



Partners for Prevention of Erie County Coalition Strategic Plan

2011-2014

So what do we do? Anything. Something. So long as we just don't sit there. If we screw it up, start over. Try something else. If we wait until we've satisfied all the uncertainties, it may be too late.

L e e l a c o c c a

We must do all we can to empower parents and communities to protect our youth and to encourage healthy behavior free from binge drinking and other forms of alcohol abuse.

J o n C o r z i n e

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- ◆ **Rebecca Holland**, Sandusky County Health Department
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Partners for Prevention of Erie County (PPEC) Coalition
2011-2014 Strategic Plan

Executive Summary

Background: Partners for Prevention of Erie County Coalition

Erie County is working with Sandusky County partners to establish a coalition of agencies, youth, adults, and others dedicated to reducing the negative outcomes and impact of alcohol, tobacco, and other drug (ATOD) use and abuse in the community and upon its citizens. The coalition intends to build a history of collaboration and planning which begins with the completion of a comprehensive strategic planning process and culminates in this three year plan, which addresses key issues affecting Erie County youth and adults and to reduce priority ATOD indicators. The formation of this coalition and the full implementation of this strategic plan will provide a solid foundation for the Partners for Prevention of Erie County to build upon and to position this group to apply for a Drug Free Communities (DFC) grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) in future years.

Vision: To decrease the short-term and long-term negative effects of underage drinking in families and communities within Erie County.

Mission: To reduce the number of Erie County youth and adults who are involved in substance abuse and other high risk activities through community collaboration, education, and systems changes.

Overview of the Strategic Planning Process

The Partners for Prevention of Erie County (PPEC) coalition strategic planning process is based on the five (5) elements of the SAMHSA Strategic Prevention Framework (SPF):

1. **Assessment**-use data to identify needs and gaps
2. **Capacity**- build the infrastructure to address the needs
3. **Planning**-write a comprehensive plan to address the needs
4. **Implementation**-of evidenced-based prevention programs, policies, and practices
5. **Evaluation**-to measure the impact of the SPF

The sixth (6) element, and perhaps one of the most difficult to achieve, is **Sustainability**. To achieve sustainability of effective programs, policies, and strategies, the PPEC will need to:

- Develop and implement a comprehensive strategic plan
- Maintain funding levels
- Provide leadership and expertise over time

- Gather and retain support from policymakers, youth, parents, and other key stakeholders
- Engage and re-engage community-based organizations
- Commit to evaluate and re-assess the community and to monitor progress toward goals and objectives

The actual strategic plan was written based on conclusions and recommendations of a series of three (3) work groups who:

- Reviewed primary and secondary data sources;
- Identified current substance abuse resources;
- Defined gaps in county-level services, programming and treatment facilities and;
- Researched effective programs, policies, and strategies to possibly recommend for future implementations.

Role of the Partners for Prevention of Erie County Coalition Membership

- Involve youth and consumer advocates in as many coalition actions and activities as possible
- Form implementation teams to ensure the strategic plan produces results
- Actively recruit and engage coalition participants from multiple sectors
- Provide an evaluation framework and review to make sure the strategies and tactics are working
- Facilitate continuous improvement cycle of assessment and implementation
- Commit to a standardized evaluation process to track indicators and measure progress

Writing the Plan: One Work Group at a Time

Data Surveillance Work Group Findings:

The Data Surveillance Work Group met in January and February of 2011 to review multiple primary and secondary data sources concerning alcohol, tobacco, and other drug use, county economic indicators, crime statistics and demographic information. In addition, the participants shared information about current gaps and emerging needs concerning substance abuse prevention and treatment services for Erie County residents. The participants embraced the need to increase collaboration among the numerous Erie County agencies, treatment programs, and facilities, and persons focused on substance use and abuse issues, and they quickly identified several areas that the PPEC Coalition could impact. The data sources provided an objective baseline to work from and after careful consideration, the Data Surveillance Work Group identified the following priority issues, in no particular ranked order:

1. Decrease underage drinking.
2. Decrease prevalence of adult frequent drinkers.
3. Standardize at-risk youth data collection for PPEC Coalition intervention and service agencies.

4. Improve adult substance abuse/use data collection and sharing between Coalition agencies.
5. Assess the need for community support for families (youth and adults) affected by chronic substance abuse.
6. Implement effective prevention programs and strategies which emphasize The Search Institute, Developmental Asset Categories of Empowerment and Constructive Use of Time, for middle childhood youth, ages 8-12 and adolescents, ages 12-18 years.

Resource Assessment Work Group Findings:

The Resource Assessment Work Group utilized an online survey to try to gain information from Erie County agencies about the programs and services being offered which target the specific populations believed to be most affected by underage drinking and adult frequent drinking. The online survey asked the respondents to provide information about the type, audience, locations, barriers to implementation, and method of evaluation. In addition, information was requested to gauge if the Search Institute External Assets of Empowerment and Constructive Use of Time are components of current prevention and treatment programs. A small number of agencies completed this process and after several attempts to increase the response rate, the Resource Assessment Work Group decided to utilize the information gained as a baseline and to recommend that the PPEC repeat this assessment in the first year of the strategic plan.

Gap Analysis and Strategic Planning Work Group Findings:

The Gap Analysis and Strategic Planning Work Group took the work of the Data Surveillance and Resource Assessment Work Groups and identified gaps in current programming, services, and data sources and information concerning the needs of Erie County youth and adults. They also reviewed best practices and effective programs and strategies to reduce underage drinking and adult frequent drinking. The work group identified several underlying assumptions which could be the root causes for these persistent issues and they drafted the following statement:

Theory of Change

When the Partners for Prevention of Erie County Coalition successfully work together to share information and resources and to implement multiple strategies to decrease underage drinking and tobacco use and adult frequent drinking, alcohol and tobacco use by adults and youth will likely decrease.

Next, the work group produced a logic model which is a series of statements linking the needs and resources of Erie County to the strategies and activities being recommended to address the issues. This model identified expected short term, intermediate, and, long term results and provided the basic outline for the 2011-2014 PPEC strategic planning document. The final task was to draft an action plan identifying specific strategies and tasks for each of the three years of the plan and assigning lead agencies and/or groups to perform the work by proposed completion dates.

