



Creating Opportunities For Youth (COFY) Coalition 2010 Community Change Strategies

Goal One: Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State, and local governments to support the efforts of the community coalition to prevent and reduce substance abuse.			
Strategy	Activity	Outcome	Funding Source
Enhance Coalition Infrastructure	Develop Community Action Teams	Increase Capacity	DFC
Enhance Coalition Infrastructure	Train Coalition Members Quarterly	Increase Capacity	DFC
Enhance Coalition Infrastructure	Regional Learning Opportunities	Increase Capacity	SPF SIG
Enhance Coalition Infrastructure	State and National Conferences	Increase Capacity	SPF SIG, DFC
Enhance Coalition Infrastructure	Social Networking & Web Based Promotion	Increase Community Readiness	DFC, DTP
Conduct Ongoing Data Assessment	Inventory of Substance Abuse Resources	Increase Capacity	DFC
Conduct Ongoing Data Assessment	Community Readiness Assessment	Increase Capacity	SPF SIG
Conduct Ongoing Data Assessment	Empowerment Domains Assessment	Increase Community Readiness	SPF SIG
Conduct Ongoing Data Assessment	Monitor Tobacco Quit Line	Increase Community Readiness	DTP
Conduct Ongoing Data Assessment	Monitor Clean Indoor Air Compliance	Increase Capacity	DTP
Strengthen Connection with Stakeholders	Recruit Additional Youth & Law Enforcement	Increase Capacity	DFC, SDFC, SPF SIG
Strengthen Connection with Stakeholders	Key Leader Interviews & Focus Groups	Increase Capacity	DFC, SPF SIG, DTP
Strengthen Connection with Stakeholders	Increase Minority Representation	Increase Capacity	DTP

...working together for a stronger community.



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Goal Two: Reduce substance abuse among youth, and over time, among adults by addressing factors in the community that increase the risk of substance abuse and promoting factors that minimize the risk of substance abuse.			
Strategy	Activity	Outcome	Funding Source
Reduce Access to Alcohol	Merchant Compliance Checks	Change Incentives and/or Consequences	EUDL
Reduce Access to Alcohol	Stickers on Products	Change Physical Design of the Environment	EUDL
Reduce Access to Alcohol	Environmental Mapping	Reduce Barriers/Enhance Access	SPF SIG
Reduce Access to Alcohol	Communities Mobilizing for Change on Alcohol	Modify Policies & Broader Systems	SPF SIG
Reduce Access to Alcohol	Tie One On For Safety	Change Physical Design of Environment	DFC, SPF SIG
Reduce Access to Alcohol	Media Campaign	Provide Information	SPF SIG
Reduce Marijuana & Illicit Drug Use	Law Enforcement Training on Marijuana Interdiction	Build Skills	DFC
Reduce Marijuana & Illicit Drug Use	Youth Develop Marijuana Prevention PSAs	Provide Information	DFC
Reduce Marijuana & Illicit Drug Use	Too Good For Drugs	Build Skills	SPF SIG
Reduce Marijuana & Illicit Drug Use	Learn at Lunches	Build Skills	DFC
Reduce Marijuana & Illicit Drug Use	All Stars	Build Skills	SDFC
Reduce Marijuana & Illicit Drug Use	Drug Free All Stars	Provide Information	DFC
Reduce Marijuana & Illicit Drug Use	"Show Up" Mentoring Program	Provide Support	DFC



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Strategy	Activity	Outcome	Funding Source
Reduce Prescription Drug Abuse	Prevention Messages on Pharmacy Bags	Provide Support	DFC
Reduce Prescription Drug Abuse	Learn at Lunches	Build Skills	DFC
Reduce Prescription Drug Abuse	Rx Abuse Quit Line Banners	Change Physical Design of Environment	SPF SIG
Reduce Prescription Drug Abuse	Development of Resource Cards	Provide Support	DFC
Reduce Prescription Drug Abuse	Drug Court Education Sessions	Provide Support	HFHC
Reduce Prescription Drug Abuse	Parent Media Campaign	Provide Information	DFC
Reduce Prescription Drug Abuse	Action Forums	Change Incentives or Consequences	SPF SIG
Reduce Tobacco Prevalence	BRMC Adopt Tobacco Free Campus	Modify Policies & Broader Systems	DTP
Reduce Tobacco Prevalence	Princeton Recreation Center Tobacco Free Policy	Modify Policies & Broader Systems	DTP
Reduce Tobacco Prevalence	Tobacco Cessation Classes	Build Skills	DTP
Reduce Tobacco Prevalence	Bar Coverage in Clean Indoor Air Policy	Modify Policies & Broader Systems	DTP
Reduce Tobacco Prevalence	WV NAATPN Chapter	Modify Policies & Broader Systems	DTP
Reduce Tobacco Prevalence	State & National Presentations	Build Skills	DTP

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