

Substance Abuse Prevention Coalition of Alexandria (SAPCA) Action Plan: October 1, 2011-September 30, 2012

Goal: Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.

Strategy	Activity	Committee/Workgroup Responsible for Activity
Increase capacity of SAPCA via outreach to new and diverse community partners	<ol style="list-style-type: none"> 1. Meet with and present to ethnically and racially diverse faith and ethnic communities, business groups, parent groups and youth groups 2. Expand conversation with ACPS leaders 3. Create an outreach/volunteer committee - Develop scope of committee's responsibilities 	<ol style="list-style-type: none"> 1. Board 2. Providing Info WG 3. Volunteer/Outreach WG – to be formed
Provide information to coalition members regarding key information on alcohol marijuana and tobacco issues	<ol style="list-style-type: none"> 1. Send monthly e-newsletter to Coalition members 2. Ensure SAPCA website/social media unites all sectors through current, engaging and relevant content by establishing a process for updating and maintaining the site 3. Conduct focus groups and structured interviews – Update Substance Abuse Prevention Plan info that George Mason University provided 	<ol style="list-style-type: none"> 1. SAPCA Coordinator 2. Board & SAPCA Coordinator 3. Board & SAPCA Coordinator
Enhance SAPCA leadership focus on the Coalition's goals and progress made	<ol style="list-style-type: none"> 1. Continue to hold an annual Board retreat, including Committee Chairs and other SAPCA members, to discuss progress toward achieving goals and assessment of strategies 	<ol style="list-style-type: none"> 1. Board, SAPCA Coordinator, and Strategic Planning Committee

Goal: Reduce substance abuse among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

Strategy	Activity	Committee/Workgroup Responsible for Activity
Provide information to parents and youth about the risks and consequences of substance abuse.	<ol style="list-style-type: none"> 1. Parents Who Host Lose the Most Campaign, SAPCA website, events, etc, create a year-long campaign, promote changes in Social Host Law 2. Send Beach Week/Graduation/Prom letters to parents 3. Post information on ACPS Daily Digest email and the City’s weekly Youth Topics eNewsletter. 4. Attend certain community events to reach our target – populations (table at First Thursday w/ Sheriff’s Office, Y Street) 5. Provide info at athletic orientation through schools 6. Send letters to alcohol vendors & hotel where prom is taking place during prom and graduation season 7. Set up information table and/or hold events to launch campaigns or disseminate information after TC Williams football games 8. Promote Family Day in collaboration with the Mayor’s Get Healthy campaign 	1 – 8. Providing Info WG
Change the Physical Design of the environment through campaigns aimed at alcohol retailers.	<ol style="list-style-type: none"> 1. Conduct Project Sticker Shock once a year 2. Recognize retail outlets that participate in the campaign 	1 & 2. Changing Physical Design WG
Enhance the skills	<ol style="list-style-type: none"> 1. Conduct interactive risky behaviors workshops in 	1. Providing Info WG

<p>of parents so they feel comfortable speaking to their children about alcohol and other drug use</p>	<p>collaboration with other community coalitions (ACAP & Gang Prevention) where parents are able to practice role-playing with their children</p> <ol style="list-style-type: none"> 2. Hold Community of Concern dinners in middle schools and high school 3. Provide access to free webinars via links on our website 	<ol style="list-style-type: none"> 3. Providing Support WG 4. SAPCA Coordinator
<p>Provide support to parents to encourage alcohol and drug-free parties.</p>	<ol style="list-style-type: none"> 1. Encourage the creation and support the continuation of parent leadership/chat groups where parents communicate with each other about how to keep their children alcohol and drug-free, via neighborhood and community associations and PTA's. Enhance sustainability and evaluation. 2. Provide information and resources(in response to inquiries) such as Parents Who Host campaign material via a SAPCA point person 	<ol style="list-style-type: none"> 1. Providing Support WG 2. Providing Info WG
<p>Enhance youth access to jobs, and services in the community to help youth feel connected to their community</p>	<ol style="list-style-type: none"> 1. Disseminate the findings of the 2011 Community Youth Mapping project to community organizations, develop recommendations and engage partners to address and implement the recommendations. 2. Host a meeting with ACPS, Job-Link, and the Chamber to discuss job training, mentoring and internships. Information will first be presented to City Council. 	<ol style="list-style-type: none"> 1. Strategic Planning Committee 2. SAPCA Board & Coordinator
<p>Provide support and build skills by facilitating volunteer opportunities for youth</p>	<ol style="list-style-type: none"> 1. Encourage youth to lead/participate in Y Street activities in collaboration with the Teen Wellness Center, the Alexandria Coalition for Clean and Smoke Free Air, and the Alexandria Department of Recreation, Parks, and Cultural Activities 	<ol style="list-style-type: none"> 1. Providing Support WG

<p>Support policy changes by working with state and local legislature on issues concerning alcohol, tobacco, and marijuana (Policy and enforcement work group)</p>	<ol style="list-style-type: none"> 1. Work with Alexandria Coalition for Clean and Smoke Free Air to advocate with VA legislation that vendors complete the CDC’s program, Break the Chain of Tobacco Addiction, before they are allowed to sell tobacco 2. Support Alexandria Restaurant Commission (ARC) in making RSVP a mandatory provision of licensing 3. Advocate for greater enforcement of current social host laws by collaborating with law enforcement and the commonwealth attorney’s office 	<p>1-3. Policy Advocacy WG and Board</p>
<p>Support law enforcement to conduct compliance checks and change consequences</p>	<ol style="list-style-type: none"> 1. Support law enforcement to hold quarterly vendor compliance checks 2. Send congratulatory letters, co-signed by police, to vendors who pass vendor compliance checks 3. Publicize compliance checks in local media 	<ol style="list-style-type: none"> 1. SAPCA Coordinator and Communication Committee 2. Board 3. SAPCA Coordinator and Communication Committee
<p>Provide information to parents, youth, and the community about the dangers of marijuana and medicinal marijuana and build youth refusal skills</p>	<ol style="list-style-type: none"> 1. Disseminate material espousing the addictiveness and negative consequences of marijuana use 2. Create a section on our website about regular, synthetic and medical marijuana – info box 3. Develop comprehensive marijuana campaign that teaches refusal skills to youth 	<ol style="list-style-type: none"> 1. Providing Info WG 2. SAPCA Coordinator & Providing Info WG 3. New Marijuana Workgroup
<p>Support ACPS to develop a specific, district-wide substance abuse/tobacco policy and ensure enforcement</p>	<ol style="list-style-type: none"> 1. Advocate for a revised and enforced ACPS substance use regulations in the handbook 	<p>1. Policy Advocacy WG and Board</p>

Special Activities should be held for:

- **Alcohol and Drug Addiction Recovery Month (September)**
- **Family Day (September)**
- **National Prescription Drug Take Back (October or April)**
- **Drug Facts Chat Week (November 10/31/11 – 11/6/11)**
- **Alcohol Awareness Month (April)**

Alexandria Community Events:

- **Health Fairs (throughout the year)**
- **Volunteer Fairs (Include tables for non-profits/coalitions)**
- **First Thursdays (depending on theme)**
- **Other Partnership work group events (Anti-Stigma, Environmental Health)**
- **Titan Expo**