

Communities That Care of Lorain County

Mission:

Communities That Care of Lorain County is a strong partnership within the community to help our youth face the many challenges ahead of them, including substance abuse

We **VISION** a community that:

- *Promotes strong families*
- *Fosters collaboration between school and communities*
- *Supports positive youth development*
- *Works to reduce problem behaviors*

Theory of Change

Communities That Care will mobilize and collaborate to implement multiple strategies to address underage drinking, tobacco, marijuana, prescription and over-the counter medication use among youth

Goal One: ***Establish and Strengthen collaboration among communities including schools, private non profit organizations and government entities to support the efforts of Communities That Care Lorain County to prevent and reduce substance use among youth***

Objective 1: **Assessment** – Collect data to define problems within Lorain County (i.e. profile population needs, resources and service gaps).

Activities & Strategies By January, 2010, conduct community wide needs assessment in collaboration with schools and other organizations

Measure: Data sub-report outlining results of needs assessments, prioritization of risk factors and target goals for improvement

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Compile and map findings of Community listening Sessions	ADAS Board, Student intern	Listening session reports	September, 2009 (technically completed in year 1 of DFC, necessary for year 2)	
Conduct youth survey for 6 th , 8 th , 10 th and 12 th graders in 14 school districts (approximately 12,000 surveys)	CTC coordinator, schools	Youth Survey	September, October, 2009	
Update archival data	Data Workgroup, student intern	Archival data guidance, previous and new data sources	October, 2009	
Review findings of listening sessions, youth survey (2009) and archival data updates; compare/analyze to 2006, 2003 – determine priority risk factors and target goals for improvement	Data Workgroup	Data compilation from listening sessions, youth surveys, archival data	January, 2010	

Compile data sub-report to Executive Committee	Data Workgroup	Update from previous report	February, 2010	
Develop problem statement(s); begin to identify short-, intermediate- and long-term goals	Executive Committee	Sub-report	June – August, 2010	

Objective 2: **Capacity** – Mobilize resources through the coalition to plan and implement sustainable prevention efforts and strengthen the operating framework of the coalition.

Activities & Strategies Strengthen the coalition by providing clear structure for regular coalition board and workgroup meetings.

Measure: Active participation by 60% of board and workgroup members recorded by accurate attendance at meetings

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Review and update committee structure, job descriptions and operations based on current practices.	CTC Coordinator, ad-hoc committee	Draft descriptions, in-kind by members	July, 2009 (technically completed in year 1 of DFC, necessary for year 2)	
Update email addresses of all CTC members and	CTC Coordinator	In-kind	quarterly	

disseminate to all members for sharing of information, meeting notices, etc				
Prepare agendas and meeting minutes for regular board and workgroup meetings	CTC coordinator, committee chair(s)	In-kind by members	Per meeting schedule	
Review and update the membership list to include identification gaps in targeted community sector participation	CTC Coordinator, Executive Committee	In-kind	At least annually	
Network with PTO organizations, neighborhood watch groups, youth groups/councils, schools, employers, chamber of commerce, etc to pursue opportunities for involvement.	CTC Coordinator, Executive Committee	In-kind	Ongoing	

Recruit sector representatives to serve on CTC	CTC Coordinator, Executive Committee	In-kind	Annually	
Inform/educate new and existing members about the purpose and accomplishments of CTC	CTC Coordinator	In-kind	Annually	
Maintain and forward to board and workgroup members the minutes; maintain sign-in log of all participatory members at all meetings	CTC coordinator	In-kind by members	Within one week of completed meeting(s)	
Conduct an annual board member coalition assessment to assess the functioning of CTC and its impact on effectiveness; and individual member satisfaction	ADAS Board	Assessment tool	Annually, in July-August	

Activities & Strategies

Train coalition members to provide them the knowledge of CTC, environmental strategies and alcohol, tobacco and other drug issues.

Measure: Completion of annual training for coalition members

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Sponsor (or partner) at least one educational training annually for coalition members; offer continuing education units and recognized clock hours (CEU's and RCH's) for professionals	CTC Coordinator, ADAS Board, ad-hoc education committee	In-kind by members	Annually	
Sponsor coalition member(s) to attend annual CADCA conference or other coalition' related conference training; attendee(s) to present back to CTC (re-apply learning)	Executive Committee	In-kind by members, conference costs	As scheduled	

Activities & Strategies Provide outreach to community sectors and key leaders regarding CTC activities

Measure: Develop and maintain a resource portfolio of outreach materials

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Distribute flyers, brochures, e-newsletters, public service announcements highlighting CTC initiatives and partnerships	Marketing Workgroup, Youth	In-kind by members	October, 2009, April, 2010	
Develop and distribute fact sheets related to local issues	Marketing Workgroup	In Kind	At least quarterly	
Maintain an updated website for CTC	ADAS Board	In-kind	Monthly	
Encourage advocacy and provide opportunities for advocacy roles	Executive Committee	In-kind	As needed	
Prepare two newspaper articles on related topics	Marketing Workgroup, CTC Coordinator, ADAS Board	In-kind	Semi-annual	
Coordinate annual town hall (type) meeting to educate citizens	Marketing Workgroup	In-kind, other partners	Annually	

Objective 3 **Planning** –Develop a comprehensive action (strategic) plan

Activities & Strategies Provide ongoing planning of the CTC through a yearly review and update of the action plan

