



2015-17 Strategic Plan

The strategies in this plan were selected and prioritized using the following categories:

Impacts multiple domains from CADCA's 7 Strategies for Community Change: Evidence demonstrates that coalitions must develop and implement a diverse range of strategies and interventions in order to create population-level change in their communities. While we recognize the importance of prevention strategies focusing on raising public awareness and helping individuals make healthy choices, to create lasting behavioral change we prioritized with a focus on community systems, policies and local conditions. These are the seven strategies for population level change:

1. Provide Information
2. Enhance Skills
3. Provide Support
4. Change Access / Barriers
5. Change Consequences, Incentives/Disincentives
6. Change Physical Design
7. Modify & Change Policies

Evidence-informed: Strategies that have been empirically shown to impact our stated goals at the population level. Or strategies that have been shown to affect one or more of the intervening variables identified, and/or have strong theoretical support for their potential effectiveness in addressing the risk factors identified.

Consistent with our mission: To positively impact the causes and consequences of substance abuse.

Coalition supports: There is interest and passion from our current coalition partners to engage in the implementation.

Builds and supports the coalition: The strategy increases our capacity and builds support for our work in the community.

We currently have or will have the staff and resources to support it.

Efficient to evaluate: We are committed to appropriate and consistent evaluation of the effectiveness of our work.

Long-term Goal: Reduce underage and high risk drinking rates in Burlington.

Name of Strategy/Intervention	Risk Factors Addressed	Key Components
<p>Improve State and Local Alcohol Policy*</p> <p><i>*focus on Outlet Density and Alcohol tax</i></p>	<p>Alcohol is readily available/Easy Access</p> <p>Social norms support use</p>	<p>Physical Design: Work with community leaders and partners to make recommendations to change the physical design or structure of the environment to reduce risk and enhance protection (example: reduce outlet density).</p> <p>Modifying/Changing Policies: Work with community and state leaders and partners to improve procedures, by-laws, ordinances, or laws with written documentation and/or voting procedures related to alcohol policy. Partner with Prevention Works! VT and stay involved with their education, advocacy, and training efforts to support an increase of alcohol tax in the VT.</p>
<p>YouParent (Social Marketing Campaign & Parent Support Groups)</p>	<p>Social norms support use</p> <p>Family Norms and Attitudes</p> <ul style="list-style-type: none"> • Lack of clear parental rules and consequences regarding alcohol and other drug use • High number of parents have trouble setting consistent expectations and limits • Lack of monitoring youths' activities 	<p>Providing Information: social marketing campaign targeted at middle school & high school parents. Goal-increase access to quality information and increase skills to prevention underage drinking.</p> <p>Enhancing Skills: Connected Parents groups and personal communications. Goal-increase skills to prevention underage drinking.</p> <p>Provide Support: Establish a community forum for discussion about underage drinking and a supportive environment for the parents of middle & high school students</p>
<p>Above the Influence</p>	<p>Community norms favorable to alcohol use</p> <p>Social norms for teens are unclear or encourage use</p> <p>Risk taking/sensation seeking behavior</p>	<p>Providing Information: Anti-alcohol use messaging targeting sensation seeking youth</p> <p>Enhancing skills:</p> <ul style="list-style-type: none"> • goal setting • identify personal brand • media literacy • forming positive relationships • problem-solving

Long Term Goal: Reduce youth prescription drug abuse/misuse rates in Burlington.

