

**CONTINUATION GRANT SUBMISSION  
12- Month Coalition- Year 5 Action Plan (March 2022)**

**DFC Goal One: 1. Establish & strengthen collaboration among communities, public & private non-profit agencies, as well as federal, state, local, & tribal governments to support the efforts of community coalitions working to prevent & reduce substance abuse among youth.**

**Objective 1:** *By 9/29/2023, increase sector membership by 5% in at least two sectors, as measured by signed membership forms & sign in attendance sheets & via Zoom chat sign in.*

**Measurement Strategy:** ITAC will use the Coalition Capacity Checklist (five scales measuring coalition structure & process), the Clyde Survey, & process data (signed membership forms, sign-in sheets, feedback forms, etc.), to measure the impact of this strategy & its activities.

**SPF Alignment:** Capacity, Planning, Implementation, Evaluation, Cultural Competence, Sustainability

**Strategy 1:** Create opportunities for coalition participation & capacity building in the “EMW” [Elma, Marilla, Wales] area, specifically raising awareness on the negative consequences of underage drinking & Cannabis use.

Strategy & Activity	Who is responsible?	By when?
<p><i>Enhance Skills: Key Personnel &amp;/or Coalition members to attend the National Coalition Academy, February Leadership conference &amp; mid-year conference to build core competencies &amp; deepen understanding of effective prevention strategies: At least 2 Coalition members &amp;/or key personnel will attend the 2023 February Leadership &amp; mid-year CADCA conferences &amp; return to be “turn-key” trainers. In preparation for planning for potential years 6-10 of DFC funding, newly hired key personnel will attend CADCA National Coalition Academy in 2023. Youth attendance at the February Leadership-2023 &amp; mid-year conference &amp; participation in national youth leadership initiative activities will also be supported. Additional youth leadership training is being explored, including training by KEDS, WNYPRC, &amp; local speakers. Providing youth leadership conferences to high school students &amp; district parents addressing prosocial alternatives to alcohol &amp; drug use. Conferences will address several aspects of adolescent development &amp; include workshops on growth mindset, mental health topics, choosing healthy alternatives, emotional intelligence, personal &amp; social responsibility, etc. Researching evidence-based curriculum to be used in grades 5-8 to enhance skills of youth in the lower grade levels. Consider a partnership with the Boys &amp; Girls Club to explore evidence-based programs to offer to youth. Plan a monthly speaker series &amp; training courses for Coalition meetings using local speakers &amp; trainers. Training would include Narcan &amp; TIPS training for community members &amp; businesses. Surveys will be conducted to assess the community’s need for training, types of training &amp; speakers- especially reaching out to our youth &amp; their needs &amp; interests.</i></p>	<p>Steering Committee PD/PC Youth Sector Parent Sectors Business Sector Youth serving organizations Interested Sector Members Youth Coach</p>	<p>October 2022 thru August 30, 2023</p>
<p><i>Provide Information: Plan &amp; implement a minimum of 2 social marketing campaigns (incl. billboard, social media, television &amp; radio), to increase capacity &amp; raise community awareness &amp; perception on negative consequences of underage drinking &amp; marijuana use: 1 billboard messaging campaign &amp; 2 PSA’s will be prepared in which student “voice” is actively promoted through our new youth coalition. Campaigns will be developed using social norming research with an emphasis upon the number of youths not using &amp; positive, inspiration messages. A second billboard campaign will focus on data trends that emerged from data in the 2021 Clyde Survey. Student &amp; Coalition input will be solicited for print media campaigns such as informational stickers to be placed on pizza box tops (local pizzerias), bookmarks to distribute through libraries, placemats at local restaurants &amp; banners to display in prominent community locations (such as the school, bridges, clubs, fire halls etc.) &amp; sports games. Social media campaigns will focus on targeting youth &amp; families &amp; exploring further platforms to reach youth. Collaborating with local coalitions on messaging campaigns will enhance our potential impressions &amp; reach in the WNY area.</i></p>	<p>Steering Committee Youth Ambassadors Media Consultant Coalition Members Program Director Project Coordinator Town &amp; local govt. personnel</p>	<p>September 2023</p>
<p><i>Provide Information: Evaluation &amp; circulation of results of the social marketing campaigns across the EMW area to increase capacity &amp; raise awareness of the prevalence of &amp; local conditions surrounding underage drinking &amp; marijuana use: Monthly articles in the local newspaper will continue; ITAC has secured a commitment from the publisher to issue monthly articles. At a minimum, the goal during this cycle is to publish 7 columns; with at least 1 written directly by ITAC Youth Ambassadors, or high school journalism class. Implementing a quarterly newsletter could prove to be another way to build capacity. Working together with other organizations like KEDS, Horizon speakers, Prevention Council, WNYUnited to bring in speakers &amp; specialists. The Website Consultant (previously called the Media Consultant) will continue to assist with the development of our website. Key Personnel continue to develop Facebook &amp; Instagram audiences &amp; will consider using a social media consultant as needed. These social media platforms will be an avenue to build capacity, focus on assessment, disseminating key data, &amp; provide paths to sustainability efforts.</i></p>	<p>Youth Ambassadors; Media Consultant; Law Enforcement/ Government, Coalition Members; Project Coordinator; Program Director Media Sector</p>	<p>Continual – October 2022 to September 2023</p>