The 2011-2014 Partners for Prevention of Erie County Action Plan provides a blueprint to implement a comprehensive, community-based approach to addressing the priority substance abuse issues for youth and adults. It provides ample opportunities for PPEC coalition members to collaborate and share resources through the use of implementation workgroups and task forces for short-term projects. These work groups provide opportunities for PPEC Coalition members to pool and share their individual and agency skills and resources which are important in these times of intense need and decreasing staffing levels, funding, and other necessities. The time commitment required also varies in an attempt to engage the PPEC members and to encourage participation at any level. Over the next three years, the PPEC will need volunteers to staff the following work groups, committees, and task forces:

- **Partners for Prevention of Erie County Executive Committee** **Years 1-3**
- **LifeSkills Implementation Work Group** **Years 1-3**
- **Social Media Implementation Work Group** **Years 1-3**
- **Vendor Compliance and Training Work Group** **Years 1-3**
- **Asset Implementation Work Group** **Years 1-3**
- **Data Surveillance Work Group** **Years 1-3**
- **Resource Assessment Work Group** **Years 1-3**
- **PPEC Marketing Committee** **Years 1-3**
- **Parents Who Host Lose the Most Grant Writing Task Force** **Years 1-3**
- **Drug Free Communities Grant Writing Task Force** **Years 1-3**

PPEC Steering Committee

The role of PPEC Steering Committee is to provide leadership and oversight for the implementation of this strategic plan and activities. The Steering Committee will be called upon to recruit work group, task force, and implementation committee members and to ensure that the coalition membership meets regularly, is kept informed, and is making measured progress toward achieving the objectives outlined.

Conclusion:

Through the efforts of the volunteers who staffed the strategic planning work groups, the Partners for Prevention of Erie County Coalition has a specific action plan and timeline for each of the five (5) objectives to impact adult and youth substance use and abuse. If this plan is reviewed and updated often, and the PPEC is able to achieve full implementation of the proposed strategies and activities, Erie County will be well on its way to achieving its goals of improved collaboration and measured progress toward addressing priority substance abuse issues affecting adults and youth. Additional information may be found in the body of the full 2011-2014 Partners for Prevention of Erie County Coalition Strategic Plan including Action Plans for Years 1-3 for each of the five strategies.

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Theory of Change

When the Partners for Prevention of Erie County Coalition successfully work together to share information and resources and to implement multiple strategies to decrease underage drinking and tobacco use and adult frequent drinking, alcohol and tobacco use by adults and youth will likely decrease.

Strategy #1: Expand and sustain the implementation of the LifeSkills Prevention Program

Problem: *44% of Erie County youth who drink and 44% who smoked a cigarette for the first time, started in middle school.*

Underage Drinking

2008 figures indicate that over one-half (51%) of Erie County high school seniors (17-18 years) had at least one drink in the past month. The 2007 Youth Risk Behavior Surveillance System (YRBSS) reports 46% for Ohio and 45% for the U.S. The same assessment identified that 15% of kids ages 12-13 and 30% of teens ages 14-16 also drank during the preceding month and that about one in fourteen (7%) Erie County youth who self-reported being a current drinker, did so on at least 10 or more days during the past month. One-third of the under-age drinkers indicated they got the alcohol from an adult, 21 years and older, and 16% said a parent gave it to them.

Target Population: Erie County youth in grades 3-8

Objective #1: By 2014, increase the age of onset of underage drinking and tobacco use from middle school to early high school youth.

Binge Drinking

In 2008, nearly two-thirds (62%) of the youth who self-reported they had drunk during the past 30 days also admitted they had drunk 5 or more drinks on an occasion at least once during the same time period.

26% of all Erie County high school youth were considered binge drinkers. 2007 State (29%) and U.S. (26%) figures are comparable or slightly higher.

Kids Safety and Drinking

The 2008 assessment indicated that during the past month, 18% of all county youth, as well as 18% of high school youth, had ridden in a car driven by someone who had been drinking alcohol. The 2007 YRBS reports 23% for Ohio and 29% for the U.S. 5% of all youth drivers self-reported they had driven a car in the past month after they had been drinking alcohol, increasing to 9% of high school teens. The 2007 YRBS reports 10% for Ohio and 11% for the U.S.

Why Is this A Problem?

Alcohol and tobacco products are easily available to youth.

Why Is This A Problem Here?

The Partners for Prevention of Erie County Data Surveillance Workgroup discussed several environmental factors which should be considered when determining strategies and actions for the multi-year strategic plan. These factors are, but not limited to:

- Erie County is a recreation destination area for tourists and other visitors from out of the county.
- Erie County agencies and businesses employ large numbers of high school and college-age youth and young adults who are recruited from many states and/or countries and arrive with varying beliefs and cultures concerning drinking and underage drinking.
- Out-of-town visitors may participate in heavy and/or binge drinking.
- The youth of Erie County are at an increased risk for drinking due to the increased availability of alcohol and the perception of acceptance of underage drinking and drinking for recreation.

Strategy: *PPEC partners and agencies work together to leverage resources to sustain and expand the LifeSkills substance abuse prevention programming for middle school and elementary school youth in Erie County.*

What are the Benefits of this Strategy?