Name of Strategy/Intervention	Risk Factors Addressed	Key Components
Prevent Rx Abuse (a CADCA toolkit)	Social norms for teens are unclear or encourage youth	Providing Information: Information dissemination and media promotion to raise community awareness re: the consequences of sharing or holding on to unused or expired prescriptions
Prevent Rx Abuse (a CADCA toolkit)	<p>High rates of families with alcohol or drug abuse</p> <p>High number of parents use drugs, involve youth in their use or tolerate use by youth</p> <p>Prescription drugs are readily available</p>	Providing Information: Partner with Albany College of Pharmacy to create and disseminate educational resources about the important role parents and caregivers play in preventing youth Rx abuse and information about how to properly store and dispose of medications
Prevent Rx Abuse (a CADCA toolkit)	Social norms for teens are unclear or encourage use	Enhance Skills: Build positive social and decision making capabilities among youth by offering educational screenings of movies such as “The Hungry Heart” at the Middle and High School levels
Prevent Rx Abuse (a CADCA toolkit)	Prescription drugs are readily available	<p>Enhance Skills: Collaborate with the local medical and pharmacy schools, other health care training institutions and law enforcement to ensure that Rx abuse prevention is on their radar. Craft and deliver Rx prevention/intervention modules as requested. Work with other health care orgs to promote physician training on proper prescribing and disposal strategies.</p> <p>Change Access & Barriers: Partner with pharmacies and police to implement and promote Rx drug disposal events</p> <p>Change Access & Barriers: Provide information to the community about how to safely dispose of Rx drugs throughout the year</p> <p>Change Physical Design: Work with local pharmacies and law enforcement to explore the possibility of having more Rx drop boxes in Burlington</p> <p>Modify & Change Policies: Become engaged in educating prescribers about the benefits of policies, laws, and procedures aimed at preventing current and future Rx abuse</p>

Long-term Goal: Reduce tobacco use rates.

**Name of Strategy/Intervention	Risk Factors Addressed	Key Components
Increase smoke free public policies	Favorable Community Norms Health Risks of Secondhand Smoke Exposure	Provide Education: Increase community awareness of the consequences of smoking and exposure to secondhand smoke. Modify & Change Policies: Increase community support for outdoor smoke free public areas.
Increase access to smoking cessation resources for low income and high risk residents.	Favorable Community Norms	Provide Support: Connect low income and high risk residents to cessation resources in the area.

***The tobacco strategies above are not reflective of a Burlington focused needs assessment, but a state assessment. They include strategies regularly supported by VDH Tobacco Control and that make sense for our community if we plan to continue to focus on tobacco prevention.*

Long-term Goal: Reduce youth marijuana use rates in Burlington.

Name of Strategy/Intervention	Risk Factors Addressed	Key Components
YouParent	Family Norms and Attitudes <ul style="list-style-type: none"> Lack of clear parental rules and consequences regarding alcohol and other drug use High number of parents have trouble setting consistent expectations and limits Lack of monitoring youths' activities 	Providing Information: social marketing campaign targeted at middle school & high school parents. Goal is to increase access to quality information and increase skills to prevention underage drinking. Enhancing Skills: Connected Parents groups and personal communications. Goal is to increase skills to prevention underage drinking. Provide Support: Establish a community forum for discussion about underage drinking and a supportive environment for the parents of middle & high school students
Above the Influence – youth social marketing campaign	Community norms favorable to marijuana use Risk taking/sensation seeking behavior	Providing Information: Anti-marijuana/substance use advertising, targeting sensation seeking youth Enhancing skills: <ul style="list-style-type: none"> goal setting identify personal brand media literacy forming positive relationships

		<ul style="list-style-type: none"> • problem-solving
Media & Community Advocacy	Community norms and perceptions support marijuana use	Providing Information and Support: Provide connections to new and existing research and facts to shape the way social issues are discussed in the media. Provide educational information to build support for changes in public policy.

Long-term Goal: Increase opportunities for youth participation and leadership in community prevention strategies and activities.

Name of Strategy/Intervention	Protective Factors Addressed (ENHANCING)	Key Components
One Voice Youth Empowerment Model	<p>Widely supported community prevention efforts exist</p> <p>Opportunities exist for community involvement</p> <p>Community service opportunities are available for youth</p>	<p>Enhancing Skills: Support youth from partnering youth organizations to get involved in and take ownership for community prevention activities by assessing what skills the students need and providing opportunities for them to develop those skills</p> <p>Providing Support: Support Burlington Middle & High School youth groups create the structure and atmosphere they need take leadership in prevention interventions in their communities</p> <p>Changing Access/Barriers: Partner with youth volunteers to engage younger students in START activities as a means to increase the number of opportunities young students have to participate in prevention activities before they reach middle or high school</p>
Above the Influence	Risk taking/sensation seeking behavior	<p>Providing Information: Will use Above the Influence messaging as part of branding for the One Voice model work and START participation.</p> <p>Enhancing skills: Will use above the influence activities to help teens with:</p> <ul style="list-style-type: none"> • identifying personal brand • media literacy • forming positive relationships • problem-solving