

CCSAP 12 Month Action Plan 2019-2020

DFC Goal One: Increase community collaboration

Objective 1: By October 30, 2020, increase by 4 percent, youth and adult participation in CCSAP’s underage drinking initiatives which will be measured by increased attendance at task force meetings and coalition activities geared towards underage drinking and prescription drug misuse by youth. This will be measured through meeting and activity sign in sheets.

Strategy 1: Increase participation in activities designed to promote education and awareness related to underage drinking and the dangers associated with access and underage consumption by youth in grades 6-12.

Activity	Who is responsible?	By When?
Sticker Shock Campaign	SAPHE youth, Task Force members, Project Coordinator,	October 30, 2020
Conduct focus group with our local Hispanic OHLA group related to underage drinking and youth accessibility to alcohol	Task Force members, Health Departments of Carteret, Craven, Jones, Onslow and Pamlico counties, Youth	October 30, 2020
Conduct youth/parent discussion related to underage drinking	Tamara Church, Task Forces	September 30, 2019

Strategy 2: Increase awareness related to prescription drug misuse by youth in grades 6-12 by CCSAP and its partners

Activity	Who is responsible?	By When?
Conduct a social media campaign with local health departments and schools, promoting the dangers of youth prescription drug misuse. This will be measured by Facebook metrics and analytics.	Media coordinator Task forces, SAPHE youth, Carteret, Craven, Jones, Onslow and Pamlico Health Departments and school systems	October 30, 2020
Partner with the Hope Coalitions in Carteret, Craven, Jones, Onslow and Pamlico counties and the Opioid Task Forces of Carteret, Craven, Jones, Onslow and Pamlico counties to provide youth prescription drug misuse education.	Task Forces, Project Coordinator, Hope Coalitions, Opioid Task Forces, Project Director	October 30, 2020

DFC Goal 2: Reduce youth substance abuse

Objective 1: To reduce by 3% the number of youth in grades 6-12, who report easy accessibility to alcohol. This will be measured through PRIDE surveys and informal youth surveys in each county.

Strategy: To promote to parents and other adults how easily accessible alcohol is to youth in grades 6-12, and why it is so important that accessibility be more difficult.

Activity	Who is Responsible?	By When?
Conduct 2 parent and caregiver presentations per county in Carteret, Craven, Jones, Onslow and Pamlico counties related to the locking up of alcohol in the home	SAPHE Youth, Task forces, Project Coordinator, coalition members, and Media Coordinator will cover the event	October 30, 2020
Conduct alcohol purchase surveys in Carteret, Craven, Jones, Onslow and Pamlico counties. Re-survey the stores who fail to ask for proper identification	Task Forces, East Carolina University MPH interns, coalition members, Project Director, Project Coordinator	October 30, 2020

Objective 2: To reduce by 2%, the number of youth in grades 6-12 who report having used prescription drugs not prescribed to them. This will be measured through the PRIDE surveys.

Strategy: Promote local prescription drop boxes in each county so community members know where to dispose of unused or expired medications

Activity	Who is responsible?	By When?
Work with local pharmacies to include our Project Med-Drop bag tags on medication bags when filled, showing where all medication drop boxes are. Measured by amount of bag tag tear away pads by pharmacists	Task Forces, Project Coordinator, Media Coordinator, local health departments, SAPHE Youth	October 30, 2020
SAPHE Youth will hold community youth talks on the dangers of using prescription medications not prescribed to them or overusing prescribed medications. These will be	SAPHE Youth, Task Forces, Project Coordinator	October 30, 2020

held at local YMCA's, Boys and Girls Clubs, Church Youth groups, and with DSS Foster Kids.		
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Objective 3: To create a measurable benchmark for vaping usage among youth.

Strategy: To create a supplemental page on the Pride Surveys designed to measure vaping and e-cigarettes usage and perception of harm.

Activity	Who is responsible?	By When?
Distribute the supplemental page with the PRIDE surveys, then collect and analyze the data	Task Forces, Project Coordinator, local health departments, SAPHE Youth, ECU Interns	October 30, 2020
CCSAP will conduct parent and caregiver presentations related to vaping and vape products	Task Forces, Project Coordinator	October 30, 2020
CCSAP will conduct a contest among youth with a social media aspect related to videos depicting the dangers of vaping	Task Forces, Project Coordinator, ECU Interns	September 30, 2019