Short-term	Intermediate	Long-Term
<p>Elementary and middle school students who complete the first level of the curriculum have increased skills for personal self-management, to improve social skills, and to resist the pressures to use alcohol, tobacco, and other drugs as measured by pre and post program tests</p> <p>Elementary and middle school students completing an additional level of the curriculum continue to demonstrate enhanced personal self-management, general social, and drug resistance skills as measured by pre and post program tests.</p> <p>Increased number of agencies which include the designated external assets in prevention programming.</p>	<p>Elementary and middle school youth who complete at least the first level of the curriculum self-report delayed onset of alcohol and tobacco use.</p>	<p>The age of onset of alcohol and tobacco use in Erie County is increasing.</p>

Resources

A number of resources were utilized to provide a comprehensive overview of the youth substance abuse problem in Erie County including:

- Youth Risk Behavior Surveillance Survey (YRBSS)– United States, 2007
- Sandusky City Police Annual Report - 2009
- Search Institute Reports for Erie County - 2008
- Erie County Health Assessment, 2008
- Seneca County Health Assessment, 2007
- Sandusky County Health Assessment, 2010
- Ottawa County Health Assessment, 2006
- U.S. Census data for Erie County – 2009
- Centers for Disease Control
- ¹U.S. Department of Health and Human Services. *The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking*. Rockville, MD: U.S. Department of Health and Human Services; 2007. Available at <http://www.surgeongeneral.gov/topics/underagedrinking/>. Accessed March 28, 2008.
- ² Bonnie RJ and O'Connell ME, editors. National Research Council and Institute of Medicine, *Reducing Underage Drinking: A Collective Responsibility*. Committee on Developing a Strategy to Reduce and Prevent Underage Drinking. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Press, 2004.
- ³Binge drinking and associated health risk behaviors among high school students; Miller JW, Naimi TS, Brewer RD, Jones SE. *Pediatrics* 2007; 119:76–85.

Possible Consequences of Underage Drinking

Youth who drink alcohol ^{1,2,3} are more likely to experience:

- School problems, such as higher absence and poor or failing grades.
- Social problems, such as fighting and lack of participation in youth activities.
- Legal problems, such as arrest for driving or physically hurting someone while drunk.
- Physical problems, such as hangovers or illnesses.
- Unwanted, unplanned, and unprotected sexual activity.
- Disruption of normal growth and sexual development.
- Physical and sexual assault.
- Higher risk for suicide and homicide.
- Alcohol-related car crashes and other unintentional injuries, such as burns, falls, and drowning.
- Memory problems.
- Abuse of other drugs.
- Changes in brain development that may have life-long effects.
- Death from alcohol poisoning.

Action Plan

Year One: September 1, 2011 through August 31, 2012

Objective #1: By 2014, increase the age of onset of underage drinking and tobacco use from middle school to early high school youth.		
Strategy #1: Expand and sustain the implementation of the LifeSkills Prevention Program		
Activity	Who is responsible?	By When:
Communicate to the PPEC membership future LifeSkills program sustainment issues for 6-7th grades in the Sandusky City schools.	PPEC Steering Committee and Erie County Health Department staff	September 2011
Establish a LifeSkills implementation workgroup for Year One.	PPEC Steering Committee	September 2011
Meet with county school superintendents to determine future implementation opportunities and discuss staffing needs and possible solutions.	LifeSkills Implementation Work Group	September 2011
Establish fidelity and evaluation standards for LifeSkills program implementations in Erie County.	LifeSkills Implementation Work Group	October 2011
Speak with Sandusky City Schools elementary curriculum director about future LifeSkills implementations in Year Three	Erie County Health Department	October 2011
Conduct LifeSkills Train-the Trainer Course	Erie County Health Department	November 2011
Sustain current LifeSkills programming in Margaretta and Vermilion schools.	Erie County Health Department	May 2012
Schools and/or others teach one LifeSkills course in a Sandusky City school.	LifeSkills Implementation Work Group	May 2012
Assess the pilot LifeSkills implementation.	Steering Committee and LifeSkills Implementation Work Group	July 2012
Draft LifeSkills Implementation Plan for Year Two.	Steering Committee and Life Skills Implementation Work Group	August 2012

Action Plan

Year Two: September 1, 2012 through August 31, 2013

Objective #1: By 2014, increase the age of onset of underage drinking and tobacco use from middle school to early high school youth.		
Strategy #1: Expand and sustain the implementation of the LifeSkills Prevention Program		
Activity	Who is responsible?	By When:
Utilize Drug Free Communities grant funding, if available, to hire a LifeSkills implementation coordinator	PPEC Steering Committee	October 2012
Re-establish the LifeSkills Implementation Work Group for Year Two.	LifeSkills Implementation Coordinator or PPEC Steering Committee	October 2012
Review Year One Life Skills program evaluations for program effectiveness and fidelity of implementations.	PPEC Steering Committee, LifeSkills Implementation Coordinator, and LifeSkills Implementation Work Group	October 2012
Explore expansion and/or redirection of LifeSkills programming based on Year One evaluations.	PPEC Steering Committee, LifeSkills Implementation Coordinator, and LifeSkills Implementation Work Group	October 2012
Identify additional schools to implement the elementary school curriculum for LifeSkills in Year Three.	LifeSkills Implementation Coordinator and Work Group	June 2013
Sustain current implementations of LifeSkills programming in Vermilion, Margaretta, and Sandusky City schools.	PPEC Steering Committee	August 2013
Research alternative funding sources for LifeSkills implementations.	PPEC Steering Committee and LifeSkills Implementation Coordinator	August 2013
Participate in the process to select community assessment survey questions for youth.	LifeSkills Implementation Coordinator	August 2013

Action Plan

Year Three: September 1, 2013 through August 31, 2014

Objective #1: By 2014, increase the age of onset of underage drinking and tobacco use from middle school to early high school youth.		
Strategy #1: Expand and sustain the implementation of the LifeSkills Prevention Program		
Activity	Who is responsible?	By When:
Provide continued funding support for the position of LifeSkills Implementation Coordinator	PPEC Steering Committee	October 2013
Re-establish the LifeSkills Implementation Work Group for Year Three.	LifeSkills Implementation Coordinator or PPEC Steering Committee	October 2013
Review Year Two Life Skills program evaluations for program effectiveness and fidelity of implementations.	PPEC Steering Committee, LifeSkills Implementation Coordinator, and LifeSkills Implementation Work Group	October 2013
Explore expansion and/or redirection of LifeSkills programming based on Year Two evaluations.	PPEC Steering Committee, LifeSkills Implementation Coordinator, and LifeSkills Implementation Work Group	October 2013
Review 2013/14 Erie County youth assessment data to track current age of onset of alcohol and tobacco and compare to Objective #1. Communicate progress to PPEC membership.	PPEC Steering Committee, LifeSkills Implementation Coordinator and Work Group	February 2014
Conduct LifeSkills elementary school curriculum in at least one additional school.	LifeSkills Implementation Coordinator and Work Group and volunteer teaching team	May 2014
Identify additional schools to implement the elementary school curriculum for LifeSkills beyond Year Three.	LifeSkills Implementation Coordinator and Work Group	June 2014
Sustain current implementations of LifeSkills programming in Vermilion, Margaretta, and Sandusky City schools.	PPEC Steering Committee	August 2014
Identify a sustainment plan including current and/or alternative funding sources for LifeSkills implementations.	PPEC Steering Committee and LifeSkills Implementation Coordinator	August 2014

Theory of Change

When the Partners for Prevention of Erie County Coalition successfully work together to share information and resources and to implement multiple strategies to decrease underage drinking and tobacco use and adult frequent drinking, alcohol and tobacco use by adults and youth will likely decrease.

