

Strategic and Action Plan

Coalition: Grantsville City Communities That Care Coalition

Vision: To create a diverse community actively supporting and inspiring youth, individuals, and families to live, work, and play responsibly throughout life.

Mission: We use tested and effective strategies to connect and create positive opportunities for Grantsville, Utah.

Goal #1: Increase Community Collaboration: Establish and strengthen collaboration among communities, public and private non-profit agencies, as well as federal, state, local governments to support the efforts of community coalitions working to prevent and reduce substance use and misuse among youth.

Directions: The following are categories that your coalition should consider when planning for goal #1. In each year, you may not complete activities for each category, but they should provide a framework for how your coalition can increase and build community collaboration.

Category: Outreach and Networking

Objective: Participate in 2 more community events to get prevention messaging into the community and share about the progress and status of the coalition.

Strategy 1: Involve more youth and programming in our public outreach. Increase coalition capacity, involvement, and buy-in, such as involving local hope squads and afterschool /extracurricular programs.

Activity	Who is responsible	By When?
Have an open house with coalition to increase capacity	Whole Coalition	By Oct. 19. 2024
Veteran's Day Breakfast Support	Veteran's Memorial Committee	Nov. 9, 2024
Old Grantsville Church Theater Fundraiser	Coalition/OGC	Dec. 6th/7th

Category: Public Awareness and Education about Substance Use and Misuse Issues

Objective: Increase community awareness and knowledge of coalition & objectives by presenting to 3 key organizations.

Strategy 1: Partner with local agencies/organizations to increase awareness of Coalition Efforts

Activity	Who is responsible	By When?
Present community assessment findings to Key Leaders	John I./Layne	Nov. 2024
Have 2 articles annually published in local Newspaper	Coalition Coord.	July 2025
Present community assessment findings to City Council/School Board	Coalition Coord. & John I.	July 2025

Category: Engagement of Populations Experience Health Disparities

Objective: Increase visibility and connection with diverse populations and ethnicities by incorporating minority populations into every event sponsored/supported by coalition.

Strategy 1: Work with other coalitions and agencies and support events which offer services to and reduce barriers for those of diverse minority backgrounds or young people in recovery.

Activity	Who is responsible	By When?
Have a tabling booth at City Luau	Jolene/Layne	Aug. 2025
Support inclusion of other cultures via Arts Festival food, theme, and competition.	Jolene, Jenseena, Layne, John I.	Oct. 2024
Invite Hispanic Serving Services to Back to School BBQ	Layne K.	Aug. 2024

Category: General Health and safety-related activities

Objective: Improve community awareness of prevention efforts and instill a sense of community belonging and pride through collaborations and community partnerships. Reduce percentage of community survey respondents who don't feel that effective prevention efforts are happening by 5% (From 23% to 18%).

Strategy 1:

Activity	Who is responsible	By When?
Receive a Healthy Communities Designation	Layne/Emily/Jolene	Sept. 4, 2024
Increase greenspace (parks) and walking trails	City Council	Aug. 2027
Participate in and collaborate with The Safe Kids Coalition and Life's Worth Living Foundation.	SRO, LWL, Health Promotion	Aug. 2027

Category: Coalition Communications and Branding

Objective: Get more recognition of Coalition Brand (Improve Social Media Followers by 10%).

Strategy 1: Getting Coalition Brand recognized more

Activity	Who is responsible	By When?
Publish multiple articles in local newspaper about coalition efforts and youth recognition awards	Coalition Coordinator	Dec. 2024-Ongoing
Coalition Swag (Frisbees/ shirts/Chalk)	Layne	Hand out in parades & events
Increase reach of coalition to other SM platforms (e.g. instagram)	Tooele Prevention Team	By July 2025

Category: Build Coalition Capacity to Collaborate

Objective: Have the coalition community board recognize 2 individuals monthly who regularly help with various community outreach events (at meetings and online).

