

Franklin DFC ACTION PLAN: Year Seven
(September 30, 2016 – September 29, 2017)

DFC GOAL ONE: INCREASE COMMUNITY COLLABORATION.

OBJECTIVE 1: Strengthen coalition's internal capacity to actively engage in prevention activity at the planning, recruitment and implementation levels by 10% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, and key informant interviews.

Strategy 1: *Organizational Development*

| Activity | Who is responsible? | By when? |
|--|--|---|
| Maintain guidelines to ensure that coalition meetings are effective and action-oriented. | Leadership Committee Recruiting and Retention (R/R) Workgroup Coalition Membership | Ongoing |
| Ensure effective financial management through monthly reports. | City Finance Director Leadership Committee Program Director | Monthly |
| Update and maintain current by-laws, job descriptions, as well as roles and responsibilities for staff members, subcommittees/ workgroups, and coalition members in writing. | Leadership Committee Program Director R/R Workgroup | Annual Updates; Quarterly Monitoring |

Strategy 2: *Leadership Development & Training*

| Activity | Who is responsible? | By when? |
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| Earn a Certified Prevention Specialist (CPS) credential. | Project Coordinator | September 2016 |
| Attend CADCA Mid-Year Conference. Report back to coalition. | Project Coordinator Sector Rep | February 2017 |
| Attend Regional Network, New Futures, Center for Excellence, and Bureau of Drug and Alcohol Services trainings as appropriate. Report back to coalition. | Project Coordinator Sector Reps | Ongoing |
| Attend at least two NH Training Institute on Addictive Disorders (NHTIAD) workshops. Report back to coalition. | Project Coordinator Sector Reps Leadership Committee | September 2017 |
| Send Franklin Youth Initiative (FYI) members and advisors to Summer Leadership Training for middle and high school youth. | Project Coordinator FYI youth and advisors School Sector Rep | July 2017 |

Strategy 3: Sustainability Planning & Implementation

| Activity | Who is responsible? | By when? |
|---|--|-------------------------------|
| Document in-kind support. | Coalition Membership Program Director Finance Director | Ongoing/ monthly report |
| Regularly review and update Sustainability Plan according to needs and accomplishments. | Leadership Team | Quarterly |
| Collaborate with Regional Public Health Network to assess current needs and funding opportunities for local, regional, and statewide prevention work. | Project Coordinator Leadership Team | Monthly |

Strategy 4: Cultural Competency

| Activity | Who is responsible? | By when? |
|---|---|---------------------------------------|
| Conduct annual “cultural audit” to assess cultural competency amongst coalition membership and partners. | Leadership Team Evaluation Consultant R/R Workgroup | October 2016 and conducted annually. |
| Revise cultural competency plan to address any concerns identified during assessment. | Leadership Team Project Coordinator | January 2017 |
| Maintain working, collaborative relationship with local human service organizations to better access various cultural groups and disenfranchised populations. | Leadership Team Project Coordinator R/R Workgroup | Monthly contact |
| Ongoing outreach to members of identified cultural/disenfranchised groups. | Leadership Team Project Coordinator R/R Workgroup Media/Outreach Workgroup | Monthly contact Quarterly Outreach |

Strategy 4: Data Collection

| Activity | Who is responsible? | By when? |
|---|---|-----------------|
| Administer Middle-School YRBS in grades 7 & 8 in coordination with High School survey | Project Coordinator Data & Evaluation Workgroup Evaluation Consultant | Spring 2017 |

OBJECTIVE 2: Increase community collaboration in the region by 10% by September 29, 2017 as measured by changes in annual community survey, youth focus groups, and key informant interviews.

Strategy 1: *Communications & Marketing*

| Activity | Who is responsible? | By when? |
|---|--|-----------------|
| Revise Marketing & Communications Plan to keep current. | M/O Workgroup Project Coordinator Media Sector Rep | October 2017 |
| Maintain and distribute meeting minutes and coalition communications using a variety of methods. | Project Coordinator Sector Reps | Ongoing |
| Maintain and update coalition materials as needed, according to Marketing & Communications Plan. | M/O Workgroup Project Coordinator | Quarterly |
| Share successes and promote coalition strategies and activities in local media outlets on monthly basis (newsletters, newspapers, radio, public TV, etc.). | M/O Workgroup Project Coordinator Media Sector Rep | Monthly |
| Discuss and document differences in language, communication, culture and traditions of stakeholders. Use recommendations in developing coalition materials. | M/O Workgroup Project Coordinator | Ongoing |

