

**13. What is the coalition’s plan for addressing youth substance use in the first 12 months after the awarding of the DFC grant?**

**DFC Goal 1: Increase community collaboration**

By 2015, there will be a significant increase in the awareness, participation, and involvement in the coalition by identified key stakeholders/champions. This will result in more awareness and utilization of evidence-based programs by those who implement and potential funding sources to reduce underage drinking and marijuana and the behaviors that are the result of their usage.

**Objective 1:** By 2015, build the capacity and diversity of the Stand UP Polk Coalition throughout Polk County to include but not be limited to: youth, business leaders, faith-based, community partners, local government, law enforcement agencies and private citizens.

**Strategy 1: Recruit new members to the coalition**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Examine current StandUP membership, determine sectors the coalition needs and identify target organizations	StandUP Partners and staff  Continue to work through Sustainability Committee	Begin 9/10 Set target sectors and recruitment plan by 12/10 Begin Recruiting on 1/11-9/11 Revisit progress Monthly	Refer to Sustainability Committee’s findings  Use SARG (state funded/SPF) coach for technical assistance
Educate the current membership regarding the SARG (SPF/SIG) process and their role in the recruitment of potential members.	Staff and StandUP Partners and Sustainability Committee	Begin 9/10 Revisit topic each month at general meeting	State funded coaches to provide technical assistance.  Refer to Sustainability Committee’s Findings  CSII facilitators Carol Hayes and DG Mawn
Formation of key sector groups will expand membership	Key StandUP Partners and Staff	Start up was: Law 2/10 Hispanic 1/09 Higher Ed 3/10	Law Enforcement Task Force Hispanic Task Force Higher Ed. Task Force
Capacity Building within outlying communities in Polk County.	Key Members, Community Leaders and Staff	Begin 9/10 Monthly meet with one of the identified target groups	Leaders from Frostproof, Lake Wales, Winter Haven Fort Meade areas plus Leaders from Faith Community, Business, Media and Medical Sectors

<p>\Youth to hold quarterly drug free events to recruit new members</p>	<p>UthMpact Event Committee and Staff</p>	<p>Events in: 9/10, 2/11, 4/11 and 6/11</p>	<p>Municipal Facility partners Corporate sponsors in Targeted geographic areas: Haines City, Fort Meade/ Bartow, Winter Haven</p>
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**Strategy 2: Provide Training to strengthen youth and adult leaders' skill to develop coalition and pursue sustainability**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
<p><b>YOUTH</b> Explore trainings that are available to youth for UthMpact coalition leadership training.</p> <p>Provide UthMpact leadership Training</p>	<p>Staff and UthMpact (youth coalition) Partners</p> <p>Staff, Key UthMpact Partners, Local Providers and Florida National Guard</p>	<p>Begin 9/10</p> <p>Provide Fall 2010 and Spring 2011 Trainings</p>	<p>Local and State Resources of training providers will be explored.</p> <p>Partially donated facility, donated DJ and training professionals from marketing, parliamentarian and law enforcement sectors. Main Facilitator – Florida National Guard (fully donated)</p>
<p><b>ADULT</b> Explore training opportunities to enhance the growth and sustainability of the coalition.</p> <p>Send members to training opportunities</p> <p>Attend CADCA training with 2 DPRC staff and 2 coalition members.</p>	<p>Key StandUP members and staff</p> <p>Staff and Facilitators</p> <p>Key StandUp members and staff</p>	<p>Begin 09/10</p> <p>10/10 and 2/11</p> <p>2 /11</p>	<p>Survey of full membership Facilitated by key members and staff</p> <p>State Prevention Conference paid for by fiscal agent and State Coalition Training paid by State Grant</p> <p>CADCA paid by DFC grant</p>

**Objective 2:** By 2015 provide training opportunities to the community, our youth and adult coalition members, coalition leaders, and staff.

**Strategy 1: *Provide State and National level Coalition Training.***

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date(By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Adult Send members to State training opportunities	Key StandUP members and staff	10/10 and 2/11	State Prevention Conference paid for by fiscal agent and State Coalition Training paid by State Grant
Attend CADCA training with 2 staff & 2 coalition members.	Key StandUP members and staff	2 /11	CADCA paid by DFC grant
Youth Send members to State training opportunities Attend CADCA training with 2 DPRC staff and 2 coalition members.	Key UthMpact members/staff Key UthMpact members/staff	10/10 and 2/11 2 or 3/11	State Prevention Conference paid for by fiscal agent/State Training paid by State Grant CADCA paid by DFC grant
Adult and Youth – Utilize web based and local trainings related to prevention	Key Staff, UthMpact and Stand UP Partners	Ongoing	Florida Coalitions FADAA (Florida Assn) NIDA, ONDCP, and others Often free or low cost

