

October 2019-September 2020

3. What is the Coalition’s 12 Month Action Plan for addressing youth substance use in the community? (30 points)

**12 Month Safe Harbor Cohasset Coalition Action Plan
DFC Goal One : Increase and Strengthen Community Collaboration**

Objective1: Increase Coalition’s internal capacity and sustainability by formalizing relationships with 3 local boards/organizations by 4/19 (adults 18+)

How change will be measured: Documentation MOUs or other formal recognition of relationships
Strategy for community level change: Provide support

Strategy 1: Present to local boards/community organizations -Provide Information.

Activity	Who Is Responsible?	By When?
Impact capacity building by actively participating with and presenting statistics/ strategies to PSO, CEF, SEPAC	Program Director (PD),Co-Chair	3/19
Invite community leaders to annual “State of The SHCC” breakfast and present annual report to win buy-in	PD, Project Coordinator (PC), Co-Chair, Media Sector	9/19

Objective 2: Increase Coalition Membership of 12-17 YO by 4 by 9/20.

How change will be measured: Documentation of at least 4 new members ages 12-17

Strategies for community level change: Provide support, enhance skills

Strategy 1: Develop relationships with multiple youth groups

Activity	Who Is Responsible?	By When?
Develop peer role model training-Recreation workers	Recreation Dir., PD	6/20
Present “Too Smart to Start” to Cohasset Youth Baseball/Softball Association & Appalachian Service Group-recruit	Youth Ambassador Leader, Religious Sector Member, PD, CYBSA Chair	4/20
Facilitate Youth Ambassador Program growth by providing resources- collaterals, speakers, project materials	PD, PC, Youth Ambassador Leader	10/19-9/20
Offer community service hours-active coalition engagement	PD, Co-Chair, School Resource Officer	8/20
Engage minority/economically disadvantaged via breakfast forums/trainings- Metco Group Meetings	PC, Diversity Committee, PD	12/19
Meet with LGBTQ Alliance-Engage and recruit	PD, Youth Ambassador Leader	10/19
Create Instagram prevention content targeted at teens and continue twitter/FB posts 3X month	Marketing Coordinator, Youth Sector Representative, Youth Ambassador Leader	11/19
Engage current youth ambassadors to advertise youth ambassador program in CMHS/Hold a table during Spirit Week	Youth Ambassador Leaders	10/19
Recruit at Sport’s Night/ Health&Rec Fair-Cancelled	PC, Youth Sector Representative, Youth Ambassador Leader, Parent Subcommittee	3/20
Recruit youth attending SHCC Monthly Alternative Friday Night Events	PC, Youth Ambassador, Chair	9/20

Objective 3: Increase adult (18+) coalition membership by 4 by 9/20.

How change will be measured: Documentation of at least 4 new coalition members 18+

Strategy for community level change: Provide support

Strategy 1: Provide targeted information across the community to increase adult membership.

Activity	Who Is Responsible?	By When?
Present to Rotary and Chamber to increase Business Sector participation, offer Drug-free Workplace Training	Co-Chair, Business Sector Representative	1/20
Conduct bi-monthly open coalition meetings/year-recruitment effort	Steering Committee	9/20
Evaluate and update Coalition Elevator Speech/ Train Members- to be used in membership drive	Steering Committee, PD, Youth Ambassadors	10/19
Network with Safe School Committee	PC, Safe School Committee Chair	2/20
Distribute invitational flyer to 2 local public areas/businesses	Volunteer Representative, Parent Representative	12/19
Engage Guiding Good Choices participants to get involved at the workshop's end	GGC Facilitator	11/19
Engage current members to add 3 FB/twitter followers each	PC, Marketing Coordinator, Volunteer Representative	12/19
Publicize SHCC website to drive traffic/recruitment on local Town FB/website	PC, Marketing Coordinator, Town Official	10/19
Write Prevention articles/ solicit volunteers-Mariner	Co-Chair, PC, Media Representative, Youth Ambassador	10/19
Recruit parents of involved youth ambassadors	Co-Chair, parent representative, current involved youth ambassador parents	10/19
Utilize Mailchimp Newsletter-solicit members 1x/month	Marketing Coordinator	12/19
Make a recruitment pitch at community forums/ sign-up sheet	Co-Chair, Volunteer Representative, Steering Committee	6/20
Utilize WATD Common Ground and PSA to solicit members	PD, youth ambassadors, parent representative, media representative	2/20
Monitor FB Discussion Group to recruit	Marketing Coordinator, Co-Chair	10/19