Strategy #2: Emphasize The Search Institute Developmental Asset Categories of Empowerment and Constructive Use of Time in program and services targeting Erie County students and adolescents.

Problem: *Too few Erie County youth feel valued by the community and have opportunities to participate in activities outside of school which encourage personal growth and enhance risk behavior resistance skills.*

In 2007, Erie County conducted The Search Institute Asset Development Survey with 988 seventh and ninth grade youth. The results identified that only 21% of the kids surveyed indicated that they believe the Erie County community values youth, decreasing to 16% of the 9th grade results. 23% said that youth are valued as resources and only 19% admitted to participating in creative activities, decreasing to 17% in grade 9.

Target Population: Youth ages 8-18 years

Objective #2: By 2014, decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%.

Why Is This A Problem?

Erie County youth need all the tools and support possible to continue to make wise choices during critical adolescent years. Studies maintain that a relationship exists between the number of assets present in young people's lives and the degree to which they develop in positive and healthy ways. The most recent survey of youth asset development in Erie County was in 2007. These data indicated that the number of assets a child identified directly correlated to participation in risky behaviors such as drinking alcohol one or more times in the past 30 days. The fewer number of assets the kids had, the higher the percentage which had drunk and reported they had been drunk in the past month.

At the present time, a few Erie County agencies already promote activities and provide educational experiences which emphasize developmental assets and these agencies report positive changes in youth behaviors and an increased ability to resist participating in risky behaviors such as underage drinking, tobacco use, and others.

Why Is This A Problem Here?

At the present time, only a limited number of Erie County programs incorporate any of the principles of asset development in their substance abuse prevention and/or treatment programming for youth. In addition, the Data Surveillance workgroup recognized the need to collect further data from Erie County middle childhood and adolescent youth such as the Pride Survey, through substance abuse prevention program evaluation collection efforts, during future community health assessment or by other means. The thoughts are that continuous emphasis on targeted external assets thought to be important to reduce youth risk behaviors, such as alcohol and tobacco use, combined with regular monitoring of asset development data sets will be important evidence to determine if a community wide implantation of the key external assets outlined in this report have a positive impact on underage drinking.

The Search Institute Asset Development Categories Commonly Associated with Substance Abuse Reduction

Asset Category	Individual Asset	Description of Middle Childhood Assets	Description of Adolescent Asset
<i>Empowerment</i>	<i>Community values youth</i>	Child feels valued and appreciated by adults in the community.	Young person perceives that adults in the community value youth.
	<i>Youth as resources</i>	Child is included in decisions at home and in the community.	Young people are given useful roles in the community.
	<i>Service to others</i>	Child has opportunities to help others in the community.	Young person serves in the community one hour or more per week
	<i>Safety</i>	Child feels safe at home, at school, and in his or her neighborhood.	Young person feels safe at home, school, and in the neighborhood.
<i>Constructive Use of Time</i>	<i>Creative activities</i>	Child participates in music, art, drama, or creative writing two or more times per week.	Young person spends three or more hours per week in lessons or practice in music, theater, or other arts.

Constructive Use of Time	Child/Youth programs	Child participates two or more times per week in co-curricular school activities or structured community programs for children.	Young person spends three or more hours per week in sports, clubs, or organizations at school and/or in the community.
	Religious community	Child attends religious programs or services one or more times per week.	Young person spends one or more hours per week in activities in a religious institution.
	Time at home	Child spends some time most days both in high-quality interaction with parents and doing things at home other than watching TV or playing video games.	Young person is out with friends “with nothing special to do” two or fewer nights per week.

Strategy: PPEC agencies begin to emphasize *The Search Institute External Asset Categories of Empowerment and Constructive Use of Time* in program and services targeting Erie County middle school students and adolescents.

What are the Benefits of this Strategy?

What are the BENEFITS of the Strategy?		
Short-term	Intermediate	Long-Term
<p>Increased awareness of The Search Institute assets among PPEC agencies</p> <p>Improved methods and schedule to gather data from youth through surveys</p> <p>Increased number of agencies which include the designated external assets in prevention programming</p>	<p>Youth report increased Empowerment and Constructive Use of Time assets one year after initial programs are implemented</p>	<p>The rate of underage drinking and youth tobacco use is decreased in Erie County</p>

The Gap in Assets Among Youth in the U.S.

The Search Institute website reports, "While there is no "magic number" of assets young people should have, our (Search Institute) data indicate that 31 is a worthy, though challenging, benchmark for experiencing their positive effects most strongly. Yet, as this chart shows, only 8 percent of youth have 31 or more assets. More than half have 20 or fewer assets."

	Total Sample
0–10 Assets	17%
11–20 Assets	42%
21–30 Assets	32%
31–40 Assets	8%

Source: *The Search Institute*, www.search-institute.org, 2011.

