



Pontotoc County Drug Free Coalition

2017-2018

STRATEGIC PLAN

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Pontotoc County Drug Free Coalition adheres to the Strategic Prevention Framework. This document specifically addresses planning and implementation strategies.

Executive Summary

Various agencies and citizens in Pontotoc County began meeting as the Pontotoc County Turning Point Coalition in 2003. The Pontotoc County Turning Point Coalition focused on health & wellness, substance abuse, mental health, and other community services. However, many community members did not recognize substance abuse as a major issue in our county.

In October 2008, Oklahoma implemented a statewide methamphetamine campaign and aired a documentary called “Crystal Darkness”. At this time, the Turning Point Coalition formed a Crystal Darkness Committee. Communities across the state organized watch parties for this event. In Pontotoc County, a watch party occurred with over 850 in Pontotoc County—the largest in the state. Our citizens learned that Pontotoc County was ranked #3 of 77 counties in Oklahoma for its number of individuals entering state-funded treatment centers with

methamphetamine as their primary drug of choice in fiscal years 2005-2007. During 2009, the Crystal Darkness Committee continued to meet monthly and participated in Oklahoma's Crystal Darkness Phase II, which involved assessment of existing data, resources/needs and strategies to address these issues.

In early 2010, the Crystal Darkness Committee of the Pontotoc County Turning Point Coalition unanimously voted to become its own stand-alone coalition to pursue Federal Drug Free Community grant funding. The Pontotoc County Drug Free Coalition (PCDFC) was born. The coalition has continued to thrive and grow each year, with over 80 current members. Since 2011, PCDFC has hosted a yearly march and rally, "Step Out of the Darkness", emphasizing the importance of communities being united in spirit for prevention & recovery. This event draws more than 500 people each year. Coalition members are passionate about raising awareness of substance abuse issues, implementing environmental strategies to reduce substance use and abuse, and furthering health initiatives in Pontotoc County.

In October 2013, the PCDFC was awarded the Drug Free Communities Grant, with the Brandon Whitten Institute at East Central University acting as the fiscal agent. Pontotoc County also receives Tobacco Settlement Endowment Trust funds, which resulted in the development of the STOP (Stomp Tobacco Outta Pontotoc County) Coalition. The STOP Coalition is an important partner of the PCDFC and its staff and members are members of PCDFC. In addition, Pontotoc County is served through a SPFTIG (Strategic Prevention Framework Tribal Incentive Grant), the Meth & Suicide Prevention Initiative grant program, and the Tobacco Prevention Program, all facilitated by the Chickasaw Nation and all essential partners and members of PCDFC.

In February 2014, a group of 20 teens, ages 12-18, joined together to focus on youth substance abuse issues in Pontotoc County. Because of the desire to improve their community and schools, the title STAND (Students Taking A New Direction) was created. The coalition has since grown to include twenty-seven members from four Pontotoc County public schools as well as representation from the local home school group. STAND members have participated in PCDFC strategies such as media campaigns, alcohol compliance checks and events like the Step Out Of The Darkness march and rally and the Red Cup Reality Check Reality Party. To date one of STAND's biggest accomplishments was the organization and execution of the 1st Annual STAND Youth Conference in October 2015. Over 500 Pontotoc County 7th grade students from six public schools received education in substance abuse, dating behavior and social media safety.

In 2014 and 2015, PCDFC, Wichita Mountains Prevention Network (WMPN) and Mercy Hospital of Ada joined together to produce a Prescription Drug Forum for professionals and community members. Guest speakers from Oklahoma Bureau of Narcotics, Mercy Pharmacy and the Oklahoma Department of Mental Health and Substance Abuse Services joined us for some rich discussion and collaboration around the issue of prescription drug abuse in Pontotoc County.

In October 2015, the Brandon Whitten Institute for Addiction and Recovery at East Central University was awarded the Pontotoc County Project Aware Communities Grant. Its purpose is to increase capacity of the community in responding to and interacting with youth in crisis or with other mental health and behavioral health issues. The program will train youth-serving

adults in the community, including teachers, parents, law enforcement, faith-based leaders, youth group leaders, tribal partners, and more, to improve mental health awareness and understanding. The program will also serve as a connection resource to better link youth and families with mental health or behavioral health issues to appropriate services.

