

**Kanawha County Communities That Care Partnership**

**2009-2010**

**Work Plan**

**(Draft: 7/08/09)**

<b>Goal # 1:</b> Decrease the abuse of and access to drugs and alcohol by Kanawha County youth.			
<b>Objective #1:</b> Raise community awareness and its sense of responsibility by sharing information on extent of alcohol availability by Kanawha County youth and what can be done about it.			
<b>Target Model(s):</b> Universal / Selective		<b>Domain (s):</b> Community, Family, School	
<b>Activity &amp; Category of Prevention Approach/Strategy</b>	<b>Completion Date</b>	<b>Measurement of Success</b>	<b>Responsibility</b>
<b>Community Norms about Underage Drinking</b>			
Generate news events about underage drinking	September 2010	Twelve (12) news events / monthly count of news stories about underage drinking and associated alcohol related problems including drinking & driving, school performance, violence, risky behaviors, etc.	Media Team
Generate news events about social sources of alcohol for underage	September 2010	Six (6) news events / monthly count	Media Team
Generate news events about enforcement of social sources of alcohol for underage and legal liability of providing alcohol to minors	September 2010	Twelve (12) news events / monthly count	Media Team
Hold two (2) Community Forums for Parents on Underage Drinking.	Fall 2009 & Spring 2010	Two Parent Forums on Underage Drinking with at least 50 attendees each. Promote event in media and track media coverage of event.	UAD Enforcement / UAD Social Availability/ Youth / Media Teams
Recruit panel members for Community Forums consisting of a parent, youth, law enforcement agent, attorney/court representative, addiction specialists and other community leaders.	Fall 2009 & Spring 2010	Panels formed with representation from all stakeholders / affected persons	UAD Enforcement / UAD Social Availability/ Youth / Media Teams
Hold Youth Focus Groups on Underage Drinking to help ID social sources of alcohol and youth perceptions of social availability of alcohol.	January - March 2010	Four (4) focus groups are strategically held so as to have representation from all parts of county	UAD Social Availability / Youth Teams / Data Mgr.
<b>Social Availability of Alcohol to Minors- Parent Education</b>			
Update Parents, Families and Work Presentation to include information for parents on social availability of alcohol to youth and the legalities of providing alcohol to minors in social settings.	October 2009	Presentation updated	Workplace Team
Update Pre- and Post Surveys to gauge participant knowledge surrounding social availability of alcohol to youth and laws pertaining to the provision of alcohol to minors.	October 2009	Surveys updated	Workplace Team
Develop a volunteer interest form to share with participants.	November 2009	Volunteer Interest Form developed for use by partnership	Workplace Team
Recruit parents to serve on a "CTC parent advocate team" to help CTC disseminate prevention information, work health fairs, promote programming, advocate for legislative / policy change, and offer support to peers.	September 2010	At least 5 parent advocates recruited.	Workplace Team
Hold five (5) Parents, Families and Work Presentations at Kanawha County workplaces.	September 2010	At least five (5) programs implemented with a target of 100 parents attending	Workplace Team / Data Mgr.
Develop & produce pamphlet to educate parents on social availability of alcohol to youth and laws surrounding serving alcohol to minors.	November 2009	Pamphlets developed and 1,000 printed	UAD Enforcement / UAD Social Availability/ Youth Teams
Identify venues to disseminate pamphlets such as in-home family education programs, Head Start sites, and Scouting programs.	November 2009	At least three key partner organizations commit to providing pamphlets to parents they serve	UAD Enforcement / UAD Social Availability/ Youth Teams
Disseminate pamphlets.	September 2010	Track number of pamphlets disseminated and to whom and where	UAD Enforcement / UAD Social Availability/ Youth / Workplace Teams / Data Mgr.
<b>Social Availability of Alcohol to Minors - Visible Enforcement</b>			
ID and enhance monitoring of neighborhoods / places in community where most underage drinking takes place (Partner with Governor's Highway Safety Program -Party Patrols)	September 2010	Law enforcement reports decrease in calls pertaining to parties where teens are consuming alcohol	UAD Enforcement / UAD Social Availability/ Youth Teams / Data Mgr.
Hold "policy panel" meetings with key community leaders to discuss Strengths, Weaknesses, Opportunities and Threats surrounding current efforts to curtail "social hosting" in Kanawha County.	March 2010	CTC convenes 2-3 policy panel meetings. Needs/gaps/challenges identified and addressed by panel	UAD Enforcement / UAD Social Availability
Generate news events about social availability of alcohol. (See News Coverage above)			Media Team