Objective 4: Strengthen Coalition Capacity- goal of 90% coalition member satisfaction by 9/20

How change will be measured: Member satisfaction survey

Strategy for community level change: Provide support, enhance skills

Strategy 1: Enhance member's skill set to facilitate prevention work and retain members.

Activity	Who is Responsible?	By When?
Conduct 2 member trainings-coalition building/SPF, environmental strategies, positive social norming Conducted only 1 of 2, Need 1 more	PD, PC, CADCA	4/20
Outline data showing progress against action plan at each open coalition meeting	Co-Chair, Steering Committee Members	10/19
Obtain TA from CADCA, SAMHSA to help with coalition capacity building, skill set development and sustainability	Co-Chair, PD	11/19
Encourage Coalition active engagement in one subcommittee/short-term action group/ conference	Co-Chair, PD, Subcommittee Members	11/19

Host new member orientation session, distribute Welcome Package with FAQ	PD, Co-Chair, Membership Committee	4/20
Conduct annual coalition self-assessment to identify both capacity requirements and member satisfaction	Evaluator	9/20
Identify/ Recognize Coalition Community Members of the Year	Steering Committee, PD	6/20
Select 4 coalition members to attend National Leadership Forum	Youth Ambassadors, PD	1/20

DFC Goal Two: Reduce Youth Substance Use

Objective 1: Reduce 30 day use of Alcohol by teens 14-17 by 2% from 31% to 29% by 9/20

How change will be measured: Analyze The Youth Risk Behavior Survey results from Spring 2019 and compare to 2017 results, monitor implementation of Action Plan Strategies

Strategy for community level change: Provide information, enhance skills, provide support, enhance barriers, and modify policies

Strategy 1: Conduct Community Assessment to track baseline progress.

Activity	Who Is Responsible?	By When?
Ongoing analysis of community data to identify high risk environmental and/ or design factors and possible corrections	Data Sub-Committee, PC, Evaluator	10/19-8/20
Continue to collect/ review data- Cohasset Wellness Survey, focus group, key informant interviews to identify community/youth needs trends to pinpoint necessary changes to strategic plan	Youth Ambassador, School Administration, Evaluator, Data Sub-Committee	4/20
Continue collaboration with Cohasset Police, SRO, CMHS staff, Norfolk County DA to uncover data relating to Youth Substance Abuse/Trends	CPD, CMHS Staff, DA's office, PD, Steering Committee, Evaluator	1/20

Strategy 2: Provide Information to educate parents/ students on the effects of alcohol on teens.

Activity	Who Is Responsible?	By When?
Conduct an Alcohol targeted Town Hall that covers the local laws for minors, Social Host Law, and State Laws.	Youth Ambassadors, Steering Committee, Town Manager	4/20
Conduct Community Assessment Survey	Evaluator, Data Sub-Committee	10/19
Conduct Social Media Campaign: Effects of Alcohol on Developing Teenage Brain	Youth Ambassadors, Marketing Coordinator	2/20
Update Cohasset Wellness Survey data presentation and drug trends to share with parent forums/ post on website and FB	Marketing Coordinator, PD	10/19
Present to Freshman Wellness Classes 2x Year with local data and alcohol information Only 1x this year due to COVID	CMHS Health Director, PD	1/20
Disseminate Alcohol Parent Handbook to graduating senior parents Will be emailed via Brian Scott rather than mailed	CMHS, Steering Committee	6/20

Strategy 3: Present programs to develop skills to minimize risky decision making around alcohol.

