

# Concrete Resource Coalition Strategic Plan

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## EXECUTIVE SUMMARY/INTRODUCTION

### *Overview of Plan*

The Concrete Resource Coalition began as the Concrete Resource Group in 2006 with a mission of “Identifying and developing strategies to meet the needs of students and their families through collaboration, networking and development of new and effective approaches”. The group has since met monthly to share and expand resources available to residents of East Skagit County. In addition it has planned an annual Youth Activity Day event to promote community resources and positive activities for youth and families. In the summer of 2013 the Concrete Resource Group decided to partner with United General Hospital’s Community Health Outreach Program (CHOP) to accept the opportunity to serve as the coalition for the Community Prevention and Wellness Initiative for Skagit County through a grant with the Department of Behavioral Health and Recovery.

The Coalition serves the geographic area of the Concrete School District. As this includes many other small communities in addition to Concrete, the area is frequently noted as East Skagit County.

Through the Coalition’s transition process from the Concrete Resource Group to the Concrete Resource Coalition (CRC) the members updated their mission statement. The new mission is: The Concrete Resource Coalition will develop and implement ways to respectfully meet the needs of youth, families, and individuals through collaboration, networking, and building community relationships. The funding from the Department of Behavioral Health and Recovery (DBHR) will be used to focus on issues of substance abuse prevention.

This strategic plan explains the development and results of the strategic planning process that CRC has gone through over the past nine months. The process includes organizational and capacity development, a needs and resource assessment, development of goals, objectives and strategies, and creating a plan for strategy implementation and evaluation.

The CRC aims to impact the long term-consequence of school performance, youth delinquency, and mental health through implementation of substance abuse prevention strategies in the community of Concrete. In order to reduce the associated long term consequences CRC strategies aim to reduce the behavioral health problems of any underage drinking, underage problem and heavy drinking, and underage marijuana use. CRC has prioritized the following risk and protective factors as intervening variables to address through implementing local strategies and programs: Interactions with Pro-Social Peers, Favorable Attitudes Towards Drugs, Social Skills, Parental Attitudes Tolerant of Substance Abuse, Poor Family Management, Community Norms and Alcohol Availability. To address the priority intervening variables CRC plans to maintain an active coalition, support implementation of school-based prevention programming, provide parenting education programs, increase pro-social opportunities for youth, conduct a media campaign, and implement environmental strategies to reduce alcohol availability and increase correct perceptions of community norms. Process and outcome measures will be used to evaluate all CRC strategies, and the strategic plan will be reviewed and updated as needed on an annual basis.