

STRATEGY PLANNING AND IMPLEMENTATION ACTIVITY

At the ECS Retreat this year, attendees took part in an activity to assess a specific focus area with a variation of low-impact, medium-impact, and high-impact strategies.

First Step:

- **Low Impact:** one-time events (flyer, presentation, etc.)
- **Medium Impact:** one-time events that build capacity and skills (curriculum, training, etc.)
- **High Impact:** Sustainable events/outputs (policies, physical design changes, etc.)

Second Step:

Once teams made their list of activities, they decided on one (preferably a high-impact activity) they planned out how to accomplish.

Third Step:

Teams had to plan how to approach partners/board members to find funding to implement the activity.



NICOTINE/TOBACCO

Low-Impact

- PCN: poster/banners/social media posts/Flush Facts
- Table information events
- Parent packet
- Pool bags
- Podcast/radio spots

Medium-Impact

- Speaker regarding vape dangers
- Certificates to businesses passing compliance checks

High-Impact

- Park signs saying “Young Lungs at Play”
- Policy banning vaping in public spaces/restaurants
- Compliance check
- Vape detectors in schools
- Create a policy around displaying vape materials/supplies in retail outlets.



How to get the people on board

1. Use the survey to show the need for a policy
2. Present to the coalition or level of legislator
3. Statement of need after coalition presenation

PRESCRIPTION DRUGS

Low-Impact

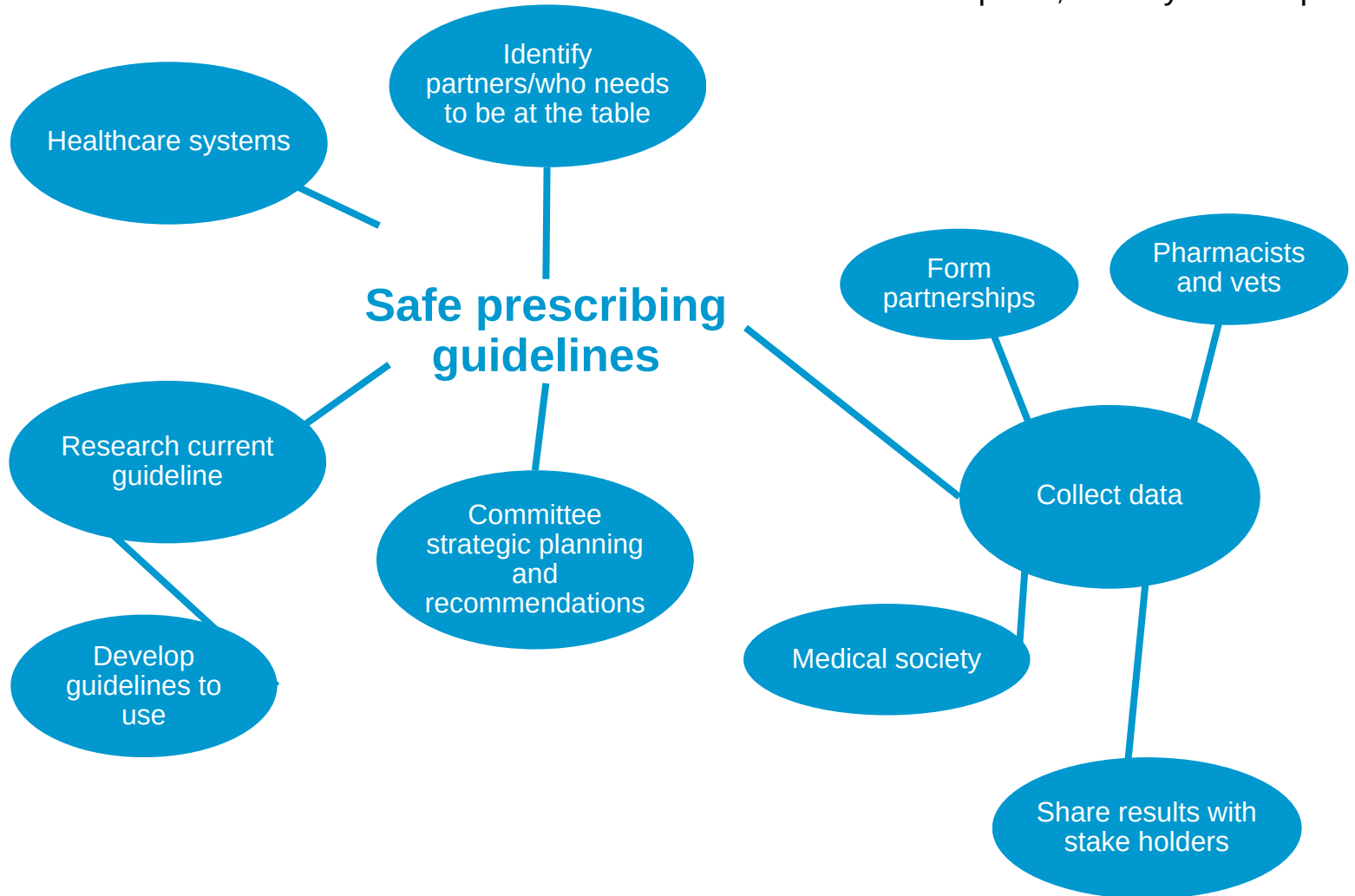
- Media
- Social media
- Presentations (senior centers, lock boxes)
- Radio and movie theatre PSA