<p><b>Provide Information/Provide Support:</b> Planning &amp; implementation of youth-focused alcohol &amp; marijuana free events targeted to the EMW area for youth ages 12-18 to inform the community, recruit members, &amp; increase coalition visibility while enhancing our ‘brand’: Information &amp; support will be available at multiple alternative youth (K-12) activities planned: a Truck or Treat event incorporating the Child Safety ID program (partnering with Erie County Sheriff’s), in collaboration w/ local Fire Depts- &amp; Boys’ &amp; Girls’ Club in October 2022, skating event, Connect Life Blood drive, movie/drive in nights. These events will build a sense of resiliency, cohesiveness, &amp; community for our youth. Exploring bringing therapy dogs &amp; other animals in (e.g., a petting zoo) to assist in connecting with all ages at meetings &amp; events. Research new activities to continue to engage youth, such as: foam party, fun/color run, &amp; escape room activity. Protective factors include spending time in nature so a ropes course, hiking trail incorporating a data walk, sporting event-would engage members in the outdoors. Include all youth participating in an art contest using survey data &amp; display at the data walk. Plan a senior celebration in the spring &amp; add a new Friday with Friends lunch time for high &amp; middle schoolers to recruit youth ambassadors. Partner with other DFC coalitions to invite their youth to share with our ambassadors &amp; plan joint activities.</p>	<p>Steering Committee Youth Ambassadors School Sector Parent Sector Business Sector Law Enforcement; Healthcare professionals; Youth-serving organizations; Youth Coach; PD/PC Civic &amp; Volunteer Groups</p>	<p>October 2022, February 2023 &amp; May 2023</p>
<p><b>Provide Information:</b> Town Hall Forums to engage, inform, &amp; recruit community &amp; coalition members: The Coalition will host a Town Hall Forum to communicate emerging issues, challenges, &amp; effective strategies to the wider community by hosting a “data walk” as part of the event. In addition, information regarding local conditions/protective factors &amp; the efficacy of our efforts will be secured from attendees to further guide our work. Results from 2022 evaluations and focus groups, Key Informant Interviews &amp; Environmental Scans will be shared &amp; form the basis for agenda development. Youth will have a piece of informing the community &amp; coalition of current data trends through posters &amp; media campaigns during the Town Hall Forum. Fun activities to attract youth &amp; families to the event will be planned, such as an Ice Cream Truck, a petting zoo or foam party.</p>	<p>S/Committee; Youth Ambassadors; PD/PC/YC; Healthcare professionals; State, local government; law enforcement; School Sector; External Evaluator; Parent Sector</p>	<p>September 30, 2023 Town Hall Forum Summer of 2023</p>
<p><b>Enhance Access/Reduce Barriers:</b> Implement ITAC by-laws revised in Year 4 to ensure that all roles, responsibilities, &amp; processes are clearly defined for both new &amp; existing coalition members. Develop coalition organization for future sustainability by increasing slice committee activities, fundraising, in-kind donations etc: Based on the recommendation from the By-Laws committee, the Steering Committee will complete work related to By-law revisions, moving toward Coalition review &amp; adoption. Creating a sustainability, grant, environmental &amp; billboard committees will help move us forward &amp; engage, increase productivity &amp; activity of our coalition sectors. Fundraising will assist with building capacity &amp; sustainability; Chicken BBQ, basket raffles, car washes, auctions, baked good sales, tournaments etc. are all being considered.</p>	<p>Steering Committee By -Laws Committee Grant Committee Billboard Committee Sustainability Comm; Fundraising Comm.; Legal Consult</p>	<p>September 30, 2023</p>
<p><b>Enhance Skills:</b> Develop &amp; distribute a comprehensive digital resource for all new &amp; current members to include (but not limited to) coalition by-laws, outcome data, events, &amp; information on opportunities for participation: A Capacity/Sustainability Committee will be established to further develop the components of the comprehensive web welcome tab, MOU for members, recruitment strategies, mentorship program &amp; timeline for implementation. ITAC will continue to enhance our website and social media presence to make it more accessible to the community in general, and a one-stop place for information for all members. Other digital and technological tools will be researched to improve our online presence &amp; reach - such as, QR codes, newsletters and regular emails via our MailChimp list serve. As our coalition returns to in-person meetings as COVID restrictions are relaxed, we will continue to evaluate offering access via zoom. Continue to survey all members to hear their voices as to how improve the website, communication &amp; meetings.</p>	<p>Steering Committee Capacity/ Sustainability Committees; Media Consultant; Youth Ambassadors Youth Coach PD/PC</p>	<p>October 2022 September 2023</p>

