

# UNITE! Washougal Action Plan

## Implementation:

Goal: Increase community connectedness, community pride, and coordination and awareness of community services and resources.

Objective: Increased perception of community connectedness as measured by an annual community survey.

Strategy: “We are Washougal” Community Public Relations Plan

<b>Activity &amp; Description</b>	<b>Start of Implementation</b>	<b>How Often</b>	<b>Scope</b>	<b>Target Population</b>	<b>Lead Organization</b>	<b>Responsible Party/Parties</b>	<b>Media Involvement</b>
<b>Community survey</b> -gain a better understanding of the local conditions, attitudes about substance use, and access to substances.	March 2013	Annually	Representative sampling of Washougal adults	Washougal parents and community members	Washougal School District email list, church congregations, Safeway parking lot, school events	Community survey workgroup, coalition coordinator	Press release, school newsletter, church bulletins
<b>City Council Strategic Planning Partnership</b> -partner with current efforts to ensure that Washougal is a “youth friendly” community.	TBD	Annually	Washougal Community	Washougal Youth	City Council Partnership	Connie Jo Freeman, Jennifer McDaniel, Paul Greenlee, Caryn Plinski, coalition coordinator	City Council news coverage
<b>Themed Weeks</b> – partner with Washougal school counselors to bring the current themed weeks at schools out into the community for a	School Year	Monthly	Washougal Community	Washougal Community At-large	Washougal School District and Partnerships with local businesses and downtown association	Christina Mackey, Owen Sanford, Julie Vanover, coalition coordinator, Courtney	Press release

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community wide message.						Wilkinson, Debby Connors	
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Goal: Reduce youth access to substances.

Objective: Increase community norms to keep alcohol out of kids' hands and strengthen community support to keep alcohol out of kids' hands.

Strategy: Alcohol Sales Reward and Reminder

Activity & Description	Start of Implementation	How Often	Scope	Target Population	Lead Organization	Responsible Party/Parties	Media Involvement
<b>Start of Implementation</b>	<b>How Often</b>	Annually	All liquor licensees in Washougal	Washougal Community	Workgroup to develop the notification letter and bring to the coalition for approval, ask Liquor Control Board for an updated retailer list.	Reward & Reminder Workgroup, coalition coordinator, Liquor Control Board Partnership, notify Washougal Police	Letters to retailers
<b>Establishment Visits-</b> recruit youthful looking 21 year olds to accompany coalition members to visit each alcohol retailer. Have the 21 year old attempt to purchase or be served. If the establishment asks for identification, reward them with a certificate and thank them for contributing to a healthy community, if they do not ask for	TBD	Annually	All liquor licensees in Washougal	Washougal Community	Develop Reward and Reminder Materials: letters or certificates thanking them for checking identification, letter or pamphlet reminding of the importance to check identification, copies of notification letters that went out to all retailers	Reward & Reminder Workgroup, coalition coordinator, Liquor Control Board Partnership, notify Washougal Police	send out a press release thanking retailers for checking identification. Do NOT indicate which retailers didn't check identification, just note the number who did.

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identification, decline the sale and remind them of the importance to check identification on everyone (make sure they know they are not in trouble).							
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Goal: Encourage parents to practice responsible storage of substances in homes through resources and information.

Objective: Increase community norms and strengthen community support to keep alcohol, prescription drugs, and medical marijuana out of kids' hands.