In April 2016, PCDFC organized a community forum over marijuana legalization. Thomas Gorman, the Director of the Rocky Mountain High Intensity Drug Trafficking Area (RMHIDTA) spoke and educated the community about the effect legalization has had on the state of Colorado. He discussed topics such as the economy, youth access, overdose rates, THC levels and vehicle fatalities. The two hour forum ended with a question and answer period in which listeners had the opportunity to ask Mr. Gorman questions and gain clarity on the issue. There were 258 in attendance at the forum. The Pontotoc Technology Center's Media department filmed the presentation which can be found on PCDFC's website.

Organizational Description

The Pontotoc County Drug Free Coalition is made up of approximately one hundred members with representation in all twelve sectors. The current leadership and committee structure for Pontotoc County Drug Free Coalition is as follows:

PCDFC 2013-2014 Elected Leaders

James Jackson, First Chair
Janna Webb, Second Chair
Amy Nyberg, Secretary

Committees:

Dylan Ramey – Executive Member
Yolanda Cummings – Executive Member
Vicki Orsburn – Executive Member
Brandon Smith – Executive Member

As aforementioned, the coalition has the support of several grants in order to aid in its mission. The Drug Free Communities Grant (DFC) was awarded to the coalition in September 2013. There is also a Strategic Prevention Framework Tribal Incentive Grant (SPFTIG), whose target is also prescription drugs as well as underage drinking, Chickasaw Nation Meth & Suicide Prevention Initiative, Chickasaw Nation Tobacco Prevention Program, and lastly a TSET grant for tobacco prevention and education.

PCDFC DFC staff offices are located on the East Central University campus at 1100 East 14th Street, Horace Mann Building Room 109, Ada, Oklahoma 74820.

Vision

A safe and healthy community free of substance abuse.

Mission

United to reduce substance abuse by using proactive strategies to empower our community.

Values

- **Proactive:** Providing relevant, pertinent, and quality information to educate the community on prevention and recovery strategies and to promote effective policy change.
- **United:** Working together to make a difference and reduce substance abuse and addiction in our community.
- **Diverse:** Recognizing the importance of awareness, respect, and sensitivity to diversity within the community.
- **Empowered:** Empowering people with the knowledge and tools to address substance abuse issues affecting individuals, families, and businesses within Pontotoc County.

Definition of the problem

Data collection and analyses reveal that non-medical use of prescription drugs is a priority substance abuse issue in Pontotoc County. In FY2016 There were 196 treatment admissions in Pontotoc County, of which 5.6% were admitted with opioids reported as their drug of choice (ODMHSAS, 2016). Pontotoc County's opioid analgesic death rate totaled 40 deaths between 2007-2013; thus, placing our county fourth when compared to the state. Adults 25-54 years of age had the highest mortality rate of any age group (Oklahoma State Department of Health Injury Prevention Services, n.d.). During 2007-2012, unintentional poisoning mortality rates decreased for teens and young adults aged 15-24 and adults aged 35-44(16% and 10%, respectively). Mortality rates increased 39% for adults aged 45-54. Mortality rates for adults aged 55-64 more than doubled from 2007-2012, and more than tripled for adults aged 65 and older. 79% of unintentional poisoning deaths involved at least one prescription drug (Oklahoma State Department of Health, 2015).

Data indicates that 69% of overdose deaths and 84% of nonfatal overdoses in Oklahoma involve **at least 1 prescription or over the counter drug**. Furthermore, there has been a 150% increase in the number of drug overdose deaths in Oklahoma over the last 15 years, with prescription drugs being involved in 69-78% of these fatalities in the last 5 years. The top 3 abused drugs associated with these overdose deaths are methamphetamine, hydrocodone, and oxycodone. For the past 5 years, data has shown higher rates of overdose deaths for men than women and the age group with the highest overdose death rates appears to be ages 46-55 (OBNDD, 2017). In Pontotoc County, 83.2% of admitted users reported obtaining prescription drugs to abuse from a friend, with 57.7% reporting that they could obtain these drugs within one hour (Pontotoc County Drug Free Coalition [PCDFC], 2011).

In addition, alcohol and tobacco products are by far the most readily accessible, socially acceptable, and widely abused substances of choice for youth in Pontotoc County and across all of Oklahoma (ODMHSAS, 2013). Pontotoc county youth's perception of harm related to marijuana use, across all grades (6, 8, 10 & 12), has decreased significantly between 2012-2014, with 10th grade perceptions dropping 26%. Perceptions of peer disapproval of marijuana decreased also, 25% drop among 10th grade students and a 26% drop among 12th grade students (OPNA, 2012 & 2014).

