



12 Month Action Plan

DFC Goal 1: Increase community collaboration among all sectors of the community

Objective 1: Annually review the Strategic Prevention Framework Process

Strategy 1: Develop a shared community vision across cultural boundaries on preventing substance abuse.

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Conduct a Strategic Planning Retreat and update Strategic and Action Plan	<ul style="list-style-type: none"> - Cross section of coalition members and community meetings. - Coordinate with a individual to come and facilitate - Coalition Staff 	<ul style="list-style-type: none"> - February 2011 - Review bi-annually 	<ul style="list-style-type: none"> - Space for retreat - Food provided from Community Partners
Review MSS and Search data on substance abuse for 6 th -12 th graders	Coalition members and interested community members. Coalition Staff	Yearly after the results are received.	Space for meeting
Review and update Community Assessment, Logic Model, Strategic and Action Plan, Evaluation Plan and Sustainability plan yearly	Coalition Staff Coalition Members Leadership Team	June 2011	Community members and partners Coalition member time

Objective 1: Provide an opportunity for a shared community vision across cultural boundaries on preventing substance abuse.

Strategy 1: Coordinating meeting time and space

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Hold monthly Leadership Team Meetings and report back to general coalition membership.	Coalition chairperson from each of the three school districts. Coalition Staff	Monthly	Community partners for meeting space

Hold monthly Coalition meetings in each school district.	General Coalition members Chairperson Coalition Staff	Monthly	Community partners for meeting space
Provide ongoing training for Coalition member's needs.	General Coalition members Chairperson Coalition Staff	On an as needed basis	Knowledge of training opportunities.
Have leadership team attend yearly CADCA Leadership Forum in Washington D.C.	Coalition chairperson from each school district. Coalition Staff	February 2011	Cooperation from Leadership Teams employment to attend training.
Provide quarterly newsletters to community members and partners.	General Coalition Members Leadership Team Coalition Staff Community members/partners	December 2010 March 2011 June 2011 September 2011	Work with local partners to publish/disperse information in our newsletters.
Conduct an annual evaluation of Coalition members	General Coalition Members Coalition Staff	September 2011	Coalition member time
Yearly update Coalition members skills and interest survey	General Coalition Members Coalition Staff	September 2011	Coalition member time
Hold an annual coalition celebration	General Coalition Members Community partners Coalition Staff	July 2011	Space from community partners for celebration. Community partners/members time
Have activities to appreciate and recognize Coalition members.	Coalition Staff	On an as needed basis	Staff's time to coordinate
Encourage current members to refer people for membership	General Coalition Members Leadership Team	On an as needed basis.	General Coalition member's time.
Perform community scans to ensure membership is representative of community to encourage members of diverse groups to join coalition.	General Coalition Members Leadership Team	On an as needed basis. This will be reviewed periodically to be certain that those that are at the table represent our community as a whole.	General Coalition member's time.
Hold a leadership training for Teens Leading the Way Members (all three schools) twice per year	Interested Coalition Members Coalition Staff/TLTW Student Advisor	December 2011 August 2011	Community partners to host space for these events. Coalition Members /Partners time
Seek out community members/groups that would be interesting in partnering with the WTC.	General Coalition Members Leadership Team TLTW ZAP Parent Network	On an as needed basis	Time commitment from Community partners/members that are interested in partnering

Objective 1: Promote community awareness and Coalition's Goals

Strategy 1: Provide information to the Community

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide information about Coalition Activities and Needs	General Coalition Members Sub-Committee's	On an as needed basis	Partnerships with newspapers/radio stations/TV station to help get this information to the community.
Development of a comprehensive marketing plan	Leadership Team Coalition Staff	This should be done yearly to be done with the Strategic/Action Plan	Coalition member time
Do presentations to community groups/partners about WTC.	General Coalition members Leadership Team TLTW ZAP	On an as needed basis	Community Groups/Partners time and interest.
Present to the PTA/PTO's and see if they want to collaborate with our efforts. Have a dinner for TLTW parents. Work with Criminal Justice System to have them have standard recommendations; Work with School Board/Administration/ Athletic Director on consequences/celebrations; Coordinate meetings with owners/managers of on and off sale			

DFC Goal 2: Reduce youth substance abuse

Objective 1: Reduce youth access to alcohol in the home.

