

2011 - 2012 12 Month Action Plan



2011 – 2012 Action Plan

DFC Goal One: Increase Community Collaboration

Objective 1: Strengthen WYC/SAPT membership and collaboration by acquiring three new members and developing 2 new community partner collaborations in support of youth alcohol, marijuana and prescription drug prevention efforts.

Strategy 1: Provide information about WYC/SAPT and strategies to reduce youth tobacco, alcohol, marijuana and prescription drug use at community programs and events.

Activity	Who is responsible	By when?
Conduct informational presentations before minimum of 2 community groups/organizations/year to build capacity of the coalition and share data on tobacco, alcohol, marijuana, and non medical prescription drug use.	Project Coordinator, Team Members	September 2012
Conduct minimum of 2 cable television programs (Mayor's Monthly Forum) to air at least twice a week for one month highlighting strategies to decrease youth access to alcohol, prescription drugs, and marijuana.	Project Coordinator, Team Members, Mayor, WETC staff	September 2012
Build capacity of High School sports teams to present to local athletic boards in support of alcohol free youth banquets.	Project Coordinator, WYC/SAPT Youth Co-Chair , Health Educator	November 2011
Conduct 11 WYC/SAPT meetings per year.	Project Director, Project Coordinator, WYC/SAPT Co-Chairs	September 2012
Educate community on the facts of the current marijuana law through column in local newspaper.	Project Coordinator, WYC/SAPT Co-Chairs	January 2012
Produce quarterly Coalition Newsletter and Annual Report.	WYC/SAPT Youth Co-Chair, Project Coordinator	December 2011 March 2012 June 2012 September 2012
Conduct a minimum of 2 WYC/SAPT Orientation Programs.	Project Coordinator, WYC/SAPT Co-Chairs	September 2012
Conduct a minimum of 10, one on one interviews.	Project Coordinator, Project Director, WYC/SAPT Co-Chairs	September 2012
Conduct Coalition Satisfaction Survey.	Regional Center for Healthy Communities	February 2012
Conduct Community Heroes Awards.	Project Coordinator	April 2012

Strategy 2: Strengthen collaboration and engagement by reducing barriers to accessing information on prevention strategies.

Activity	Who is responsible	By when?
Provide interpretation (Mandarin/Cantonese) during 21 Proof alcohol Retailer training.	Project Coordinator, Mental Health Partner, Translator	December 2011
Provide transportation and babysitting for Coalition sponsored activities.	Project Coordinator, Health Educator	September 2012

DFC Goal Two: Reduce youth substance use

Objective 1: Delay the age of onset and decrease lifetime and 30 day use of alcohol for Middle and High School students.

Strategy 1: Implement strategies that reduce youth exposure to alcohol consumption and advertising.

Activity	Who is responsible	By when?
Propose policy to limit alcohol ads on store fronts Conduct environmental scan. <ul style="list-style-type: none"> • Build support of local decision makers • Get formal agreement with 1 store (pilot) to decrease alcohol advertisement on store front • Develop model language for town wide policy to limit alcohol advertisements • Present policy to town council 	Project Director, Project Coordinator , WYC/SAPT Co-Chairs	March, 2012 April 2012 June, 2012 September, 2012
Propose policy to athletic boards to adopt alcohol free events. <ul style="list-style-type: none"> • Conduct assessment of athletic leagues serving alcohol • Youth conduct 2 presentations to sports leagues in support of alcohol free events 	Program Coordinator, WYC/SAPT Co-Chairs, Youth	February, 2012 March 2012
Conduct at least two drug and alcohol free events	Youth and Family Services Director, Youth	November 2011 May 2012
Obtain at least two formal agreements with liquor stores to prohibit fund raising on their premises.	Project Coordinator, Licensing Officer, WYC/SAPT Youth Co-Chair	July 2012
Conduct Alcohol Compliance checks for all licensees.	Licensing officer, Youth, Program Coordinator	December 2011

Strategy 2: Reduce youth social and commercial access to alcohol, prescription drugs, and marijuana.