Adult tobacco rates are also an issue of concern. According to 2012 data from the Oklahoma State Department of Health (OSDH), the current adult smoking rate in Pontotoc County is 27.1%. Approximately 24% of citizens are former smokers. Five of the top ten causes of death in Pontotoc County are associated with smoking and/or obesity and accounts for 59.1% of total county deaths.

OPNA Surveys

The PCDFC has monitored these trends among youth using the Oklahoma Prevention Needs Assessment (OPNA), which is a voluntary survey offered administered to a random sampling of independent school districts in Oklahoma during the spring semester of even numbered years. The results from this assessment not only provide the coalition with data regarding lifetime and past 30 day use of various substances, sources and places of use, perceptions of harm and disapproval, and age of onset, but also help identify risk and protective factors that the coalition can work strategically to reduce or increase using environmental prevention strategies (ODMHSAS, 2014a). The following table shows the most recent 2016 Oklahoma Prevention Needs Assessment data. This data was collected in April 2016. It was conducted with grades 6, 8, 10, and 12. The sample size was 1,192 students. OPNA surveys will continue to be conducted every two years. (ODMHSAS, 2016). Based on a comparison of 2014 to 2016 results, past 30 day alcohol use in Pontotoc County has decreased by 3.3%, tobacco use (cigarettes) has decreased by 3.6%, marijuana use has decreased by 2.9%, and prescription drug use has decreased by 1%. However, for both the 2014 and 2016 period, survey data has shown marijuana use rates now match tobacco cigarette use rates.

2016 OPNA Survey Results						
Substance	Core Measure	Grade 6	Grade 8	Grade 10	Grade 12	Average of all grades
Alcohol	Age of Onset of Drug Use	---	---	---	---	12.9
	Past 30 Day Use	3.7%	13.1%	22.6%	28.4%	25.3%
	Perception of Risk (Binge drinking)	84.5%	86.2%	81.1%	77.7%	83.0%
	Perception of Parent Disapproval	98.3%	93%	90.0%	84.7%	92.3%
	Perception of Peer Disapproval	95.2%	82.2%	69.1%	59.6%	78.6%
Tobacco "cigarettes"	Age of Onset of Drug Use	---	---	---	---	12.8
	Past 30 Day Use	1.5%	6.5%	10.0%	10.8%	6.6%
	Perception of Risk	86.1%	88.3%	86%	88.7%	87.2%
	Perception of Parent Disapproval	98.7%	95.2%	95.4%	91.1%	95.5%
	Perception of Peer Disapproval	95.9%	84.7%	72.2%	58.2%	80.0%
Marijuana	Age of Onset of Drug Use	---	---	---	---	13.8
	Past 30 Day Use	2.3%	3.3%	10.2%	11.0%	6.0%
	Perception of Risk	82.2%	73.5%	54.8%	49.3%	67.3%
	Perception of Parent Disapproval	97.3%	92.9%	90.8%	91.1%	93.3%
	Perception of Peer Disapproval	96.5%	84.3%	66.4%	56.5%	78.4%
Prescription Drugs	Age of Onset of Drug Use	---	---	---	---	13.3
	Past 30 Day Use	2.0%	4.5%	5.7%	4.8%	4.1%
	Perception of Risk	82.9%	89.2%	81.0%	83.8%	84.5%
	Perception of Parent Disapproval	97.4%	97.1%	95.0%	95.1%	96.3%
	Perception of Peer Disapproval	97.5%	90.3%	84%	83.2%	89.6%

GOALS

PCDFC Goals

1. To network, involve, and utilize all of our community citizens, agencies, organizations, and institutions in order to promote positive youth, family, and community development.
2. To develop increased awareness of problems facing society and promote a community climate of positive opportunities, attitudes, and activities.
3. To promote community support for effective parenting, constructive family communication, and parental networking.
4. To promote community awareness and revision of youth-related laws and their consistent enforcement, as well as the development of appropriate juvenile justice programs in the community.
5. To promote the continued development and implementation of a comprehensive, community-wide program of primary prevention, intervention, and education.
6. To change social policy, laws, and advertising practices regarding alcohol, tobacco, and other drugs.

PCDFC also focuses on goals of our identified grants, which are detailed below.

DFC Goals

1. Establish and strengthen collaboration among communities, public and private non-profit agencies, and federal, state, local, and tribal governments to support the efforts of community coalitions working to prevent and reduce substance use among youth.
2. Reduce substance use among youth and, over time, reduce substance abuse among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

SPFTIG Goal

To prevent the onset and reduce the progression of substance abuse, including underage drinking, to reduce substance abuse related problems, and to build capacity and infrastructure at the Tribal and community levels.