**Objective 2:** By 9/29/2023, increase aggregate membership in the youth & school sectors by 10%, as measured by signed membership forms. Develop specific procedures to target & enhance sector representation.

**Measurement Strategy:** ITAC will use the Coalition Capacity Checklist (five scales measuring coalition structure & process) & process data (signed membership forms, sign-in sheets, feedback forms, etc.) to measure the impact of this strategy & its activities.

**SPF Alignment:** Capacity, Planning, Implementation, Evaluation, Cultural Competence, Sustainability

**Strategy 1:** Training & marketing strategy to increase identified sector membership & capacity while raising awareness & aligning perception on the negative consequences of underage drinking & Cannabis use.

Strategy & Activity	Who is responsible?	By when?
<p><b>Enhance Access/Reduce Barriers:</b> Continue efforts to engage &amp; recruit sector members: A sustainability committee will be created to monitor coalition capacity-building efforts. A new member recruitment &amp; sustainability plan will be articulated to include, but not limited to: new member packet added to the website, succession planning, identification of under-represented groups</p>	<p>Steering Committee PD/PC/YC</p>	<p>September 30, 2023</p>

<p>&amp; outreach strategies, ongoing network across all sectors. ITAC Staff &amp; coalition members will continue to attend meetings in the community to build capacity such as Kiwanis groups, Senior Citizens, Chamber of Commerce, PTO meetings, School clubs, fire districts as well local businesses (such as West Herr, MOOG, Howard Hanna, Fisher-Price etc). Active participation will continue in the school district such as attending Open Houses, 9<sup>th</sup> Grade orientation, Red Ribbon Week, health classes etc. Ensure all sectors receive public recognition through newspaper releases, social media &amp; website promotions.</p>	<p>Capacity/ Sustainability Committees School Sector Business Sector</p>	
<p><i>Provide Information: Social marketing campaign to raise awareness of the negative consequences of underage drinking &amp; cannabis use including, but not limited to, the identified twelve sectors in the ITAC coalition: Results of data collected (2021 CLYDE Survey data, 2022/2023 Youth &amp; Adult Focus Group &amp; Key Informant Interviews, Environmental scans &amp; evaluations from speaker presentations) will be shared through various informational campaigns throughout the community. In addition, data will be shared through the publication of at least 2 news articles in one or more of the following: EA Bee, EA Advertiser, Elma Review, Student Newspaper or District newsletter &amp; disseminated through social medial platforms. The coalition will complete two (2) Pizza/Take Out Sticker Shock activities, potentially during the months of football/ Super Bowl, &amp; graduation/prom seasons, informing the community about the consequences of serving underage youth alcohol/cannabis. Lawn signs could be used to incorporate our messaging as well. For these messaging campaigns, youth will be encouraged to develop the message, empowering the youth sector. Will conduct environmental scans to update signs in local parks to include vaping, cannabis &amp; illegal substance use combined with reaching out to public officials/law enforcement to review current town &amp; village codes regarding the ability to enforce park signage, policy changes, ordinances &amp;/or enforcement. Looking to increase not only social media marketing but engagement by recognizing national days on our web &amp; FB/Instagram platforms- i.e., National Drug &amp; Alcohol facts week. Collaborate with SGB, clubs or classes &amp; sponsor a themed door decorating competition. Advocate for ITAC to be added to the "Community &amp; Local Links" page on B&amp;ECPL Resources page, bookmarks for school, public libraries, summer reading program bags. Create QR codes to build capacity, direct scan/link to ITAC website, a drug/alcohol free video or message, to a survey.</i></p>	<p>Program Director Project Coordinator Media Consultant Youth Ambassadors, Youth-Serving Org, School Sector Business sector Law Enforcement Govt. agencies</p>	<p>August 30, 2023</p>
<p><i>Enhancing Skills: Training opportunities for new &amp; prospective sector representatives as it pertains to underage drinking &amp; Cannabis use within our youth population 12-18 years of age in the EMW area: Training in data collection methods &amp; analysis to further inform targeted prevention &amp; education efforts will be completed. At least 2 Focus Group Sessions &amp; 1 Environmental Scan will be conducted. Training (1 session) in the identification of underserved populations &amp; cultural responsiveness will be held for Coalition members. The partnership with local youth-serving prevention organizations will continue &amp; further define local conditions &amp; provide for articulation of intervention strategies to address defined needs. Researching a partnership with local prevention agencies &amp; regional organizations to provide parent &amp; coalition training. TIPS Training will be made available to interested Coalition members &amp; subsequently to business sector members. The TIPS Training is a train the trainer platform &amp; currently we have reached out to the local fire department for training. Add more goggles to law enforcement's training of both youth &amp; coalition members on their use- both alcohol &amp; marijuana goggles; possibly during a local youth leadership summit hosted by ITAC.</i></p>	<p>Steering Committee PD/PC/YC Youth Ambassadors Youth-Serving Org &amp; School Sector Youth serving organizations Other organizations involved in substance abuse prevention Law Enforcement Business sector</p>	<p>Sept. 30, 2023</p>
<p><i>Provide Information: Evaluation &amp; circulation of campaign &amp; training outcomes across the EMW area: Provision of information regarding efficacy of strategies has been &amp; will continue to be provided at monthly ITAC Coalition meetings. Use of evaluation forms to secure feedback from participants following specific program offerings will continue to be used as a vehicle to measure quality &amp; impact. Focus group discussions with multiple sector representatives, key informant interviews &amp; environmental scans facilitated by the National Guard will be completed &amp; an infographic of the core measures data, substance use &amp; key prevention information will be prepared. Online surveys will be administered for evaluation purposes.</i></p>	<p>Steering Committee. PD/PC/YC; External Evaluator; State, Local Govt Sector; Law Enforcement, School Sector</p>	<p>September 30, 2023</p>

**DFC Goal Two: Reduce youth substance abuse**

**Objective 1:** Decrease the past 30-day alcohol & cannabis use in youth 12-18 years old in the EMW area by 2% annually.

**Measurement Strategy:** ITAC will use the Coalition Capacity Checklist (focusing on aspects of community involvement), the Clyde Survey, & process data (signed membership forms, sign-in sheets, feedback forms, etc.), to measure the impact of this strategy & its activities.