Strategy 1: Provide Information

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide legal and health risk information to parents through Parent Packets, Website, and brochures. To include information on Social Host Ordinance.	Parent Network Sub-Committee, General Coalition members to assemble packets.	On-going to September 2011	Work with community partners to hand out information to parents/community. Please see list below.
Parent Packets will be given to the following community partners: Clinics, Public Health, WIC, ECFE, Boys and Girls Club, Family Centers, Social Services, Cass County Public Health, Schools, Counselors, Chemical Health, Kinship, 4-H, Law Enforcement Squad Cars and Lobbies, Jail, Large Employers, Churches, pre-school parents, daycare			
Radio Public Service Announcements	Parent Network, General Coalition Membership	To be done during January, April and May of 2011 to target New Years, Prom and Graduation season (Parents who host campaign)	Local Radio Stations, to help with scripts
Town Hall Meeting/ Family Day	General Coalition Membership	June, 2011	Work with local organizations to partner with for space and other local events

Collaborate with Schools through newsletters, website, curriculum letters (PN) and school events to provide information for parents	General Coalition Membership	On-going through September 2011	Work with school staff to have our information inserted into their letters/websites.
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Strategy 2: Enhance Skills

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide workshops/educational classes through parent network.	Parent Network, General Coalition Membership	On-going and as needed through September 2011	Work with Community Education to advertise, Community
Hidden in Plain Sight	Parent Network, General Coalition Membership	WHA- October 2010 PR-B- November 2010 Northland- November 2010	Work with local schools administration and space during events. Work with local agencies to help advertise

Strategy 3: Provide Support

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Develop a Parent Network in each school district.	General Coalition Membership, Parent Network	January 2011	Work with schools to help develop a parent network by partnering with things.

Strategy 4: Enhance Access/Reduce Barriers

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
All that we do will be done in each of our three school districts so that all have access. As appropriate, we will collaborate with other events going on in the community so that we go to where people are.	General Coalition Membership, Parent Network, TLTW	On-going through September 2011	Schools and Community partners
Provide information at activities/workshops on our website	General Coalition Membership, Parent Network, TLTW	On-going through September 2011	Work with web-designer to update on a monthly basis
Provide childcare on an as needed basis.	TLTW, General Coalition Membership	On-going through September 2011	Space from community partners for childcare

Strategy 5: Change Consequences (Incentives/Disincentives)

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Celebrate parents that join and sign a pledge for the parent network by having a Annual Celebration	General Coalition Membership, Parent Network, Teens Leading the Way	May 2011	Work with Schools, Community Partners
Celebrate parents that join and sign a pledge by posting this information on our website	Parent Network	May 2011	Coalition Coordinator will work with web-designer
Provide an incentive for parents that attend workshops/educational opportunities	Parent Network	On-going through September 2011	Community partners
Local Law Enforcement will be proactive and if they hear of a parent hosting parties, they will visit with them in person.	Local Law Enforcement	On-going through September 2011	Community members/school staff to get information to our local law enforcement

Strategy 6: Physical Design

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Implement Parents Who Host Lose the Most Campaign using posters, flyers and radio PSA's.	Parent Network, TLTW	January 2011 April 2011 May 2011	Work with local partners to get this information up in the community.
Implement Be the Wall Campaign by using posters, billboards, give aways, radio PSA's	Parent Network, TLTW	January 2011 through September 2011	Work with local partners to get this information up and out into the community
Do sticker shock in local off sale establishments	TLTW, General Coalition Membership	April 2011, May 2011	Collaborate with our local off sale establishments

Strategy 7: Modifying and Changing Policy

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Pass Social Host Ordinance in all cities	Zero Adult Providers (ZAP), General Coalition Membership, TLTW	September 2011	Need time on the city council meetings and time and support from local law enforcement and city attorneys.

Pass policy for parents of students in extra-curricular activities to attend a prevention meeting.	Parent Network, TLTW	May, 2011	School Administration and Board, Athletic Directors support
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DFC Goal 2: Reduce youth substance abuse

Objective 1: Establishments are not carding youth

Strategy 1: Provide Information

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide information packets to include laws/consequences for serving youth for employers that serve alcohol.	Zero Adult Providers (ZAP), Coalition Coordinator	On-going through September 2011	Work with employers of on and off sale establishments to get information that they need and want.
Provide a new hire packet for establishments that serve alcohol.	Coalition Coordinator	On-going through September 2011 (as needed)	Work with employers of on and off sale establishments
Radio Public Service Announcements for Alcohol Compliance Checks	ZAP, Coalition Coordinator	November 2010 April 2011	Work with radio stations to help with this information

Strategy 2: Enhance Skills

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide Responsible Beverage Server Training (RBST)	Coalition Coordinator	May 2011 in each community and on an as needed basis	Coalition Coordinator, help from media to advertise

Strategy 3: Provide Support

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Support businesses that need information for employees.	Coalition Coordinator	On-going and as needed through September 2011	Establishments that would like this information for their employees
Organize a meeting for manager/owners to collaborate with one another	Coalition Coordinator, ZAP	Annually	Establishment owners/managers time for meetings.