Activity	Who is Responsible?	By When?
Maintain "Guiding Good Choices" Parent Program- Week 3 Refusal Skills	Volunteer Representative, GGC Facilitators	4/20
Faculty Professional Day - "SEL"	PC, School Sector	2/20
Develop Alcohol positive social norming campaign- CMHS	Youth Ambassadors, SRO, PC	4/20
Provide informational packets to support SBIRT implementation	PD, Superintendent, Adjustment Counselor	1/20
Conduct Caron's Brain Drain Program-Middle School	Steering Committee, PC, Caron	3/20

Engage school to enrich health curriculum – Evidenced Based Programs, NIDA curriculum guides and SME	Youth Education Com, PD, School Sector, PSO	11/19
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Strategy 4: Provide support by enabling people to participate in activities that reduce risk or enhance participation

Activity	Who is Responsible?	By When?
Increase SHCC Friday Night Alternative-Open Mic to 2X month - One at Rec and One at senior center	Action Team Leaders, Recreation Director, PC, Town Manager	12/19
Implement monthly weekend night open-gym	Rec Director, PC, Co-Chair, CMHS, Town Manager	11/19
Sponsor 3 coalition members to attend CADCA National Leadership Forum	PD, Youth Ambassadors, CMHS	2/20
Implement bi-monthly guided meditation and yoga for youth	Steering Committee, Volunteer Representative, Balance Studio	12/19
Engage youth to design a sticker to be implemented in a sticker shock	Youth Ambassadors, CMHS Health Director	1/20
Provide raffled incentives to high-school seniors to attend the Alcohol Town Hall prior to prom Sports Dues instead	CMHS representative, PD, PC	4/20
Provide free childcare to facilitate attendance - Guiding Good Choices	PC, Rec Department	3/20
Recognize model youth-Community Hero Awards	Co-Chair, Steering Committee, CMHS Representative	6/20

Strategy 5: Establish barriers to underage drinking or enhance access to treatment

Activity	Who Is Responsible?	By When?
Identify high risk areas and increase police patrols	Police, Evaluator, Parent Rep	10/19
Monitor anonymous text tip line	Police, SRO, CMHS	11/19
Continue performance of alcohol compliance checks 2X/year	Police, PC, Youth Ambassadors	6/20
Conduct Sticker Shock Program 2X year	Youth Ambassadors	7/20
Reinforce Social Host Law -Web/ FB, newsletter	Police, Marketing Coordinator	10/19
Organize regional TIPS training for pouring establishments	PD, Business Sector, Coastal Coalition	9/20

Strategy 6: Modify policies to inhibit youth alcohol use.

Activity	Who Is Responsible?	By When?
Implement recommendation of attending Safe Harbor educational event on alcohol prior to prom	School Administration	4/20
Reinforce ban on alcohol use at beach-signage, media, fines and patrols	Police, Sandy Beach Assoc., Co-Chair	5/20
Maintain Co-Curricular alcohol infractions, consequences	School Administration	1/20
Engage Boosters to insure banquets alcohol-free	Co-Chair, PD, Police	2/20
Build awareness of existing policies-PSAs/Twitter/Instagram FB before holidays, prom, graduations, homecoming	Youth Ambassadors, NHS, Co-Chair	11/19

Objective 2: Reduce past 30 day Marijuana Use by teens 14-17 by 1%-from 18%-17% by 9/20.

How change will be measured: Analyze The Youth Risk Behavior Survey results from Spring 2019 and compare to 2017 results, monitor implementation of Action Plan Strategies

Strategy for community level change: Provide information, enhance skills, provide support, enhance barriers, and modify policies

Strategy 1: Provide Information to educate parents and teens about the risks of marijuana

Activity	Who Is Responsible?	By When?
Facilitate Marijuana Forum- The Impact of New MA Marijuana Law	Co-Chair, PD, CPS, Health Care Representative	5/20