**SPF Alignment:** Capacity, Planning, Assessment, Implementation, Evaluation, Cultural Competence, Sustainability

**Strategy 1:** Reduce social access of alcohol/cannabis for underage youth 12-18 in the EMW area.

Strategy & Activity	Who is responsible?	By when?
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<p><b>Providing Information:</b> Through collaboration with local business owners, assess &amp; identify strategic locations for implementation of Project Sticker Shock [PSS]: 2-3 Project sticker shock campaigns will be implemented with collaboration at several pizza shops/restaurants in the EMW, East Aurora, Alden, Depew &amp; Lancaster areas. Collaborate with other nearby coalitions as possible. Pizza shops &amp;/or restaurants will be identified to participate in the PSS project. Pizza Box /Take Out container stickers, bottle tags, pharmacy bags, etc., with messaging about limiting access to alcohol &amp; marijuana &amp; thanking the community for not serving underage youth. Continued collaboration with Amherst Youth &amp; Community Coalition (AYCC) on “Take it to the Box” stickers &amp; magnets (which currently has a pending grant application for funding through WRARC Western Regional Addiction Resource Collaborative). Take it to the Box campaign message will focus on keeping our students safe; safe use, safe disposal, &amp; safe storage of prescription medication including cannabis.</p>	<p>Youth Ambassadors School Sector PD/PC/YC Business Sector Coalition Members Law Enforcement Health Sector Other youth serving organizations</p>	<p>PSS: February/March 2023/ Spring 2023  AYCC: Oct-Nov 2022</p>
<p><b>Providing Information:</b> Evaluate &amp; disseminate data on the effectiveness of PSS with the desired outcome of reducing youth access to alcohol &amp; cannabis in Grades 7-12 in the EMW area: Provision of information regarding numbers of boxes &amp; containers &amp; locations visited for the completion of Project Sticker Shock objectives will be provided at monthly ITAC Coalition meetings. An article for the local periodical &amp;/or social media platform will also be prepared to share information regarding the purpose(s) &amp; impact of the initiative. In addition, at least 1 compliance check conducted in collaboration with STOP DWI &amp; local law enforcement will be completed &amp; results shared. Continue to conduct alcohol sales compliance checks with the Erie County Sheriff’s Office &amp; celebrate business that are in compliance. Our coalition will partner with the Erie County Sheriff’s Office on educating &amp; enforcing underage drinking laws. This evidence-based approach is aligned to the DFC project &amp; its focus on preventing &amp;/or reducing substance use. Continue to provide information in monthly local papers regarding the success of our campaign. Survey youth on effectiveness of PSS &amp; billboard campaigns.</p>	<p>Steering Committee Law Enforcement Business Sector State, Govt. Agencies Media Sector Media Consultant School sector</p>	<p>September 30, 2023</p>

**Strategy 2:** Alcohol/Cannabis Marketing Awareness Campaign focusing on the negative consequences of using, alternatives to using, & the consequences of providing alcohol & cannabis to underage youth.

Strategy & Activity	Who is responsible?	By when?