Collaborate with Local Law to hand deliver RBST information	Coalition Coordinator, ZAP	April 2011	Local Law enforcement time, vehicles and mileage
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Strategy 4: Reduce Barriers/Enhance Access

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Responsible Beverage Server Training will be done in each community on a yearly basis, free of charge. If a business needs it between the yearly training, it will be done on an as needed basis. This will be free of charge for all!	Coalition Coordinator	On-going and on an as needed basis through September 2011	Community Education, Radio Stations and Newspapers for help with advertisement, space to hold trainings

Strategy 5: Change Consequences (Incentives/Disincentives)

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Complete alcohol compliance checks twice in each school district	ZAP, Coalition Coordinator	Northland- November 2010 May 2011 WHA- January 2011 July 2011 PR-B December 2010 June 2011	Law Enforcement time, student (decoy) time, mileage for both Law Enforcement and Student, place for training
Provide positive media, by Radio Public Service Announcements, newspaper, website for establishments that don't sell	Coalition Coordinator, General Coalition Member	Directly following alcohol compliance checks.	Law enforcement time to get information to Coordinator to print article
Celebrate establishments that don't sell by providing them with a plaque	Coalition Coordinator, ZAP	Directly following alcohol compliance checks.	Work with local business to make plaques, work with law enforcement to deliver

Strategy 6: Physical Design

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide establishments that pass a sign for their door that they pass their alcohol compliance checks	Coalition Coordinator, ZAP	Directly following compliance checks.	Establishments to post message on their business
Provide establishment employees t-shirts that say "I'm the Wall"	Coalition Coordinator	May 2011 RBST and directly following alcohol compliance checks.	Establishments to have their employees wear tshirts

Strategy 7: Modifying and Changing Policy

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Modify liquor license ordinance in County and Cities to include that all employees must be trained yearly with RBST.	ZAP, Coalition Coordinator, General Coalition Membership	June 2011	ZAP, Coalition Coordinator, General Coalition Membership, Cass County Attorney's Office
Modify Liquor Licenses to include an extra \$100 to go directly towards Coalition to offer free RBST.	ZAP, Coalition Coordinator, General Coalition Membership	June 2011	ZAP, Coalition Coordinator, General Coalition Membership, Cass County Attorney's Office

DFC Goal 2: Reduce youth substance abuse

Objective 1: Adults 21 and over are providing liquor to our youth.

Strategy 1: Provide Information

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide legal and health consequences to underage drinking packets to the community. This information will also be available on the website	Parent Network, TLTW, General Coalition Membership	On-going through September 2011	(see youth have access in the home provide information section)
Public Service Announcements via Radio.	General Coalition Membership, ZAP, Parent Network, TLTW	October 2010, January 2011, May 2011	Work with our local radio stations to come up with PSAs.

Town Hall Meeting/ Family Day	General Coalition Membership	June, 2011	Work with local agencies to collaborate and hold a family day. Need to find space to have town hall meeting.
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Strategy 2: Enhance Skills

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Offer all trainings/educational opportunities to the public	General Coalition Membership	On-going through September 2011	Work with community education, newspapers and radio to advertise
Incorporate information on Social Host Ordinance into RBST	Coalition Coordinator	May 2011 and on an as needed basis.	Coalition Coordinator will include this information in RBST.

Strategy 3: Provide Support

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Support our local establishments to send a clear message that alcohol should not be in the hands of our youth.	ZAP, General Coalition Membership	On-going through September 2011	Work with our local on and off sale establishments to help send a clear message to our community.

Strategy 4: Enhance Access/Reduce Barriers

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
All information will be provided to all establishments within our three school districts	ZAP, General Coalition Membership	On-going through September 2011	Coalition Coordinator will work with those in charge of liquor licenses for the county and cities to make sure it is offered to all.

Strategy 5: Change Consequences (Incentives/Disincentives)

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Give incentives to community members that attend things put on by the Coalition by having a raffle.	General Coalition Membership	On-going through September 2011	Work with local businesses to donate prizes
Law Enforcement will follow up if it is heard that individuals are providing a place or alcohol for our youth.	ZAP, General Coalition Membership	On-going through September 2011	Work with community members who would be willing to share this information.
If someone is found guilty of providing alcohol to a minor, have them do community service work with Coalition	ZAP, General Coalition Membership	On-going and as needed through September 2011	Work with local criminal justice system to collaborate on orders of the Court.

