

12-Month Action Plan

DFC Goal One: Increase community collaboration

Objective 1: *Increase Drug Free St. Lucie active membership by 5%, including individuals and organizations, as well as youth (11-17) and adults, from September 30th 2017 to September 30th 2018 measured by Coalition sign-in-sheets and the roster.*

Strategy 1: *Enhance the ability of the leadership of Drug Free St. Lucie to operate a fully-functioning, diverse, active membership through strong organizational support.*

Activity	Who is responsible?	By when?
Review policies and procedures with officers and update if necessary.	Director, Coordinator, Assistant, Board	1/01/20
Sign MOUs with law enforcement for participation in strategies.	Director, Coordinator, Assistant, Board	11/30/19
Formalize a communications plan to share with sector members.	Director, Coordinator, Assistant, Chair	1/31/20

Strategy 2: *Enhance skills of the coalition members including staff, adult members, and youth members (11-17) to be leading prevention experts in St. Lucie County on youth alcohol, marijuana, and prescription drug use.*

Activity	Who is responsible?	By when?
2 members will attend the CADCA Forum.	Staff and/or members	2/20
Provide presentations for coalition members at least 4 times per year coalition meetings by experts addressing risk factors of substance use.	Coordinator, Assistant, members, expert speakers	12/19, 3/20, 6/20, 9/20
Host 12 in-depth sessions, one for each sector representative, on their role in the coalition and ways to involve their respective sectors.	Coordinator, Assistant, Sector Representatives	3/31/20
Provide each new coalition member with the Drug Free St. Lucie new member orientation manual describing coalition initiatives and opportunities.	Coordinator, Assistant	Ongoing through 9/29/20
Provide training for coalition members on Cultural Competency and Humility.	Director, Coordinator	2/28/20
Provide training for coalition members on best practices for engaging parents and guardians.	Coordinator, Assistant	6/30/20
Continue to collect and monitor substance use data, including focus groups, surveys, key informant interviews, and reports to provide trend data and determine new drug threats.	Director, Coordinator, Assistant, Evaluator, 12 Sectors	Ongoing through 9/29/20

Strategy 3: *Increase the recognition of Drug Free St. Lucie among community members as a leading resource regarding youth substance use.*

Activity	Who is responsible?	By when?
Continue to enhance existing website to serve as information warehouse for substance abuse prevention for the county and post updates at least monthly.	Coordinator, Assistant	Monthly from 9/30/19 through 9/30/20
Continue to develop/enhance coalition social media sites to share opportunities for participation and events.	Coordinator, Assistant	11/30/19
Produce and distribute quarterly newsletters.	Coordinator, Assistant, members	12/19, 3/20, 6/20, 9/20
Continue to update coalition promotional materials.	Coordinator, Assistant	12/31/19
Attend community meetings each month informing residents of coalition activities and partnering opportunities.	Director, Coordinator, Assistant, Members	Monthly from 9/30/19 through 9/30/20
Share coalition announcements and meetings with the public including sector members sharing through their networks.	Director, Coordinator, Assistant, Members	Monthly from 9/30/19 through 9/30/20
Draft and release two press releases to local media outlets on Drug Free St. Lucie's mission, projects, and opportunities for involvement.	Coordinator, Assistant	12/19, 6/20

DFC Goal Two: Reduce youth substance abuse

Objective 1: *Decrease St. Lucie County middle and high school student (ages 11-17) underage drinking as measured by the percentage of youth reporting past 30-day alcohol use on the Florida Youth Substance Abuse Survey from 18.3% in 2016 to 15% by 2020.*

Strategy 1: *Provide information on alcohol use and its consequences, with a focus on underage drinking, to community members.*

Activity	Who is responsible?	By when?
Share alcohol information electronically monthly through coalition sources: Social Media; Website, Email blasts; Newsletters.	Coordinator, Assistant Youth Group	Monthly activities 9/30/2019 through 9/30/2020
Draft and distribute a press release on underage drinking issues for local print media.	Coordinator, Assistant	Jan 31, 2020
Develop a fact sheet with local data on underage drinking to share at community events/online.	Coordinator, Evaluator	Jan 31, 2020