Activity	Who is responsible	By when?
Conduct at least 6, 21 Proof Alcohol Retailer Training sessions.	Licensing Officer, Licensing Secretary, Cambridge Prevention Coalition trainer	December 2011
Review and modify pre/post test for Alcohol Retailer Training server/seller training.	Project Coordinator, Institute for Community Health	November 2011
Create formalized certification award for 21 Proof Alcohol Retailer Training.	Project Coordinator, WYC/SAPT Youth Co- Chair	November 2011
Conduct media campaign on enforcement efforts and social host liability through local newspaper at a minimum of 2 times per year.	Project Coordinator, WYC/SAPT Youth Co- Chair	November 2011 April 2012
Work with police to identify more effective strategies for addressing calls related to underage drinking and adults furnishing alcohol to underage youth. <ul style="list-style-type: none"> • Conduct police survey • Work with police to prioritize how to handle incidents where youth are found drinking 	Project Coordinator, WYC/SAPT Youth Co- Chair, Mayor, Police Chief	January, 2012 January 2012 September 2012
Conduct sticker shock at half of all liquor stores at least once a year. (Match Funded)	Project Coordinator, Health Educator, SADD and youth groups, Business Owners	November 2011
Five week Guiding Good Choices program (Match funded).	Program Coordinator, WYC/SAPT Co-Chairs, Youth, Guiding Good Choices group leaders	November 2011
Social marketing campaign targeting parents of new middle school youth (Match funded).	Program Coordinator, WYC/SAPT Co-Chairs	December 2012
Conduct tobacco Compliance Checks in at least 10 stores.	Project Coordinator, WYC/SAPT Co-Chairs, School Resource Officer, Youth	June 2012
Create at least 2 formal agreements with local stores not to sell paraphernalia commonly used to smoke marijuana. <ul style="list-style-type: none"> • Conduct environmental scan of items being sold. • Provide information to local store owners on risks of marijuana use. 	Program Coordinator, WYC/SAPT Co-Chairs, Youth, Business Owners	April 2012 April 2012

Conduct prescription take back day 2x/year during household hazardous waste day.	DPW Director, Recycling Committee, Pharmacist, nurses, hospital, police	October 2011 April 2012
Create formal agreement with one pharmacy to promote medication disposal for at least one month in pharmacy.	Project Coordinator, Pharmacist, Business Owner	October 2011
Conduct a town wide mailing with information on risks of non medical use of prescription drugs, help resources and publicize Anonymous Drug Tip Line.	Project Coordinator, DPW, Schools	October 2011
Create formal agreement with schools to provide information on risks of non-medical prescription drug use at annual back to school nights and athletic forums.	Project Coordinator, School Superintendent, School Principals	October 2011
Create an addendum to local tobacco policy to include banning hookah bar establishments. Work with town leadership (Mayor) to build support for town tobacco policy.	Project Coordinator, Health Department Director, Board of Health	February 2012

Weymouth Campaigns



Did You Know ?

**It's illegal to provide alcohol
for anyone
under the age of 21 !!**

This message brought to you by
**The Weymouth Youth Coalition
Substance Abuse Prevention Team
and
The Weymouth
Alcohol Retailer Association**

**BE THE
DESIGNATED
GROWN-UP**

Don't give alcohol to your
younger relatives and friends

**Protect yourself and keep
protecting those you love.**

DID YOU KNOW?
If you supply alcohol to
minors you may be
criminally prosecuted
and face up to a
\$2,000 fine.





Weymouth Youth Coalition Annual Sticker Shock

WHEN - The Monday before Thanksgiving

WHERE - Package Stores throughout the Town of Weymouth

WHY – To raise public awareness about the minimum drinking age law and to discourage young adults from providing alcohol to minors during Thanksgiving week when alcohol sales are brisk and alcohol related crime is high.

WHO conducts the Sticker Shock?