Strategy 6: Physical Design

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Implement the Be the Wall Campaign to send a clear and consistent message to our youth.	General Coalition Membership	January 2011	Work with local agencies to get Be the Wall out into the community.
Implement a sticker shock directed towards adults 21 and older providing alcohol	TLTW	December 2010-January 2011	Work with our local establishments to do sticker shock in their businesses.

Strategy 7: Modifying and Changing Policy

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Pass Social Host Ordinance in all cities	Zero Adult Providers (ZAP), General Coalition Membership, TLTW	September 2011	Collaborate with city and county officials to pass social host ordinance.

DFC Goal 2: Reduce youth substance abuse

Objective 1: Youth are not receiving consistent consequences for underage drinking

Strategy 1: Provide Information

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide current data, physical and academic information to teachers and staff of substance use among youth.	General Coalition Membership, TLTW, Parent Network	October 2010	School Administration, Meeting time and space donated from schools
Provide a quarterly newsletter of things going on with WTC and prevention to teachers and staff.	General Coalition Membership, TLTW, Parent Network, ZAP	December 2010, March 2011, June 2011, September 2011	School Administration to give out newsletter, Coalition member time to write/research articles

Strategy 2: Enhance Skills

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Quarterly newsletter will include skills on how to incorporate clear consistent messages among the community.	General Coalition Membership, TLTW, Parent Network, ZAP	December 2010, March 2011, June 2011, September 2011	School Administration to give out newsletter, Coalition member time to write/research articles
Provide workshop/trainings to teachers/staff and coaches on prevention.	General Coalition Membership, TLTW, Parent Network, ZAP	On an as needed basis.	School Administration to allow in-service time, staff meeting time and space.
Provide workshop/trainings to local law enforcement and criminal justice system on prevention efforts and strategies.	General Coalition Membership, TLTW, Parent Network, ZAP	On an as needed basis	Local Law Enforcement and Criminal Justice support

Strategy 3: Provide Support

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide support to school administration to develop procedures on how teachers/staff and coaches will respond to information on youth substance use.	General Coalition Membership, Parent Network, ZAP	On an as needed basis.	Collaboration with local law enforcement on how to report things heard in the school. School Administration buy-in.

Strategy 4: Enhance Access/Reduce Barriers

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Have the school have a protocol on how to report youth substance use.	General Coalition Membership	January 2011	School Administration buy-in

Strategy 5: Change Consequences (Incentives/Disincentives)

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Review school policies on youth substance use consequences and have them also have a way to celebrate students that are choosing not to use.	General Coalition Membership	January 2011	School Administration buy-in
When a youth or adult is charged with using a substance or providing a substance have them work with the Coalition.	Criminal Justice System, General Coalition membership	January 2011	Criminal Justice System support

Strategy 6: Physical Design

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Campaign using Be the Wall to include posters, mouse pads, announcements with school policies with Athletic Directors, Coaches, Band, Speech that gives a clear message to students of what is expected of them. Provide I'm the Wall t-shirts.	School Administration, General Coalition Membership	January 2011	School Administration, School teachers/staff and coaches support

Strategy 7: Modifying and Changing Policy

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Pass a policy that coaches need to participate in a prevention training.	General Coalition Membership, Coalition Coordinator	September 2011	School Administration support, Athletic Directors Support, Coaches time
Pass a policy for parents of youth in extracurricular activities must attend a prevention presentation.	General Coalition Membership, Coalition Coordinator, Parent Network	September 2011	School Administration support, Athletic Directors Support

DFC Goal 2: Reduce youth substance abuse

Objective 1: Perception that everyone is drinking

Strategy 1: Provide Information

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Do community and student presentations on the Most of Us Survey Data in Pine River-Backus.	General Coalition Membership, Coalition members with MOU training.	November 2010	Community Partners, PR-B School Administration for classroom presentations.
Randomly select students in each school district each month to give a camera to show what they do on a "typical" weekend. Have a wall in the school to post them every month.	Teens Leading the Way, Coalition Coordinator	Monthly during the school year starting October 2010	School Administration support, Wall Space within the school, Student/Parent permission to take pictures and put them up in the school.