Strategy: Safe Storage/Marketing Messages for Alcohol and Rx Drugs

Activity & Description	Start of Implementation	How Often	Scope	Target Population	Lead Organization	Responsible Party/Parties	Media Involvement
<b>Select Messages:</b> research current messages for safe storage strategies for alcohol and prescription drugs.	Starting December 2012	Messages will change after they have reached a saturation level	All Washougal homes	Washougal parents and community members	Coalition	Marketing Workgroup, coalition coordinator	Press release, school newsletters, church bulletins, bus ads
<b>Message Design:</b> work with graphic designer to appropriately design materials		Tbd by saturation measures	All Washougal homes	Washougal parents and community members	ESD 112 Public Information	Workgroup, Coalition Coordinator, ESD 112 Public Information	n/a
<b>Message Test:</b> test message efficacy on community members, use feedback to modify material design and messaging			A representative sample of Washougal community members	Washougal parents and community members	PTO, churches, athletic events	Workgroup, coalition coordinator	
<b>Distribute messages:</b> Mail, email, and post messages throughout community in a variety of locations, possibly on local buses or billboards			Washougal parents and community members	PTO, Churches, schools, businesses, library, community buildings, homes	Workgroup, coalition coordinator		

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<b>Message Test:</b> conduct an intercept survey to determine if message has saturated the target audience				Washougal parents and community members	Safeway parking lot, school events	Workgroup, coalition coordinator	
<b>Presentation</b> Aimed at parents/general public to inform about drug-related symbolism/clothing	Once annually	2 hour presentation	All Washougal Parents	Washougal Parents and Community members	Coalition	Coordinator, Michele Mederos	News release, school bulletins, churches

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Goal: Gain a better understanding of access to tailor strategies in order to reduce youth access and perception of access to alcohol, prescription drugs, and marijuana.

Objective: Reduction of youth reporting easy access to substances

Strategy: Access Focus Groups with Youth and Adults

Activity & Description	Start of Implementation	How Often	Scope	Target Population	Lead Organization	Responsible Party/Parties	Media Involvement
<b>Identify information needed:</b> determine questions to be asked at focus groups, determine how many focus groups to have and if they will be substance specific, plan separate groups for youth and adults	TBD	Based on identified needs by focus group	Based on identified needs by focus group	Dependent upon the information sought	Family resource center for a neutral community location	Workgroup, coalition coordinator	none
Dependent upon the information sought				All coalition members to help identify participants needed for the groups	Workgroup, coalition coordinator		
<b>Identify Participants:</b> determine participant recruitment strategy based on needed information regarding access to specific substances, youth or adults, and select dates, times, and locations of focus							

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groups. Identify who will recruit for the groups							
<b>Conduct focus groups</b>				Dependent upon the information sought	Skilled group facilitator, meeting materials	Workgroup, coalition coordinator	
<b>Compile focus group data and present to coalition</b> –after conducting all focus groups, compile the data and present to the coalition to enhance coalition efforts and to modify coalition strategies based on new data.				Dependent upon the information sought	Coalition member with Data assessment expertise (Vanessa Grace)	Workgroup, coalition coordinator	

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Goal: Correct Community Norms

Objective: Norm the healthy behaviors by marketing messages informing adults of actual use, reduce the exaggeration of perception of youth use.

Strategy: Parent Social Norms Campaign

Activity & Description	Start of Implementation	How Often	Scope	Target Population	Lead Organization	Responsible Party/Parties	Media Involvement			
Analyze data collected from parent survey and focus groups	TBD	Dependent upon message saturation	All Washougal Parents	All Washougal Parents	Clark County, Evaluation Services from Qualified Coalition Member	Workgroup, coalition coordinator	n/a			
Using data, design messages to address the gap between both parent behaviors and the perception of community norms				Washougal Parents			ESD 112 Public Information Services	Workgroup, coalition coordinator	n/a	
Using a set of selected messages, test message format for effect from a sample of community parents				Washougal Parents					Workgroup, coalition coordinator	n/a
Using selected and tested message, communicate with graphic artist to create designs. Review and select designs based on the response of a sampling of parents in the community				Washougal Parents						



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Design a marketing plan				Washougal Parents		Workgroup, coalition coordinator n/a
Implement Marketing Plan				Washougal Parents		Workgroup, coalition coordinator Posters, post cards, school newsletters, church bulletins, bus ads
Conduct intercept surveys of parents in the community to determine message saturation				Washougal Parents		Workgroup, coalition coordinator n/a
Based on level of saturation from surveys, determine implementation of next message, or adjust to better reach target population (parents)				Washougal Parents		Workgroup, coalition coordinator n/a

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Goal: Community Norms

Objective: Correct the exaggerated perception that all kids use and that use is not risky.