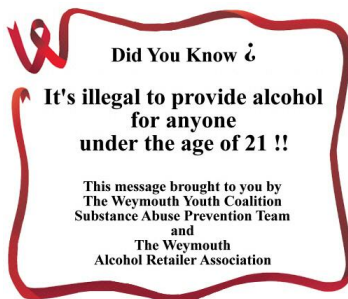
- **2 – 4 Students and an Adult Chaperon**

HOW it's done:

- **Students affix 300 stickers on bags and hang 2 – 3 posters per store**

WHAT businesses do:

- **Confirm their participation**
- **Designate work areas** for students in their stores
- **Provide students with bags**
- **Allow students to tape laminated posters to check out counters and doors**



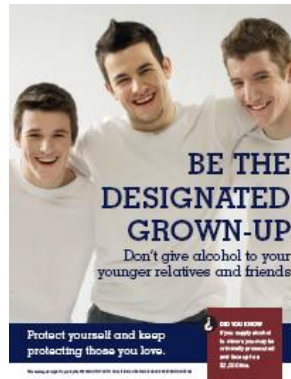
Sample Sticker and Poster #1



Sample Poster # 2



Weymouth Youth Coalition Take Out Food Campaign



WHEN - The Monday before Thanksgiving

WHERE - Restaurants throughout the Town of Weymouth

WHY – To raise public awareness about the minimum drinking age law and to discourage young adults from providing alcohol to minors during Thanksgiving week when alcohol and take out food sales are brisk and alcohol related crime is high.

HOW it's done:

- **Students affix 200 stickers to pizza boxes and Chinese food take –out bags and hang 2 – 3 posters per restaurant**

WHAT businesses do:

- **Confirm their participation**
- **Designate work areas** for students in their stores
- **Provide** students with pizza boxes and **bags**
- **Allow students to tape laminated posters to check out counters and doors**
- **Some businesses receive a “Do it yourself” kit** and participate in the campaign from the Monday before Thanksgiving to the Sunday after Thanksgiving.



Red Ribbon Campaign




“The Red Ribbon, A Story of Hope,” was the inspiration for the “Red Ribbon campaign.”

The author, John Lasne, tells the story of a troubled kingdom. People in the village are terribly unhappy and the King realizes he must do something. A simple village weaver comes up with an idea to save the kingdom as long as **everyone is included.**

Happiness is restored when the weaver’s magical red ribbon brings people together and inspires them to help one another. The villagers and the King discover that **the magic is** not in the ribbon at all, but **in the “hands and hearts of those who embrace it.”**

The story depicts how collective abilities can better a community. The Red Ribbon is symbolic of how young people can be protected from the harms of substance abuse and disease when a community supports prevention and community service efforts.

The  symbol was developed to promote substance abuse prevention and wellness in Weymouth. The symbol enables residents, employers and employees to identify community wellness and prevention programs.

Volunteers have read the story to:

- Students at the Pingree School during “Read Across America Week”
- Young children at the Tufts Library during “Red Ribbon Week.”
- Young children in the Wey Care summer program

Songs and a craft activity are part of the program.

National Family Day Campaign



What is the National Family Day Campaign

The Center on Addiction and Substance Abuse at Columbia (CASA) launched **Family Day** in 2001 after research consistently found that the more often children eat dinner with their parents, the less likely they are to smoke, drink or use illicit drugs.

As a result, cities and towns across the United States declare and celebrate the fourth Monday in September as National Family Day, a Day to Eat Dinner with Your Children.

Why Weymouth Participates

Because frequent family dining is associated with lower rates of teen smoking, drinking, illegal drug use and prescription drug use, Weymouth participates in the annual National Family Day Campaign.

How we participate

In 2008, Mayor Sue Kay made a proclamation that the Weymouth will recognize the fourth Monday in September as National Family Day. The coalition holds various contests throughout the town and sends fliers home with students in grades K – 6.

Share the Facts

Compared to kids who have fewer than three family dinners per week, children and teens who have frequent family dinners are:

- at 70 percent lower risk for substance abuse
- half as likely to try cigarettes or marijuana; one third less likely to try alcohol and half as likely to get drunk monthly
- almost 40 percent likelier to say future drug use will never happen

Teens who have frequent family dinners are likelier to:

- get better grades in school
- have parents who take responsibility for teen drug use