Update social media campaigns -Long-term effects of early Marijuana use on the teenage brain and Teensafe.org, links to NIDA YouTube videos, Is Weed Bad for You?, Marijuana and Memory	PC, Marketing Coordinator	10/19
Conduct Marijuana positive social norming campaign- utilizing YRBS results- posters, FB, instagram, Twitter	Youth Ambassador, SRO, PC, Marketing Coordinator	12/19
Present Weeding Through The Myths at Cohasset Wellness Fair, Pass out NIDA brochures, Facts Parents Need to Know, Facts for Teens, Perception of Harm vs. Increased Risk	PC, Youth Ambassador, Co-Chair, Parent Representative	3/20
Coalition support for 8 th grade independent research projects	CMHS Librarian, Co-Chair, PD	10/19
Present Hidden in Plain Sight Teen Bedroom	Co-Chair, Parent Representative	3/20
Present Teen Brain-Under Construction	Co-Chair, Dr. Sion	2/20

Strategy 2: Present programs to enhance skills/minimize risky marijuana decision making.

Activity	Who Is Responsible?	By When?
Present on updated Life Skills curriculum to be implemented in CHMS to build youth refusal skills	PSO, Parent Representative, Co-Chair	2/20
Continue to train Youth Ambassadors-leadership skills, public policy /advocacy, substance abuse prevention and public speaking	PD, PC, Volunteer Representatives	3/20
Update a social media campaign-Drugged Driving	CPD, Marketing Coordinator	2/20

Strategy 3: Provide support by creating opportunities to participate in activities that reduce risk or enhance protection.

Activity	Who Is Responsible?	By When?
Implement summer night volley-ball league	Parent Representative, CPD, Rec Department, Sandy Beach Assoc.	6/20
Implement Instagram campaign project- “Why I Don’t Smoke/Vape”	CMHS Health, PD, Scituate FACTS	1/20
Implement Parent-Youth recipe for a healthy family cards	PSO, Parent Representative, Marketing Coordinator	4/20
Host 143TV monthly talk-show	143TV, Youth Ambassador, Co-Chair	2/20

Strategy 4: Establish barriers to youth marijuana use or enhance access to treatment.

Activity	Who Is Responsible?	By When?
Secret shop town retailers that sell cigarette wraps- customer ID, not at eyelevel/in arms reach	CPD, PD	10/19
Show MIAA marijuana video at Sports Nights	Co-Chair, Athletic Director	10/19
Add detectors to school bathrooms	School Administration, DPW	4/20
Publicize Mass Helpline referral number on FB, Instagram, and SHCC Website	PC, Marketing Coordinator	10/19
Implement youth mindfulness techniques	CMHS, Steering Committee	1/20
Advocate for Cohasset teen cessation group-students addicted to nicotine or marijuana	Co-Chair, Steering Committee, PSO	12/19

Strategy 5: Modify Policies to inhibit youth Marijuana use.

Activity	Who Is Responsible?	By When?
Advocate for policy to ban sales of e-cigarette/ vaporizers town wide	Co-Chair, BOH, Health Care Representative, Youth Ambassador	1/20
Advocate for policy to ban marijuana delivery services in town of Cohasset	Co-Chair, BOH, Town Manager	5/20

Advocate for Drug Recognition Expert Training- police force	CPD, Town Manager, Co-Chair	11/19
Publicize ever-evolving MA Recreational Marijuana law and what it means for employment - FB, Instagram, Twitter, Health class	PD, Co-Chair, Marketing Coordinator	12/19

Objective 3: Increase the perception of parental disapproval of underage substance use by 2% from 87% to 89% by 9/30/2020.

How change will be measured: Analyze The Youth Risk Behavior Survey results from Spring 2019 and compare to 2017 results, monitor implementation of Action Plan Strategies

Strategies for community level change: Provide information, enhance skills, provide support, and establish barriers

Strategy 1: Increase parental knowledge-dangers of youth substance use by providing info.

Activity	Who Is Responsible?	By When?
Reinvigorate social media campaign-Developing Teen Brain	Marketing Coordinator, PD, Youth Ambassadors	3/20
Update parent resources on SHCC website	Co-chair, Marketing Coordinator	10/19
Disseminate up-to-date news articles and data through CMHS Blackboard and social media	PC, Superintendent, PSO, Marketing Coordinator	9/20
Engage parents at Sports Night/Health&Rec Fair Canceled due to COVID- supply educational materials	Volunteer Representative, Parent Representative, Steering Committee	1/20
Host 3 educational presentations/keynote speakers throughout the school calendar year including Angst	Steering Committee, SEL Committee	9/20
Provide SBIRT to pediatricians and encourage educational conversations with parents/students	Health Care Representative, PC, Co-Chair	6/20

Strategy 2: Develop parent’s skill set –communications and role-modeling.

