

## YEAR IV WORK PLAN

### Goal #1 – Greater New Paltz Community Partnership

#### Drug Free Communities Support Project #SP0-18374 (2014-2015)

**Goal 1: The Greater New Paltz Community Partnership Will Build and Develop the Coalition's Infrastructure**

**Objective 1: The Partnership will participate in activities which establish and strengthen a working network of coalition resources.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Utilize resources provided through CADCA Membership	Coalition Director and Steering Committee	On-Going
Attend ONDCP/CADCA Mandatory Grantee Meeting (Washington, DC)	Coalition Director and Coalition Members	TBD
Participate in Prevention Activities within Ulster County and the Mid-Hudson Region	Coalition Director and Coalition Members	On-Going
Utilization of Chamber of Commerce Membership	Coalition Director, and Steering Committee	On-Going
Host a Key Stakeholders Forum twice a year	Director, Steering Committee, Key Stakeholders, School District, and Evaluator	On-Going

**Objective 2: The Partnership will maintain and build a recognized brand in the local community while establishing the Partnership as a local expert in the prevention field.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Maintain and Grow the Partnership's Brand with a Targeted Marketing Strategy	Coalition Director, Steering Committee, Evaluator, Key Stakeholders, Community Partners, and Vendor/Contractors	On-Going
Utilize Automated Marketing Sequences (Infusionsoft)	Coalition Director, Steering Committee, Evaluator, Key Stakeholders, and Community Partners	
Leverage Networking with Community Stakeholders	Coalition Director, Steering Committee, Evaluator, Key Stakeholders, and Community Partners	
Maintain & Enhance the Partnership Website	Coalition Director, Steering Committee, Key Stakeholders, and Vendors/Contractors	On-Going

**Objective 3: The Partnership will continue to focus on building the sustainability of the coalition through parent, provider, and community member engagement.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Enhance the Coalition's Parent Response Cohort	Coalition Director, Key Stakeholders, and Vendor/Contractors	On-Going
Establish a Working Network of Parents, Providers, Community Members	Coalition Director, Steering Committee, Parents, Providers, and Community Members	On-Going
Collaborate with parents, youth, providers, and community members to provide engaging public access material that educates, engages, and influences parents, youth, and community members.	Coalition Director, Parent Response Cohort, Youth Leadership Cohort, and Community Partners	On-Going
Host Multi-Sector Community Conversation and Dialogue Event (Community Dialogue, Community Conversations, and Be In The Know) once a year - spring.	Coalition Director, Steering Committee, Parents, Providers, and Community Members	Apr-15

**Objective 4: The Partnership will train coalition stakeholders and leaders to embrace the Strategic Prevention Framework, enhance prevention strategies and strengthen coalition infrastructure.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Community Recognition Event	Coalition Director, Evaluator, Steering Committee, and Community Partners	May-15
The Partnership will hold general coalition meetings where partners will be educated on the Strategic Prevention Framework, Partnership Prevention Strategies, Appreciative Leadership Infrastructures, and provide expert resources and information based on community conditions.	Coalition Director, Steering Committee, Parent Response Cohort, Youth Leadership Initiative, and Community Members	On-Going
The Partnership will identify key stakeholders and community members to participate in a coalition capacity building retreat where local community experts will build coalition capacity. This capacity building training will provide opportunities for the coalition to build the capacity needed to develop and carry out a comprehensive plan to build infrastructure, and provide expert resources & information about reducing substance abuse rates.	Coalition Director, Steering Committee, Parent Response Cohort, and Community Members	Sept-15

**Objective 5: The Partnership will build and maintain our online resource directory that provides a dynamic platform for community connection to local resources and community engagement**

Coalition Activity	Partner(s) Responsible	Approximate Date
The ResourceDirect Team will continue to develop, improve and maintain the ResourceDirect database, establish & enhance key community relationships with local providers and community members and educate them about the ResourceDirect opportunity and the Partnership vision.	Coalition Director, ResourceDirect Team, Steering Committee, and Evaluator	On-Going
Develop sustainable relationships with community sponsors for Partnerships activities and events and to sustain Partnership efforts.	Coalition Director, Parent Response Cohort, and Community Partners	Jan-15