Medium-Impact

- Doctor screening
- School curriculum
- Narcan training

High-Impact

- Safe prescribing practices for pharmacists/doctors
- Drug take-back events
- Drug drop boxes
- Distribution: Detera Bags, Narcan, lock boxes, syringe disposal, fentanyl test strips



MENTAL HEALTH

Low-Impact

- Flyers for resources
- Stigma reduction campaigns
- Pamphlets
- Cope boxes
- Branded give-aways

Medium-Impact

- First-aid training
- Mindfulness training
- Fresh air fair
- PD crisis intervention
- Townhalls
- Speakers

High-Impact

- SEL district-wide
- Suicide hotline
- Calm/self-regulating room
- Crisis intervention with law enforcement
- Crisis intervention response team

Youth Mental Health - Crisis Intervention Response Team (CIRT)

Steps to implement...

1st

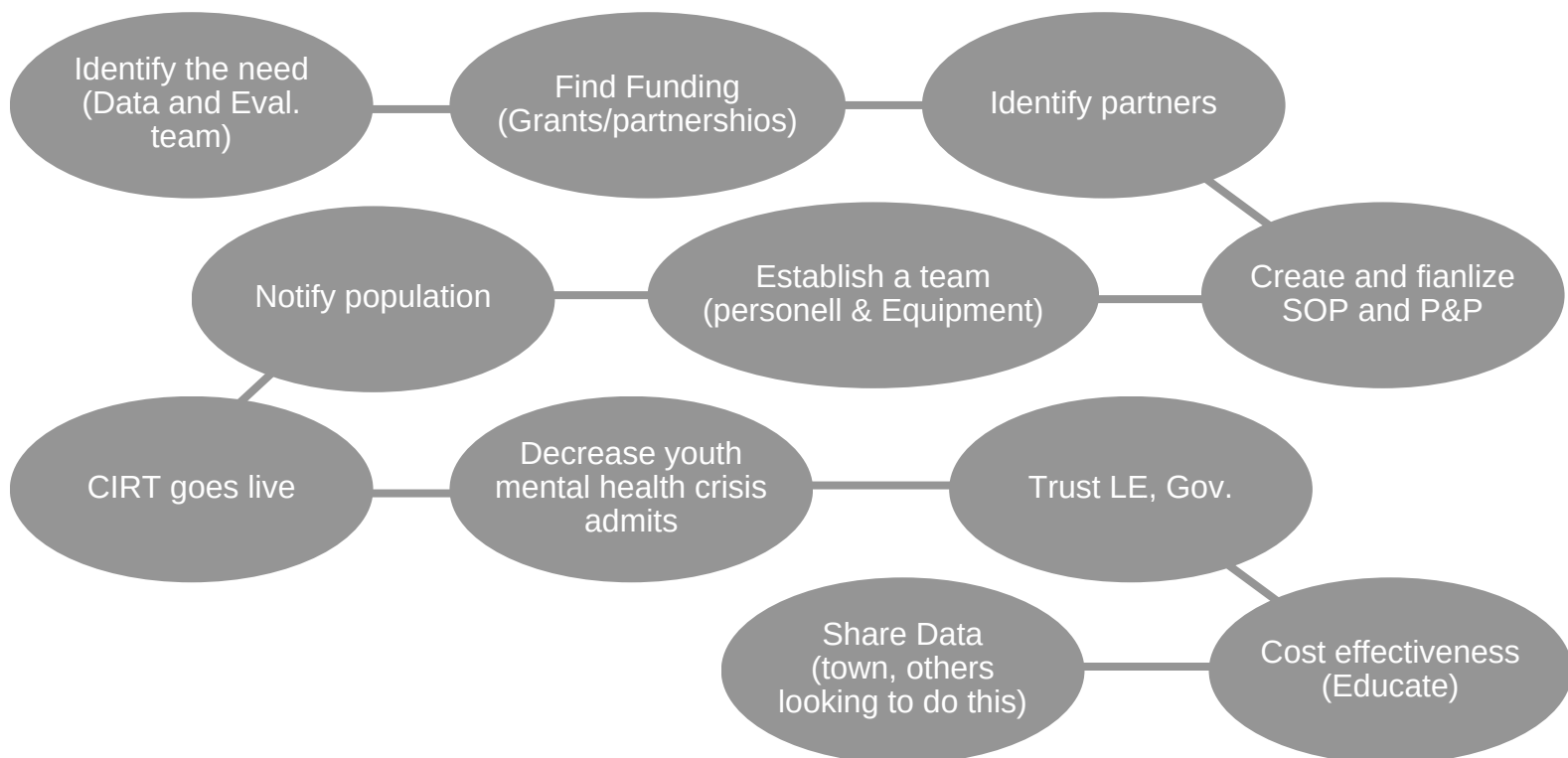
Hospital
MH providers
DA Office
Law Enforcement
Chief of Police
School District
Treatment Center
Funding
Health Department
Community
Faithbased Orgs.
EMT

2nd

Identify teams
Parameters and job description
What does it look like?
Ride along
Community Assessment
KI
Data collection
Define the problem