<p><b>Providing Information:</b> Plan an Alcohol &amp; Marijuana Marketing Awareness Campaign focusing on the negative consequences of underage drinking/cannabis use for both our youth &amp; those that would provide alcohol or cannabis products to underage youth: A total of 4 messaging campaigns are planned (at least 1 billboard &amp;/or PSA to address alcohol &amp; cannabis use), along with additional student-led messaging activities. Provide instruction in health classes regarding the effects of being ‘under-the-influence’ through the use of targeted curricular materials, both alcohol &amp; marijuana fatal vision goggles &amp; simulation carts. Responsible Serving Training (TIPS) will be expanded - promoted &amp; offered to businesses in the EMW areas. We will collaborate with law enforcement sector in conducting compliance checks &amp; road checks as another method of raising awareness.</p>	<p>Youth Ambassadors School Sector PD/PC Coalition Members Business sector Law enforcement State, Local Govt.</p>	<p>September 30, 2022 through May 31, 2023</p>
<p><b>Providing Information:</b> Evaluate &amp; circulate data on the effectiveness of the Alcohol &amp; Cannabis Marketing Awareness Campaign: This is an ongoing activity of the Coalition. Provision of information regarding efficacy of Awareness Campaigns has been &amp; will continue to be provided at monthly ITAC Coalition meetings &amp; at the annual Town Hall Forum. At least one (1) article will also be prepared for publication in the local community newspaper &amp; shared on our social media platforms. Creating a data walk activity combined with a Town Hall Forum will increase capacity &amp; educate the community as to what to look for in signage at local parks, churches, rec centers &amp; other public places to continue &amp; bring awareness. As well as using 2021 Clyde Data to provide current/local information to the community via events, newspaper articles, social media campaigns etc. Conduct another Clyde Survey with grades 8, 10 &amp; 12 during Sept. 2023 in preparation for the 6–10-year DFC grant submission.</p>	<p>Steering Committee PD/PC External Evaluator Media Sector School Sector Faith Based sector</p>	<p>Ongoing- September 30, 2023</p>
<p><b>Providing Information/Providing Support:</b> Plan &amp; implementation of youth-focused, healthy alternative events with a desired outcome of decreasing past 30-day alcohol &amp; cannabis use: At least 2 activities will be identified &amp; executed. Youth voices will be encouraged to share ideas on possible events. An evidence-based transition program, for students moving from the middle to high school level, will be researched. Friday with Friends lunches at the MS/HS would be researched by Youth Ambassadors to engage youth via games, trivia related to our mission of prevention &amp; education. ITAC will also seek opportunities to collaborate with the PTOs from each school to partner on various parent information/skill-building programs. Youth events planned include but are not limited to: Leadership trainings/summits, scavenger hunts, Truck or Treat, Skating event, Movie night, Senior Celebration, tailgating events, ice cream social, Connect Life summer Blood drive activities, Foam Party, Health &amp; Wellness Fair, escape room, online family fun nights (partnering with the Prevention Council) &amp; Red Ribbon Week activities. Partner with school clubs for a variety of events; bball games, homecoming, prom, spring fling dances for youth.</p>	<p>Steering Committee, Slice Group (Coalition members &amp; community liaisons), School Sector Youth Ambassadors Parents PD/PC/YC Civic/Volunteer Sector Business Sector</p>	<p>November 2022- August 30, 2023</p>