**Objective 6: The Partnership will maintain and enhance its platform for youth involvement in coalition goals**

Coalition Activity	Partner(s) Responsible	Approximate Date
Youth Leadership Initiative Training	Coalition Director, Youth Leadership Facilitator, Youth Leadership Initiative, Youth, and SUNY New Paltz	Jan-15
Public Access TV Series	Coalition Director, Key Stakeholders, and Community Members	On-Going
Community Scanning Project	Coalition Director, Key Stakeholders, Youth Leadership Initiative, and Local Businesses	Nov-14
Social Norming	Coalition Director, Key Stakeholders, Youth Leadership Initiative, and School District	On-Going
Youth Leadership Initiative Multi-Media Communication Strategy	Coalition Director, Youth Leadership Facilitator, Youth Leadership Initiative, and Youth	On-Going
Maintain & Enhance Youth Leadership Cohort	Coalition Director, Youth Leadership Facilitator, New Paltz Youth Program, School District, Parents, Youth, and Key Stakeholders	On-Going

Maintain and further develop Stress Busters Initiative	Coalition Director, Key Stakeholders, School District, Community Members, Youth Leadership Cohort, and Youth	On-Going
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**Objective 8: The Partnership will engage and sustain active partnership involvement within the coalition.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Provide a Multi-Media Educational Infrastructure to Address Current Trends and Educational Needs of the Community	Coalition Director, Key Stakeholders, Parent Engagement Committee, Youth Leadership Cohort, Local Businesses, Medical Professionals, and Community Members	On-Going
Hold coalition workshops that will include topics of interest to parents and community members which address local needs and conditions	Coalition Director, Evaluator, Steering Committee, Community Partners, Local Businesses, Parent Response Cohort, and Youth Leadership Cohort	On-Going

**Objective 10: The Partnership will evaluate coalition efforts using established qualitative and quantitative research methods. In addition, the coalition will utilize an outcome measurement framework to support the continuous performance improvement process and educate the local community on the coalition's efforts, progress, and prevention outcomes and impacts.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Community Partnership Member Survey	Coalition Director, Evaluator, Steering Committee, Community Partners, Key Stakeholders, Parent Response Cohort, School District, and Youth	Jan-15

**Goal #2 – Greater New Paltz Community Partnership  
Drug Free Communities Support Project #SP0-18374 (2014-2015)**

\* Goal numbers and objective numbers have been kept consistent with original work plan submission.

**Goal 2: Reduce Substance Use (Alcohol, Marijuana, and Prescription Drug Abuse) Among Youth**

**Objective 2: The Partnership will maintain and build a recognized brand for the Partnership in the local community while establishing the Partnership as a local expert in the prevention field.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Maintain and Grow the Partnership's Brand with a Targeted Marketing Strategy	Coalition Director, Steering Committee, Evaluator, Key Stakeholders, Community Partners, and Vendor/Contractors	On-Going
Utilize Automated Marketing Sequences (Infusionsoft)	Coalition Director, Steering Committee, Evaluator, Key Stakeholders, and Community Partners	
Leverage Networking with Community Stakeholders	Coalition Director, Steering Committee, Evaluator, Key Stakeholders, and Community Partners	
Maintain & Enhance the Partnership Website	Coalition Director, Steering Committee, Key Stakeholders, and Vendors/Contractors	On-Going

**Objective 5: The Partnership will build and maintain our online resource directory that provides a dynamic platform for community connection to local resources and community engagement**

Coalition Activity	Partner(s) Responsible	Approximate Date
Continue outreach to all sectors to engage them in the development of a community wide resource database where information about local resources will be provided. This development includes both traditional and non-traditional resources which cover the spectrum of from prevention, to intervention, and beyond.	Coalition Director, ResourceDirect Team, Evaluator, and Community Members	On-Going
Maintain & enhance a dynamic landing page on ResourceDirect where parents, youth, stakeholders, and community members can locate information on the Partnership's strategies, learn about local events and activities, find educational links, information, and video materials, and	Coalition Director, ResourceDirect Team, Evaluator, Steering Committee, Parents, Youth, and Key Stakeholders, and Community Partners	On-Going

