



STRATEGIC PLAN

July 1, 2021 thru June 30, 2023

VISION STATEMENT

All communities apply prevention strategies for every stage of life.

MISSION STATEMENT

PreventionFIRST! implements best practice strategies to reduce the risk of behavioral health disorders.

GOAL 1

Ensure data-driven decision making across all prevention initiatives

- ✓ 5% increase in students taking the 2022 PF! Student Survey
- ✓ All programs and grants have end-of-project evaluation reports

GOAL 2

Support community engagement

- ✓ Develop one new coalition based on the 2022 PF! Student Survey or other local data sources
- ✓ One existing coalition advances to incubation status
- ✓ One existing coalition advances to independent development status

GOAL 3

Implement evidence-based prevention by building & strengthening capacity across community sectors

- ✓ 50% of schools in our service region receive prevention training
- ✓ Increase media impressions by 50%
- ✓ Increase marijuana prevention funding by \$25,000 to prevent teen use
- ✓ Decrease the past 30-day use of alcohol by 1% (16.6% to 15.6%) in 12-18-year-olds as measured by the 2022 PF! Student Survey by June 30, 2022
- ✓ Increase the number of 18-20-year-olds who have never used alcohol in the past 30-days by 1% (15.3% to 16.3%) as measured by the 2022 American College Health Association-National College Health Assessment (ACHA) by June 30, 2022

GOAL 4

Increase prevention system infrastructure by providing training, technical assistance, & mentoring through the PF! TrainingHUB!

- ✓ 60% of professionals providing prevention strategies have attended a PF! training
- ✓ Increase the number of organizations contracting with PF! for technical assistance and/or training as a fee for service
- ✓ Increase the number of professionals mentored by PF! for the Ohio Prevention Credential
- ✓ Increase the number of organizations using PF! to provide continuing education hours (Certified Health Education Specialist (CHES) & Ohio Certified Prevention credentials.

GOAL 5

Grow organizational resources

- ✓ Increase financial support through fee for service opportunities, grants, foundations, and individual, current/past Board members, corporation, and organizational donations.
- ✓ Maintain 18 - 20 individuals on the PF! Board of Directors through annual nominations and term renewal
- ✓ Recruit and develop volunteers who provide in-kind support to PF! programming
- ✓ Develop marketing strategies, tools, and metrics that promote the organization

CORE VALUES

Collaboration

Engage with local coalitions & individuals

Empowerment

Help people find their role in prevention

Evidence-based

Decisions/programs based on data & need

Enduring

Long-term, lasting resource for the community