3rd

Vehicle
Uniforms
Materials
Outreach
Advertisement
Call center



MARIJUANA

Low-Impact

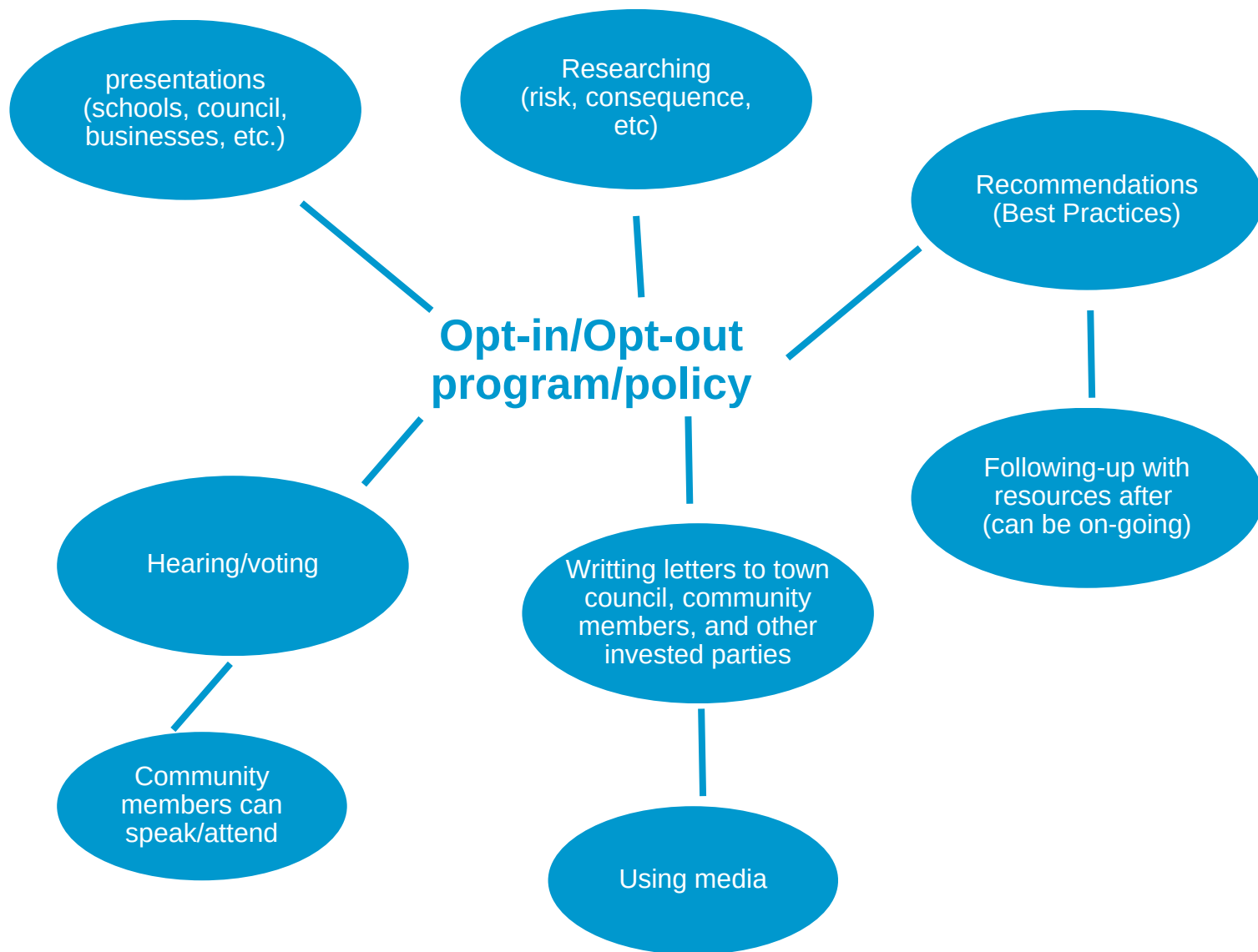
- Sticker shock
- Billboards
- Infographic/graphic
- State ID books
- Peer to peer presentations

Medium-Impact

- Hidden in Plain Sight
- Cannabis 101
- Virtual conference
- Store owner education
- Advocacy training

High-Impact

- Vape/smoke detectors
- smoke-free areas (including MJ)
- Opt in/out policies



How to make it happen...

1. Look/apply for grants
2. Assess capacity
3. gather in-kind
4. Other substance use prevention organizations

PARENT ENGAGEMENT

Low-Impact

- Informational flyers
- Social media
- Email

Medium-Impact

- Parent Night
- Training for home safety
- Hidden in Plain Sight training
- Social host survey/informational training

High-Impact

- Volunteer policy (school/local events)



How to make it happen...

1. Look/apply for grants/funding
2. Get the right people at the table: parents, students/youth, school representatives, student groups/clubs

