

Strategic and Action Plan

Coalition Name: Laconia Youth Alliance (LYA)

Vision: Protecting the future of our youth with prevention today.

Mission: To bring together youth, families, and schools along with community members, partners, and leaders to work collaboratively in preventing youth substance use in order to improve the health and well-being of all members of the Laconia Community.

Category: Outreach and Networking

Objective: Increase coalition membership by 50 percent by 4/29/2022

Strategy 1: Recruit and retain current membership by tracking attendance at monthly coalition meetings as recorded in the meeting minutes.

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Finalize member orientation packet to provide current information and membership expectations	Coalition Coordinator & Members	2/28/2022
Review membership survey to gauge and determine the interests and capacities of existing members	Coalition Coordinator & Members	3/31/2022
Coordinate and conduct coalition community outreach and engagement to grow coalition membership	Coalition Coordinator & Members	4/30/2022

Strategy 2: Increase coalition name recognition measured by community events and activities participated in along with tracking coalition branded resource items distributed.

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Attend various community events to introduce the coalition to attendees as well as promote prevention information, practices, and resources	Coalition Coordinator & Members	2/28/2022
Increase community awareness of the coalition by strengthening connections and collaborations with existing groups and organizations	Coalition Coordinator & Members	6/30/2022

Strategy 3: Address cultural competency within the membership of the coalition while tracking with pre-post surveys.

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Conduct focus groups in the community to identify ways to connect and engage high-need groups	Coalition Coordinator & Members	10/30/2021
Devise and maintain culturally adapted marketing plan to include traditional and new media outlets	Coalition Coordinator & Members of the Media Sector	11/30/2021

Request input and suggestions on involving the faith community in the coalition	Coalition Coordinator & Members of the Faith Sector	12/30/2021
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Category: Coalition Members

Objective: Increase the skills and knowledge of coalition membership through training and education, resulting in 85% of the membership reporting that they are knowledgeable or very knowledgeable about environmental prevention strategies by 3/29/2022

Strategy 1: Enhance knowledge and skills by identifying and/or offering educational opportunities to coalition members and sectors representatives whenever possible.

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Offer presentations and/or related resources on environmental prevention to partnering organizations	Coalition Coordinator	2/28/2022
Invite subject matter experts to present on emerging prevention topics/concerns at coalition meetings on a quarterly basis	Coalition Coordinator & Members	4/30/2022
Participate in seven in-state trainings (virtual, in-person, and/or self-paced) that focus on substance misuse	Coalition Coordinator & Members	6/30/2022

Category: Coalition Building

Objective: Increase number of active youth members (aged 12 to 18) by 40 percent by 9/29/2022 as measured by attendance and activity logs

Strategy 1: Enhance knowledge and skills by providing trainings to coalition youth members and their adult advisors whenever possible.

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Implement the "One Voice Youth Empowerment Model" with the Laconia School Prevention Youth Group "Stand Up Sachems"	Coalition Coordinator, Youth Members, & Adult Advisors for Youth Members	3/31/2022
Weekly Youth Empowerment Team Meetings with the Laconia School Prevention Youth Group "Stand Up Sachems"	Coalition Coordinator, Youth Members, & Adult Advisors for Youth Members	9/29/2022
Provide skills training and information to youth members and their adult advisors on prevention strategies, advocacy, and leadership	Coalition Coordinator, Youth Members, & Youth Empowerment Team	9/29/2022
Collect youth engagement data via attendance and activity logs as recorded by the Adult Advisors for Laconia School Prevention Youth Group "Stand Up Sachems"	Coalition Coordinator & Adult Advisors for Youth Members	9/29/2022

Problem (substance):

- Alcohol - 28.7% of high school-aged students in the Laconia School District have reported 30-day use of at least one drink of alcohol (YRBS 2019)

Root Cause:

- Favorable youth attitude
- Ease of access

Local Condition:

- Favorable youth attitudes
 - ☐ Youth do not believe that alcohol causes long-term harm, so they use it at LHS during lunch on campus in the bathroom.
 - ☐ Youth have a low perception of peer disapproval for use of alcohol
- Ease of access
 - ☐ How are youth obtaining alcohol and where are they consuming the alcohol
 - ☐ Youths are being provided alcohol from friends and/or family members at home/parties

Objective 1: By September 29, 2023, increase the perception among youth that alcohol has moderate or great risk by 2% as measured by YRBS

Objective 2: By September 29, 2023, increase the perception of moderate or great “peer disapproval” of alcohol use among youth by 2% as measured by YRBS

Objective 3: By September 29, 2023, decrease reported ease of access to alcohol among youth by 2% as measured by YRBS

Objective 4: By September 29, 2023, increase awareness of access by businesses and parents as measured by local experts

Strategy 1: Provide Information

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Coordinate with the Laconia Police and various local businesses to promote the “Buyers Beware” media campaign developed by NH Division of Liquor Enforcement	Coalition Coordinator, Police Department, NH Div. of Liquor Enforcement, & Businesses	4/30/2022

Strategy 2: Build skills

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Facilitate social host trainings for employees and owners of local businesses that sell or serve alcohol	Coalition Coordinator, NH Liquor Commission, & Businesses	5/31/2022

Strategy 3: Provide support

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
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Plan structured, pro-social alternative activities to accommodate and coincide with prom and/or graduation as well as possibly a couple summer events to provide Laconia youth options for healthy interactions in a chem-free environment	Coalition Coordinator & Members, Youth Members, Adult Advisors for Youth Members, SAU #30, Parent Advisory Council, & Businesses	5/31/2022
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Strategy 4: Enhance access/reduce barriers

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Facilitate student access to LADC within the Laconia High School campus as well as substance and recovery supports for youth with Navigating Recovery of the Lakes Region (local RCO)	Coalition Coordinator, Youth Members, Adult Advisors for Youth Members, SAU #30, & Navigating Recovery of the Lakes Region (local RCO)	9/29/2022

Strategy 5: Change consequences

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Work with the parent advisory group to launch “Those who Host Lose the Most” campaign to reduce party hosting where underage drinking may take place	Coalition Coordinator & Members, Youth Members, Adult Advisors for Youth Members, Parent Advisory Council, & Police Department	6/30/2022
Perform “Sticker Shock” alcohol campaign with the aid of youth and local businesses	Coalition Coordinator & Members, Youth Members, Adult Advisors for Youth Members, & Businesses	6/30/2022
Conduct compliance checks in conjunction with the Liquor Commission and the Police Department, then publicly recognize those businesses that passed their check and work with those businesses that did not	Coalition Coordinator & Members, Police Department, Liquor Commission, & Media	8/31/2022

Strategy 6: Physical design

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Conduct environmental scans to identify alcohol advertising concerns within the community and what can be done to address the concerning advertising	Coalition Coordinator & Members, Youth Members, & Adult Advisors for Youth Members	6/30/2022
Collaborate with local businesses to promote improved and appropriate advertising placement of alcohol displays to ensure youth are not being exposed to alcohol advertising	Coalition Coordinator & Members, Youth Members, Adult Advisors for Youth Members, Liquor Commission, & Businesses	9/29/2022

Strategy 7: Modify/change policies

ACTIVITY	WHO IS RESPONSIBLE?	BY WHEN?
Work with local businesses obtaining their liquor licenses to educate and implement best practices for sales of alcohol, ensuring compliance with laws and prevention efforts to minimize youth ease of access to alcohol	Coalition Coordinator & Members, Police Department, Liquor Commission, & Business	9/29/2022