connect to a developing database of local resources.		
Develop sustainable relationships with community sponsors for Partnerships activities and events and to sustain Partnership efforts.	ResourceDirect Mapping Assistant, Coalition Director, Parent Response Cohort, and Community Partners	Jan-15
<b>Objective 6: The Partnership will maintain and enhance its platform for youth involvement in coalition goals</b>		
Coalition Activity	Partner(s) Responsible	Approximate Date
Youth Leadership Initiative Training	Coalition Director, Youth Leadership Facilitator, Youth Leadership Initiative, Youth, and SUNY New Paltz	Jan-15
Public Access TV Series	Coalition Director, Key Stakeholders, and Community Members	On-Going
Community Scanning Project	Coalition Director, Key Stakeholders, Youth Leadership Initiative, and Local Businesses	Nov-14
Social Norming	Coalition Director, Key Stakeholders, Youth Leadership Initiative, and School District	On-Going
Youth Leadership Initiative Multi-Media Communication Strategy	Coalition Director, Youth Leadership Facilitator, Youth Leadership Initiative, and Youth	On-Going
Maintain & Enhance Youth Leadership Cohort	Coalition Director, Youth Leadership Facilitator, New Paltz Youth Program, School District, Parents, Youth, and Key Stakeholders	On-Going
Maintain and further develop Stress Busters Initiative	Coalition Director, Key Stakeholders, School District, Community Members, Youth Leadership Cohort, and Youth	On-Going

**Objective 8: The Partnership will engage and sustain active partnership involvement within the coalition.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Provide a Multi-Media Educational Infrastructure to Address Current Trends and Educational Needs of the Community	Coalition Director, Key Stakeholders, Parent Engagement Committee, Youth Leadership Cohort, Local Businesses, Medical Professionals, and Community Members	On-Going
Hold coalition workshops that will include topics of interest to parents and community members which address local needs and conditions	Coalition Director, Evaluator, Steering Committee, Community Partners, Local Businesses, Parent Response Cohort, and Youth Leadership Initiative	On-Going
Publish Content Marketing Materials	Coalition Director, Key Stakeholders and Experts, and Community Members	On-Going
Public Access TV Series	Coalition Director, Key Stakeholders and Experts, and Community Members	On-Going
Local Cinema Advertisement Series (Including Social Norming Messaging)	Coalition Director, Local Cinema, and Key Stakeholders	On-Going
Clear Channel Media Advertisements (Including Social Norming Messaging)	Coalition Director, Local Communications Company, and Key Stakeholders	Dec-14
Local Newspaper Advertisements (Including Social Norming Messaging)	Coalition Director, Local Newspapers, and Key Stakeholders	Dec-14
Community Engagement Newsletters (Multi-Media Platforms)	Coalition Director, Community Partners, and Vendor/Contractors	On-Going

**Objective 9: The Partnership continue to enhance its collaborative relationships with local experts, including law enforcement, to train, recognize and reinforce local businesses who comply with local laws regarding underage sales and consumption of alcohol.**

Coalition Activity	Partner(s) Responsible	Approximate Date
Hold Compliance Checks at Local Businesses	Coalition Director, Local Law Enforcement, Vendor/Contractors	On-Going
Participate in "Shoulder Taps" at Local Businesses	Coalition Director, Local Law Enforcement, Vendor/Contractors	On-Going

Hold a TIPS Training for On-Premise and Off-Premise Alcohol Sales Outlets	Coalition Director, Local Law Enforcement, Vendor/Contractors	On-Going
<b>Objective 10: The Partnership will evaluate coalition efforts using established qualitative and quantitative research methods. In addition, the coalition will utilize an outcome measurement framework to support the continuous performance improvement process and educate the local community on the coalition's efforts, progress, and prevention outcomes and impacts.</b>		
<b>Coalition Activity</b>	<b>Partner(s) Responsible</b>	<b>Approximate Date</b>
Community Perception Survey	Coalition Director, Evaluator, Steering Committee, New Paltz Youth Program, Community Partners, New Paltz School District, and Parent Response Cohort	Oct-14
Youth Perception Survey	Coalition Director, Evaluator, Steering Committee, Community Partners, Paltz School District, and Youth	Sept-14