STOP Coalition Goal

To educate local citizens about Tobacco Prevention and to reduce the number of Tobacco users in Pontotoc County.

2017-2018 STRATEGIES & ACTION PLANS

(The following action plan is specific to the Drug Free Communities Grant Program. Action plans can be requested from additional grant partners).

* Indicates a strategy that supports the President’s National Drug Control Policy (emphasis on reducing RX misuse/drugged driving).

DFC Goal One: Increase community collaboration.

Objective 1: *Strengthen coalition capacity to address community issues by 5% via training provision by 9/29/2018, as measured by coalition surveys.*

Strategy 1: *Continue to implement yearly workshops to focus on aspects of Strategic Prevention Framework.*

Activity	Who is responsible?	By when?
Schedule workshops for FY2017-2018.	Executive Committee, DFC Staff	3/31/18
Advertise/provide SPF workshops on a scheduled basis to community members.	Executive Committee, DFC Staff	Ongoing
Review evaluation feedback from each workshop to aid in future revisions.	Executive Committee	Ongoing

Strategy 2: *As part of the coalition development process, assess coalition cultural competency & provide training as needed.*

Activity	Who is responsible?	By when?
Identify areas of need related to cultural competency via coalition surveys.	Executive Committee	3/31/18
Schedule and provide cultural competency trainings as needed.	Executive Committee	5/30/18

Objective 2: *Increase community participation and collaboration perceptions by 10% by 9/29/2018 as evidenced by coalition surveys and event documentation.*

Strategy 1: *Continue to host and evaluate capacity building activities and events.*

Activity	Who is responsible?	By when?
Collect/update membership info. to identify coalition members’ skills/interests.	DFC Staff	9/29/18
Distribute and evaluate coalition member satisfaction surveys.	Executive Committee	9/29/18
Develop and implement yearly recruitment campaign.	Executive Committee	8/31/18
Hold quarterly committee meetings and report activities at monthly meetings.	All Committees	Ongoing
Host recovery & prevention celebration event for recognition and recruitment.	Executive Committee, DFC Staff	9/29/18

Objective 3: *Increase youth coalition membership by 10% by 9/28/2018 as evidenced by STAND membership cards and meeting attendance.*

Strategy 1: *Involve youth ages 12-18 in all phases of the Strategic Prevention Framework.*

Activity	Who is responsible?	By when?
Continue to recruit youth to serve on PCDFC & youth coalition.	PCDFC, Executive Committee	9/29/18
Train new youth members on SPF processes.	DFC Staff, Executive Committee	9/29/18
Youth to create media materials for recruitment.	Youth Coalition, Ex. Committee	Ongoing

Activity	Who is responsible?	By when?
Host annual youth conference to recruit, raise awareness and provide protective factor opportunities.	Executive Committee, Project Coordinator	9/29/18
Host annual celebration & recruitment event for youth coalition.	Executive Committee, Youth Coalition, PCDFC	12/31/17

DFC Goal Two: Reduce youth substance use.

Objective 1: Decrease last 30 day use of alcohol by Pontotoc County youth by 2% by 9/28/2018 as measured by 2018 Oklahoma Prevention Needs Assessment (OPNA) surveys.

Strategy 1: *Provide information concerning youth social access of alcohol.*

Activity	Who is responsible?	By when?
Provide info to parents/community members on underage drinking/social host law.	Executive Committee	4/30/18
Provide info on local hotline to community for social host violation/alcohol issues.	DFC Staff	4/30/18

Strategy 3: *Change access/barriers concerning youth social access of alcohol.*

Activity	Who is responsible?	By when?
Partner with law enforcement to promote hotline procedures for call ins of social host violations or other alcohol related issues.	Executive Committee	4/30/18

Strategy 4: *Change consequences (incentives/disincentives).*

Activity	Who is responsible?	By when?
Publish media highlighting partners who have established MOUs for parenting training or modules.	Executive Committee, DFC Staff	7/31/18

Strategy 5: *Change policy.*

Activity	Who is responsible?	By when?
Develop MOU with local youth-serving programs mandating parent module on youth substance use.	PCDFC, Executive Committee	7/31/18

Objective 2: Decrease overall yearly noncompliance rates during alcohol compliance checks in Pontotoc County by 3% by 9/28/2018 as measured by results of 2017-2018 ACCs.

