

Strategy 1: Actively recruit new coalition members

Activity	Who is responsible?	By When?
Publicize RAPAD Coalition meetings through media outlets, newsletter, website	Marketing Committee; RAPAD Coordinator	1 week before scheduled meetings
Presentations to community organizations, service clubs, churches on RAPAD activities and invite participation	Coalition members, Coordinator, Marketing Committee	As needed
New Member recruitment through coalition member personal invites	Coalition members	On going
Targeted Member recruitment for underrepresented sectors	Coalition members, Coordinator	On going
Orientation of new members	Coalition Coordinator	As needed

Strategy 2: Strengthen coalition depth, and capacity through strategic planning, engagement and training.

Activity	Who is responsible?	By When?
RAPAD Coalition meeting held on the Fourth Friday of each month	Steering Committee Chair & Coordinator	Monthly
RAPAD Steering Committee meeting	Chair & Coordinator	Monthly
Coalition Agenda and Meeting Minutes distributed via email and website	Secretary, Coordinator, Steering Committee Chair	Monthly
RAPAD Committee/work group meetings	Youth, Marketing, Latino Parent, Tobacco Policy	Monthly as needed
Review and revise Logic Model and Action Plan (SPF framework)	Evaluation, Steering Committees and Coalition members	Ongoing throughout 2015-2016
Election of Coalition officers and appointment of Committee members	Coalition members and Coordinator	as needed/ at least annually
Annual Planning Meeting to update Strategic Plan and review By-Laws	Evaluation Committee Coalition Coordinator	October Annual Meeting 2015
Coalition Capacity Assessment and Evaluation	Coordinator, Evaluation Consultant	March 2016
Recognize Coalition members for participation and accomplishments	Coalition Coordinator	August 2015 at County Fair
CADCA National Coalition Academy	Two Coalition members	When scheduled
CADCA Leadership Forum and Mid-Year Leadership Forum	Coalition Coordinator, coalition members,	Feb and Summer 2016
Local and State Prevention Training Opportunities (Program Sharing, Shutting Off the Tap for Teens)	Coalition members, Community Stakeholders, Coordinator, Youth	Ongoing Sept.29,2015- Sept.29,2016
Promote webcasts, podcasts and online trainings from CADCA and other sources to coalition members	Coordinator, Chair	Ongoing: Sept 29,2015- Sept 29,2016

Strategy 3: Engage new youth participants

Activity	Who is responsible?	By When?
Provide leadership training to youth involved in ATOD youth groups	Youth Group Advisory Committee, RAPAD Coord.	May 25 th , 2016
Secure adult leadership for each youth group	Youth Group Advisory Committee, RAPAD Coordinator	November 1 st , 2015
Conduct regular meetings for each district youth group	Youth Group Advisors	Monthly
Conduct one community prevention activity by each youth group	Youth Group Advisors, Youth Advisory Committee	May 25, 2016
Recognize activities conducted by youth through social media, RAPAD website, newsletters and Coalition meetings	Youth Group Advisors, Marketing Committee	Monthly Sept.29,2015- May 29 th , 2016
Youth group presentations to students in elementary and middle school grades	Youth Group Advisors, Student youth groups	Sept.29,2015- May 29 th , 2016
Train coalition/board on intergenerational relationships to understand the value of youth voice and input	Youth Committee, Coordinator, Coalition members	January 2016
Have interactive format to board/coalition meetings to ensure youth participation	Coalition Chair, Youth Committee	January 2016

Strategy 4: Increase adult Latino participation

Activity	Who is responsible?	By When?
Presentations to community organizations, service clubs, churches with high Latino membership on RAPAD activities and invite participation	Coalition members, Coordinator, Marketing Committee, Youth	As needed
Host Latino parent focus groups in each school district	School Social Workers, Guia staff, RAPAD Coordinator	Sept.29,2015- May 29 th , 2016
Work with school groups to invite parents of Latino members to attend focus group in their school	Youth Group Advisor, Youth Group, RAPAD Coordinator	Sept.29,2015- May 29 th , 2016
Outreach to the Latino community through focus groups/community planning events and invite participation	Latino Parent Work Group	On Going

Objective 2: RAPAD will expand and deepen its networks with other community groups by 7% by 9-29-16. Progress will be measured by the number of shared activities with community groups.