Strategy 2: *Community Mobilization & Membership Development*

| Activity | Who is responsible? | By when? |
|---|---|---|
| Ongoing recruitment of new members for Franklin Youth Initiative (FYI) at both High School and Middle Schools. | Existing FYI members FYI Advisors School Resource Officer School Sector Rep | Ongoing, Monthly check-in |
| Engage FHS Extended Learning Opportunities (ELO) Coordinator as regular participant in coalition. | FYI Advisors Project Coordinator School Sector Rep | October 2016 |
| Train sector reps to conduct “One on One” meetings with potential members from their respective sectors. Each sector rep to conduct 4 “One on One” meetings annually. | Sector Reps R/R Workgroup Leadership Committee Project Coordinator Regional Coordinator | Training held in Oct 2016. Quarterly check-in. |
| Conduct one outreach/education activity per quarter in the community through community health fairs, events and/or “lunch | Leadership Committee R/R Workgroup Sector Reps | Quarterly |

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| and learns.” | | |
| Provide trainings and presentations to at least 5 school and community-based parent and civic groups (PTO, Rotary, Chamber of Commerce). | Leadership Committee Project Coordinator Sector Reps | Ongoing |
| Provide public recognition of member contributions on a quarterly basis through local media outlets and public forums. | Project Coordinator R/R Workgroup M/O Workgroup | Quarterly |
| Provide monthly updates at the City Council and School Board meetings. | Mayor Leadership Committee | Monthly |

Strategy 3: *Local, Regional, and Statewide Networking & Collaboration*

| Activity | Who is responsible? | By when? |
|--|--|-----------------|
| Participate in Regional Network meetings and events. | Project Coordinator Leadership Committee | Quarterly |
| Participate in statewide Social Marketing Campaigns and other coordinated activities through the Partnership for a Drug Free NH. | Project Coordinator Sector Reps | Bi-Monthly |
| Participate in other local, regional, or statewide task forces as appropriate, including DFC networking. | Coalition Membership Sector Reps Project Coordinator | Ongoing |

DFC GOAL TWO: REDUCE YOUTH SUBSTANCE USE.

Substance: Alcohol (Objectives 1 – 3)

The percentage of FHS students reporting that they have had at least one drink of alcohol in the past 30 days will decrease slightly from 28.9% (2014 YRBS) to 25.9% by 2015 and will decrease to 22.9% by 2017 and to 20.9 by 2019.

OBJECTIVE 1: Reduce community/social norms/acceptance regarding alcohol misuse and high risk recreational use by 3% by September 29, 2017 as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: *Alcohol Advertising Restrictions and Policy Development*

| Activity | Who is responsible? | By when? |
|---|--|---|
| Coordinate with FYI to develop strategies to maintain working relationships with retailers around the impact of advertising and social norms on use. | Project Coordinator FYI Advisors M/O Workgroup | By December 2016, then ongoing |
| Conduct an annual environmental scan to assess alcohol advertisements inside and outside local convenience stores. Present results of scan to full coalition for action planning. | Project Coordinator FYI Advisors M/O Workgroup | By May 2017 |

Strategy 2: *Enforcement and Policy Development*

| Activity | Who is responsible? | By when? |
|--|--|--|
| Increase law enforcement at local events where alcohol is consumed through targeted enforcement efforts. | Franklin PD NH Liquor Enforcement | Ongoing |
| Maintain relationships with Parks & Recreation Adult Athletic Leagues to ensure that policies/procedures around alcohol consumption are being followed. Technical assistance/training as needed. | City Officials Leadership Committee | during 2016/2017 Adult League season |
| Conduct random compliance checks. | Franklin PD | Ongoing |

Strategy 3: *Life of an Athlete and Model School Policy*

| Activity | Who is responsible? | By when? |
|---|---|--------------------------|
| Work with Athletic Dept. and School Administration on Life of an Athlete program implementation, 2016-2017 School Year. | Project Coordinator Leadership Chair Regional Coordinator School Sector Rep Athletic Director | 2016-2017 School Year |
| Continue work on implementation and enforcement of Model School ATOD Policy | Project Coordinator Leadership Chair | 2016-2017 School Year |