**Strategy 2: *Develop communications that educate the public.***

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Increase coalition staff to include expert in technological communications	Coalition and Fiscal Agent leadership	Hire by 10/1/10	Technological savvy coalition partners
Begin technical communications to community via websites, social networking, twitter, texting, other viral approaches	Newly hired technical staff and coalition partners	Begin 10/1/10	Staff UthMpact Partners StandUP Polk Partners Technological savvy Coalition Partners
Create an annual report to the public that increases awareness among the general public and key leaders	StandUP Polk Staff and Partners	Begin 3/10 Produce and disseminate by 3/11	Staff StandUP and UthMpact Partners, Evaluator, SARG Coach/Officials and Communications experts

**Strategy 3: Increase reporting and communication between coalition and Law Enforcement Agencies within the county.**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Devise Reporting Protocol	Law Enforcement Task Force and StandUP Staff	Began 2/10	Law Enforcement Task Force Members as well as Technical Assistance from experts in the community
Interaction between Law Enforcement, State Attorney's Office and related entities	Law Enforcement Task Force and StandUP Polk Staff	Began 2/10  Quarterly meetings	Law Enforcement Task Force includes State Attorney's Office Representation and most Law Enforcement agencies

**Strategy 4: Increase evidence-based prevention education and environmental strategies to provide prevention**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Research potential funding sources for prevention providers in the County in order to increase prevention education	StandUP Polk Members and Staff	Ongoing	Work with Tri County Human Services, the Polk County School System, InnerAct Alliance, Peace River and other providers
Support Evidence based and Environmental Prevention Implementation by supporting it to key stakeholders in the community	StandUP Polk Members and Staff (especially Marketing Director)	Ongoing	Published Resources to Community, United Way 211/Referral Service, Whole Child Initiative, Polk County Visioning Process, Polk County School Board, Media

**DFC Goal 2: Reduce youth substance use**

**Objective 1: Reduce access to youth**

**Strategy 1: Encourage Retail Training.**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Encourage an increase in training to retail workers by campaign	Stand UP Polk Partners, staff,	Begin 1/11	Chamber of Commerce Hospitality Industry Committee, Restaurant

to retail owners	Beverage Industry		Association, Beverage Industry Representatives
Research training that can be provided to retailers who may not have access	Stand UP Partners in Access Committee	Begin 1/11	State Office of Drug Control, SARG coach, ABT officers and Beverage Industry Representatives

**Strategy 2: Increase quantity and quality of compliance checks during school holidays.**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Coordinate with Law Enforcement Agencies to ensure that compliance checks take place each holiday	LEA's Stand UP Partners and staff on Law Enforcement Task Force	Began 10/07  Ongoing	ABT Polk County Sheriff Lakeland Police Chief Haines City Police Chief Others on Law Enforcement Task Force
Work to create a database to capture compliance results	LEA's, Stand UP Partners and staff on Law Enforcement Task Force	Began 2/10  Ongoing	ABT Polk County Sheriff Lakeland Police Chief Haines City Police Chief Others on Law Enforcement Task Force
Explore new ordinances that will reduce access	LEA's, Stand UP Partners and staff on Law Enforcement Task Force	Began 2/10  ongoing	ABT Polk County Sheriff Lakeland Police Chief Haines City Police Chief State Attorney's Office County Attorney
Explore new ordinances that will discourage house parties that serve to youth	LEA's, Stand UP Partners and staff on Law Enforcement Task Force	Began 2/10  ongoing	ABT Polk County Sheriff Lakeland Police Chief Haines City Police Chief State Attorney's Office County Attorney
Inform public regarding potential proposed legislation to legalize marijuana use	Stand UP Polk members and staff	Proposed to Begin 7/10 through 11/10	Set committee if needed from existing partners and bringing in additional community members

**Objective 2:** Change Attitudes and Beliefs among parents and youth regarding use of alcohol and use of marijuana

**Strategy 1: Conduct Social Marketing Campaign**

<b>Activity</b>	<b>Responsible Party/Parties</b>	<b>Target Date (By when?)</b>	<b>Resources (Who is helping? List funding sources.)</b>
Launch and Implement <i>Be the Wall</i> Social Marketing Campaign	Stand Up Polk staff, partners, ad agency, Businesses Employees	Began 7/09 Serve Two employers per quarter 9-12/10 = 2x 1-3/11 = 2x 4-6/11 = 2x 7-9/11 = 2x	SARG (SPF/SIG via state of Florida) has supplied some funding, Florida Prevention Partnership Grant has supplied some funding and Polk Employers have allowed access to employees
Create and Launch UthMpact Fact Social Norming Campaign	UthMpact Ad Agency School faculty Key School Groups	Began 9/10 at 1 High School Fall– Marijuana Spring – Alcohol	Corporate Sponsorships for Incentives, Volunteers, School Staff and Students to Facilitate