Activity	Who is responsible?	By when?
Town hall meeting incorporating the Parents that Host, Lose the Most Campaign to inform parents on social host laws with a goal of 100 attendees.	Director, Coordinator, Assistant, 12 sectors	April 2020
Attend community events at least quarterly sharing information on underage drinking.	Coordinator, 12 sectors	12/19, 3/20, 6/20, 9/20
Partner with schools during homecoming and prom to promote the Friday Night Done Right – No Alcohol, No Dope campaign at these events to reach 5,000 students.	Coordinator, Schools, Youth, School Resource Officers	10/19, 5/20

Strategy 2: *Enhance skills of parents, school personnel, and middle and high school students in understanding the consequences of underage drinking and identifying alcohol use among teens.*

Activity	Who is responsible?	By when?
Host two presentations to educate parents about how the teen brain interacts with alcohol.	Coordinator, Schools, Parents	6/30/20
Train school staff and School Resource Officers at one middle and one high school to be able to identify signs of a student being drunk at school.	Coordinator, SRO's, Schools	6/30/20
Provide the Know the Law Course to at least 300 youth teaching the laws regarding alcohol use.	Coordinator, SRO's, Schools	6/30/20

Strategy 3: *Provide Support for prosocial involvement opportunities among middle and high school students.*

Activity	Who is responsible?	By when?
Continue to host Youth Leadership St. Lucie monthly meetings.	Coordinator, Youth, Members	10/19- 6/20
Provide training for Youth Leadership St. Lucie in media advocacy and media literacy.	Coordinator, Trainer, Youth	4/20
Provide four alcohol free events as part of the Friday Night Done Right campaign.	Coordinator, Assistant, 12 sectors, Youth Group	12/19, 3/20, 6/20, 9/20

Strategy 4: *Reduce Access/Enhance Barriers of youth alcohol use.*

Activity	Who is responsible?	By when?
Provide alcohol swabs to parents at events.	Coordinator, Schools	6/30/20
Conduct quarterly compliance check operations	Coordinator, Law Enforcement, Youth	12/19, 3/20, 6/20, 9/20

Activity	Who is responsible?	By when?
Provide materials in appropriate language including Know the Law and handouts	Coordinator, 12 sectors	Ongoing

Strategy 5: *Changing Consequences for youth and alcohol retailers regarding underage drinking.*

Activity	Who is responsible?	By when?
Publicize non-compliance through media outlets of stores that sell compliance checks.	Coordinator, Law Enforcement, Media	12/19, 3/20, 6/20, 9/20
Recognize stores that passed compliance checks and did not sell to youth through media outlets.	Coordinator, Law Enforcement, Media	12/19, 3/20, 6/20, 9/20
Host two Responsible Vendor Training sessions for alcohol retailers teaching alcohol sales laws.	Coordinator, Law Enforcement	3/15/19, 9/15/20

Strategy 6: *Change Physical Design of schools and business to deter youth alcohol use.*

Activity	Who is responsible?	By when?
Post Signage about zero tolerance for alcohol use on school property.	Coordinator, Schools	3/31/20
Conduct alcohol environmental scans at 20 local vendors to gauge signage and sales practices.	Coordinator, Youth	7/31/20
Using scan results, work with local alcohol distributors to ask clients to post We ID Signage.	Coordinator, Youth, Business Community	9/29/20

Strategy 7: *Modify/Change Policies to reduce and prevent youth alcohol use.*

Activity	Who is responsible?	By when?
Work to pass policy that parents will be notified of alcohol infractions on school campuses.	Director, Coordinator, Schools, Parents	9/29/20
24/7 Zero Tolerance policy in the school district.	Director, Coordinator, Schools, Parents, SROs	9/29/20

Objective 2: *Decrease St. Lucie County middle and high school student marijuana use as measured by the percentage of youth reporting past 30-day marijuana use on the Florida Youth Substance Abuse Survey from 11.2% in 2016 to 9% by 2020.*

Strategy 1: *Provide Information on marijuana use and its consequences to middle and high school students, parents, and other adults.*

Activity	Who is responsible?	By when?
Share marijuana information electronically monthly through coalition sources: Social Media; Website; Email blasts; and Newsletters.	Coordinator, Assistant	Monthly activities 9/30/2019 through 9/30/2020