Resources

A number of resources were utilized to provide a comprehensive overview of the youth substance abuse problem in Erie County including:

- Search Institute Asset Development Survey Report for Erie County, 2007-2008
- Search Institute Asset Development Survey Report for Sandusky County,
- Erie County Health Assessment, 2008
- The Search Institute website, 2011

Action Plan

Year One: September 1, 2011 through August 31, 2012

Objective #2: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%.		
Strategy #2: Emphasize The Search Institute External Asset Categories of Empowerment and Constructive Use of Time in programs and services targeting Erie County middle school students and adolescents.		
Activity	Who is responsible?	By When:
Establish an Asset Implementation Work Group for Year One.	PPEC Steering Committee	September 2011
Introduce The Search Institute Asset Approach; 40 elements of Healthy Development at the September PPEC Workshop	PPEC Steering Committee	September 2011
Conduct an asset development training for PPEC agencies and partners.	PPEC Steering Committee, Sandusky County Health Department staff, Big Brothers/Big Sisters	October 2011
Establish asset development indicator data collection methods for Erie County agencies.	PPEC Steering Committee and Asset Implementation Work Group	February 2012

Action Plan

Year Two: September 1, 2012 through August 31, 2013

Objective #2: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%.		
Strategy #2: Emphasize The Search Institute External Asset Categories of Empowerment and Constructive Use of Time in programs and services targeting Erie County middle school students and adolescents.		
Activity	Who is responsible?	By When:
Re-establish the Asset Implementation Work Group for Year Two.	PPEC Steering Committee	September 2012

Work with PPEC Marketing Committee to promote awareness of the importance of these elements to youth and adults.	Asset Implementation Work Group and PPEC Marketing Committee	September 2012
Conduct an asset development training for PPEC agencies and partners.	PPEC Steering Committee, Sandusky County Health Department staff, Big Brothers/Big Sisters	November 2012
Quantify the number of PPEC agencies which included the Empowerment and Constructive use of Time assets in youth alcohol and tobacco prevention and treatment programming and services in Year Two.	Asset Implementation Work Group	August 2013
Assess and expand asset data collection efforts.	PPEC Data Surveillance Work Group and Asset Implementation Work Group	August 2013
Explore the feasibility of establishing youth asset teams in Year Three	Asset Implementation Work Group	August 2013
Establish a community asset marketing plan which includes, but is not limited to: Speaker's Bureau, one Public Service Announcement, parent/guardian information letter templates, and newsletter article templates.	Asset Implementation Work Group and PPEC Marketing Committee	August 2013

Action Plan

Year Three: September 1, 2013 through August 31, 2014

Objective #2: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%.		
Strategy #2: Emphasize The Search Institute External Asset Categories of Empowerment and Constructive Use of Time in programs and services targeting Erie County middle school and adolescents.		
Activity	Who is responsible?	By When:
Continue the Asset Implementation Work Group for Year Three.	PPEC Steering Committee	October 2013
Implement the asset marketing plan strategies and tactics.	Asset Implementation Committee and PPEC Marketing Committee	October 2013
Assess and evaluate the effectiveness of the Asset marketing plan and strategies.	Asset Implementation Committee and PPEC Marketing Committee	November 2013
Conduct an asset development training for Erie County schools and P.T.O. staff	PPEC Steering Committee, Sandusky County Health Department staff, Big Brothers/Big Sisters	May 2014
Quantify the number of PPEC agencies which included the Empowerment and Constructive use of Time assets in youth alcohol and tobacco prevention and treatment programming and services in Year Three.	Asset Implementation Work Group	August 2014
Assess and expand asset data collection efforts.	PPEC Data Surveillance Work Group and Asset Implementation Work Group	August 2014
Assess the pilot implementation of the asset marketing plan.	Asset Implementation Committee and PPEC Marketing Committee	August 2014
Review the Erie County health assessment to determine current trends for self-reported youth alcohol and tobacco use.	PPEC Steering Committee, Data Surveillance Work Group, and Asset Implementation Work Group	August 2014

Theory of Change

When the Partners for Prevention of Erie County Coalition successfully work together to share information and resources and to implement multiple strategies to decrease underage drinking and tobacco use and adult frequent drinking, alcohol and tobacco use by adults and youth will likely decrease.

Strategy #3: Enforce state laws regarding the minimum legal drinking age.

Problem: *During the 2008 Erie County health assessment it was identified that 31% of youth who were considered current drinkers had someone else purchase the alcohol for them, 16% said that a person 21 years or older gave it to them, 12% said a parent gave it to them, 7% took it from a store or family member, and 3% purchased the alcohol at a store or gas station. An additional 26% said they got it in some other way.*

Why Is This A Problem?

Underage drinking is a community problem which requires a commitment to the enforcement of minimum legal age drinking laws and constant education of vendors, servers, and parents/guardians.

Why Is This A Problem Here?

Erie County is a recreation destination area for tourists and other visitors from other states and from other communities. County agencies and businesses employ large numbers of high school and college-age youth and young adults who are recruited from out of state and other countries and arrive with varying beliefs and cultures concerning drinking and underage drinking. Some of the out-of-town visitors participate in heavy and/or binge drinking and Erie County youth may be influenced by the drinking habits of those who visit the community. The youth of Erie County may be at an increased risk for drinking due the increased availability of alcohol and the perception of acceptance of underage drinking and drinking for recreation.

Some vendor compliance checks are performed annually by Erie County law enforcement agencies but, currently, there is no formal education for alcohol vendors and servers offered within the county. The results of local compliance checks should be shared [more within the community](#) and the Ohio Investigative Unit, a division of Ohio Department of Public Safety, is a resource which appears to be underutilized within the county.

Target Population: Erie County alcohol merchants and servers

Objective #3: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and self-reported youth binge drinking in the past month from 17% to 15%.

Strategy: PPEC works with local law enforcement and The Ohio Investigative Unit to establish annual server/vendor education opportunities and compliance checks.

What are the Benefits of this Strategy?