**Objective 2: Increase youth perceived risk of Cannabis use by 3% annually.**

**Measurement Strategy:** ITAC will use the Coalition Capacity Checklist (focusing on aspects of youth & community involvement), the Clyde Survey, & process data (signed membership forms, sign-in sheets, feedback forms, etc.), to measure the impact of this strategy & its activities.

**SPF Alignment:** Capacity, Planning, Implementation, Evaluation, Cultural Competence, Sustainability

**Strategy 1:** Educate youth about the facts & negative consequences of Cannabis use.

Strategy & Activity	Who is responsible?	By when?
<p><i>Providing Information/Providing Support: Invitation to our monthly coalition meetings &amp; plan, promote &amp; implement substance-free events targeting Grades 7-12 in the EMW area: ITAC is looking to establish a youth coalition through the school district &amp; will continue to recruit Youth Ambassadors to be involved in the Coalition. ITAC will continue to be intentional in recruiting HS underclassman &amp; middle schoolers, especially higher risk or underserved groups (such as Diversity/GSA etc.). These strategies will continue w/the goal of increasing youth membership by 10%. Youth will attend monthly meetings &amp; will be given support to invest in meaningful opportunities to plan, promote &amp; engage in the implementation of substance use prevention strategies in the EMW area. Youth will plan at least 1 speaker presentation for Coalition members &amp; at least 1 collaborative training opportunity with youth will be offered. An expanded partnership with ICSD Character Counts Club (CCC), SGB, LEAD &amp; Key Club will be continued. The coalition will consider hiring a Youth Ambassador Coach to serve as a liaison with the Coalition &amp; the students. ITAC will continue to promote Red Ribbon week in all District buildings, &amp; continue expansion into private/parochial schools, &amp; homeschooling groups in the EMW area.</i></p>	<p>School Sector Youth Ambassadors Parent Sector Program Director Project Coordinator Youth Coach Health Sector Business Sector Faith Based Sector</p>	<p>Ongoing thru September 30, 2023</p>
<p><i>Providing Information: Develop &amp; execute a “Marijuana Awareness Campaign” using available Media outlets focusing on the negative consequences of Cannabis use: The Logic Model has been updated &amp; billboards reflecting both CLYDE &amp; FOCUS group data will be designed. Additional communication strategies will involve the development of an infographic capturing local conditions; article for publication; web resources, parent/community informational, skill-building program. Providing information to the community via printed material; social media platforms, coalition meetings, senior centers, collaboration with local theatre, &amp; other organizations/coalitions. Publish news articles aligned with a billboard campaign Cannabis awareness message &amp; the newest information regarding Cannabis; edibles, new/developing laws/policies, retail stores, as well as having updated links on our website with marijuana/Cannabis resources. Connecting with local Boys &amp; Girls Clubs, health classes &amp; other groups to educate &amp; bring awareness using available speaker &amp; parenting resources.</i></p>	<p>Steering Committee Youth Ambassadors School/Parent Sector Youth Serving Org. PD/PC/YC Media Consultant Other youth serving organizations sector Health sector Media Sector</p>	<p>October 2022 through September 1, 2023</p>
<p><i>Enhance skills: Provide at least 2 workshop opportunities to parents/caregivers, school district personnel, Coalition, &amp; community members to build knowledge regarding specific strategies &amp;/or provide information regarding substance use &amp; prevention: Hold workshops for parents/caregivers of students at different instructional levels to present developmentally appropriate “conversation starters” for discussion with their children (SAMHSA “Talk They Hear You”; “Talk it Over”) Will seek opportunities to collaborate with the PTOs from each school to partner on various parent information/skill-building programs. In addition, speakers will be researched with the goal of sponsoring a minimum of 1 informational program addressing trends, mental health trends due to COVID, prevention, intervention &amp;/or protective factors. Operation Parent webinars will continue to be shared. Coalition sector members will present/provide training on various topics at monthly Coalition meetings. PTTC, Prevention Council, WNY United, Horizon Speaker Bureau will be used to provide training for community members. Erie County Health Dept. offers free Narcan Trainings. Our Clyde data indicated that mental health issues were a concern for students; speakers &amp; trainings from local mental health agencies will be tapped to provide trainings for school personnel &amp; community members to ensure that all are up to date on available resources. A QR code with local resources has been created by the Erie County Health Dept. which is posted on our web site &amp; many of our printed resources for easy access.</i></p>	<p>Steering Committee Media Consultant Youth Ambassadors School Sector Parent Sector Faith-based Sector Youth Serving Org. PD/PC/YC Health Care Sector External Evaluator Business Sector</p>	<p>October 2022 thru August 30, 2023</p>

