

Melrose Substance Abuse Prevention Coalition
Annual Planning Notes
June 12, 2009

Following the coalition business portion of the agenda, the group introduced itself to the planning facilitator who reviewed the objectives of the planning meeting.

1. To identify areas of focus for next year
2. To ensure we are moving toward long term outcomes
3. To identify adequate resources to meet our work plan and mission

Review of Vision and Mission

The group reviewed the 4-year-old vision and mission of the coalition. The group agreed that it remains a good reflection of the groups purpose and adequately reflects the who, how and why of the Melrose Substance Abuse Prevention Coalition. It is reflective of community needs and the work being performed by the coalition. The group voted to keep the vision and mission in tact with no changes.

Review of Original Goals

- Decrease use of tobacco, alcohol, and other drugs by middle and high school youth (ages 6-12)
- Increase adult disapproval of use through changes in social norms
- Establish a community framework and foundation for long-term SA prevention efforts

A handout of specific objectives under each goal was presented. Peg pointed out that it is important to make sure all work is connected to your long-term goals, and to make sure you are evaluating progress toward these goals in a variety of ways (process and impact). The results of the 2009 YRBS will be available in fall to reflect on progress toward long term goals. (See recommendations sections for more on evaluation).

The group broke into 4 smaller groups to discuss the following. Information was reported out, discussed, and suggestions made for next year.

What was successful?

- Guiding Good Choices
 - Programs grew, reached more parents; in-kind from faith-based organizations is working well
- Tip Line
- Melrose Draws the Line campaign (youth report signs visible in schools)
- Social Host Law
- School policy on chemical use and violations for student athletes was reviewed and updated
- Sports Action Team was formed and is making great in-roads with Youth Hockey and other organizations
- Youth Action Team-implemented many activities and ideas

Greatest Impact?

Group commented that first two lists are similar. Peg pointed out that research tell us what has the greatest impact in long-term community change, and that majority of coalition efforts should be focused on “environmental strategies”--actions meant to change behaviors at a population level, e.g. all youth in the community. Peg pointed out that the majority of the work plan is focused on environmental strategies and that your progress and plan are good in this area, meaning you are likely to achieve long-term changes and “greatest impact.”

- Building Relationships with sports organizations
Group acknowledged that this is a first step, with the aim of eventually changing practices and then norms in how youth sports organizations model behaviors around alcohol use
- Guiding Good Choices (SAMHSA evidence based program, skill enhancement)
We are reaching more parents, and conducting curriculum surveys
Suggestion to conduct 3-6 month post program phone interviews
- Social Host Liability Law Passed (policy, enforcement, consequences)
Kids are rethinking their behavior
Parent are rethinking their behavior
- School Policy
- Tip Line (enforcement, consequences)
It’s a positive tool, police are taking and responding to tips, it was totally member driven and allows for a community voice
- Increased youth involvement (cultural competence, involve target population)
Coalition is using technology and culturally appropriate messages designed for and by youth.

Greatest Struggles

- Funding
- Evaluation of all initiatives by members and staff
- Resources for Public/Media Relations and Marketing
- Membership
Attracting members
Engaging
Member Agreements-clarify expectations for involvement
Retaining Members
- Current Advisory Board 2-year terms expire June 2010
After that, should the primary role(s) of the Advisory Board be altered?
What should it be doing to support mission achievement? Who should be on it?
- Social Norms
Parents are still providing, what is the best message to get out?
- SBIRT is on Hold-need a hospital champion
- Increased request for help from community members/families affected by substance abuse. There is a need for packet of material with recommendations for clinical referral, as well as how to get involved and when.

Areas of Potential Focus

- Focus youth work on younger age, specifically middle school, and 7th and 8th grade. Student leader input reflected that by the time kids receive the message in high school, they have already made their choices and it's often too late.
- Engage parents of middle school youth.
- New, timely opportunity: Work with new liquor licensees (3), existing licensees (restaurants and other pouring establishments) and licensing board. The timing is good because of recently granted licenses. Highly visible in media and community conversations. Explore the number of temporary permits granted and BYOB. Get mentored by Cambridge.
- Increase business involvement-what does it mean for a business to “be supportive” of the coalition?
 - Pledge
 - As a Development Strategy
- Explore effectiveness of Healthy Alternative youth activities: work with Rec Dept and Common Ground to ensure they based on what youth want.

Work plan & Resource Overview

Budget

Kara indicated that the state funding and the town match for that funding will not be available in FY 2010, due to the current economic crisis affecting the state and local municipalities. This is a significant impact to the coalition budget, which will total \$83,409 for FY 2010 (DFC federal grant).

Personnel

Kara will decrease hours from 35 to 25, and Janet will decrease hours from 15 to 10. Kara will be out on maternity leave this fall.

Work plan Handout

There is a handout out of a projected work plan for FY 2010 that will be updated based on member input from this meeting. Areas highlighted may be impacted by budget cuts.

Peg discussed working more efficiently by leveraging membership resources, expertise, and existing roles/structure of the coalition, NOT adding more action teams or new activities with limited resources, but being clear about FY 2010 goals for each level of your working structure: Advisory Board, Planning Committee, and Action Teams.

Recommendations:

Planning Committee

- 1) Coordinate and facilitate coalition meetings in Kara's absence on maternity leave.
- 2) Over the summer, meet and strategize on membership management strategies, e.g. develop a new member packet and mentor system, and annual member check-in calls.

- 3) Oversee monitoring and implementation of coalition evaluation. Start by reviewing the existing plan and by asking all Action Teams to identify what process measures they will report on this year.

Advisory Board

- 4) Advisory Board may eventually take on the primary function of development and fund raising. Develop the annual meeting into a community event and fundraiser? Brainstorm by current Board at upcoming June annual meeting. This may be a good goal to synergize the Advisory Board. May need to identify and recruit community members that do development and fundraising. Identify list of potential business donors.

Action Teams

- 5) Coordinator, Planning Committee and Action Team Point People should jointly develop a “work plan template” for each Action Team that clearly identifies the team’s one year goals, intended actions, public relations/marketing strategies specific to that team, and evaluation measures. This will help ensure all Action Teams are supporting the work necessary to effective coalition functioning.
- 6) Continue great YAT work via Teen Leaders and Advisor. Be sure to evaluate the Social Marketing Melrose Draws the Line Campaign. Make sure messages are targeted to changing a specific indicator. Compare to your logic model or create a new logic model for the messaging campaign. Continue focus with 7,8th grade students and parents. Put a donation option on MDTL website because it evokes a sense of need and philanthropy.
- 7) Continue GGC Action Team. Focus next year on evaluation and on achieving sustainability strategies, not just program growth.
- 8) Continue Policy Action Team-focus on local policy change. Recruit action team to work with liquor licensees, licensing board, and related stakeholders. The function of this team would be to a) set up a monitoring system for tracking training, providing resources to licensees, perhaps sponsoring a voluntary community pledge to prevent underage sales. This team would determine next steps for monitoring, enforcement, and education and to continue dialogue around related future policy change, e.g. temporary licenses. Determine readiness, cost-benefit and relative impact of CPC 21 Proof Program (best fit) for next year. Consider contracting directly with CPC to provide one training next year as a pilot, and then pursue coalition capacity to train in subsequent years.

Coalition

- 9) Define what it means for a business to support the coalition and the ways this can happen that support your work plan. Work with Advisory Board to ID some potential corporate donors. Create a list. Invite to your annual meeting.