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| Recommendations (work has already begun – work with Project AWARE Grant Manager and School Policy Committee) | Parent Sector Rep School Sector Rep Model School Policy Committee | |
| Provide ongoing education for School Board on prevention, Restorative Justice, and Model School Policy Recommendations. | School Sector Rep Project Coordinator Leadership Chair | Ongoing |

OBJECTIVE 2: Decrease social access to alcohol among FHS students by 3% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: *Social Marketing Campaign*

| Activity | Who is responsible? | By when? |
|--|--|---|
| Continue implementation of Social Marketing Campaign (following the 4-Ps marketing principles) to provide consistent messaging about the dangers of underage drinking and the Social Host Liability Law. | Project Coordinator M/O Workgroup Media Sector Rep | Ongoing, with increase in messaging around high-risk times. |
| Continue promotion of local underage drinking tipline to prevent underage drinking parties. | Project Coordinator M/O Workgroup | Ongoing, with increase in messaging around high-risk times. |
| Provide annual parent education in collaboration with the Life of an Athlete Program (through pre- season meetings, during athletic games). | Coalition Membership Regional Coordinator Parent Sector Rep School Sector Rep | Fall 2016/ Spring 2017 |
| Coordinate with Franklin Youth Initiative (FYI) to implement annual “Sticker Shock” and “Buyers Beware” campaigns as part of the Social Marketing Campaign. | Project Coordinator FYI Advisors Franklin PD Law Enforcement Rep NH Liquor Enforcement | December 2016 and May 2017 |

OBJECTIVE 3: Decrease retail access to alcohol among FHS students by 3% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: *Enforcement and Training*

| Activity | Who is responsible? | By when? |
|---|---|---------------------------------|
| Increase law enforcement at locations where youth access alcohol. | Franklin PD Law Enforcement Sector Rep | Ongoing |
| Conduct Compliance Checks | Franklin PD Law Enforcement Sector Rep NH Liquor Enforcement | Regular intervals 09/29/2017 |
| Continue to implement incentive program for businesses in compliance, including recognition in local print/social media | Project Coordinator Leadership Committee | Ongoing |
| Maintain relationships with local retailers to ensure policies/procedures for the responsible service, sale, and consumption of alcohol are being followed. Provide trainings and technical assistance as needed. | Leadership Committee Franklin PD UNH Cooperative Extension NH Liquor Enforcement | Ongoing |

Substance: Marijuana (Objectives 4 – 6)

The percentage of Franklin High School (FHS) students reporting that they have used marijuana in the past 30 days will stay the same or decrease slightly from 17.6% (2014 YRBS) to 17.0% by 2015, decrease to 15.6% by 2017 and to 13.6% by 2019.

OBJECTIVE 4: Reduce community/social norms/acceptance of the Franklin community by 3% by September 29, 2017 so that marijuana use is not considered a normal and accepted behavior, as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: Social Marketing Campaign

| Activity | Who is responsible? | By when? |
|---|---|--------------------------------------|
| Continue implementation of Social Marketing Campaign concerning the dangers of marijuana use, with key talking points on public health, safety, and developing brain. | Project Coordinator M/O Workgroup Regional Coordinator | Monthly, starting in Sept. 2016 |
| Engage FHS students to develop a “Social Norming” campaign using local YRBS data to highlight the positive behavioral health choices being made by FHS students. | Project Coordinator M/O Workgroup Regional Coordinator Project AWARE Grant Manager | Campaign to kick off in January 2017 |

Strategy 2: Multi-Sector Trainings

| Activity | Who is responsible? | By when? |
|---|---|----------|
| Collaborate with Life of an Athlete Program to provide targeted education for teachers, | Youth-Serving Sector Rep Parent Sector Rep | Monthly |

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| coaches, and school personnel on marijuana and the developing brain to provide set of consistent messages and information. | Project Coordinator Law Enforcement Sector Rep | |
| Conduct three trainings for parents focused on marijuana and the developing brain -(keeping current with emerging trends in marijuana use) | Project Coordinator; Parent Sector Rep; Coalition Membership Youth-Serving Sector Rep | Fall 2016 Winter 2017 Spring 2017 |

Strategy 3: *Life of an Athlete and Model School Policy*

| Activity | Who is responsible? | By when? |
|--|--|---------------------------|
| Work with Athletic Department and School Administration to continue implementation Life of an Athlete program. | Project Coordinator Leadership Chair Regional Coordinator School Sector Rep | 2016/2017 School Year |
| Convene stakeholders and provide ongoing education to work on the development, implementation and enforcement of Model School ATOD Policy Recommendations. | Project Coordinator Leadership Chair Parent Sector Rep School Sector Rep Model School Policy Committee | December 2016, Ongoing |

OBJECTIVE 5: Decrease retail access to marijuana paraphernalia among FHS students by 3% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, and key informant interviews.