Strategy 1: *Provide information.*

Activity	Who is responsible?	By when?
Provide flyers to noncompliant businesses about Responsible Beverage Service & Sales Training (RBSS) following alcohol compliance checks (ACCs).	Coalition Staff	Quarterly
Offer information to alcohol service and sales employees on alcohol purchase laws, liability, etc. through RBSS training.	PCDFC, Coalition Staff	Quarterly
Provide information to alcohol establishments on importance of RBSS training.	Executive Committee	9/29/18

Strategy 2: *Build skill.*

Activity	Who is responsible?	By when?
Train youth for ACC's in partnership with law enforcement prior to ACCs.	Coalition Staff, Law enforcement	Quarterly

Activity	Who is responsible?	By when?
Offer skill building opportunities for alcohol establishments (age verification, sale refusal, recognizing signs of intoxication, etc.) through RBSS training.	PCDFC, Coalition Staff	Quarterly

Strategy 3: *Provide Support.*

Activity	Who is responsible?	By when?
Provide youth stipends for aiding with ACCs.	PCDFC, Coalition Staff	Quarterly
Assist with youth recruitment, age assessment, documentation, and ACC assistance.	Executive Committee, Staff	Quarterly

Strategy 4: *Change access/barriers.*

Activity	Who is responsible?	By when?
Conduct quarterly compliance checks with law enforcement.	Coalition Staff & Law Enforcement	12/31, 3/31, 6/30, & 9/29/18
Offer any RBSS trainings for free to local alcohol establishments.	PCDFC, Coalition Staff	Quarterly

Strategy 5: *Change consequences (incentives/disincentives).*

Activity	Who is responsible?	By when?
Publish media highlighting businesses in compliance during ACCs and businesses which have established MOUs for RBSS.	Executive Committee, DFC Staff	Quarterly

Strategy 6: *Change policy*

Activity	Who is responsible?	By when?
Maintain MOU with local law enforcement to conduct quarterly ACCs.	Executive Committee	10/31/17
Develop MOUs with local alcohol establishments on mandatory RBSS training.	Executive Committee, DFC Staff	9/29/18

Objective 3: Increase rates of Pontotoc County youth reporting perception of risks from drinking by 3% by 9/28/2018 as measured by 2018 OPNA surveys.

Strategy 1: *Provide information.*

Activity	Who is responsible?	By when?
Provide information to youth and parents concerning alcohol risks and harms.	Executive Committee	4/30/18
Provide information to parents on educational module (see below).	Executive Committee	8/31/18
Provide civic presentations on underage drinking.	Executive Committee	9/29/18

Strategy 2: *Build skill.*

Activity	Who is responsible?	By when?
Provide skill building to parents via education module on alcohol risks/harms.	Executive Committee, DFC Staff	8/31/18
Provide training sessions to school staff on alcohol related issues.	Coalition Staff	8/31/18

Strategy 3: *Change access/barriers.*

Activity	Who is responsible?	By when?
Assist with costs/implementation of student educational sessions.	PCDFC	8/31/18

Strategy 4: *Change consequences (incentives/disincentives).*

Activity	Who is responsible?	By when?
Publish media highlighting schools participating in alcohol prevention for youth.	DFC Staff	09/29/18

Strategy 5: *Change policy.*

Activity	Who is responsible?	By when?
Collaborate with schools to maintain MOU to include alcohol prevention education as part of school curriculum.	Executive Committee, DFC Staff	8/31/18

Objective 4: Increase rates of youth in Pontotoc County (grades 6, 8, 10, 12) reporting perception of risks from using marijuana by 3% by 9/28/2018 as measured by 2018 OPNA surveys.

Strategy 1: *Provide information.*

Activity	Who is responsible?	By when?
Provide information to youth and parents concerning marijuana risks and harms.	Executive Committee	4/30/18
Provide information to parents on educational module (see below).	Executive Committee	8/31/18
Provide civic presentations on marijuana use.	Executive Committee	9/29/18
Provide <i>D.Driver</i> activity to youth coalition on drugged driving awareness.*	DFC Staff	5/31/18

Strategy 2: *Build skill.*

Activity	Who is responsible?	By when?
Provide skill building to parents via marijuana module.	Executive Committee	8/31/18
Provide training sessions to school staff on marijuana related issues.	Coalition Staff	8/31/18

Strategy 3: *Change access/barriers.*

Activity	Who is responsible?	By when?
Assist with costs/implementation of student educational sessions	PCDFC	8/31/18

Strategy 5: *Change policy.*

Activity	Who is responsible?	By when?
Collaborate with schools to maintain MOU to include marijuana prevention education as part of school curriculum.	Executive Committee, DFC Staff	8/31/18

Objective 5: Decrease last 30 day use of marijuana by Pontotoc County youth by 3% by 9/28/2018 as measured by 2018 OPNA surveys.

