

HISTORIC TRIANGLE SUBSTANCE ABUSE COALITION STRATEGIC PLAN * 2005 – 2010

VISION STATEMENT

The Communities of the Historic Triangle area will be free of substance abuse thereby creating a healthier and safer community.

MISSION STATEMENT

The HTSAC members collaborate to build, integrate and sustain a comprehensive system to eliminate substance abuse for youth and adult populations.

GOALS

Strategic Goal #1 (Systems Change)

The Coalition will establish and strengthen collaboration among all sectors of the community, including private, nonprofit agencies, Federal, State, and local governments, to support the Coalition efforts to prevent and reduce substance abuse among youth and adults. The Coalition will continually assess its impact in the community and effect on substance abuse through validated evaluation techniques.

Strategic Goal #2 (Reduce, Prevent, Treat, and Promote On-Going Recovery from Substance Abuse)

The Coalition, through its members, will strive to reduce substance abuse among youth, and overtime, among adults by addressing the factors in a community that increase the risk of substance abuse and promote on-going recovery and the factors that minimize the risk of substance abuse.

Strategic Goal #3 (Form and Sustain the Coalition)

The Coalition will operate through a formal written set of guidelines in partnership with its member organizations and the community. HTSAC will continue to maintain its inclusiveness, seek diversity in its representation, and expand and diversify its sources of revenue to achieve its mission and strategic goals.

2005-2006 Action Plan- Objectives and Strategies

Strategic Goal #1:

The Coalition will establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State, and local governments to support the Coalition efforts to prevent and reduce substance abuse among youth and adults. The Coalition will continually assess its impact in the community and effect on substance abuse through validated evaluation techniques.

Objective 1: HTSAC will serve as a catalyst for increased citizen participation and greater collaboration among all sectors of and organizations within the Williamsburg/James City and York County communities.

HTSAC will facilitate and expand collaboration with relevant stakeholders of the community to accomplish the work of the coalition; including law enforcement, schools, faith-based communities, neighborhood organizations, parks and recreation, youth and youth serving organizations.

Strategy 1.1.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
HTSAC staff will meet with a member of the community monthly to educate about HTSAC.	Ongoing	Ongoing	HTSAC Staff	Follow up thank you letter
Strategy 1.1.2				
Monthly Networking Meetings	Ongoing	Ongoing	Coalition Director	Meeting attendance Membership Roster
Strategy 1.1.3				
Develop a marketing plan to include information dissemination to coalition membership	December 2005		Coalition Director Communications Committee	Marketing Plan

Objective 2: HTSAC will assess community needs.

Strategy 1.2.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
Conduct focus groups in various community settings, i.e., schools, neighborhood assoc., businesses.	Ongoing		HTSAC Staff Steering Committee Contract Evaluator	Focus Group Summary Report
Strategy 1.2.2				
Collect archival data annually	January 2006	August 2006	HTSAC Staff	Available statistical analysis reports
Strategy 1.2.3				
Coalition Survey	November 2005	January 2006	Coalition Director Contract Evaluator	Coalition Survey Report

Objective 3: HTSAC will utilize validated evaluation techniques to monitor the effectiveness of committee's and coalition projects.

Strategy 1.3.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
All HTSAC projects will have a logic model, data collection, and a summary report upon completion.	Ongoing		HTSAC Staff Project Coordinator	Logic Model Excel Spreadsheets Project summary
Strategy 1.3.2				
Conduct year- end comprehensive evaluation of the Coalition.	To occur annually in September	October 2006	Coalition Director Contract Evaluator	End of year report -Comprehensive -Public Summary

Strategic Goal #2 (Reduce, Prevent, and Treat Substance Abuse)

Objective 1: Develop a print and electronic media campaign to increase the awareness of HTSAC and its member agencies.

Strategy 2.1.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
Expand the use of the HTSAC Website.	2005	2006	Business Manager William and Mary IT services	Monthly updates to website Number of hits to site
Strategy 2.1.2				
Develop and distribute HTSAC newsletter. A. HTFF B. Board of Supervisors C. Political offices	Bi-annual (Winter/summer)	<i>Changed to HTSAC Digest – weekly sent out to key leaders</i>	Coalition Director Business Manager	Number of newsletters distributed Feedback received from recipients
Strategy 2.1.3				
Link HTSAC information to local and national websites and Information and Referral (I&R) systems.	Ongoing		HTSAC Staff Business Manager	Number of sites linked
Strategy 2.1.4				
Feature HTSAC on CADCA's website	September 2004	Sept. 2004	HTSAC Staff	Number of sites HTSAC is featured

through “CADCA Star Coalitions” and other related national sites.			Graduate Assistant	Responses received from new sites
Strategy 2.1.5				
Make use of local cable and government channels by promoting HTSAC projects.	Ongoing	<i>October 2006</i>	HTSAC Staff Graduate Assistant	Number of times HTSAC is featured Responses received from listings

Objective 2: Increase the awareness of HTSAC and its member agencies through active participation in the community.