VAPING

Low-Impact

- Billboard
- Social media
- Promotion placement in stores

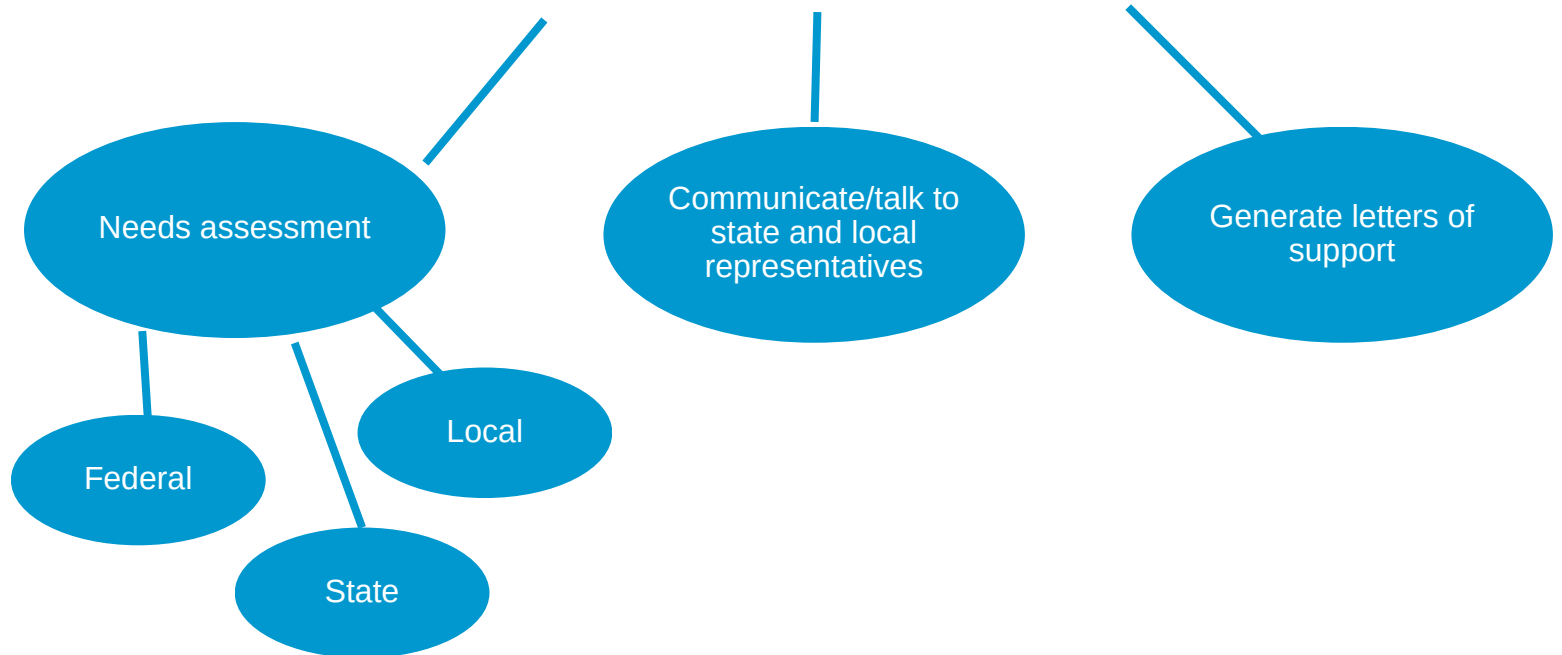
Medium-Impact

- CMB and the American Lung Association
- Vape training

High-Impact

- Advocacy/policy for no colors and flavoring

Advocacy for new legislation for color/flavor elimination from vapes



How to make it happen...

1. Needs assessment
2. Research what types of laws or policies are already in place
3. Talk to representatives about taking it to the senate
4. Write a letter of support
5. Execute

GAMBLING

Low-Impact

- Presentation
- Sticker Shock
- Radio Ads
- Billboards
- Support group
- Hope NY