Strategy 1: Work with coalition members to continuously identify local groups with compatible goals and determine how to best connect with them for mutual goal achievement.

Activity	Who is responsible?	By When?
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Monthly Coalition Agenda will include discussion on other community events and opportunities for networking	Steering Committee Chair, RAPAD Coordinator	Monthly Sept.29,2015- May 29 th , 2016
All Coalition presentations will include invitation to partner in shared mission	Coalition members, RAPAD Coordinator	Sept.29,2015- May 29 th , 2016

Strategy 2: *Work collaboratively on goals/outcomes with complementary community organizations and agency work groups.*

Activity	Who is responsible?	By When?
Collaborate with (SHIP) Statewide Health Improvement Program in Renville County	Public Health, Coordinator, SHIP Coordinator	January 2016
Partner with PACT For Families Collaborative programs and staff	RAPAD Coordinator	October 2016
Attend Healthy Choice Collaborative meetings	RAPAD Coordinator	monthly
Participate in Renville County Wellness Committee to assist in establishing policies for the county	SHIP Coordinator, Public Health, Coordinator	Quarterly starting Oct. 2015
Participate on MN Prevention Alliance Leadership Team to enhance substance abuse prevention across Minnesota	Coordinator	Quarterly starting Oct. 2015
Cinco de Mayo planning committee	Coordinator, Latino Parents	Annually 2015-16
Collaborate with Tri Valley Opportunity Council	Coordinator Tri-Valley Staff	Ongoing

DFC Goal Two: Reduce youth substance abuse

Objective 1: By September 29th, 2016 reduce youth drinking alcohol in grades 7, 9 and 11 by 1% using past 30 day use rates as measured by the annual PACT for Families/SHARE Survey.

Strategy 1: *Provide information to increase public awareness of the issues and solutions*

Activity	Who is responsible?	By When?
Provide data on alcohol use rates and parental/peer disapproval rates to youth, parents and community stakeholders	Marketing Committee, Coordinator, Evaluator	Sept 29, 2016
Information to community on the dangers of underage drinking and providing alcohol to underage youth (all forms of media)	Marketing Committee, Coordinator, Evaluator	Sept 29, 2016
Provide fact sheets and reasons for a city to support a SHO	Marketing Committee, RAPAD Coordinator	Sept 29, 2016
Utilize the school websites and in-school communication to communicate short alcohol prevention message to the students	School Social Workers, RAPAD Coordinator, Youth Groups	May 29, 2016

Hold Town Hall Meeting on Underage Alcohol Use for community	Youth Group Advisors, Youth Groups, RAPAD Coordinator	May 29, 2016
Prom, Graduation & Cinco de Mayo Campaign in three school districts	Marketing Comm, Youth Groups, RAPAD Coord.	April 30, 2016
“Parents Who Host” Campaign in three school districts	Marketing Committee, RAPAD Coordinator	Sept 29, 2016

Strategy 2: Enhance Skills to prevent/reduce underage alcohol use

Activity	Who is Responsible?	By When?
Provide Project Northland and Class Action new teacher training in all districts	RAPAD Coordinator, School Administrators	December 15, 2016
Provide Responsible Beverage Server Training	Renville Co. Sheriff, Olivia Police Chief, RAPAD Coordinator	Quarterly 2015-2016
Parent Workshops and Speakers: Walking the Talk, MADD- Power of Parents & Start Talking, Their Listening	Community Education, Schools Administrators, RAPAD Coordinator	Sept 29th, 2016

Strategy 3: Provide Support to local partners in prevention programming

Activity	Who is Responsible?	By When?
Coordinate national health observances regarding alcohol in the schools (Red Ribbon Week)	School Social Worker, Youth Groups, RAPAD Coordinator	October, 2015; Annually
Collaborate with MN Extension Services 4-H night	4-H Program and RAPAD Coord, Coalition Members	Sept 29th, 2016
Assist in dispersing Alcohol Beverage Server Training date/time/location to retailers. Provide costs of materials.	RAPAD Coordinator, Chamber of Commerce, Retailers	Oct 2015-Sept 2016 Quarterly
Provide city councils with a comprehensive SHO language.	Marketing Committee, City Clerks	Dec. 15, 2015
Supply schools with underage drinking posters and materials	Marketing Committee, Schools, RAPAD Coord	Dec. 15, 2015