Strategy 1: *Provide information concerning youth availability of marijuana.*

Activity	Who is responsible?	By when?
Provide info to parents and community members on marijuana risks and harms.	Executive Committee	4/30/18

Activity	Who is responsible?	By when?
Provide info on local hotline to community for marijuana related issues.	Executive Committee, DFC Staff	4/30/18

Strategy 2: *Build skill to decrease youth availability of marijuana.*

Activity	Who is responsible?	By when?
Train coalition members on marijuana issues and community advocacy.	Executive Committee, Coalition staff	6/30/18

Strategy 3: *Change access/barriers concerning youth availability of marijuana.*

Activity	Who is responsible?	By when?
Partner with law enforcement to promote hotline procedures for call ins on marijuana related issues.	DFC Staff, Law enforcement	6/30/18

Strategy 4: *Change consequences (incentives/disincentives).*

Activity	Who is responsible?	By when?
Publish media highlighting partners implementing parenting modules MOUs.	Executive Committee	7/31/18

Strategy 5: *Change policy.*

Activity	Who is responsible?	By when?
Develop MOU with local youth-serving programs mandating parent module on youth substance use.	Executive Committee, PCDFC	7/31/18

Objective 6: Decrease last 30 day prescription misuse by Pontotoc County youth by 3% by 9/28/2018 as measured by 2018 OPNA surveys.

Strategy 1: *Provide information to decrease social access to prescription drugs.*

Activity	Who is responsible?	By when?
Provide info to community members on local RX drop boxes and lock boxes.*	Executive Committee, DFC Staff	9/29/18

Strategy 2: *Build skill to decrease social access to prescription drugs.*

Activity	Who is responsible?	By when?
Train coalition members on prescription issues and community advocacy.*	Executive Committee, Coalition staff	9/29/18

Strategy 3: *Provide support to decrease social access to prescription drugs.*

Activity	Who is responsible?	By when?
Provide RX lock boxes to real estate offices for new listings, Section 8 housing, local university health services for students, etc.*	PCDFC	9/29/18
Provide RX bags with local drop box info to pharmacies and medical centers.*	PCDFC	9/29/18

Strategy 4: *Change consequences (incentives/disincentives).*

Activity	Who is responsible?	By when?
Publish media highlighting partnerships with local offices or new RX policies.	Executive Committee, DFC Staff	9/29/18

Strategy 5: *Change policy.*

Activity	Who is responsible?	By when?
Assist real estate offices with developing policy to give all new listings/customers RX lock box or lock box information to use while showing homes.*	Coalition Staff	9/29/18
Assist business and schools with developing RX safe storage policies*	Coalition Staff	9/29/18
Assist local university with policy to give students receiving RX a lock box*	Coalition Staff	9/29/18
Assist housing offices with policy to promote RX lock boxes.*	Coalition Staff	9/29/18

Objective 7: Decrease perception of prescription drug misuse as “helpful” by 5% as measured by 2018 focus groups.

Strategy 1: Provide information.

Activity	Who is responsible?	By when?
Provide info to youth and parents concerning prescription misuse risks/harms.*	Executive Committee	9/29/18
Provide information to parents on educational module (see below).*	Executive Committee, DFC Staff	8/31/18
Provide civic presentations on prescription drug misuse.*	Executive Committee, DFC Staff	9/29/18
Provide <i>D.Driver</i> activity to youth coalition on drugged driving awareness.*	Executive Committee, DFC Staff	5/31/18

Strategy 2: Build skill.

Activity	Who is responsible?	By when?
Provide skill building to parents via prescription drug module.*	Executive Committee, DFC Staff	8/31/18
Provide training sessions to school staff on RX related issues.	Coalition Staff	8/31/18

Strategy 3: Change access/barriers.

Activity	Who is responsible?	By when?
Assist with costs/implementation of student educational sessions.	PCDFC	8/31/18

Strategy 4: Change consequences (incentives/disincentives).

Activity	Who is responsible?	By when?
Publish media highlighting schools participating in RX prevention for youth.	Executive Committee, DFC Staff	12/31/17

Strategy 5: Change policy.

Activity	Who is responsible?	By when?
Collaborate with schools to maintain MOU to include RX prevention education as part of school curriculum.	Executive Committee, DFC Staff	8/31/18