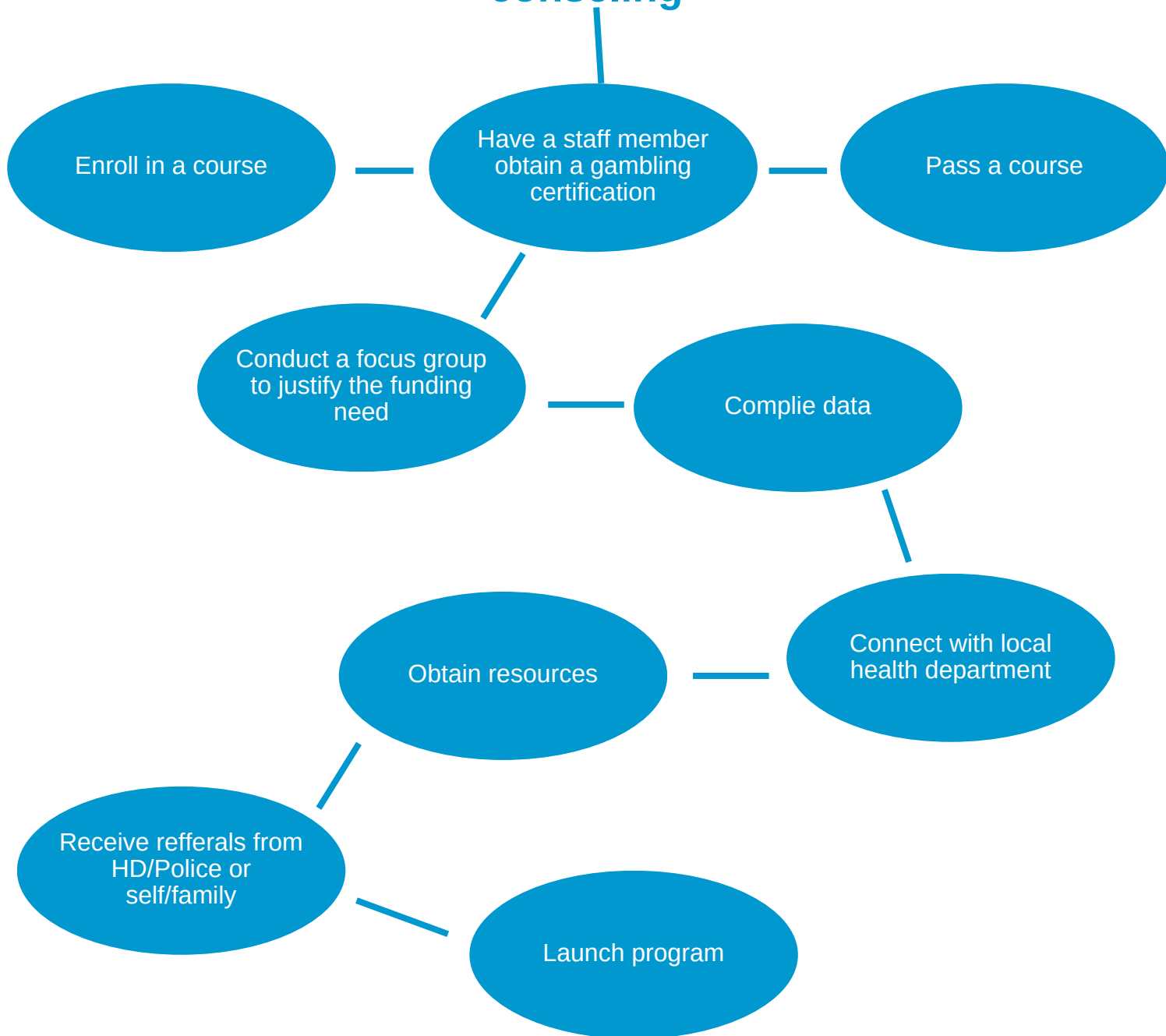
Medium-Impact

- Staff training
- Obtaining certificate
- Compliance checks at casinos
- Student education class

High-Impact

- Increase access to counseling

Increase access to counseling



TRAFFIC SAFETY

Low-Impact

- Education/training
- Collaborations about awareness
- Education on car seats for parents