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<b>Retail Availability of Alcohol to Minors - Retail Training</b>			
Hold TIPS training.	September 2010	Four (4) TIPS Trainings held	UAD Enforcement Team
Recruit and train young adults (21+) to conduct "youth purchase surveys" at retailer establishments to help ID areas of community to focus enforcement / media efforts.	December 2009	Conduct at least six (6) monitoring visits	UAD Enforcement / Youth Teams / Data Mgr.
Recruit and train teens and young adults to do brief merchant education with store managers & offer them more intensive TIPS trainings while on-site.	March 2010	At least thirty (30) volunteers recruited and trained	UAD Enforcement / Youth Teams
Conduct merchant education.	March 2010	Conduct five (5) merchant education visits per month	UAD Enforcement / Youth Teams
Contact media outlets to discuss the feasibility of reporting on both compliant and non-compliant stores and to promote CTC's retailer trainings. (similar to or part of "behind the kitchen door" series)	March 2010	Media coverage on compliance check outcomes and retailer training opportunities	UAD Enforcement/ Media Team
<b>Retail Availability of Alcohol to Minors - Enforcement</b>			
Hold covert underage buyer operations (purchase attempts & shoulder taps) to include compliance checks with youth attempting to purchase from carry-out establishments and shoulder taps with youth soliciting adults to make alcohol purchases on their behalf.	September 2010	14 covert underage buyer operations at all 210 establishments in Kanawha County. With possibility of an additional 24 revisits for those found non-compliant. Track successful sales / number of citations / warnings / legal actions.	UAD Enforcement Team / Data Mgr.
Working with city police departments within county, hold twelve (12) Cops in Shops activities where undercover officer plays the role of a retail clerk to catch underage purchase attempts.	September 2010	Twelve (12) Cops in Shops operations held in diverse locations in County.	UAD Enforcement Team / Data Mgr.
Track and report effectiveness of compliance checks on underage drinking to local media	September 2010	See Community Norms / Media above	UAD Enforcement / Media Teams / Data Mgr.
Publicly recognize and provide certificates to establishments AND individual clerks who do not sell.	March 2010 September 2010	At least two media events to announce outcome of compliance checks	UAD Enforcement / Media Teams
<b>Goal # 2: Deter the onset of drug and alcohol use and abuse among Kanawha County youth.</b>			
<b>Objective #1: Provide evidence-based model programming for Kanawha County youth.</b>			
<b>Target Model: Universal</b>		<b>Domain (s): Community</b>	
Activity & Category of Prevention Approach/Strategy	Completion Date	Measurement of Success	Responsibility
<b>Model Programming</b>			
Too Good For Drugs and All Stars programming offered at after school program sites, summer program sites, and/or schools / other community sites where youth are served.	September 2010	At least fifteen (46) programs offered. Participant pre and post tests administered. Hosting sites surveyed for satisfaction. CTC provides monitoring for program fidelity. Monthly reporting by program.	Youth Team / CTC Staff / Data Mgr.
Host agency staff are trained as instructors to ensure sustainability of programming.	September 2010	At least twelve (12) instructors trained in model program delivery to continue programming beyond CTC involvement.	Youth Team / CTC Staff
Continue partnership with WV National Guard DDR Unit on School-based Stay on Track Program.	September 2010	At least three (3) Kanawha County schools participate in Stay on Track Programs. CTC provides award to participating schools. WV NG administers pre-post surveys.	Youth Team / CTC Staff
<b>Goal # 3: Build CTC Partnership's capacity and work to ensure it's sustainability</b>			
<b>Objective #3-1: Build CTC Partnership's capacity</b>			
Activity & Category of Prevention Approach/Strategy	Completion Date	Measurement of Success	Responsibility
<b>Capacity Building</b>			
Determine specific needs of Partnership based on <i>Empowerment Domain Assessment</i> and seek TA to address these identified areas for improvement.	August 2010	Annual <i>Empowerment Domain Assessment</i> completed and TA identified and procured.	CTC Staff / Board of Directors

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<b>Objective #3-2: Sustain Partnership</b>			
Activity & Category of Prevention Approach/Strategy	Completion Date	Measurement of Success	Responsibility
<b>Sustainability</b>			
Continue Implementation of fund-raising plan, revisit and revise plan as needed.	September 2010	Secure sufficient grants / foundation support / on-line giving, direct-mailing, and individual contributions to cover staff and general operational costs. Fund-raising activities (Kroger card, restaurant sales incentive programs, special events, etc.) raise funds for work plan activities.	Board of Directors / Resource Development Team / CTC Staff
Conduct Community Readiness Assessment	August 2010	Move from level 3 (Vague Awareness) to level 6 (Initiation).	CTC Staff / Board/ CDS
Generate six (6) news events about CTC's project goals and prevention strategies.	Mar-10	Increase in public's awareness of CTC, it's mission, goals and prevention strategies.	Media Team
Contract with local organization/individual to serve as Data Manager to obtain and organize all necessary data about outcomes, key factors, and prevention activities as specified in this plan.	Oct-09	Data Manager is contracted and organizes and carries out all data collection including Youth Buying Surveys, focus groups, etc., and obtains all archival data needed for project monitoring as specified in the plan.	CTC Board and Director / Data Mgr.
Support State Partnership's (Partnership to Promote Community Well-being) attempt for codification during 2009-10 legislative session.	September 2010	CTC contacts legislators as advised by State Partnership.	Full Partnership
Support Region 2 joint activities to raise community awareness.	September 2010	Region 2 activities completed. Desired outcomes defined and accomplished.	CTC Staff / Board / Partners

<p><b>Communities That Care Teams:</b>  Board of Directors  Resource Development  Media  Youth Education &amp; Involvement  Underage Drinking Enforcement  Underage Drinking Social Availability</p>
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