Strategy 2.2.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
Acquire and offer Substance Abuse educational resources to HTSAC members and the community.	Ongoing		HTSAC Staff	Develop lending library. Number of materials distributed Number of fairs attended
Strategy 2.2.2				
Present HTSAC to 6 civic groups.	12/05		Coalition Director	Invitations to present

Objective 3: Treatment will facilitate a coordinated system of youth and adult substance abuse services.

Strategy 2.3.1: Address Treatment Needs of Youth Population – **Youth Treatment Sub-Committee**

Strategy 2.3.1	Anticipated date of Completion	Actual date of Completion	Responsible Parties	Measurement
A. Increase community agencies that complete a formal screening tool	June 28 @ Demand Treatment Mtg.		Youth Treatment Sub-Committee	Suggestion to move to Demand Treatment (which is traditionally adults only).
B. Increase community capacity for Assessing youth in the court system and the community	7/31/06		Youth Treatment Sub-Committee	# of sites that do assessments and the # of youth that get assessed
C. Youth assessment of continuum of care & resources	Annually		Youth Treatment Sub-committee	Written Report
D. Increase capacity for multi-family education to those assessed in B above.	7/06		Youth Treatment Sub-committee	# of families who are receiving multi-family services
E. Develop capacity for residential treatment services for youth.			Youth Treatment Sub-committee	

Strategy 2.3.2: Address Treatment needs of Adult population – Treatment Project Committee

Strategy 2.3.2	Anticipated date of Completion	Actual date of Completion	Responsible Parties	Measurement
A. Strengthen the Primary Marijuana Anonymous (MA) Group	12/2005		Treatment Project Committee	The number of people in Home Group and the number of people holding offices.
B. Provide detoxification services for adults	Ongoing		Detox Committee	Six month and annual reports.
C. Develop instrument to assess level of unmet needs.	12/2005		Treatment Project Committee, HTSAC Staff, Planning Workgroup	Provider Survey

Strategy 2.3.3: Address Substance Abuse Housing Needs for Adult – Addiction Recovery Comm.

Strategy 2.3.3	Anticipated date of Completion	Actual date of Completion	Responsible Parties	Measurement
A. Establish transitional housing for adult males	1/31/06		AR Committee Salvation Army	# of referrals to transitional housing and evaluation surveys completed by residents.
B. Represent SA needs on the community housing initiative	ongoing		AR Committee	Minutes for meeting, Attendance Rosters

Strategy 2.3.4: Increase awareness of ATOD services offered by providers servicing the Historic Triangle area.

Strategy 2.3.4	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
A. Develop a comprehensive print resource guide of substance abuse service providers for those seeking recovery	1/31/06	5/2006	AR Committee HTSAC Staff	250 printed copies will be made and distributed.
B. Develop an electronic resource guide on HTSAC website for global access to provider services.	1/31/06	5/2006	AR Committee HTSAC Staff	Number of hits to website accessing this information.

Objective 4: Treatment Project Committee seeks to increase awareness and referrals for the purpose of early identification and intervention for substance abuse problems by providing specific interventions to health professions and faith-based.

*** This objective was incorporated into Goal #2, Objective #3: Strategy #2.3.1. Also, a separate, specific work plan was established for the Demand Treatment project.

Objective 5: The **Prevention Committee** will develop strategies to reduce the use of alcohol, tobacco, and other drugs by youth.

Strategy 2.5.1: Address prevention needs for parenting programs.

Strategy 1.5.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
A. Identify most effective practices	Ongoing review required	2001/2002	Prevention Committee Project Coordinator	
B. Create Parent Handbook	2005		Project Coordinator	Number and location of distribution
C. Implement and evaluate science based parent programs	Ongoing review required	Began 2001	Prevention Agencies Project Coordinator	Types of programs implemented that cover family programs, # of participants Program evaluation tool
D. Implement parents that Host/Lose the Most Educational Campaign	2005	5/2006	Prevention Committee Project Coordinator	Survey data CTC

Strategy 2.5.2: Address prevention needs for PreK-College curriculum

Strategy 2.5.2	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
A. Disseminate CTC Survey	2005	4/2006	Coalition Staff W/JCC and York Schools	Summary Report
B. Student Focus Groups	2005	4/2005	Coalition Staff W&M Faculty W/JCC and York Schools	Summary Report
C. Research science based curriculum models	Ongoing review required	2001/2002	Prevention Committee Project Coordinator	
D. Implement & evaluate science based school programs	Ongoing review required	Began 2001	Prevention Agencies Project Coordinator	Types of programs implemented that cover k-12 programs, # of participants Program evaluation tool
E. Provide curriculum training for educators & community leaders	Ongoing	Began 2001	Project Coordinator	Number of individuals trained, resulting programs

F. Collaborate with existing providers to implement effective strategies in prevention training.	On going		<i>Project Coordinator</i>	
G. Work with Faith Based communities to train youth groups	2005	4/2006	Project Coordinator	Attendance Sheet

Strategy 2.5.3: Increase awareness of substance abuse to community leaders, service providers, and public.

