

2025 Sustainability Plan

It Takes A Community of NY, Inc

Vision: Stronger Together: *Empowering* our youth, *protecting* our future.

Mission: We *prevent* youth substance use by *empowering* our community with conversations, education, and access to *support*.

A. Case Statement:

What is the unique role of the coalition?

ITAC was founded in 2009 as a response to a series of tragic substance use related incidents and suicides in the community. Since its inception, ITAC has been one of the key players in bringing substance use/misuse issues to the forefront in the community. ITAC is dedicated to making a difference in the community and gathering members from each of the 12 sectors to become more active in the pursuit of answers to address these issues. ITAC strongly believes that local problems require local solutions and aims to be the catalyst of community change.

Why is the coalition needed?

The CLYDE data from 2021 and 2023 shows that the substances most used in our area by youth are 1. Alcohol, 2. Tobacco 3. Marijuana. Data has shown a **significant decrease** in self-reported 30-day alcohol use over the years we've been implementing our program. However, alcohol use remains the #1 substance of choice among youth in our community.

- **Alcohol:** has consistently shown to be the number one substance used by youth in our towns, it has the most social acceptability (norms) and a lack of enforcement.
- **Cannabis:** legalization and new consumption methods have made this substance both more widely available and socially acceptable, as more dispensaries open nearby, ITAC wants to monitor how much our youth are impacted
- **Tobacco:** tobacco use, particularly in the form of vaping, is the most common substance identified in qualitative data with youth, parents and schools.

What processes does the coalition use to make a difference?

ITAC makes a difference by taking the lead in identifying current trends related to local substance use. Members of the coalition advocate for prevention policy to reduce substance use among youth and to create a safe, healthy and inclusive environment. ITAC uses the Strategic Prevention Framework, an evidence-based strategic planning process in which the coalition creates data-driven, evidence-based comprehensive strategies that reduce risk factors and increase protective factors related to youth substance use. The community wide approach engages community members from each sector to build collaborative partnership with representative community organizations to identify and address health disparities.

What outcomes has the coalition achieved?

Youth Survey Trends by Year – Iroquois Central School District – 2015-2023

Indicator	Substance	Year					% Point Change 2015-2023	% Point Change 2021-2023
		PNA 2015 (n=494)	PNA 2017 (n=355)	PNA 2019 (n=404)	CLYDE 2021 (n=333)	CLYDE 2023 (n=344)		
PAST 30-DAY USE	Alcohol	30.9%	36.4%	27.6%	16.6%	14.4%	-16.5	-2.2
	Cigarettes	5.5%	2.0%	1.1%	1.5%	1.5%	-4.0	0.0
	Marijuana	7.4%	13.8%	11.6%	6.5%	4.1%	-3.3	-2.4
	Prescriptions	0.6%	0.0%	0.5%	1.2%	1.5%	0.9	0.3

ITAC has successfully delivered annual strategies and activities that have contributed most notably to a 16.5% respective decrease in alcohol use among youth (see table above: Past 30-day use, CLYDE 2023). Usage of cigarettes and marijuana have also decreased since ITAC began collecting data on these substances in 2015. These strategies include but are not limited to: bi-annual Project Sticker Shock Campaigns about not serving underage youth alcohol (positive outlook, thanking retailers for not selling to underage patrons), alternative activities (FREEzone Youth Musicfest, Ice-skating Extravaganza, various Halloween activities), messaging campaigns on billboards designed by our Youth Ambassadors (youth perception, current trends, positive messaging).

It is worth noting that although prescription drug misuse is a very small percentage, the numbers have been mildly increasing. ITAC continues work towards addressing this through our action plan, and most notably over the past two years our involvement in the S3 campaign. The S3 initiative is a collaboration between three Western New York Drug Free Community coalitions: Amherst Youth & Community Coalition, Springville Regional Coalition and ITAC, which promotes the safe use, storage, and disposal of medications to prevent youth substance misuse, with a consistent “Take It to the Box” message across the region. The campaign engages youth, local businesses, schools, law enforcement, healthcare providers, and community organizations, spreading the message through stickers, signs, banners, magnets, and other outreach materials. Its primary goals are to increase the use of medication drop boxes, raise awareness, and reduce youth access to substances, thereby lowering misuse and associated risks. This campaign prevents substance misuse and accidental overdose by removing access to unsecured medications, empowers residents with tools (lock-boxes) and information for safer home environments and acts as a community-wide, multi-generational approach, reaching both seniors and youth through engagement and education. We hope to see the impact of this campaign in the next CLYDE survey (planned for Fall 2025).