Short-term	Intermediate	Long-Term
<p>Increased awareness of underage drinking and alcohol sales to minors laws for vendors and servers</p> <p>Public support of merchants who comply with minimum drinking age laws</p> <p>Improved Partners with local and state law enforcement and drug enforcement officials</p>	<p>Decreased rates of underage alcohol purchases</p> <p>Fewer alcohol merchants and servers non-compliant with minimum age drinking and sales laws</p>	<p>The rate of underage drinking is decreased in Erie County.</p>

Resources

A number of resources were utilized to provide a comprehensive overview of the youth substance abuse problem in Erie County including:

2008, Erie County, Ohio Health Assessment Report

Action Plan

Year One: September 1, 2011 through August 31, 2012

Objective #3: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and self-reported youth binge drinking in the past month from 17% to 15%.		
Strategy #3: Enforce state laws regarding the minimum legal drinking age.		
Activity	Who is responsible?	By When:
Recruit 3-5 PPEC members to serve on a grant task force to apply for Parents Who Host funding.	PPEC Steering Committee	Early September 2011
Steering Committee meets with grant writing task force to review RFP and determine writing assignments and budget.	PPEC Steering Committee	Late September 2011

Establish a Vendor Compliance and Training Work Group	PPEC Steering Committee	Late September 2011
Establish contact with the appropriate office of the Ohio Department of Public Service, Ohio Investigative Unit to discuss future seller/server trainings in Erie County.	PPEC Steering Committee, Vendor Compliance and Training Work Group, and Sandusky County Health Department staff	November 2011
Meet with Erie County law enforcement officials to discuss future seller/server trainings for county vendors and to determine the schedule of 2012 vendor compliance checks.	Vendor Compliance and Training Work Group	November 2011
Apply for Parents Who Host funds for county compliance checks.	PPEC Steering Committee and grant writing task force	November 2011
Conduct first seller/server training for Erie County vendors.	Vendor Compliance and Training Work Group and Sandusky County Health Department	Early December 2011
Review seller/server training participant evaluations and make adjustments in the training if needed.	Vendor Compliance and Training Work Group and Sandusky County Health Department	February 2012
Conduct second seller/server training for Erie County vendors.	Vendor Compliance and Training Work Group and Sandusky County Health Department	Early April 2012
Review seller/server training participant evaluations and make adjustments in the training if needed. Determine Year Two training schedule.	PPEC Steering Committee and Sandusky County Health Department Vendor Compliance and Training Work Group	June 2012
Review compliance check results and establish a county baseline.	PPEC Steering Committee and Vendor Compliance and Training Work Group	August 2012
Support the Erie County vendors who were in compliance with a letter of thanks, plaque, newspaper article, etc.	PPEC Steering Committee, Vendor Compliance and Training Work Group, and PPEC Marketing Committee	August 2012

Action Plan

Year Two: September 1, 2012 through August 31, 2013

Objective #3: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and self-reported youth binge drinking in the past month from 17% to 15%.		
Strategy #3: Enforce state laws regarding the minimum legal drinking age.		
Activity	Who is responsible?	By When:
Recruit 3-5 PPEC members to serve on a grant task force to re-apply for Parents Who Host funding.	PPEC Steering Committee	Early September 2012
Steering Committee meets with grant writing task force to review RFP and determine writing assignments and budget.	PPEC Steering Committee	Late September 2012
Re-Establish a Vendor Compliance and Training Work Group	PPEC Steering Committee	Late September 2012
Meet with Erie County law enforcement officials to discuss future seller/server trainings for county vendors and determine the schedule of 2013 vendor compliance checks with the goal of increasing the frequency and geographic scope of the vendors checked.	Vendor Compliance and Training Work Group	November 2012
Apply for Parents Who Host funds for county compliance checks.	PPEC Steering Committee and grant writing task force	November 2012
Conduct a series of four seller/server trainings for Erie County vendors.	Vendor Compliance and Training Work Group and Sandusky County Health Department	#1- November 2012 #2-February 2013 #3-May 2013 #4-August 2013
Conduct a review after each seller/server training of participant evaluations and make adjustments in the training if needed.	Vendor Compliance and Training Work Group and Sandusky County Health Department	#1-December 2012 #2-March 2013 #3-June 2013 #4-September 2013

Action Plan

Year Three: September 1, 2013 through August 31, 2014

Objective #3: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and self-reported youth binge drinking in the past month from 17% to 15%.		
Strategy #3: Enforce state laws regarding the minimum legal drinking age.		
Activity	Who is responsible?	By When:
Recruit 3-5 PPEC members to serve on a grant task force to re-apply for Parents Who Host funding.	PPEC Steering Committee	Early September 2013
Steering Committee meets with grant writing task force to review RFP and determine writing assignments and budget.	PPEC Steering Committee	Late September 2013
Re-establish a Vendor Compliance and Training Work Group	PPEC Steering Committee	Late September 2013
Meet with Erie County law enforcement officials to discuss future seller/server trainings for county vendors and to determine the schedule of 2014 vendor compliance checks with the goal of increasing the frequency and geographic scope of the vendors checked.	Vendor Compliance and Training Work Group	November 2013
Apply for Parents Who Host funds for county compliance checks.	PPEC Steering Committee and grant writing task force	November 2013
Conduct a series of four seller/server trainings for Erie County vendors.	Vendor Compliance and Training Work Group and Sandusky County Health Department	#1- November 2013 #2-February 2014 #3-May 2014 #4-August 2014
Conduct a review after each seller/server training of participant evaluations and make adjustments in the training if needed.	Vendor Compliance and Training Work Group and Sandusky County Health Department	#1-December 2013 #2-March 2014 #3-June 2014 #4-September 2014

Theory of Change

When the Partners for Prevention of Erie County Coalition successfully work together to share information and resources and to implement multiple strategies to decrease underage drinking and tobacco use and adult frequent drinking, alcohol and tobacco use by adults and youth will likely decrease.

Strategy #4: Partners for Prevention of Erie County implements a three year comprehensive plan to decrease substance use and abuse for youth and adults.

Problem: Substance abuse prevention and treatment efforts are not collaborative and comprehensive in Erie County.

Why Is This A Problem?

Without a common operating picture, key substance abuse issues and challenges facing youth and adults may remain unidentified. If communities do not establish common goals and strategies, standardized evaluation methods, and outcome measures for prevention and treatment programs, current needs and trends as well as progress toward common goals is difficult to quantify.

Why Is This A Problem Here?

