

Evaluation Communication Plan



Coalition Name: It Takes A Community Coalition (ITAC)

| Who Cares About Substance Use and Misuse? | What do we want them to do? | How will they benefit from the coalition's work?"? | What data must be shared with the Audience? | How will the data be shared with the audience? |
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| AUDIENCE | ACTION | WIFM | Information | REPORT |
| School - Board of Education, Administration, Teachers, SRO's | <ul style="list-style-type: none"> ● Support ITAC and carrying out our action plan ● Enforcing consequences for underage alcohol use ● Providing resources about social host laws, health risks of underage alcohol use | <ul style="list-style-type: none"> ● ITAC supports the school with events and programs ● Improving suspension alternative programs | <ul style="list-style-type: none"> ● Core measures ● Logic Models ● Focus group results | <ul style="list-style-type: none"> ● Reports from evaluator ● Presentation to cabinet |
| Community- Friends of the Library, Kiwanis, Chamber of Commerce, The Rural Outreach Center, Town Boards | <ul style="list-style-type: none"> ● Get more involved with ITAC to carry out our action plan ● Better awareness of issues in the community, specifically about underage alcohol use ● Provide support services to meet community members where they are at and make referrals ● Key informant interviews to clarify data about underage alcohol use | <ul style="list-style-type: none"> ● Healthy, safe community ● Better access to services ● Being part of change | <ul style="list-style-type: none"> ● Core measures ● Select results from survey ● Data from all sources | <ul style="list-style-type: none"> ● Media campaigns ● Town Hall ● Newspaper articles ● Data Walk, events |
| Youth - ICSD High and Middle School Students, clubs, youth groups, 4-H, Scouts | <ul style="list-style-type: none"> ● Get more involved with ITAC to carry out our action plan ● Mentor other youth and have conversations about living a healthy lifestyle ● Create campaigns (PSA, billboards, social media etc) to increase knowledge about perception of risk and challenge social norms | <ul style="list-style-type: none"> ● Leadership Skills ● Public Speaking Skills ● College application/resume ● Being part of change | <ul style="list-style-type: none"> ● Core measures ● Logic Models ● Focus group results ● Select results from surveys | <ul style="list-style-type: none"> ● Meetings with YC ● Infographics, banners, billboards ● Presentations |

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| Parents - EMW Parents, Grandparents, caregivers/guardians | <ul style="list-style-type: none"> ● Get more involved with ITAC to carry out our action plan ● Model healthy behaviors and have conversations with their youth about the risks of underage alcohol use ● Support their youth/student(s) and community youth in general - being a safe space to have open conversations ● Key Informant interviews to clarify data about underage alcohol use | <ul style="list-style-type: none"> ● Being part of change ● Influencing youth ● Shaping norms and beliefs | <ul style="list-style-type: none"> ● Core measures ● Logic Models ● Focus group results ● Interview results ● Select results from surveys | <ul style="list-style-type: none"> ● Parent nights ● Media campaigns ● Town Hall ● Newspaper articles ● Data Walk, events |
| Business - liquor stores, convenience stores, restaurants, bars, festival organizers and others | <ul style="list-style-type: none"> ● Support ITAC to help us carry out our action plan ● Enforce laws such as checking ID's in their establishments; conduct compliance checks and TIPS training ● Better awareness of issues in the community, specifically about underage alcohol use ● Key Informant interviews to clarify data about underage alcohol use | <ul style="list-style-type: none"> ● Avoid fines ● Receive positive recognition in the community | <ul style="list-style-type: none"> ● Select results from surveys ● Interview results | <ul style="list-style-type: none"> ● Infographics ● Retail reports ● Media campaigns |