

12-Month Action Plan for September 30, 2025 – September 29, 2026

DFC Goal One: Increase community collaboration

Objective 1:	Strategy	Activity	Who is Responsible?	By When?
Increase active (Per ITAC By-Laws) sector membership by at least 2 individuals each, in 2 of the 4 sectors with lowest membership (media, healthcare, faith-based & civic) as measured by the membership roster, sign in attendance sheets & via zoom char sign-in.	Strategy 1: Providing Information	<p>Activity 1: Develop messaging campaigns to be used across a variety of mediums, such as billboards (4/year with 2 designed by youth), banners (placed in community locations like the school, bridges, clubs, fire halls, sports games etc.), lawn signs, social media etc.</p> <p>Activity 2: Yearly PSAs using social norming research w/emphasis upon the number of youths who are NOT using. Positive, inspirational messages, address alcohol, cannabis & tobacco use.</p> <p>Activity 3: Monthly articles in the local newspaper, including written by Youth. Continue to distribute information by newsletter, email, social media, & website.</p> <p>Activity 4: Coordinate informal meetings with sectors, specifically sectors with lowest membership, and other local organizations to share information, while also conducting focus group discussions to assess current knowledge of trends and future education/training needs.</p>	Key Personnel, Youth, Youth Coaches, Committee Members, Board of Directors, Evaluator	Billboards Oct. & Dec 2025 Feb & May 2026 June 2026 October 2025 to Sept 2026 Quarterly
	Strategy 2: Enhancing Skills	<p>Activity 1: Plan & promote speakers & training to coalition members including: the impact of substance use on the developing brain & physical health; prevention core competencies; reaching underserved populations & being culturally responsive; & others to cover a range of topics on prevention & implementation.</p> <p>Activity 2: Key Personnel & interested coalition members to attend CADCA National Forum & Mid-Year Training Institute.</p>	Key Personnel, Board of Directors, Evaluator, Coalition Members, Healthcare, Business, School, Youth/Coach	Oct 2025 to Sept. 2026 Feb 2026 July 2026
	Strategy 3: Enhance Access, Reduce Barriers:	<p>Activity 1: Provide Narcan training for community members & businesses.</p> <p>Activity 2: Continue to enhance website & social media presence (more accessible, a one-stop place for information for all members).</p> <p>Activity 3: Collaborate with community partners to enhance access to healthcare services such as CPR training, Connect Life Blood drive, Windsong Screening, & Health & Wellness Fairs.</p> <p>Activity 4: connect with kiwanis and other senior groups to bring access and awareness; safe use, safe storage, safe disposal, poison control, etc.</p>	Key Personnel, Coalition Members, Board of Directors, Healthcare, Media	Annually Annually Oct. 2025 to Sept. 2026 June 2026

		These activities will allow ITAC to enhance skills regarding youth substance use, access to treatment, & best practice prevention strategies by vendors & health care professionals.		
	Strategy 4: Changing Consequences	Activity 1: Recognition of community partners/sectors newspaper releases, social media, newsletter & website promotions.	Key Personnel Media Sector	Quarterly
	Strategy 5: Sustainability	Activity 1: Maintain &/or create, where necessary, slice committees such as capacity/sustainability, grant, assessment, environmental & billboard etc. & encourage coalition members to participate. Activity 2: Conduct fundraising efforts such as, Chicken BBQ, basket raffles, car washes, auctions, baked good sales, tournaments etc. Activity 3: Create a new member recruitment plan with a welcome kit for potential new businesses in our area. Activity 4: Attend community meetings to continue to enhance relationships & build sector representation. (Kiwanis groups, Senior Citizens, Chamber of Commerce, PTO meetings, fire districts, faith-based organizations, healthcare providers etc.)	Board of Directors, Key Personnel, Coalition members Civic Business School Media	Dec 2025 Annually Oct. 2025 Oct 2025 to Sep. 2026
Objective 2: Increase aggregate membership in the youth & school sector by 4 total members, as measured by the membership roster, sign-in attendance sheets & zoom attendance.	Strategy 1: Providing Information	Activity 1: Continue to engage in and explore new events and activities to connect with parents and youth in our community. Activity 2: Youth substance use prevention messaging campaign(s) to be developed by Youth & disseminated broadly to parents/caregivers & the community.	Key Personnel, Youth, Youth Coaches, Coalition Members, School, Media	Sept 2025 Quarterly
	Strategy 2: Enhance Skills	Activity 1: Maintain & enhance ITAC's Youth Coalition & continue to recruit Youth Ambassadors. Develop youth-led organizational structure, goals, & activities Activity 2: Active youth Coalition members will be encouraged to attend CADCA's National Leadership Forum & Mid-Year Training & bring back ideas to the coalition (messaging campaigns, webinars, youtube, podcasts etc.) for implementation. Activity 3: Enhance the current transitioning program administered by the school district, for students moving from the Intermediate to Middle, and middle to high school level. Activity 4: Collaborate with PTOs from each school on parent information, skill-building programs, & youth-centered events & activities.	Youth, Youth Coaches, Coalition Members, Key Personnel, Board of Directors School	Oct. 2025 Feb 2026 July 2026 Quarterly Quarterly