Strategy 4: Change Access and Barriers

Activity	Who is Responsible?	By When?
Recognition for those businesses passing alcohol compliance checks	Sheriff’s Office, Marketing Committee	Sept 29th, 2016
Conduct alcohol compliance checks two times/year	Sheriff’s Office	Sept 29th, 2016
Provide Special Events training	Sheriff’s Office, RAPAD Coordinator	Sept 29th, 2016
Provide Social Host Ordinance information in Spanish	Guia Staff, Marketing Committee	January 29th, 2016

Strategy 5: Change Consequences and Incentives

Activity	Who is Responsible?	By When?
Publish Alcohol Compliance Check results in local paper and on radio	Marketing Committee, Sheriff's Office	Sept 29th, 2016
Inform alcohol serving businesses about value of server training and reduced insurance rates	RAPAD Coordinator, Marketing Committee	Quarterly September 2015-2016

Strategy 6: Changing Physical Design

Activity	Who is Responsible?	By When?
Partner with retailers in placing signage that identifies that the retailer cards for anyone looking under the age of 30.	Sheriff's Office, RAPAD Coordinator	October 15, 2016

Strategy 7: Modify/Changing Policies

Activity	Who is Responsible?	By When?
Implement SHO in remaining cities in the county	RAPAD Coord, Youth Groups, Law Enforcement	Sept 29, 2016
Develop a parent/youth contract of non-alcohol use for parents to implement	RAPAD Coordinator, Marketing Committee	Sept 29, 2016

Objective 2: By September 29th, 2016 reduce underage tobacco use in grades 7, 9 and 11 by 1% using past 30 day use rates as measured by the annual SHARE Survey.

Strategy 1: Provide information

Activity	Who is responsible?	By When?
Provide data on youth tobacco use rates and parental/peer disapproval rates to youth, parents and community stakeholders	Evaluation Staff, RAPAD Coordinator, Marketing Committee	December 2015 and 2016
Information to community on the risks of tobacco use through media outlets, presentations and printed material	Marketing Committee, RAPAD Coordinator	December 2015 and 2016
Provide tobacco fact sheets to youth and adults through 4-H Youth Program	4-H Program Coordinator, RAPAD Coordinator	Annually
Responsible Tobacco sales training info sent to all tobacco retailers, City Councils	Marketing Committee, RAPAD Coordinator	Annually
Inform RAPAD Coalition members on latest scientific information regarding electronic nicotine delivery devices	RAPAD Coordinator, SHIP Coordinator, Public Health Director	Update at least Annually

Strategy 2: Enhance Skills

Activity	Who is Responsible?	By When?
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Provide free Responsible Tobacco Sales training two times per year to retailers	RC Public Health, RAPAD Coordinator	Sept 29, 2016
Project Northland curriculum offered in four districts	RAPAD Coordinator, School Administrators	May 15, 2016
Youth Leadership Training “I’m Not A Replacement” – how to conduct an anti-tobacco campaign	Youth Group Advisors, RAPAD Coordinator	May 15, 2016

Strategy 3: Provide Support

Activity	Who is Responsible?	By When?
Support Kick Butts Day in three school districts	Youth Groups, Advisors and RAPAD Coordinator	March 2016
Communicate to the public Minnesota’s <i>Quitplan</i> number and website in English and Spanish	Marketing Committee, RAPAD Coordinator	Dec. 15, 2016
Provide city councils with a comprehensive tobacco free park policy	SHIP Coordinator, RAPAD Coordinator	Sept 29, 2016
Provide Multi-Unit Housing Managers with a comprehensive smoke free property lease and other language materials	SHIP Coordinator, RAPAD Coordinator	Sept 29, 2016
Distribute tobacco prevention posters, materials and other education in the schools	RAPAD Coordinator, Youth Groups, Advisors	May 15, 2016

Strategy 4: Change Access and Barriers

Activity	Who is Responsible?	By When?
<i>Sabemos</i> –Community Education in Spanish available through Public Health	Public Health, Tri-Valley Opportunity Council	Dec 15, 2016
Conduct tobacco compliance checks (2x a year)	Public Health, Youth	Sept. 29, 2016
E-Cigarette product placement enforcement	Public health	Sept. 29 th , 2016
Provide information on proper carding in Spanish at Responsible Tobacco Sales training	Public Health, RAPAD Coordinator	Nov. 2015