Action for Strategy 2.5.3	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
A. Research most effective practices	Ongoing review required	2001/2002	Prevention Committee Project Coordinator	
B. Develop materials to increase knowledge and awareness	Ongoing review required		Project Coordinator	Number and location of distribution
C. Community Report Card about SA trends	July 2005		Coalition Director	Number of reports distributed
D. Provide skill building programs			Project Coordinator	Program measurement
E. Convene media committee				
F. Support community awareness projects	Ongoing review required		Prevention Committee Project Coordinator	
G. Maintain asset resource map	Ongoing review required	10/2006	Project Coordinator Grad Assistant	Database
H. Evaluate effectiveness of awareness initiatives	Ongoing		Project Coordinator	Event Surveys, Number of participants

Strategy 2.5.4: Implement proven environmental strategies.

Strategy 2.5.4	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
A. Research proven strategies	Ongoing review required	2002/2003	Prevention Committee Project Coordinator	Information shared at prevention meetings, minutes
B. Identify alcohol accessibility reduction activities	2005		Prevention Committee Project Coordinator	STAR program, Project Reality
C. Work on Underage Drinking Tipline for Community	2005	4/2006	Prevention Committee Project Coordinator	Number of calls received and parties shut down.

D. Hold an Environmental Strategies Training	2005	May 2005	Coalition Director CSB	Attendance Sheet
E. Evaluate effectiveness of environmental strategies	2005		Prevention Committee Project Coordinator	Evaluation tools developed for specific projects
F. Enforcement Committee Work Group	2005	July 2005	Project Coordinator Law Enforcement	Attendance Sheet

Strategy 2.5.5: Develop opportunities for community to become involved in Prevention efforts.

Strategy 2.5.5	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
A. Identify research based programs for community involvement	Ongoing review required	2001/2002	Prevention Committee Project Coordinator	Information shared at prevention meetings, minutes
B. Support local youth training and development	Ongoing	8/2006	Prevention Committee Project Coordinator	
C. Invite coalition membership to coalition prevention conferences and trainings	2005	2/2006	Coalition Director Coalition Membership	Report to coalition about prevention opportunities.
D. Organize youth Summit Committee	2005	1/2006	Coalition Director Project Coordinator Prevention Committee	Attendance Sheet
E. Expand/Diversify coalition membership	Ongoing		HTSAC Staff Committee Chairs	HTSAC Meeting attendance
F. Continue strategic planning	Ongoing		HTSAC Staff Committee Chairs	Strategic plan development

Strategic Goal #3 (Form and Sustain the Coalition)

Objective 1: Provide administrative oversight for the Coalition.

Action for Strategy 3.1.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
HTSAC will operate through a formal written set of guidelines and conduct annual reviews to ensure their applicability.	To occur annually in September		HTSAC Director Steering Committee General Membership	Guidelines will be reviewed annually by the steering committee and endorsed by membership Guidelines posted on website
Strategy 3.1.2				

Act as a liaison with community leadership such as the HTFF and local government officials and keep them informed of the Coalitions activities.	To occur at minimum 2x per year		Steering Committee HTSAC Director	Attend HTFF meetings New opportunities to involve local officials
Strategy 3.1.3				
Form a personnel committee to review staff requirements and responsibilities and to provide input to staff performance evaluations.	Meet annually on staff anniversary		Steering Committee	Staff Evaluation SC Minutes
Strategy 3.1.4				
Identify advocacy issues related to substance abuse.	Ongoing		Steering Committee	Number of advocacy events HTSAC participates
Strategy 3.1.5				
Review the structure and format of Coalition meetings and offer recommendations as appropriate and necessary.	Bi- annually (Spring/Fall)		Steering Committee	Coalition Survey

Objective 2: Develop appropriate plans to ensure the sustainability of the Coalition through agency involvement and financial support.

Strategy 3.2.1	Anticipated Date of Completion	Actual Date of Completion	Responsible Parties	Measurement
Develop plan for financial sustainability and ensure its implementation. A. Hire Grant Resource/Development B. Seek relevant funding tied into current development needs C. Explore the	N/A		N/A	N/A
	Ongoing-submit at least one grant per year from each committee		Committee Chair HTSAC Staff	Number of grant applications submitted Successful applications
			Steering Committee	Increase in revenue

potential to expand and diversify the sources of revenues from area businesses and organizations as well as those outside of the Historic Triangle	Ongoing		HTSAC Director	
Strategy 3.2.2				
Review the Coalition financial reports and offer recommendations regarding future funding opportunities.	Annually – September - December		Steering Committee HTSAC Director	Annual report to coalition Steering Committee minutes