	Strategy 3: Enhance Access/Reduce Barriers	Activity 1: Enhance collaboration with family support center, school clubs or classes (especially to recruit high-risk youth from groups like GSA & Diversity) & sponsor competitions such as poster design focused on ITAC messaging campaigns as described elsewhere. Activity 2: Research partnerships with local prevention agencies & regional organizations to provide youth, school, parent, & coalition training on cultural humility & diversity, equity, & inclusion.	Youth, Youth Coaches, Coalition Members, Key Personnel, School	Quarterly Quarterly
	Strategy 4: Providing Support	Activity 1: Host events in collaboration with school & community events to bring families & youth together. Activity 2: Participate in school transition events, such as 9th grade orientation, to offer age-appropriate materials, across all grade levels &, connect with parents, across all catchment areas. Activity 3: Partner with school clubs for a variety of events; homecoming, prom, spring fling dances for youth & athletic events.	Key Personnel, Youth, Youth Coaches, Coalition Members, School, Parents	Quarterly Sept 2026 Oct. 2025 Spring 2026

DFC Goal Two: Reduce substance use among youth:

Objective 1: Decrease the self-reported past 30-day alcohol, cannabis & tobacco use in youth 12-18 years old in the catchment area covered by the coalition. (A) Alcohol: Reducing from 16.6% current baseline by 2, to 14.6% (C) Cannabis: Reducing from 6.9% current baseline by 1, to 5.9% (T) Tobacco: Reducing from 9.3% current baseline by 1, to 8.3% Measured every 2 years among surveyed students, as measured by the CLYDE Survey.	Strategy	Activity	Who is Responsible?	By When?
	Strategy 1: Provide Information	Activity 1: Conduct Project Sticker Shock (PSS) with local pizza shops, liquor, convenience, & grocery stores. Activity 2: Continue & expand Red Ribbon Week (RRW) participation to all schools in the catchment area and additional areas of the community. Increasing focus on youth substance use & mental health (2025 Theme is "Life is a Puzzle"). Activity 3: Partner with the Erie County Sheriff's Office to educate the community about underage substance use laws (i.e. Social Host ordinances etc.)	Youth, Youth Coaches, Coalition Members, School LEA Business Parents Key Personnel	Quarterly Oct 2025 Apr - Jun 2026
	Strategy 2: Provide Support	Activity 1: Partner with local law enforcement agencies (LEA) to participate in at least 1 STOP DWI & share results. Activity 2: Continue to conduct alcohol sales compliance checks with local LEA & celebrate businesses in compliance. Activity 3: Identify locations & implement tobacco sales compliance checks with local LEA & celebrate businesses in compliance. Activity 4: As new businesses in the areas of alcohol, tobacco, cannabis dispensaries are opened, connect with business owners to discuss advertising, labeling & ID check procedures, to prepare for future compliance checks initiatives.	Youth, Youth Coaches, Coalition Members, School, Law Enforcement (LEA) Business, Media Govt./State	All Events by Summer of 2026 Act. 2-4: As needed.

	Strategy 3: Enhance Skills	<p>Activity 1: Train Youth Coalition and board members to conduct environmental scans, focus groups, key informant interviews.</p> <p>Activity 2: Utilize youth-serving prevention orgs like EC Council, KED, WNY United etc. to provide education & conduct intervention strategies to address defined needs from focus groups.</p> <p>Activity 3: Increase access to workshops for school staff (health teachers, etc.), parents/caregivers at different instructional levels to present developmentally appropriate “conversation starters” for discussion.</p>	Youth, Youth Coaches, Coalition Members, School Youth Serving Org.	June 2026 Jan 2026 March 2026
	Strategy 4: Changing Physical Design	<p>Activity 1: Conduct environmental scans facilitated by the National Guard & assisted by Youth Ambassadors and community.</p> <p>Activity 2: Share scan results with the community to develop strategies & activities for changing physical design in spaces most frequented by young people, such as:</p> <ul style="list-style-type: none"> -Changing tobacco/alcohol messaging, via signage -Educational posters on risks of cannabis use -Information on making healthy choices 	Key Personnel, Youth, Youth Coaches, Coalition Members Env. Comm Media, School	June 2026 Sept 2026
	Strategy 5: Changing Consequences	<p>Activity 1: Collaborate with local LEA on promoting and enhancing the enforcement of laws related to youth substance use.</p> <p>Activity 2: Build & maintain relationships with public officials/LEA to continue to review town & village codes, ability to enforce signage, policy change, ordinances &/or enforcement.</p>	Key Personnel Coalition Members, LEA Govt./State	Sept 2026 Sept 2026
<p>Objective 2: Increase <u>perception of risk of use</u> (indicating “moderate” or “great risk”) for alcohol, cannabis, & tobacco in youth 12-18 years old in the coalition’s catchment area.</p> <p>(A) Alcohol: Increasing from 69.4% current baseline by 2, to 71.4%</p> <p>(C) Cannabis: Increasing from 57.3% current baseline by 3, to 60.3%</p>	Strategy 1: Providing Information	<p>Activity 1: Use 2025 CLYDE data in messaging campaigns to address the correlations of:</p> <ul style="list-style-type: none"> -alcohol & mental health -cannabis use & mental health -tobacco use & increased risk of future substance use <p>Activity 2: Participate in school health classes: use FATAL VISION equipment, provide relevant statistics, data, links to mental health thru interactive activities.</p>	Key Personnel, School, Youth, Youth Coaches, Coalition Members	Sept. 2025 Quarterly
	Strategy 2: Enhancing Skills	<p>Activity 1: During RRW, increase the focus on the correlation between underage alcohol/cannabis use & mental health.</p>	Key Personnel, Coalition Members, School	Oct 2025
	Strategy 3: Providing Support	<p>Activity 1: Research providers to offer training (ex. Mental Health First Aid) to coalition members, youth ambassadors and community.</p>	Key Personnel	Jan 2026