Activity	Who is responsible?	By when?
Draft and distribute a press release on youth marijuana use for local print media.	Coordinator, Assistant	6/30/20
Develop and share fact sheet with local data on youth marijuana use and consequences.	Coordinator, Evaluator	1/31/20
Host town hall meeting to educate leaders, residents, parents, educators and youth on distinctions between Florida's legalization of medical marijuana and illicit marijuana use, the dangers of youth use, and ways to limit medical marijuana among those not prescribed.	Director, Coordinator, Assistant, 12 sectors, Youth group	4/30/20
Partner with schools for homecoming and prom to promote the Friday Night Done Right –No Alcohol, No Dope campaign reaching 5000 students.	Coordinator, Assistant, Schools, Youth, School Resource Officers	11/19, 5/20

Strategy 2: *Enhance Skills of parents, school personnel, community leaders, and middle and high school students in understanding the consequences of youth marijuana use.*

Activity	Who is responsible?	By when?
Educate leaders and legislators on ways to limit medical marijuana so retailers don't advertise in a way that attracts kids (cookies, candies).	Director, Coordinator, Assistant, Gov't agencies	4/30/20
Educate community leaders, especially law enforcement, about linkage between early marijuana use and subsequent use of more dangerous drugs such as heroin.	Director, Coordinator, Assistant, Law Enforcement, Schools, Gov't agencies	8/31/20
Host two presentations to educate parents about how the teen brain interacts with marijuana.	Coordinator, Schools, Parents	6/30/20
Provide the Know the Law Course to at least 300 youth teaching the laws regarding marijuana use.	Coordinator, Assistant, Schools, SROs	6/30/20

Strategy 3: *Provide Support for prosocial involvement opportunities among middle and high school students.*

Activity	Who is responsible?	By when?
Continue to host Youth Leadership St. Lucie monthly meetings.	Coordinator, Youth, Members	12/31/19 – 6/30/20
Provide four marijuana free events as part of the Friday Night Done Right campaign.	Coordinator, Assistant, 12 sectors	12/19, 3/20, 6/20, 9/20

Strategy 4: *Reduce Access/Enhance Barriers of youth marijuana use.*

Activity	Who is responsible?	By when?
Provide 500 drug test kits to the SRO's, after school programs, parents during open houses and community events.	Coordinator, Schools, Law Enforcement	6/30/20

Objective 3: *Decrease St. Lucie County middle and high school student (ages 11-17) prescription drug use by reducing the percent of youth who report prescription pain reliever past 30-day use by 1% and past 30-day depressant use by .5% from 2016 to 2020, as measured by the Florida Youth Substance Abuse Survey.*

Strategy 1: *Provide information to youth and adults on the dangers of prescription drug use.*

Activity	Who is responsible?	By when?
Share prescription drug information electronically through coalition sources: Social Media; Website; Email blasts; and Newsletters.	Project Coordinator, Community Coordinator	Monthly activities 9/30/2019 through 9/30/2020
Draft and distribute a press release on youth prescription drug use for local print media.	Assistant	8/30/20
Develop and share a fact sheet with local data on youth prescription drug use.	Coordinator, Evaluator	1/31/20
Participate in the Opiate Task Force and provide data collected to community members.	Director, Coordinator, Assistant, members	12/19, 3/20, 6/20, 9/20

Strategy 2: *Enhance Skills of youth and healthcare professionals regarding the misuse and abuse of prescription drugs.*

Activity	Who is responsible?	By when?
Develop a toolkit for practitioners to help identify youth who are high risk for opiate use and provide to 50 local practitioners.	Director, Coordinator, healthcare professionals, gov't agencies	8/31/20
Provide the Know the Law Course to at least 300 youth regarding prescription drug use laws.	Coordinator, Schools, Law Enforcement	6/30/20

Strategy 3: *Reduce Access/Enhance Barriers and Enhance Access/Reduce Barriers of youth prescription drug use.*

Activity	Who is responsible?	By when?
Work with law enforcement to host prescription drug take back events where residents can safely dispose of prescription medications.	Coordinator, Assistant, Law Enforcement, Media, Business Community	8/31/20

Activity	Who is responsible?	By when?
Promote use of Deterra Drug Deactivation System and distribute 400 Deterra envelopes to safely dispose of unused medications.	Staff, Law Enforcement, Healthcare, Gov't, Media, Civic/Volunteer Orgs	8/31/20