

# Bell-Knox-Whitley Kentucky Agency for Substance Abuse Policy

Strategic Plan 2009

## GOAL #1

*Change norms and attitudes associated with alcohol, tobacco, and other drug use through serving as a catalyst for capacity building and promoting policy and programs that decrease risk factors in the tri-county area.*

### OBJECTIVES

#1: To continue community endorsement through media campaigns and speaking engagements, continuing July 2009.

#2: To promote and provide the latest scientifically proven methods of substance abuse prevention curricula to agencies, school districts and other organizations, continuing August 2009.

#3: To expand workshops and meetings targeting key stakeholders, providing information regarding effective programs and strategies by September 2009.

### STRATEGIES

#1: Expand media coverage through all outlets, including print, television, radio and internet, producing public service announcements package.

#2: Continue mini-grant process with school districts, health departments, Family Resource and Youth Services Centers, faith based organizations and other agencies in receiving assistance for implementing enhanced and effective prevention strategies for targeted participants.

#3: Have presentations of new curricula targeting older youth and other risk factor issues for the tri-county area for school officials and other agencies.

### ROLES AND RESPONSIBILITIES

Local Media Outlets— WRHR, WKDP, WFXV, WEZJ, WKKQ, Charter Cable, Times-Tribune, News Journal, WYMT, others	Provide a regular monthly feature on the activities being conducted by the Bell-Knox-Whitley KY-ASAP Board.
KY-ASAP Board Grant Committee	Provide RFP process for agencies to apply for SAMHSA approved prevention models.
Susie Hart	Coordinating with agencies to provide presentations of curricula for administrators and staff within organizations.

### TIMELINES

- Update Strategic Plan to include all gaps in services as identified by KIP and YRBSS—August 2008
- To organize public service campaign with media outlets—July 2008.
- Provide a monthly agenda for media outlets to promote—July 2008.
- Promote RFP process among agencies in the tri-county—July 2008.
- Conduct mini-grant training for interested agencies—beginning September 2008.
- Review RFPs on a monthly basis—beginning July 2008.
- To contact providers of curricula—September 2008.
- To organize a presentation program for curriculum providers—November 2008.

#### TRAINING

- Workshops provided by curriculum specialists.
- Training for mini-grant to be performed by Mark Daniels for each county.
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#### MEASURABLE DATA

- Continued reduction of substance abuse use in the three counties by 10 percent or greater by August of 2009, to be measured through KIP survey and YRBSS data.
- Expanded protection factors and reduced DUIs and reduced risk factors to be measured through law enforcement and health department statistics by August of 2008.

#### FUNDS NEEDED OUTSIDE OF SUSTAINABILITY MATCH

Funds are needed for the coordinator of the Bell-Knox-Whitley KY-ASAP Board to arrange production and image campaigns with media outlets. Funds are also needed for some travel.

Funds are needed for purchase of new expansions to research-based programs promoted through the Bell-Knox-Whitley KY-ASAP Board. In contractual funds a large portion of funds has been allocated for this due to experiences in the past with curricula. Training, actual materials and travel-related costs can range almost \$5,000 per community within the tri-county area in some cases (i.e., Class Action and ATLAS/ATHENA programs). Cost is relative and effective in relation to the three counties impacted. This activity has been important for the board, giving an incentive for agencies to switch from non-researched methods to effective ways of dealing with substance abuse prevention.

Funds are also needed for the coordinator for the Bell-Knox-Whitley KY-ASAP Board to make contacts with curriculum specialists and arrange the presentations and workshops. This involves travel and lodging for most presenters.

#### GOAL #2

*Reduce youth accessibility to tobacco, alcohol and other drug use through promoting and delivering research-based, effective substance abuse prevention strategies and promoting advocacy policies.*

OBJECTIVES

#1: To provide ongoing professional development and training for the tri-county area in the areas of effective programming for substance abuse prevention, continuing July 2008.

#2: To provide data driven research for community endorsement, recognizing agencies and school districts, continuing August 2008.

#3: To provide programs through the Bell-Knox-Whitley KY-ASAP Board to school districts and other agencies, enhancing new science-based methods recognized by SAMHSA, continuing November 2008.

STRATEGIES

#1: Arrange professional development for agencies and service providers, showcasing new, science-based prevention/intervention programs that have been recognized by SAMHSA.

