

*2008-2013
STEP Network
Implementation Plan*

Goal 1: By 2013, an established and strengthened collaboration among communities, private nonprofit agencies, and Federal and State, and local governments to support the efforts of the coalition to prevent and reduce marijuana, alcohol, tobacco and inhalant abuse among youth.

Short Term Outcomes:

By 2009, create a needs and resource assessment guide.

By 2009, Network membership recruitment plan is in place

By 2009, hold one parent training

By 2009, 10 youth participate in leadership activities

Intermediate Outcomes:

By 2010, develop community agreements for collaboration and resources for year to date and year end.

By 2010, stakeholders develop a year to date and year end action plan

By 2010, a 10% increase in parent & school partnerships

By 2011, 25% increase in youth spending time in supervised activities

Long Term Outcomes:

By 2013, 2% decrease in youth 12-18 that report 30 day use of marijuana, alcohol, tobacco and inhalant as measured by Department of Family Services Needs Assessments, the Department of Social Services, focus groups, and the Maryland Adolescent Survey.

By 2013, 2% decrease in youth who will report alcohol, marijuana, tobacco and inhalant abuse is risky or harmful as measured by the Maryland Adolescent Survey and the use of focus group.

By 2013, 2% decrease in youth who will report perception of disapproval of use of alcohol, tobacco or marijuana by parents as measured by the Maryland Adolescent Survey and the use of focus group.

By 2013, decrease to age 11 for age of onset of marijuana, alcohol, tobacco and inhalant abuse as measured by police and juvenile services, the public school system, Department of Family Services Needs Assessments, the Department of Social Services, and the Maryland State Epidemiological Outcomes workgroup reports) as well as with the use of focus groups, key leader interviews and the Maryland Adolescent Survey.

Outcome Measure: *Coalition actions reflected in meeting minutes*
Adopted Coalition Plan to Address Gaps in Services
Adopted Coalition Plan to that includes targeted environmental change strategies
Diverse array of community base organizations participate in Network activities

Source of Measure: *Network Needs Assessment Report*
Network Resource Assessment Report
Network Meeting Summaries
Sign in sheets from Network activities

Objective G.1.1 Conduct annual community needs assessment and a community resource assessment					
Strategies		Timeframe	Who/Where	Implementation Action Steps	Milestone
Core Strategies	Community Mobilization	annual	Network Members	Collect and analyze data	Needs Assessment report published
	Policy Change	annual	Network Members	Assess current resources and gaps in services	Resource Assessment report published 4 Real Report
	Information Dissemination	On-going	Network Member Teams	Develop venues that broaden the participation and interest of the broader community	Create the foundation to make environmental changes at the community level (YD & YE Training)

Objective G.1.2 Implement a recruitment strategy to attract diverse new community members to expand and enhance the required 12 sector Coalition members.					
Strategies		Timeframe	Who/Where	Implementation Action Steps	Milestone
Core Strategies	Community Mobilization	On-going	Network Members	Current sector rep. will mobilize and build capacity of sector representation and participation in the Network	Consistent in member and sector participation at all Network meetings (who are we missing?)
	Policy Change	On-going	Network Members	Develop a membership recruitment plan	New members begin to participate

	Information Dissemination	On-going	Network Members	Target a diverse array of community based organizations	Relationships established and participation increased
--	----------------------------------	----------	-----------------	---	---

Objective G.1.3 Provide opportunities for Network members to coordinate and collaborate on activities					
Strategies		Timeframe	Who/Where	Implementation Action Steps	Milestone/Outcomes
Core Strategies	Community Mobilization	On-going	Network Members	Build the capacity of the public sector by building supportive relationships	Resources are shared and braided (YD/YE Training)
	Policy Change	2010		Develop and enact Hip hop literacy policies	Communication program for youth & adults
	Policy Change	2011		Incentives to participate in community and recreational activities	PGCPS allow PE credit to be achieved via MNCPPC course

Goal 2: By 2013, marijuana, alcohol, tobacco and inhalant abuse among youth will be reduced and overtime will be reduced among adults by addressing the factors in Upper South County that increase the risk of marijuana, alcohol, tobacco and inhalant abuse and promoting the factors that minimize the risk of marijuana, alcohol, tobacco and inhalant abuse.