Strategy 5: Change Consequences and Incentives

Activity	Who is Responsible?	By When?
Required education training for businesses that fail compliance checks	Public Health Coordinator	Sept. 29, 2016
Recognition for those businesses passing tobacco compliance checks	Public Health, Marketing Committee	Sept 29, 2016

Strategy 6: Changing Physical Design

Activity	Who is Responsible?	By When?
Partner with retailers to place signage that identifies that the retailer cards anyone looking under the age of 30.	RAPAD Coordinator, Businesses	Jan 15, 2016
Businesses that pass compliance checks will receive a window cling for their store with a RAPAD message.	RAPAD Coordinator, Public Health	Jan 15, 2016
Distribute signs for “Tobacco Free Zones”	Youth Groups, Advisors, RAPAD Coordinator	Jan. 15, 2016
Limit the age of retail seller to 18 year old	Youth groups, Coor.	Sept. 29 th , 2016

Strategy 7: Modify/Changing Policies

Activity	Who is Responsible?	By When?
Assist city councils to pass a tobacco free park policy.	Youth Groups, Advisors, RAPAD Coordinator	May 15, 2016
Update county tobacco ordinance to restrict the number of new tobacco licenses	Tobacco Work Group, RAPAD Coordinator	Dec 15, 2016
Work with Multi-Unit Housing to pass tobacco free buildings and grounds	SHIP, RAPAD Coord, Public Health Director	Sept. 29, 2016
Develop a parent/youth contract of non-tobacco use for parents to implement	RAPAD Coord, Youth Groups and Advisors	May 15, 2016
Include e-cigarettes in Freedom to Breathe Act for county-wide ordinances	Tobacco Work Group, SHIP and RAPAD Coord.	Sept 29, 2016

Objective 3: By September 29th, 2016 reduce rates of youth using marijuana in grades 7, 9 and 11 by 0.5% using past 30 day use rates as measured by the annual SHARE Survey.

Strategy 1: Provide information to increase awareness of the issues and solutions

Activity	Who is Responsible?	By When?
For Youth: Provide current/accurate information on the impact of marijuana on the developing brain	Marketing Committee, RAPAD Coord, Youth Groups and Schools	May 15, 2016
For Parents: Provide current/accurate information on the impact of marijuana on the developing brain in English and Spanish	Marketing Committee, RAPAD Coord,	May 15, 2016
For Educators: Provide current/accurate information on the impact of marijuana on the developing brain	Marketing Committee, RAPAD Coord, School Administrators	May 15, 2016
For Parents: Information on the warning signs of marijuana use.	Marketing Committee, RAPAD Coord	May 15, 2016
For Community: Provide current/accurate information on the impact of marijuana on the developing brain- in English and Spanish	Marketing Committee, RAPAD Coord	May 15, 2016

Strategy 2: Enhance Skills

Activity	Who is Responsible?	By When?
Provide resources for parents on how to talk with their kids about marijuana use and the impact on the developing brain	School Social Workers, RAPAD Coord, Marketing Committee	Dec. 15, 2016
Reinforce safe practices for storage of Rx medications in the home to reduce access to forms of drugs within the home	RAPAD Coord, Marketing Committee, Youth Groups	Dec. 15, 2016
School Social Workers attend trainings to increase knowledge on Marijuana use and trends	RAPAD Coordinator, Steering Committee, Fiscal Host	January, 2016

Strategy 3: Provide Support

Activity	Who is Responsible?	By When?
Positive messaging to parents about talking with their kids on the issue of Marijuana use, publicize resources on the impact of Marijuana (English and Spanish)	Marketing Committee, RAPAD Coordinator, Youth groups and Advisors	Nov 2016 and 2016
Conduct “Above the Influence Campaign” in three high schools	Youth Group Advisors, RAPAD Coordinator	Sept 29, 2016
Publicize Chemical Assessment and treatment resources	Marketing Committee, RAPAD Coordinator	Ongoing

Strategy 7: Modify/Changing Policies

Activity	Who is Responsible?	By When?
Work with Schools to review and revise School Policy related to Medical Marijuana	RAPAD Coordinator, Marijuana Work Group	May 15, 2016