Activity	Who Is Responsible?	By When?
Share links to all SHCC presentations on web, YouTube videos of all forums via FB, Instagram, and Twitter	PC, Cable TV Producer	2/20
Facilitate 4 Guiding Good Choices Workshops for communication role play between parent and child	Volunteer Representative, GGC Facilitators	4/20
Disseminate weekly SHCC newsletter to community and parents	PC	9/20
Present “Be a Parent Not a Pal” to PSO- Discussion Forum	Dr. Greene, Co-Chair, PSO Representative	12/19
Present Uncomfortable Parent Conversations presentation/training	Health Imperatives, Co-Chair, PD	3/20

Objective 4: Reduce the percentage of teens 14-17 who report past 30-day use of non-personally prescribed drugs by 1% from 2% to 1% by 9/20.

How change will be measured: Analyze The Youth Risk Behavior Survey results from Spring 2019 and compare to 2017 results, monitor implementation of Action Plan Strategies

Strategy for community level change: Provide information, enhance skills

Strategy 1: Educate community about the inherent dangers of opioids and stimulants.

Activity	Who Is Responsible?	By When?
Present to Freshman Wellness Class and provide information on the dangers of prescription medication	CMHS Health, PD	10/19

Secret shop 2 pharmacies- Narcan Standing Order- customer handling/ knowledge of technician, insurance billing	Parent Representative, Volunteer Representative, CPD	6/20
Record Youth Ambassador Drug Take Back Day PSA and run on local WATD radio and 143TV	Youth Ambassadors, PD	4/20
Update safe disposal flyer to be issued with scripts	Outreach Committee, Marketing Coordinator	7/20
SHCC Ads – Booster Flyer, Rec. Flyer, Rotary Phonebook	PC, Marketing Coordinator	1/20
Facilitate a Community Opioid Panel	State Representative, Health Care Representative, Co-Chair, Parent Representative	12/19
Continue to run NIDA awareness videos on 143 TV and links via social media	PC, Marketing Coordinator, Co-Chair, Media Sector	9/20
Update social media campaign-dangers of pain relief medications and stimulant misuse and diversion	Medical Sector, PD, Marketing Coordinator	10/19

Strategy 2: Present programs to enhance skills to combat prescription drug misuse.

Activity	Who Is Responsible?	By When?
Present College Temptations to teens/parents	PD, Parent Committee, Co-Chair	1/19
Peer Leadership Conference	Norfolk DA, CMHS, Youth Ambassadors	11/19
Update Positive Social Norming Campaign- Stimulants/Opioids	Youth Ambassadors, PC, Marketing Coordinator	11/19
Implement Project Here curriculum into middle school health	CMHS Health, Co-Chair, School Committee	9/20
Present Drug Story Theatre- risks of opioid use- to CMHS students with follow-up research project	CMHS Admin, SRO	10/19

Strategy 3: Establish barriers to prescription drug abuse/enhance access to treatment.

Activity	Who Is Responsible?	By When?
Engage Rotary to provide medicine lock boxes to interested community members	Business Sector, Rotary, Co-Chair	10/19
Publicize MA MIAA rule that allows athletes to seek help from a coach without fear impunity	Athletic coaches, trainers, CMHS Administration	10/19
Present Free Section 35 Attorney Process- Norfolk County Bar key speaker	PC	10/19
Present bi-annually Safe Disposal to Cohasset Seniors	PD, Co-Chair	11/19
Develop/disseminate fliers publicizing the two prescription drop box locations in town	Marketing coordinator, PD	1/20
Host 3 Narcan trainings/year to various community organizations	Manet Community Health Center, CPD	8/20
Update/Distribute local resource guide and publish link on FB	PC, Marketing Coordinator	11/19
Maintain overdose follow-ups – resource guides	CPD, The Anchor	9/20