

DFC Action Plan for Year 7 (9/30/16 – 9/29/17)

DFC Goal One: Increase community collaboration

Objective 1: By September 29, 2017 increase by 15%, over the baseline levels from the previous year, the number of media contacts and public outreach efforts made to promote the Monroe County Safe Community Coalition (MCSCC) as a leader in alcohol and other drug prevention to residents of Monroe County.

Strategy 1: Promote the MCSCC through the utilization of consistent promotional materials, effective media strategies, and community collaborations.

Activity	Who is responsible?	By when?
Biannually report coalition outcomes to funders, policy makers, community members, and other stakeholders.	Operations Workgroup, Staff	Ongoing through September 2017
Utilize opportunities to collaborate more with other organizations/businesses.	Operations Workgroup, Staff	Ongoing through September 2017
Increase coalition presence in the community among “general population”, not just professionals through the use of billboards or movie theatre PSAs.	Operations Workgroup, Staff	September 2017

Objective 2: By September 29, 2017 increase by 10%, over the baseline levels from the previous year, the number of active MCSCC members participating in opportunities for education, communication, and involvement to strengthen the capacity, engagement, and leadership of MCSCC.

Strategy 1: Offer educational and learning opportunities (ex. diversity and cultural competence, advocacy, environmental strategies, sustainability, evaluation, and current drug trends) to MCSCC members through the utilization of multiple training methods and activities.

Activity	Who is responsible?	By when?
Utilize local radio stations to have monthly radio spots to provide educational information to our communities.	Operations Workgroup, Staff	Ongoing through September 2017

Strategy 2: Participate in long-range strategic and action planning through MCSCC and standing workgroups.

Activity	Who is responsible?	By when?
Utilize the 12 Month Coalition Action Plan to monitor MCSCC’s performance.	Operations Workgroup, Staff	Ongoing through September 2017
Update and maintain the evaluation plan to ensure desired outcomes are achieved.	MCSCC Workgroups, DFC Evaluator, Staff	April 2017
Administer the Youth Risk Behavior Survey (YRBS) within a sample of students (grades 6-12) to assess the 4 Core Measures and share results.	DFC Evaluator, School District Staff	June 2017
Research the possibility of levels of donations by businesses (bronze, silver, gold) annually.	Operations Workgroup, Staff	June 2017
Ensure representatives of the MCSCC are present at Legislative breakfasts and/or Chamber events to increase presence in the community.	Operations Workgroup, Staff	August 2017

DFC Goal Two: Reduce youth substance abuse

Objective 1: By September 29, 2017 increase by 10%, over the baseline levels from the previous year, the number of alcohol compliance checks conducted by law enforcement at licensed establishments in Monroe County.

Strategy 1: Reduce youth access to **alcohol** using evidence based practices and environmental strategies.

Activity	Who is responsible?	By when?
Conduct alcohol compliance checks throughout Monroe County.	Law Enforcement, Staff	Ongoing through September 2017
Investigate the merit system for alcohol issues and how it is being implemented currently. Look at ways of improving this method to work toward creating an additional ordinance within Monroe County.	Alcohol Workgroup, Law Enforcement, Tavern League, Staff	June 2017
Track impaired driving statistics within Monroe County and educate about different types of impaired driving issues.	Alcohol Workgroup, Law Enforcement, Human Services, Staff	July 2017
Work with Hispanic community based on the results from Year 6 conversations.	Alcohol Workgroup, Scenic Bluffs/Lugar de Reunion, Staff	August 2017
Create public awareness of effects on maternal/child health issues related to alcohol use.	Alcohol Workgroup, Health Department, Staff	August 2017
Continue incentive program and sharing outcome data for passed compliance checks.	Alcohol Workgroup, Law Enforcement, Staff	September 2017
Increase awareness of the long-term negative effects of alcohol on the teenage brain through public outreach.	Alcohol Workgroup, Law Enforcement, Staff	September 2017
Educate on what laws are regarding serving minors in Wisconsin and how this is impacted by the culture of drinking within our state.	Alcohol Workgroup, Law Enforcement, Human Services, DA, Staff	September 2017

Objective 2: By September 29, 2017 increase by 10%, over the baseline levels from the previous year, the number of pounds of unwanted prescription drugs/medications returned by community residents in Monroe County.

Strategy 1: Reduce youth access to **prescription drugs** by educating youth and adults and promoting proper disposal of prescription drugs.

Activity	Who is responsible?	By when?
Work with hospice on policy review/revision to include education on proper disposal of medications.	Prescription Drug Workgroup, Staff	February 2017
Promote permanent medication drop box locations and proper medication disposal through flyers and social media.	Prescription Drug Workgroup, Staff	February 2017
Investigate partnerships with High Intensity Drug Trafficking Areas (HIDTA) program and Army National Guard.	Prescription Drug Workgroup, Staff	April 2017
Provide parent education through Boys & Girls Clubs, 4H, Scouts, Community Learning Centers (CLC), and Church Youth Groups.	Prescription Drug Workgroup, Boys & Girls Clubs, Scouts, 4H, CLC's, Churches, Staff	July 2017
Create one traveling display board for each school district (4 total) that can be used during school functions.	Prescription Drug Workgroup, Staff	August 2017
Maintain current medication return boxes in the county and support the proper disposal of prescription drugs/medications. Increase drop boxes to 3 total in the county.	Prescription Drug Workgroup, Law Enforcement, Scenic Bluffs, Staff	September 2017
Conduct outreach to engage new community partners (including Relators and Senior Meal Sites) to help promote proper disposal of prescription drugs.	MCSCC, Law Enforcement, Staff	September 2017

Objective 3: By September 29, 2017 educate at least 200 parents/caregivers, teachers, coaches, health professionals, business leaders, and other community residents in Monroe County about the risks and consequences associated with marijuana use.

Strategy 1: Reduce youth access to **marijuana** by educating youth and adults about the harmful effects of marijuana use.

Activity	Who is responsible?	By when?
Collect stories about local issues around marijuana.	Marijuana Workgroup, Staff	Ongoing through September 2017
Continue collecting data in regards to marijuana use locally from law enforcement, emergency rooms, poison control, etc.	Marijuana Workgroup, DFC Evaluator, Staff	Ongoing through September 2017

Collaborate with La Crosse County to bring in a SAM representative to train coalition members and key stakeholders on marijuana.	Marijuana Workgroup, La Crosse Prevention Network, Staff	October 2016
Talk with local large businesses about drug testing policies and issues they are encountering with marijuana.	Marijuana Workgroup, Staff	December 2016
Create community education plan to include presentations and media.	Marijuana Workgroup, La Crosse Prevention Network, Staff	May 2017
Conduct policy maker assessments on where they stand regarding marijuana.	Marijuana Workgroup, Staff	August 2017