Measure: Bi-annually completed action plan

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Convene coalition members to review and revise the action plan	CTC members	Current action plan	February, 2010	
Assess progress on the implementation of the action plan	Executive Committee	In-kind	March, 2010	
Post the updated action plan on the CTC website	ADAS Board	In-kind	May, 2010	

Activities & Strategies Sustain the ongoing operation of CTC through a long term sustainability plan

Measure: Continuation of CTC including membership, in-kind and funding resources

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Maintain a CTC coordinator to coordinate events and activities	ADAS Board, Executive Committee	Funding applications	Per fiscal year	

Develop and maintain partnerships that help sustain activities and encourage in-kind services	CTC	n/a	Ongoing	
Explore funding opportunities (grants, foundations, etc) that will support sustainability	ADAS Board, Executive Committee	n/a	Annually	

Objective 4 **Implementation** –Implement prevention programs, polices and practices (evidence-based, best practices)

Activities & Strategies Identify and evaluate specific strategies and activities that will be supported and/or endorsed by CTC

Measure: Review of data findings and prioritizations

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Encourage adoption of evidence based programming by educating CTC members and the community	ADAS Board	In-kind	Ongoing	
Determine appropriate methodology for CTC to	ADAS Board, Resource Assessment Workgroup	In-kind	Annually	

support and/or endorse Evidence Based Programs (practices and procedures (EBP's)	recruit others (Like Children & Family Council, U. Way, foundations)			
Identify and track the number of EBP's supported and/or endorsed by CTC	ADAS Board, Resource Assessment workgroup; recruit others (Like Children & Family Council, U. Way, foundations)	In-kind	Annually	
Gather results of EBP's	ADAS Board, Resource Assessment workgroup; recruit others (Like Children & Family Council, U. Way, foundations)	In-kind, program reports	Annually	
Serve as a community advisory to schools, and other organizations	ADAS Board, CTC members	In-kind	Ongoing	

Objective 5

Evaluation –Monitor and evaluate the effectiveness of CTC programs, polices and practices

Activities & Strategies; Maintain an evaluation infrastructure through the ongoing review of community and coalition data

Measure: Completion of evaluation review

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Review evaluation plan.	CTC Coordinator, ADAS Board, Resource Assessment Workgroup	In-kind, ADAS, Drug Free Communities, United Way reports	Semi-annually	
Track progress and make adjustments based on information contained in the date	CTC Coordinator, ADAS Board, Resource Assessment Workgroup	In-kind	Semi-annually	
Review process evaluation of the CTC operating and administration	ADAS Board	In-kind	February, 2010 (and annually)	
Share data results with CTC members, funding sources and the community	CTC Coordinator, Marketing workgroup	In-kind	April, 2010 (and annually)	

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

Objective 1: Reduce the availability of substances to youth

Activities& Strategies: Challenge parental and adult positive attitudes toward underage alcohol and furnishing to minors.
Coordinate with community partners on a media, social marketing campaign

Measure: 5% increase in parental disapproval as measured by the CTC Youth Survey

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Implement a campaign targeting adults for the reduction of underage drinking (Parents Who Host and Don't Serve Alcohol to Teens) and other relevant campaigns	CTC Coordinator, Marketing Workgroup	In-kind	2010	
Annual town hall event to educate adults about the legal consequences of underage alcohol use	Marketing Workgroup, other partners, law enforcement	In-kind	2010	
Establish a baseline of where youth are accessing alcohol *	Data Workgroup, law enforcement, listening session	In-kind, data	In conjunction with Data Workgroup timelines	
Determine current level of enforcement to adults who serve to underage youth *	CTC Coordinator, prosecutors (city)	In-kind	annually	
Develop task force to determine surveillance activities on youth's	CTC Coordinator, ADAS Board	In-kind	ongoing	

access to alcohol *				
Implement alcohol purchase surveys and shoulder taps *	Young Adults, Law enforcement, CTC members	In-kind	ongoing	
Maintain data on surveillance efforts *	CTC Coordinator	In-kind	ngoing	

(* We have submitted a STOP initiative for these components; should this grant not be awarded, we will need to re-assess the feasibility of completing this in year 2)

Objective 2: Impact environmental norms and attitudes around ATOD use/abuse

Activities& Strategies: Challenge the use of alcohol, tobacco, marijuana and over the counter and prescription drugs by youth by promoting accurate peer norms and challenging favorable attitudes toward use.

Measure: 10% increase in the perception of harmful use of alcohol (increase to 45%) as measured by the CTC Youth Survey.

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Develop a multi-targeted media youth campaign on alcohol, tobacco and other drug use/abuse	Marketing Workgroup	Materials	Annually	
Develop and disseminate an prevention newsletter to schools/agencies	Marketing Workgroup	Marketing materials	Annually	

which highlight trends and ATOD issues				
Provide marketing exposure to drive youth to access the Youth Pages	Marketing Workgroups	Materials	Annually	

Activities& Strategies: Educate school personnel annually regarding risk and protective factors related to ATOD use.

Measure: 10% increase in the number of schools using the youth survey data to determine effective programming in their schools

Action Steps	Responsible Person(s)	Resources	Timeframe	Status
Contact all schools to recruit at least 3 schools annually to navigate the results of their youth survey findings and provide them with technical assistance to implement best practices targeted at their survey results	Executive Committee	Youth survey, resource assessment	Fall (annually)	