Strategy 1: Agency reach outs, collaboration, & partnerships

Activity	Who is responsible	By When?
Work w/ Local PTA's, Library Board, Faith Communities, Historical Groups, etc...	All	Aug. 17th

Partner w/ local counseling agencies and sober living facilities to refer graduating clients to parenting classes.	Layne	In place by Dec. 2024
Work on a community partnership project with High School FFA Advisors	Coalition	Feb. 2026

Strategic and Action Plan Template

Goal #2: Reduce youth substance use and misuse: *Reduce substance use and misuse among youth and, over time, reduce substance use and misuse among adults by addressing the factors in a community that increase the risk of substance use and misuse and promoting the factors that minimize the risks of substance use and misuse.*

Directions: The following should demonstrate the strategies that your coalition is implementing in the given year (e.g., year 2, 4, 5) and the activities associated with implementing each strategy.

Problem (substance): Availability of alcohol to youth in Grantsville, Utah.

- *Long-term objective (3-10 years):* Reduce underage alcohol use of Grantsville area 12th graders from 21% to 15%

Root Cause: Underage alcohol use.

- *Intermediate objective (1-4 years):* Reduce the amount of students reporting underage alcohol use due to parental approval by 7% (From 47% to 42%).

Local Condition:

- *Short term objective (6-24 months):* Reduce the number of 8th-12th grade students who are reporting using alcohol at home with parental permission from 65% to 58%.

**Strategies should directly connect back to the local condition*

Strategy 1: Provide Information: Remind retailers and school administration about rates or use.

Activity	Who is responsible	By When?
Meet with Jr. High Principal/s, and Health Teachers about use rates and see if we can present in classes about the harms of alcohol use.	Jolene/Coalition Coordinator/Chief of Police	Dec. 2024
Visit with Retail Stores about improving monitoring.	Coalition Coordinator or Police Dept.	July 2025

Strategy 2: Build Skills: **Promote Guiding Good Choices Classes and increase the number of attendees to them by 4 families in the 2024-2025 school year as a means of reducing parental attitudes and improve prevention training and buy-in for current prevention community board.**

Activity	Who is responsible	By When?
Offer Guiding Good Choices on a rotating Schedule of 5 weeks on 3 weeks off.	Coalition Coordinator	Aug. 2025

Collaborate more with schools and sober living facilities to increase attendance and graduation from Guiding Good Choices.	Coalition Coordinator & Prevention Coordinator	Aug. 2025
Have 2 coalition members annually attend Prevention Conferences (Either fall/winter/spring) or Training of Coalition Facilitator- CTC.	Coordinator	July 2025

Strategy 3: Provide Support:

Activity	Who is responsible	By When?
Work with a school resource officer to identify specific support needed in school.	Coordinator	Aug 2025
Support school district prevention specialist in administration of SHARP.	Coordinator and Prevention Team	May 2025
Support Police force with Compliance checks	Prevention Coordinator	May 2025

Strategy 4: Enhance Access/Reduce Barriers:

Activity	Who is responsible	By When?
Provide a \$150 grocery gift-card to GGC graduates.	Coordinator	Ongoing
Promote UTA On-Demand for transport to/from classes	Coordinator	Ongoing

Strategy 5: Change Consequences (incentives/disincentives) :

Activity	Who is responsible	By When?
Ensure the CUBS-OPPs perform quarterly compliance checks with incentives/consequences implemented	Desiree M.	Aug. 2025
Advocate to local task-force regarding need to increase penalties about failed compliance checks or parties involving parental approval of youth alcohol consumption.	Coalition	Aug. 2025

Strategy 6: Physical Design:

Activity	Who is responsible	By When?
Ensuring that retail stores comply with Utah Policy for designated Alcohol Sale Placement .	Task-Force/Coalition	Aug. 2025
Ensure that Alcohol being sold at retailers complies with labeling guidelines .	Task-Force/Coalition	Aug. 2025
Ensure that area retailers comply with Utah Flavoring Requirements	Task-Force/Coalition	Aug. 2025

Strategy 7: Modify/Change Policies:

Activity	Who is responsible	By When?
Work with local legislators about a need to change disincentives/punishments for failed compliance checks.	Coalition	Aug. 2027
Work with UPCA and local legislators to modify policies for Beer Garden's and proximity to youth.	UPCA Board, Coalition Coordinator	Dec. 2025

*Repeat for each local condition under the same substance OR start a new substance.