Erie County substance abuse treatment and prevention is currently being addressed by various agencies and individuals, each with a unique perspective of adult and youth alcohol, tobacco, and drug issues. At the present time, the individual agencies obtain information on clients and program outcomes, but often, they are collecting different indicators which may not be shared with external partners. Also, there does not appear to be a definitive source of data to determine the impact of chronic substance abuse on families and youth living within these families. Agencies and partners have the perception that there are a significant number of youth and adults in need of community support who have not been linked to available resources. Also, there may be additional needs for community resources which are as yet unmet. Thus, a comprehensive picture of alcohol, tobacco, and other drug (ATOD) challenges for Erie County residents is difficult to determine.

Target Population: Erie County substance abuse and prevention agencies and partners, and the community

Objective #4: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%.

By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.

Strategy: PPEC agencies and partners implement a collaborative and comprehensive approach to decrease adult and youth substance use and abuse.

What are the Benefits of this Strategy?

Short-term	Intermediate	Long-Term
<p>Increased awareness of the Partners for Prevention of Erie County Coalition</p> <p>Increased collaboration between Erie County substance abuse and prevention agencies and partners</p> <p>Increased awareness by PPEC members of the service gaps in the community</p> <p>Increased ability to quantify substance abuse issues for youth and adults through standardized evaluation and data collection methods</p> <p>PPEC membership uses the 2011 community health assessment to measure progress and to update the strategic plan as needed</p> <p>Coalition membership researches proven effective programs and strategies to implement collectively</p> <p>Increased support for PPEC membership prevention programs and strategies including but not limited to those offered by: Girl Scouts, Nehemiah Center, Center for Cultural Awareness, Boys & Girls Club, YMCA, Big Brother and Big Sister</p> <p>PPEC prepares to apply for SAMHSA Drug Free Community grant funding</p>	<p>Decreased duplication of substance abuse prevention efforts among PPEC coalition membership</p> <p>Agency collaboration results in improved efforts to identify and fill programming and service gaps</p> <p>Increased prevention program evaluation data available to coalition member agencies</p> <p>Erie County agencies implement research-based, effective programs and strategies</p>	<p>Comprehensive prevention program to decrease youth alcohol and tobacco use and to decrease adult drinking is implemented and sustained</p> <p>The rate of underage drinking is decreased in Erie County</p> <p>The frequency of adult drinking is decreased</p>

Resources

A number of resources were utilized to provide a comprehensive overview of the youth substance abuse problem in Erie County including:

- 2008 Erie County Ohio Health Assessment Report
- CADCA National Community Anti-Drug Coalition Institute Planning Primer

Action Plan

Year One: September 1, 2011 through August 31, 2012

<p>Objective #4: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%. By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.</p>		
<p>Strategy #4: Partners for Prevention of Erie County implements a three year comprehensive plan to decrease substance use and abuse for youth and adults.</p>		
Activity	Who is responsible?	By When:
<p>Establish and publish a quarterly meeting schedule for PPEC which includes but is not limited to these agenda items: Education/awareness, a featured agency to help identify community gaps and needs for services and programming, communicate PPEC strategic plan progress and indicator trends, and a discussion on emerging issues.</p>	<p>PPEC Steering Committee</p>	<p>September 2011</p>
<p>Establish a Drug Free Community (DFC) grant task force to assist with the first application process.</p>	<p>PPEC Steering Committee</p>	<p>Early September 2011</p>
<p>Steering Committee meets with grant writing task force to review RFP and determine writing assignments and budget.</p>	<p>PPEC Steering Committee</p>	<p>Late September 2011</p>
<p>Identify key data indicators to be collected by PPEC agencies and partners.</p>	<p>PPEC and volunteers recruited from the original Data Surveillance Work Group.</p>	<p>October 2011</p>

Recruit coalition members for a PPEC Marketing Committee to draft marketing plans and tools to promote coalition activities and to support the various implementation workgroups as needed.	PPEC Steering Committee	November 2011
Review 2011 Erie County Community Health Assessment report and track the key data indicators. Revise 2011-2014 Strategic Plan target populations and objectives as needed and communicate results to the PPEC membership.	PPEC and volunteers recruited from the original Data Surveillance Work Group.	January 2012
PPEC Steering Committee and grant writing task force submit the DFC application.	PPEC Steering Committee and DFC Grant Writing Task Force	March 2012
Support PPEC implementation work groups.	PPEC Steering Committee	September 2011- August 2012
Work with Erie County juvenile court system and other PPEC partners to collect and share the key data indicators.	PPEC Steering Committee and Data Surveillance Work Group volunteers	February 2012
Repeat the Erie County resource assessment survey.	PPEC and volunteers from the original Resource Assessment Work Group	August 2012
Assess the PPEC membership satisfaction with the coalition.	PPEC Steering Committee	August 2012

Action Plan

Year Two: September 1, 2012 through August 31, 2013

<p>Objective #4: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%. By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.</p>		
<p>Strategy #4: Partners for Prevention of Erie County implements a three year comprehensive plan to decrease substance use and abuse for youth and adults.</p>		
Activity	Who is responsible?	By When:
Establish quarterly meeting schedule for PPEC.	PPEC Steering Committee	September 2012
Establish a Drug Free Community (DFC) grant task force to assist with the continuation application process.	PPEC Steering Committee	Early September 2012
Steering Committee meets with grant writing task force to review RFP and determine writing assignments and budget.	PPEC Steering Committee	Late September 2012
Assess and evaluate the collection of the standardized data implemented in Year One. Provide an update and recommendations as needed at the PPEC quarterly meeting.	PPEC and volunteers recruited from the original Data Surveillance Work Group.	October 2012 and February 2013
PPEC Steering Committee and grant writing task force submit the DFC continuation application.	PPEC Steering Committee and DFC Grant Writing Task Force	March 2013
Support PPEC implementation work groups.	PPEC Steering Committee	September 2012- August 2013
Assess the PPEC membership satisfaction with the coalition.	PPEC Steering Committee	August 2013

