



2015 Strategic Plan

VISION

People make healthy choices in every stage of life

MISSION

Promote healthy behaviors by sparking and sustaining community change

CORE VALUES

Engagement, Collaboration, Accountability

OVERARCHING GOALS

More communities are engaged in prevention. More people make healthy choices.

Goals

- Delay the age at which youth begin to use alcohol, tobacco and other drugs.
- Decrease the percentage of youth who are using alcohol, tobacco and other drugs.
- Increase youth's perception of the risks associated with using alcohol, tobacco and other drugs.
- Increase youth's perception of the risks associated with high risk drinking.
- Increase youth's perception of their peer's disapproval of youth alcohol, tobacco and other drug use.
- Increase youth's perception of their parent's disapproval of youth alcohol, tobacco and other drug use.

**please see committee/work group work plans for targeted indicator outcomes*

Objective 1

To increase data-driven decision making for prevention programs.

Strategies

- A. Compile and review comprehensive assessments of substance abuse in the region to identify key presenting issues.
- B. Collect, analyze, monitor and disseminate the biennial Student Drug Use Survey process and findings for use by PreventionFIRST! and local constituents.
- C. Track monitor and review evaluation on the effectiveness of the coalition as a whole, and individual coalitions, to bring about community level change related to the identified youth substance abuse problems.
- D. Identify and support research and publication opportunities related to longitudinal Student Drug Use Survey data.

Objective 2

To build, strengthen and support substance abuse prevention programs, partnership and coalitions in all communities.

Strategies

- A. Build the readiness of communities to initiate a coalition.
- B. Strengthen the capacity of coalitions to understand and practice substance abuse prevention.
- C. Support established coalitions to maintain and have sustained impact on youth substance abuse.

Objective 3

To change or influence multiple community conditions and circumstances to reduce community-level alcohol, tobacco, and other substance problems.

Strategies

- A. Community Norms – change the culture and context within which decisions about substance use are made.
- B. Access and Availability – limit access to and availability of substances.
- C. Media Messaging – impact media messages and harness the power of the media to promote low-risk messages.
- D. Policy and Enforcement – shift the consequences associated with youth substance use.

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