#2: Provide reports to the media and agencies regarding data collection for implementation of science-based programs.

#3: Provide new and expanded curricula targeting gaps in services and programming.

ROLES AND RESPONSIBILITIES

Susie Hart/Mark Daniels/Health Department	Arrange and coordinate a professional development schedule for tri-county agencies, showcasing science-based prevention/intervention programs.
Susie Hart/Media	Provide reports regarding data from KIP surveys and YRBSS to media outlets.
Bell-Knox-Whitley KY-ASAP Board	Allocate research-based curricula to agencies and school districts, organizing meetings with administrators to demonstrate services of the Bell-Knox-Whitley KY-ASAP Board.

TIMELINES

- To organize a professional development calendar for the tri-county area by July 2008.
- Promote calendar through media outlets and key stakeholder organizations by August 2008.
- Arrange reports for media outlets by October 2008.
- Provide reports to media for December 2008.
- Invite administrators of agencies and school districts to meetings, beginning July 2008.

- Provide informational meetings to different agency meetings, beginning July 2008.
- To maintain a website for easy access of information by tri-county agencies, continuing. [www.bkwkyasap.com](http://www.bkwkyasap.com)

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#### TRAINING

- Training for different curricula.
- Website design is needed.

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#### MEASURABLE DATA

- Reduced substance use by youth by 10 percent or greater by August of 2008, to be evaluated through KIP survey and YRBSS data.
- Increased awareness to programs and goals of the board by July of 2009, to be measured through documentation at events and surveys.

#### FUNDS NEEDED OUTSIDE OF SUSTAINABILITY MATCH

Funds are needed for the coordinator of the Bell-Knox-Whitley KY-ASAP Board to arrange the professional development calendar and schedules with different agencies and school districts in the tri-county area. Additional funds are needed for travel within the tri-county and for gathering information on science-based programs. Presenters of certain programs may be required where applicable within school districts and agencies. Organizational meetings will also be held, requiring funds for conducting training and workshops.

#### GOAL #3

*Increase/expand the coalition membership to involve additional organizations that can strengthen the mission of KY-ASAP.*

#### OBJECTIVES

#1 To provide sustainability plans and coalition planning that will promote the Bell-Knox-Whitley KY-ASAP Board in all communities of the tri-county area, continuing July 2008.

#2: To implement promotion of the Bell-Knox-Whitley KY-ASAP Board in its success stories through the tri-county region by October 2008.

#3 To expand organizational sponsorship to the Bell-Knox-Whitley KY-ASAP Board through capacity building conferences and workshops, to be implemented by September 2008.

#### STRATEGIES

#1: Provide conference and training for board members with state and national organizations with the same mission and goals of the Bell-Knox-Whitley KY-ASAP Board.

#2: Provide a public relations campaign about the success stories that have occurred with the inception of the Bell-Knox-Whitley KY-ASAP Board.

#3: Provide workshops on capacity building within the Bell-Knox-Whitley KY-ASAP Board, and expand support measures from other key stakeholders in the communities of the tri-county area.

ROLES AND RESPONSIBILITIES

Susie Hart/Bell-Knox-Whitley KY-ASAP Board members	Arrange and attend conferences and workshops promoting coalition building and sustainability issues.
Susie Hart/Media	Provide a public relations campaign targeting the successes of the Bell-Knox-Whitley KY-ASAP Board and its goals for the future.
Bell-Knox-Whitley KY-ASAP Board/Susie Hart/Local organizations	Members attend other meetings of organizations to promote the goals and mission of the Bell-Knox-Whitley KY-ASAP Board.

TIMELINES

- To arrange attendance of conferences by July 2008.
- To have members who attended conferences share information at meetings—ongoing 2008-2009.
- Prepare/update media campaign for video, radio, print and internet by August 2008.
- Have media campaign planned for the year by October 2008, highlighting success stories.
- Identify meetings and members who attend them over the year by August 2008.
- Attend meetings and present information from each board member by June 2009.

TRAINING

- Training for capacity building and sustainability.

MEASURABLE DATA

- Increase of sustainability funding, to be documented through records by July 2009.
- Increased exposure to the communities of the tri-county area, to be documented through attendance records by June 2009.