Action Plan

Year Three: September 1, 2013 through August 31, 2014

<p>Objective #4: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%. By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.</p>		
<p>Strategy #4: Partners for Prevention of Erie County implements a three year comprehensive plan to decrease substance use and abuse for youth and adults.</p>		
Activity	Who is responsible?	By When:
Establish and publish a quarterly meeting schedule.	PPEC Steering Committee	September 2013
Establish a Drug Free Community (DFC) grant task force to assist with the continuation application process.	PPEC Steering Committee	Early September 2013
Steering Committee meets with grant writing task force to review RFP and determine writing assignments and budget.	PPEC Steering Committee	Late September 2013
Assess and evaluate the collection of the standardized data implemented in Year Two. Provide an update and recommendations as needed at the PPEC quarterly meeting.	PPEC and volunteers recruited from the original Data Surveillance Work Group.	October 2013 and February 2014
PPEC Steering Committee and grant writing task force submit the DFC continuation application.	PPEC Steering Committee and DFC Grant Writing Task Force	March 2014
Support PPEC implementation work groups.	PPEC Steering Committee	September 2013- August 2014
Review the 2013 Erie County Youth Assessment report to track progress on youth indicators and objectives. Celebrate success with the PPEC membership.	PPEC and volunteers recruited from the original Data Surveillance Work Group.	February 2014
Assess the PPEC membership satisfaction with coalition.	PPEC Steering Committee	August 2014

Theory of Change

When the Partners for Prevention of Erie County Coalition successfully work together to share information and resources and to implement multiple strategies to decrease underage drinking and tobacco use and adult frequent drinking, alcohol and tobacco use by adults and youth will likely decrease.

Strategy #5: Design and build a social media plan.

Problem: *Erie County substance abuse prevention messaging strategies are not integrated.*

Why Is This A Problem?

Youth and adults receive mixed messages concerning alcohol and tobacco use and abuse. The decision to use or not to use alcohol, tobacco, and other substances may be positively or adversely influenced by peer groups, mass media sources, environmental perceptions and other sources.

Target Population: Erie County youth, parents, guardians, and adults

Objective #5: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%.

By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.

Why Is This A Problem Here?

During the 2010 Erie County Children (Ages Birth-11) Health Assessment, 27% of parents with children 6-11 years of age had an email, MySpace, or Facebook account and 43% of these same parents indicated that their child spends four (4) or more hours watching TV or playing video games on an average day after school. The 2008 Erie County, Ohio Health Assessment Report identified that parents with children ages 12-17 discussed the following topics at least once in the past year:

- 67%-the amount of time their kids spend on computers and/or TV
- 86%-the negative effects of alcohol
- 83%-the negative effects of marijuana
- 84%-the negative effects of tobacco
- 64%-refusal skills
- 92%-importance of education

(See the full assessment report for additional outcomes)

Strategy: *PPEC agencies and partners work collaboratively to identify key substance abuse prevention messages which may be distributed to community youth and adults through the use of a coordinated social media campaign.*

What are the Benefits of this Strategy?

Short-term	Intermediate	Long-Term
<p>PPEC identified increased awareness of coalition messages and activities through a membership satisfaction survey</p> <p>PPEC membership identifies 2.0 web tools</p> <p>PPEC membership increase.</p>	<p>Increased awareness of coalition messages and activities at one and two years after social media implementation</p>	<p>Decreased alcohol and tobacco use for Erie County youth</p> <p>Decreased rate of frequent alcohol use by Erie County adults</p>

Resources

A number of resources were utilized to provide a comprehensive overview of the youth substance abuse problem in Erie County including:

- 2008 Erie County, Ohio Health Assessment Report
- CADCA National Community Anti-Drug Coalition Institute Planning Primer

Action Plan

Year One: September 1, 2011 through August 31, 2012

Objective #5: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%. By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.		
Strategy #5: Design and pilot a social media campaign		
Activity	Who is responsible?	By When:
Establish a Social Media Implementation Work Group which includes county youth and adults and PPEC agencies.	PPEC Steering Committee	April 2012
Research and identify a primary social media source for the pilot implementation	Social Media Work Group	May 2012
Design an evaluation strategy for the social media pilot.	Social Media Work Group	May 2012
Write three key social media messages which promote one or more of the 2011-2014 Strategic Plan objectives.	Social Media Work Group and PPEC Marketing Committee	June 2012
Gather pre-social media pilot baseline data.	Social Media Work Group and PPEC membership	June-July 2012
Begin the pilot implementation and evaluation of the social media messages.	Social Media Work Group	August 2012

Action Plan

Year Two: September 1, 2012 through August 31, 2013

Objective #5: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%. By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.		
Strategy #5: Design and pilot a social media campaign		
Activity	Who is responsible?	By When:
Re-establish the Social Media Implementation Work Group for Year Two.	PPEC Steering Committee	September 2012
Review Year One pilot implementation evaluation data and report results to the PPEC membership.	Social Media Work Group	November 2012
Research additional social media sources for continued implementation.	Social Media Work Group	November 2012
Continue to write and post key social media messages which promote one or more of the 2011-2014 Strategic Plan objectives.	Social Media Work Group and PPEC Marketing Committee	September 2012-August 2013
Continue to evaluate the effectiveness of the social media outlets and messages.	Social Media Work Group and PPEC Marketing Committee	September 2012-August 2013

Action Plan

Year Three: September 1, 2013 through August 31, 2014

Objective #5: By 2014, Decrease the self-reported rate of monthly underage drinking from 28% to 25% and monthly youth tobacco use from 16% to 14%. By 2014, Decrease the number of adults self-reporting being a frequent drinker (Defined by CDC as drinking an average of 3 or more days per week) from 17% in 2008 to 16% or less.		
Strategy #5: Design and pilot a social media campaign		
Activity	Who is responsible?	By When:
Re-establish the Social Media Implementation Work Group for Year Three	PPEC Steering Committee	September 2013
Review Year Two implementation evaluation data and report results to the PPEC membership.	Social Media Work Group	November 2013
Research additional social media sources for continued implementation.	Social Media Work Group	November 2013
Continue to write and post key social media messages which promote one or more of the 2011-2014 Strategic Plan objectives.	Social Media Work Group and PPEC Marketing Committee	September 2013-August 2014
Continue to evaluate the effectiveness of the social media outlets and messages.	Social Media Work Group and PPEC Marketing Committee	September 2013-August 2014