Short Term Outcomes:

By 2009, train coalition members in the 40 Developmental Assets, SAMHSA's Strategic Prevention Framework (SPF) and other prevention science research

By 2009, develop one message for UTUBE and MYSAPCE

By 2009, hold one youth develop and youth empowerment training for stakeholders

By 2009, five stores and/or gas stations monitored on their selling of drug paraphernalia

Intermediate Outcomes:

By 2010, demolish one vacant/dilapidated building

By 2010, stakeholders develop a year to date and year end action plan

By 2010, implement a county wide social marketing plan to create positive youth messages

By 2011, 10% decrease in the availability of drug paraphernalia & negative environments

Long Term Outcomes:

By 2013, 2% decrease in youth 12-18 that report 30 day use of marijuana, alcohol, tobacco and inhalant as measured by Department of Family Services Needs Assessments, the Department of Social Services, focus groups, and the Maryland Adolescent Survey.

By 2013, 2% decrease in youth who will report alcohol, marijuana, tobacco and inhalant abuse is risky or harmful as measured by the Maryland Adolescent Survey and the use of focus group.

By 2013, 2% decrease in youth who will report perception of disapproval of use of alcohol, tobacco or marijuana by parents as measured by the Maryland Adolescent Survey and the use of focus group.

By 2013, decrease to age 11 for age of onset of marijuana, alcohol, tobacco and inhalant abuse as measured by police and juvenile services, the public school system, Department of Family Services Needs Assessments, the Department of Social Services, and the Maryland State Epidemiological Outcomes workgroup reports) as well as with the use of focus groups, key leader interviews and the Maryland Adolescent Survey.

Outcome Measure: *Coalition actions reflected in meeting minutes*
Adopted Social Marketing Plan
Adopted Coalition Plan to that includes targeted environmental change strategies
Diverse array of community base organizations participate in Network activities
Increased youth and parent participation in trainings and meetings
Decrease in access to drug paraphernalia

Source of Measure: *Network Meeting Summaries*
Articles in local community news papers
Sign in sheets from Network activities
U-TUBE and MYSPACE
Evaluation reports from the implementation of the environmental and social marketing campaigns

Objective G.2.1 Train coalition members in prevention science research					
Strategies		Timeframe	Who/Where	Implementation Action Steps	Milestone
Core Strategies	Community Mobilization	annual	Network Members	Develop a meeting calendar for the year so community members hold the dates for attendance	Increased participation in the coalition events
	Environmental (Policy Change)	2009	Network Members	Develop a mechanism to determine which training topics are most needed and desired by the community members	Mechanism for selecting training topics is approved by the Network and implemented
	Information Dissemination	On-going	Network Member Teams	Develop venues that broaden the participation and interest of the broader community	Create the foundation to make environmental changes at the community level

Objective G.2.2 Identify and implement environmental strategies to impact the family, community and peer/individual domains to make community level change.					
Strategies		Timeframe	Who/Where	Implementation Action Steps	Milestone
Core Strategies	<i>Community Mobilization</i>	2011	Network Members	Stories (case studies) of supportive change agents and businesses who support the efforts to change the physical design based on a community image project	Creation of greater ownership by individuals in their environmental conditions (such as removal of vacant buildings)
	<i>Environmental (Policy Change)</i>	2009	Network Members	Develop mechanisms to monitor enforcement of legislation to restrict the sale of drug paraphernalia through an assessment that reveals community profile of stores that sell drug paraphernalia	Legislation passed is enforced and reductions in access to drug paraphernalia is documented through monitoring fines imposed on violators of the law
	<i>Information Dissemination</i>	2009	Network Members	Build the capacity of the community to respond to positive activities for youth	PGCPS allow PE credit to be achieved via MNCPPC course

Objective G.2.3 Develop a social marketing campaign to disseminate positive youth development and youth engagement messages for youth and adults					
Strategies		Timeframe	Who/Where	Implementation Action Steps	Milestone/Outcomes
Core Strategies	<i>Community Mobilization</i>	2009	Network Members	Work with youth to develop messages and methods of delivery of social marketing campaign that target youth development and empowerment	Youth become more involved in the offerings of the Network and develop plan approved by the Network

	<i>Environmental (Policy Change)</i>	2010	Network Members	Develop a long term plan to maintain opportunities for community involvement in the enhancement of the created social marketing campaign	Social marketing campaign becomes a significant activity for the Network and in the recruitment of new commitment by the community
	<i>Information Dissemination</i>	2010	Network Members	Place positive youth and family messages on social networks such as UTUBE and MYSPACE through the social marketing campaign on positive youth and family behavior	Messages on UTUBE and MYSPACE are talked about among the youth who did not develop them