<p>(T) Tobacco (as measured by the CLYDE survey core measure “cigarette use”): Increasing from 88% current baseline by 2, to 90%</p>	Strategy 4: Enhance Access/Reduce Barriers	Activity 1: Participate in the national program to combat stigma about mental health & addiction, the “Safe Project” & “No Shame Movement”. Campaigns could include PSS, billboards, lawn signs, social media	Key Personnel, Youth, Coalition members	Spring 2026
	Strategy 5: Changing Physical Design	Activity 1: Use data from environmental scans to assess & implement posting prevention education & harm minimization signage (e.g., at a known hotspot post lawn signs about health risks & how to get help).	Key Personnel, Youth, Coalition Members	June 2026
	Strategy 6: Changing Consequences	Activity 1: Participate in school activities & programs to highlight the dangers of substance use. Activity 2: Support schools in reviewing, enhancing & improving disciplinary procedures for substance use at school, such as: - the American Lung Association “In-Depth” Program - Johnny’s Ambassadors “Marijuana Suspension Alternative Program”	Key Personnel, School, Youth, Coalition Members	June 2026 June 2026
<p>Objective 3: Increase <u>perception of parental disapproval of use</u> (indicating “very wrong”) for alcohol, cannabis, & tobacco in youth 12-18 years old in the coalition’s catchment area. (A) Alcohol: Increasing from 77.0% current baseline by 1, to 78% (C) Cannabis: Increasing from 76.7% current baseline by 1, to 77.7% (T) Tobacco (as measured by the CLYDE survey core measure “cigarette use”): Increasing from 82.0% current baseline by 1, to 83.0%</p>	Strategy 1: Providing Information	Activity 1: Conduct focus groups with youth & parents to expand upon data from the 2025 CLYDE Survey, on: -Tobacco use -Cannabis use -Underage drinking Activity 2: Plan & implement Town Hall meetings at least once every two years to share local data (Clyde Survey data, focus group data, etc) and resources, and gain feedback from all areas of the community.	Key Personnel, Youth, Youth Coaches, Coalition Members, Board of Directors, School	Spring 2026 Fall 2026
	Strategy 2: Changing Physical Design	Activity 1: Increasing signage with positive prevention messages within schools, youth-serving organizations, & other public areas that youth visit.	Youth Coalition Members Business School	Quarterly
	Strategy 3: Providing Support	Activity 1: Host annual Ice-Skating Event during February Break. Activity 2: Participate in high-school senior celebrations & activities in the spring (pre/post prom etc.) Activity 3: Participate in local Health & Wellness exhibitions. Activity 4: Develop & maintain partnerships to collaborate on local events such as EA Music Fest & Borderland Music Festival, to enhance youth spaces that are drug & alcohol free and explore other ideas. Activity 5: Collaborate with the school PTO groups to include ITAC	Youth, Youth Coaches, Coalition Members, Business, Faith-based Health Care, School	February 2026 May/June 2026 Fall 2025 June/Sep. 2026 Quarterly

<p>Measured every 2 years among surveyed students, as measured by the CLYDE Survey.</p> <p>Objective 4: Increase <u>perception of peer disapproval of use</u> (indicating “very wrong”) for alcohol, cannabis, & tobacco in youth 12-18 years old in the coalition’s catchment area.</p> <p>(A) Alcohol: Increasing from 48.6% current baseline by 2, to 50.6%</p> <p>(C) Cannabis: Increasing from 51.9% current baseline by 2, to 53.9%</p> <p>(T) Tobacco (as measured by the CLYDE survey core measure “smoke tobacco”): Increasing from 57.9% current baseline by 2, to 59.9%</p> <p>Measured every 2 years among surveyed students, as measured by the CLYDE Survey</p>	<p>Strategy 4: Enhance Access/ Reduce Barriers</p>	<p>activities/information/campaigns in their events & expand to other schools in the catchment area.</p> <p>Activity 1: Continue to utilize QR codes to share information about ITAC events, campaign messages, &/or prevention/addiction resources.</p> <p>Activity 2: Work with EMWEA Yearbook clubs to have a resource page related to alcohol, cannabis, tobacco, & mental health in each yearbook.</p>		<p>Quarterly</p> <p>October 2025</p>
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