Who is involved in the coalition?

ITAC’s coalition members, staff, volunteers, board of directors, sector representatives, and partner organizations have labored tirelessly to conduct prevention outreach, community wide. ITAC has been fortunate to partner with several resources in the community including Youth, parents, Iroquois School district, East Aurora School District, National Guard Counter Drug Task Force, local Law enforcement, local Chamber of Commerce, community business, local faith community members, Town, County, State & Federal Government representatives, healthcare, youth-serving organizations, civic groups and other sector representatives with shared goals.

B. Existing Resources/Termination Dates:

Funding Source	Expiration	Amount (per year)
1. Drug Free Communities Grant	September 2028	\$125,000
2. Drug Free Communities Grant – In-Kind	September 2028	\$125,000
3. Erie County Legislator Grant	November 2025	\$10,000
4. ITAC General Fund Support	Ongoing	\$15,000
	TOTAL	\$275,000

C. What must be sustained in the Future?

Strategies	Actions
<p>Shared Vision The coalition will communicate their vision for a healthy community and will expand their work into the community over the next five years.</p>	<ul style="list-style-type: none"> ● Share vision and mission on agendas and on all printed materials ● Revisit vision and mission during strategic planning ● Presentations to at least three clubs/organizations to share the coalition’s vision and work in the community (Rotary, Kiwanis, Lions Club, Chamber of Commerce)
<p>Volunteers and Membership Expand coalition membership by sector, priority population and geography</p>	<ul style="list-style-type: none"> ● Recruit and engage a minimum of two reps per sector and have signed Coalition Involvement Agreements for each member ● Rotate coalition meetings through the four towns to provide opportunities to engage broader membership ● Recruit and engage identified priority populations including the LGBTQ+, Faith-Based, Media
<p>Process and Organization Revise coalition structure to develop a foundation for growth. Ensure SPF process is conducted on an annual basis.</p>	<ul style="list-style-type: none"> ● Establish annual short-term action team to update community assessment, logic model, strategic and action plans. ● Establish a sustainability committee to take action on this financial development plan for post DFC funding. ● Engage members in new committee structure and develop job descriptions for each
<p>Strategies The coalition will expand services to include mental health and will review existing strategies to ensure a focus on environmental prevention approaches.</p>	<ul style="list-style-type: none"> ● Establish mental health committee ● Review logic models and identify environmental strategies for each local condition ● Support partners in the implementation of prevention programs to address risks of underage alcohol use.
<p>Relevance to Community Concerns</p>	<ul style="list-style-type: none"> ● Facilitate community planning to develop a community wide strategic plan to improve community health ● Educate/bring awareness about underage alcohol use and risks

D. What resources are required? (Financial)

Salaries and wages - 3 part time Key Personnel	\$71,760
Fringe benefits	\$5,490
Supplies	\$11,486
Travel	\$9,304
Other categories	\$1,860
Contractual costs	\$25,100
Total Amount (per year):	\$125,000

E. Funding Strategies and Sources:

Strategies	Amount	Sources	Actions
1 Line-item Partner Organizations	\$5,000	<ul style="list-style-type: none"> Local town boards Business 	<ul style="list-style-type: none"> Meet with supervisors and board members to discuss prioritizing prevention Networking with local business representatives
2 Grant Applications	\$150,000	<ul style="list-style-type: none"> State/national grants Erie County/local grants 	<ul style="list-style-type: none"> Research, prepare and submit requests for grants
3 In-Kind Partners	\$18,000	<ul style="list-style-type: none"> Iroquois School District Erie County Sheriffs 	<ul style="list-style-type: none"> Liaise with school regarding ongoing office and meeting space, administrative support. Collaboration with ECS on compliance checks, TIPS training etc.
4 Fund Raising Activities	\$25,000	<ul style="list-style-type: none"> ITAC fundraisers Local civic organizations: Friends of the Library, Chamber of Commerce, Kiwanis Collaborate with School Clubs: GSA, STEM. LEAD, Key club 	<ul style="list-style-type: none"> Spaghetti Dinners, Pizza, Krispy Kreme, bake sales, raffles etc. Meet with organizations to discuss co-partnerships in existing fundraising activities Work together with school clubs on fundraising events/activities

Projected Total Amount (per year): \$198,000

F. Contact Information:

Alli Pelletreau - AOR
 C/O Iroquois Central School District
 2111 Girdle Road
 Elma, New York 14059

652-3000, ext. 5231