Strategy: Youth Social Norms Campaign

Activity & Description	Start of Implementation	How Often	Scope	Target Population	Lead Organization	Responsible Party/Parties	Media Involvement	
Analyze data collected from HYS data, and focus groups	TBD	Annually based on school year	Washougal students at Washougal High and Jemtegaard Middle School	Washougal Youth	Clark County, Evaluation Services from Qualified Coalition Member	Workgroup, coalition coordinator	n/a	
Using data, design messages to address the gap between youth behaviors and the perception of peers				Washougal Youth		ESD 112 Public Information Services	Workgroup, coalition coordinator	n/a
Using a set of selected messages, test message format for effect from a sample of youth				Washougal Youth			Workgroup, coalition coordinator	n/a
Using selected and tested message, communicate with graphic artist to create designs. Review and select designs based on the response of a sampling of youth.				Washougal Youth			Workgroup, coalition coordinator	n/a

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Design a marketing plan				Washougal Youth	Coalition	Workgroup, coalition coordinator	
Implement Marketing Plan				Washougal Youth	Coalition	Workgroup, coalition coordinator	School You-Tube Videos , school newsletters, posters
Conduct intercept surveys of youth to determine message saturation				Washougal Youth	Coalition	Workgroup, coalition coordinator	n/a
Based on level of saturation from surveys, determine implementation of next message, or adjust to better reach target population (youth)				Washougal Youth	Coalition	Workgroup, coalition coordinator	n/a

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Goal: Increase perception of Harm

Objective: Increase the number of youth who report perception of harm as it relates to youth substance use.

Strategy: School Based Prevention Intervention Services

<b>Activity &amp; Description</b>	<b>Start of Implementation</b>	<b>How Often</b>	<b>Scope</b>	<b>Target Population</b>	<b>Lead Organization</b>	<b>Responsible Party/Parties</b>	<b>Media Involvement</b>
Project SUCCESS (Schools Using Coordinated Community Efforts of Strengthen Students) prevents and reduces substance use among students 12 to 18 years of age.	School Year	Washougal High School- 3 days a week, Jemtegaard Middle School, 2 days a week =181 days/year	All students and both schools	Washougal High School and Jemtegaard Middle School	ESD 112	Julie Vanover	School newsletter

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Goal: Increase Family Management Skills

Objective: Increase parent supervision, responsibility, and parenting skills.

Strategy: Guiding Good Choices

<b>Activity &amp; Description</b>	<b>Start of Implementation</b>	<b>How Often</b>	<b>Scope</b>	<b>Target Population</b>	<b>Lead Organization</b>	<b>Responsible Party/Parties</b>	<b>Media Involvement</b>
Drug prevention program that provides parents of children in grades 4 through 8 with the knowledge and skills needed to guide their children through early adolescence.	Two times annually	Five 45 minute sessions	25 parents	Parents of children in grades 4-8	Clark County	Coalition Coordinator, partnering community agency	News release, school newsletter, church bulletins

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Goal: Increase Family Management Skills

Objective: Increase parent supervision, responsibility, and parenting skills.

Strategy: Parenting Wisely

<b>Activity&amp; Description</b>	<b>Start of Implementation</b>	<b>How Often</b>	<b>Scope</b>	<b>Target Population</b>	<b>Lead Organization</b>	<b>Responsible Party/Parties</b>	<b>Media Involvement</b>
Interactive, computer based training programs for parents of children ages 3-18 years. Based on social learning, cognitive behavioral and family systems theories, the programs aim to increase parental communication and disciplinary skills. This is an online or CD-ROM program that will be made available to parents at four various community agencies.	Year Round	Nine 2-3 hour sessions	50 parents annually	Washougal Parents	Clark County	Coalition Coordinator, partnering community agencies	News release, school newsletter, church bulletins