Host event at park to celebrate clean-up	Provide support			
Complete communication activities	Refer to communication plans listed at end of document.			

## LOCAL CONDITION 5: Youth Perceive Low Risk of Harm from Marijuana Use

STRATEGY 5A: SAFE HIGH ALTERNATIVE ACTIVITY				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Assemble committee to plan event	Provide support	Coordinator		February 2019
Develop fact cards	Provide information	Event Committee	Explore replicating WSU playing cards w/ risks and policies	March 2019
Recruit volunteers	Provide support			March 2019
Promote event	Provide information			April 2019
Host event	Provide support			April 20, 2019
Complete communication activities	Refer to communication plans listed at end of document.			

STRATEGY 5B: SOCIAL MARKETING CAMPAIGN ON MARIJUANA RISKS				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Recruit new Media/ Marketing Team Lead	Provide support	Coordinator		February 2019
Pilot test "collateral consequences" materials already developed	Provide information	College students	Youth to provide feedback on materials	April 2019
Revise materials based on pilot test input		College students		May 2019
Translate materials	Reduce barriers	Project FINE		June 2019
Research media costs, by format/mode	Provide information	Media/ Marketing Team	Consider Screen Vision options of ads in theaters	Summer 2019
Develop dissemination plan to include print, social media, and radio				
Implement; refresh messages every 4-6 weeks				September 2019
Complete communication activities	Refer to communication plans listed at end of document.			

STRATEGY 5C: INCREASED ENFORCEMENT OF MARIJUANA SCHOOL POLICIES/COMMUNITY LAWS				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Discuss what role, if any, ASAP could play	Policies	ASAP Board	Buy-in from both schools and law enforcement	TBD

## LOCAL CONDITION 6: Youth Easy Access to E-cigarettes and Vaping Devices

STRATEGY 6A: EDUCATE AND CONGRATULATE				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Meet with city to plan for checks	Provide support	Coordinator, Law enforcement	Bridget back and caught up!	April 2019
Conduct point-of-sale scavenger hunt	Provide information	Youth	Scavenger hunt checklist	May 2019
Create list of vendors to check	Change consequences	Law enforcement	National retailer violation database	June 2019
Check vendors for history of non-compliance		Coordinator		
Recruit reserve officers		Law enforcement	August 2019	
Conduct checks		Coordinator, media		
Recognize retailers who pass		Certificates		
Complete communication activities	Refer to communication plans listed at end of document.			

STRATEGY 6B: T-21				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Make list of decision makers, probable stance, and influencers	Policies	Executive committee		Done
Learn from communities that have passed T21		Coordinator	RPC Laura Bennett in Duluth	February 2019
Develop advocacy materials like policy briefs		Coordinator		March 2019
Develop outreach plan (who will meet with who)		Board		March 2019
Recruit youth to help research and plan		Coordinator	High school government classes; college public policy classes	

## LOCAL CONDITION 7: Youth Perceive Low Risk of Harm from Vaping

STRATEGY 7A: SOCIAL MARKETING CAMPAIGN ON E-CIGARETTE/VAPING RISKS				
Action Step	Type	Person(s) Responsible	Needs/Resources	Timeline
Recruit students to help with campaign	Provide support	Coordinator	Presentations at schools on vaping to increase student interest in topic	February 2019
Translate materials	Reduce barriers	Project FINE		February 2019
Plan for other modes of dissemination			Consider Screen Vision options of ads in theaters	
Develop plan for where to place SHIP posters	Provide information	Students		March 2019

Implement campaign in schools			SHIP posters; approval from school administration	Through May 2019
Complete communication activities	Refer to communication plans listed at end of document.			

<b>COMMUNICATION ACTIVITIES</b>		
<b>4-6 weeks before</b>	<b>Person(s) Responsible</b>	<b>Needs/Resources</b>
Guest list/ target audience		
Create flyers		
Create website landing page		
Create Facebook event		
Create postcard mailer		
Create email invite		
Create press release		
<b>3 weeks before</b>		
Distribute flyers		
Hang vinyl banners		
Publish website landing page		
Post marquees		
Begin weekly social media posts		
Send email invite		
<b>2 weeks before</b>		
Send press release		
Record radio interview		
Recruit people to take pics		
WH Pulse Announcement		
Weekly social media post		
<b>1 week</b>		
Send email reminder		
Radio interview		
Weekly social media post		