**Objective 3: Improve adult & student perception of risk & social norms/acceptability regarding Cannabis use by 5% annually.**

**Measurement Strategy:** ITAC will use the Coalition Capacity Checklist (focusing on aspects of parental involvement & attitudes), the Clyde Survey, & process data (signed membership forms, sign-in sheets, feedback forms, etc.), to measure the impact of this strategy & its activities.

**SPF Alignment:** Capacity, Planning, Implementation, Evaluation, Cultural Competence, Sustainability

**Strategy 1:** Community engagement to better understand the needs related to prevalence of anti-social behavior & raise parental awareness of targeted youth substance use issues.

Strategy & Activity	Who is responsible?	By when?
<p><i>Providing Information:</i> Invitation to parents to our monthly Coalition meetings in which results of focus group discussions, key informant interviews &amp; environmental scan(s), as well as research on the harmful effects of Cannabis use by youth are specifically shared: At least 1 Coalition meeting will be devoted to a presentation of the impact of marijuana use on the developing brain. ITAC will aim to have monthly training at coalition meetings to cover a wide range of topics, including (but not limited to) addiction, behavior, &amp; functioning, along with research-based prevention/intervention strategies. A student messaging campaign will be developed &amp; disseminated broadly to parents/caregivers. Monthly parent trainings (either virtual or in person), ongoing evaluations through adult opinion surveys &amp; a variety of regular messaging campaigns for students &amp; parents (such as emails, videos, newspaper articles, fridge magnets, printed material, attendance at Open House events etc.)</p>	<p>Steering Committee Youth Ambassadors Media Consultant Parent Sector PD/PC/YC Ext. Evaluator Media Sector</p>	<p>October 2022 thru September 30, 2023</p>
<p><i>Providing Information/Enhancing Skills:</i> “Parent Awareness Project” &amp; Parents for Prevention Training as well as community the annual Health &amp; Wellness Fair: ITAC will partner with the Prevention Council &amp; PTO organizations to raise awareness &amp; arm parents with effective strategies &amp; prevention tools. Planning for our annual Health &amp; Wellness Fair, to be held in Fall of 2022 or Spring of 2023, as we were unable to host any during 2020-2021 due to COVID. This annual event provides parent informational focused on need-to-know information regarding youth substance use, access to treatment, &amp; best practice prevention strategies by vendors &amp; health care professionals in attendance. Operation Parent webinars are available to our community members &amp; with permission will be made available on our social media platforms. Promoting &amp; collaborating with other organizations to implement National Family Day, September 26<sup>th</sup>, 2022; If not doing a physical event, we could promote a “share a meal component” via social media, share resources on meal preparation/recipes &amp; ask families to share their photos of eating/preparing a meal</p>	<p>Steering Committee, “HWF Slice group” members (School personnel &amp; community partners) Youth Ambassadors School Sector Parent Sector PD/PC/YC Business Sector Law, State agencies</p>	<p>August thru September 30, 2023</p>