Strategy 1: *Policy Development & Training*

| Activity | Who is responsible? | By when? |
|---|---|------------------|
| Maintain relationships with storeowners to ensure policies/procedures to remove or hide “tobacco pipes” from view of youth are being followed. Technical assistance as needed. | Leadership Committee Franklin PD UNH Cooperative Extension NH Liquor Enforcement | Quarterly |
| Partner with UNH Cooperative Extension and the NH Division of Liquor Enforcement to conduct annual training and education for businesses on accurately and consistently checking IDs. | Leadership Committee Franklin PD UNH Cooperative Extension NH Liquor Enforcement | Fall/Winter 2016 |

OBJECTIVE 6: Increase perception of risk of marijuana among FHS students by 3% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: *Social Marketing Campaign*

| Activity | Who is responsible? | By when? |
|--|---|--------------------------------------|
| Continue implementation of Social Marketing Campaign (including print media) as outlined above regarding marijuana and the developing brain. | Project Coordinator M/O Workgroup | Ongoing |
| Engage FHS students to develop a “Social Norming” campaign using local YRBS data to highlight the positive behavioral health choices being made by FHS students. | Project Coordinator M/O Workgroup Regional Coordinator Project AWARE Grant Manager | Campaign to kick off in January 2017 |

Strategy 2: *Monitoring and Enforcement*

| Activity | Who is responsible? | By when? |
|---|---|-----------------|
| Partner with law enforcement and other stakeholders to monitor unintended consequences of Therapeutic Cannabis Program. | Franklin PD Regional Coordinator GC Prevention Task Force | Ongoing |

Substance: Prescription Drugs (Objectives 7 – 9)

The percentage of Franklin High School (FHS) students reporting that they have misused prescription drugs in the past 30 days will stay the same or decrease slightly from 5.0% (2014 YRBS) to 4.5% by 2015, decrease to 4.0% by 2017 and to 3.0% by 2019.

OBJECTIVE 7: Decrease social access to prescription drugs among FHS students by 3% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: Social Marketing Campaign and Education

| Activity | Who is responsible? | By when? |
|--|---|---|
| Continue Social Marketing Campaign on decreasing access by youth to prescription drugs, utilizing the localized “Lock It Up” Campaign. | Project Coordinator M/O Workgroup | Ongoing, with increased activity around Drug Take Back events |
| Continue promotion (print, media, social media) of Prescription Drug Takeback Box at Franklin Police Department. | Franklin PD Project Coordinator M/O Workgroup | Ongoing |
| Conduct targeted education sessions (Parent Nights, Senior Center) regarding youth access to prescription drugs. | Leadership Committee Coalition Membership | Fall 2016 Spring 2017 |
| Engage FYI students to provide targeted Rx prevention education. to elementary students (using Youth2Youth Samantha Skunk material & curriculum) | Project Coordinator FYI Advisors | 2016-2017 School Year |

Strategy 2: Drug Take Back events

| Activity | Who is responsible? | By when? |
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| Coordinate and implement at least two take-back events at a public locations such as low-income/senior housing complexes and/or local pharmacies | Project Coordinator M/O Workgroup Law Enforcement Rep. | October 2016; April 2017 |

OBJECTIVE 8: Decrease retail access to prescription drugs among FHS students by 3% by September 29, 2017, as measured by changes in annual community survey, youth focus groups, key informant interviews and the YRBS.

Strategy 1: Prescribing Practices

| Activity | Who is responsible? | By when? |
|--------------------------------------|---|-----------------|
| Work with NH Prescription Monitoring | Leadership Team Regional Coordinator | November |

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| Program Manager and Regional Public Health Network to assess local needs for continued provider education of the Prescription Monitoring Program. | NH PMP Manager Healthcare Sector Reps | 2016 |
| Coordinate educational sessions for local providers as needed. | Leadership Team Regional Coordinator NH PMP Manager Healthcare Sector Reps | Ongoing |