Strategy 2: Enhance Skills

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide curriculum to students 4 th -12 th grade to give them skills to say no to peer pressure and see the legal and physical effects.	Schools, Teens Leading the Way, Coalition Coordinator	Implemented in each grade, within each school district.	Teachers time, Schools to send out letters/telephone calls to parents for their component, School supplies above curriculum purchase
Have students learn the See It, Say It process.	Schools, Teens Leading the Way	Implement in 4-6 th grade classrooms.	Teachers time, School Administration support, TLTW Students time

Strategy 3: Provide Support

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide curriculum and training support to local schools to have the curriculum implemented in each grade, with fidelity. Help with getting TLTW students trained to help in the classroom.	Schools, Teens Leading the Way, Coalition Coordinator	To be implemented in each grade throughout the school year.	Teachers time, School Administration Support, TLTW Students time.
Develop a pledge for students to take to say that they will not use Alcohol, Tobacco or Other Drugs.	Teens Leading the Way	November 2010	Place in the school to have this pledge to be hung up. School Administration Support.

Strategy 4: Enhance Access/Reduce Barriers

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide the curriculum and See It, Say It to all students. It will be determined which they will receive by their grade.	Schools, Teens Leading the Way, Coalition Coordinator	Things will be implemented throughout the school year to the appropriate students.	Teachers, Staff, School Administration time and support.

Strategy 5: Change Consequences (Incentives/Disincentives)

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Celebrate the Schools and students after the curriculum has been completed.	Schools, Teens Leading the Way, Coalition Coordinator	This will be done after curriculum has been completed in each grade.	Teachers and Staff communication.
Celebrate students that choose not to use substances.	Teens Leading the Way, School Administration	This will be done on-going throughout the school year.	Teens Leading the Way, School teachers, staff and coaches.

Strategy 6: Physical Design

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Have a place in each school dedicated to alcohol, tobacco and other drug prevention. This will be used for Substance Use rules, pictures of students not using and a place for students to sign a pledge.	Schools, Teens Leading the Way, Coalition Coordinator	This will be done on an on-going basis in each school district.	Space at the school to use for prevention messages.

Strategy 7: Modifying and Changing Policy

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Have the school proclaim a day for alcohol, tobacco and other drug free day.	General Coalition Membership, School Board, School Administration	January 2011	School Board

DFC Goal 2: Reduce youth substance abuse

Objective 1: Perceived lack of Social Activities

Strategy 1: Provide Information

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Develop a newsletter to include alcohol, tobacco and drug free events. Send this home to parents/students. Will help advertise events with flyers and on our website.	General Coalition Membership, Teens Leading the Way, Parent Network, Local Community Partners.	This will be done on an on-going basis.	Community Partners need to use us as a resource.

Strategy 2: Enhance Skills

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Host events to build leadership skills for teens and community members to include ideas/suggestions of how to host a alcohol, tobacco and drug free party. This will include training on how to be mentors for our youth to help plan these events.	General Coalition Membership, Coalition Coordinator, Teens Leading the Way, Parent Network.	March 2011	Community partners to utilize this resource, space to hold event, advertisement opportunities

Strategy 3: Provide Support

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide support with people, advertisement or money for events that are done by community partners to host Alcohol, Tobacco and Drug Free Events for our youth.	Churches, Chambers, Fire Departments, Lions Clubs, Schools, Cities, Parents, ect. With support from General Coalition Membership and Parent Network.	Event to be held each one time per month in each school district.	Need involvement from our local community partners.
Provide support for community partners that already have alternative activities planned, including community events.	Teens Leading the Way, General Coalition Membership	On an as needed basis throughout the year.	Community Partners need for help with these activities. (B & G Club, Community Education, ect.)

Strategy 4: Enhance Access/Reduce Barriers

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Help plan events for students of all ages so that all youth have access of things to do.	Teens Leading the Way, General Coalition Membership	On an as needed basis throughout the year.	Work with Community Partners
Provide support in all communities within each school district so students that	Teens Leading the Way, General Coalition Membership	On an as needed basis throughout the year.	Work with community partners.

Strategy 5: Change Consequences (Incentives/Disincentives)

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Submit newspaper articles thanking groups that plan these positive events.	Teens Leading the Way, General Coalition Membership.	Ongoing throughout the year.	Coalition membership time to find things out about event and writing article.

Strategy 6: Physical Design

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Provide advertisement for alcohol, tobacco and drug free events.	General Coalition Membership, Teens Leading the Way.	Ongoing throughout the year.	Member time to get information out into the community.

Strategy 7: Modifying and Changing Policy

Activity	Responsible Party(s)	Target Date	Resources (who is helping, list of funding sources)
Work with community events that provide alcohol to have policies of where alcohol can be served and also provide substance free events for youth.	General Coalition Membership, Teens Leading the Way.	On going throughout the year.	Coalition member to sit on planning committees for community events. Community events to support our mission.