

# My TOWN Strategic Plan

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## EXECUTIVE SUMMARY/INTRODUCTION

My TOWN – the volunteer coalition for the Hoquiam Community Prevention and Wellness Initiative will focus on delivering comprehensive prevention strategies to students and residents in the community of Hoquiam. This community is home to an estimated 8,535 residents with approximately 1,650 students served in the Hoquiam School District.

The mission of My TOWN is to build a safer and healthier community by providing leadership, promoting prevention and building partnerships that mobilize youth, families and neighborhoods to reduce substance abuse and other destructive behaviors. Collectively, we value: hope; respect; work ethic; honesty; and contribution to society.

My TOWN was formed in July of 2013 and has focused attention in the last few months developing this plan of action to address and improve academic achievement and youth mental health and to decrease youth delinquency through an emphasis on strategies that relate to youth substance use.

Targeted data collection and analysis led My TOWN to focus on the following risk factors that were specific to Hoquiam:

- Alcohol Availability
- Favorable Attitudes/Low Perception of Harm toward substance use
- Low Commitment to Schools
- Student Opportunities/Rewards for Pro-Social involvement in School

From the identified risk factors, the Coalition met with, collected and analyzed quantitative and qualitative data from community members and students to help identify the local factors and conditions that contribute to these risk factors. This data helped inform the strategic plan that is outlined in this document. In general, strategies selected by My TOWN include:

- Implementing social norms marketing campaigns
- Partnering with city and school on alcohol availability policies
- Supporting implementation of Project Success in Middle & High School; LifeSkills Training in upper Elementary School
- Supporting school based programs and initiatives such as Truancy Support Board and a Prevention/Recognition team

My TOWN plans to begin implementing these strategies in July of 2014 and will actively continue to involve the community as partners in assessment and implementation as this will help to ensure sustainability. This process will also help to inform the Coalition on specific plan adaptations as needed to ensure that we are having the desired impact on the community.