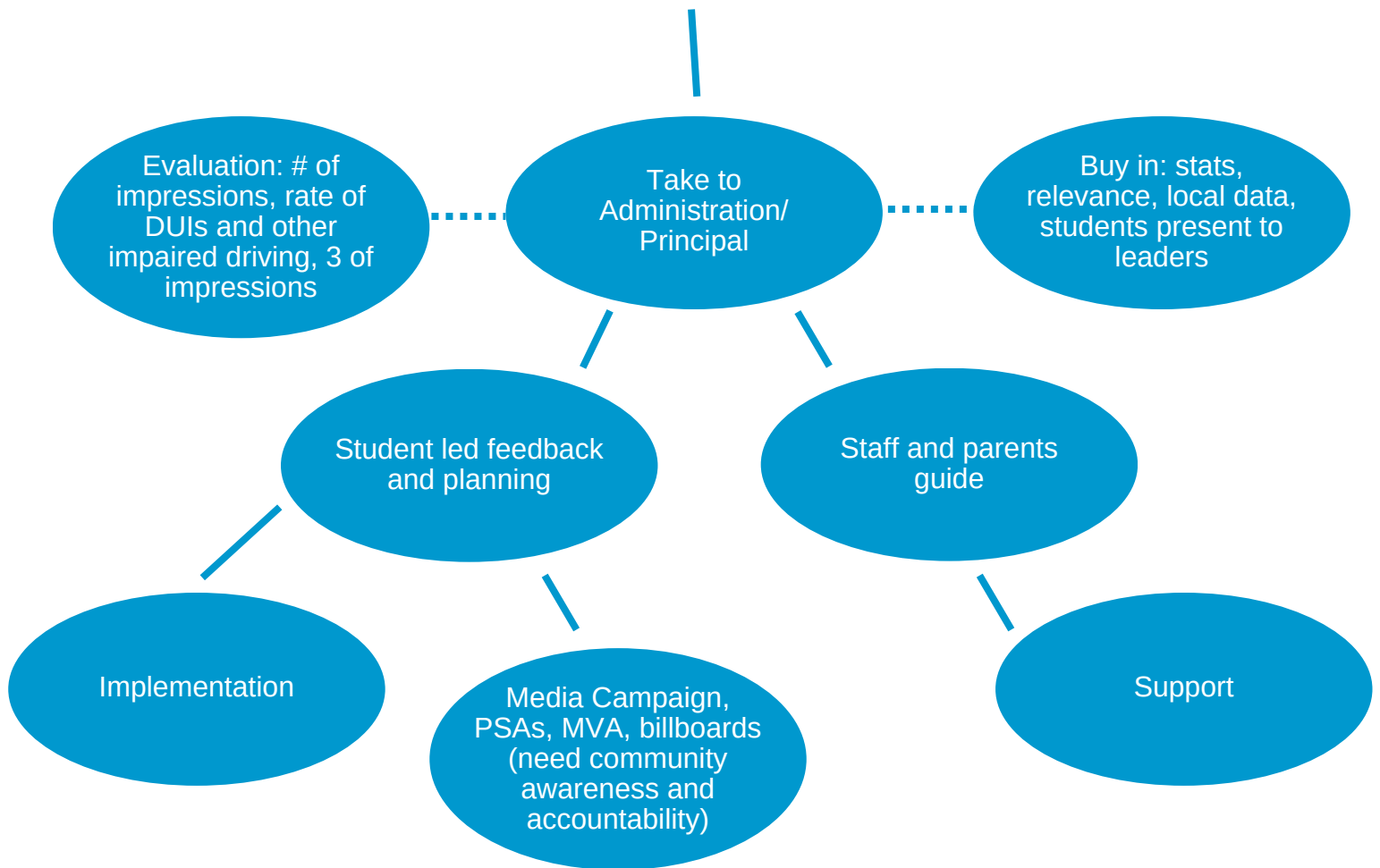
Medium-Impact

- Check points
- Public transportation access

High-Impact

- Impaired driving pledges (no drink/smoke to obtain parking permit)
- Coordinate traffic lights

Student Pledge for parking passes



How to make it happen...

1. Look/apply for grants/funding
2. Develop and reach out to partners

UNDERAGE DRINKING

Low-Impact

- Social media
- Newspaper
- Social host education
- Media campaigns
- Popcorn bag awareness
- Selfie Station
- Sticker Shock campaign

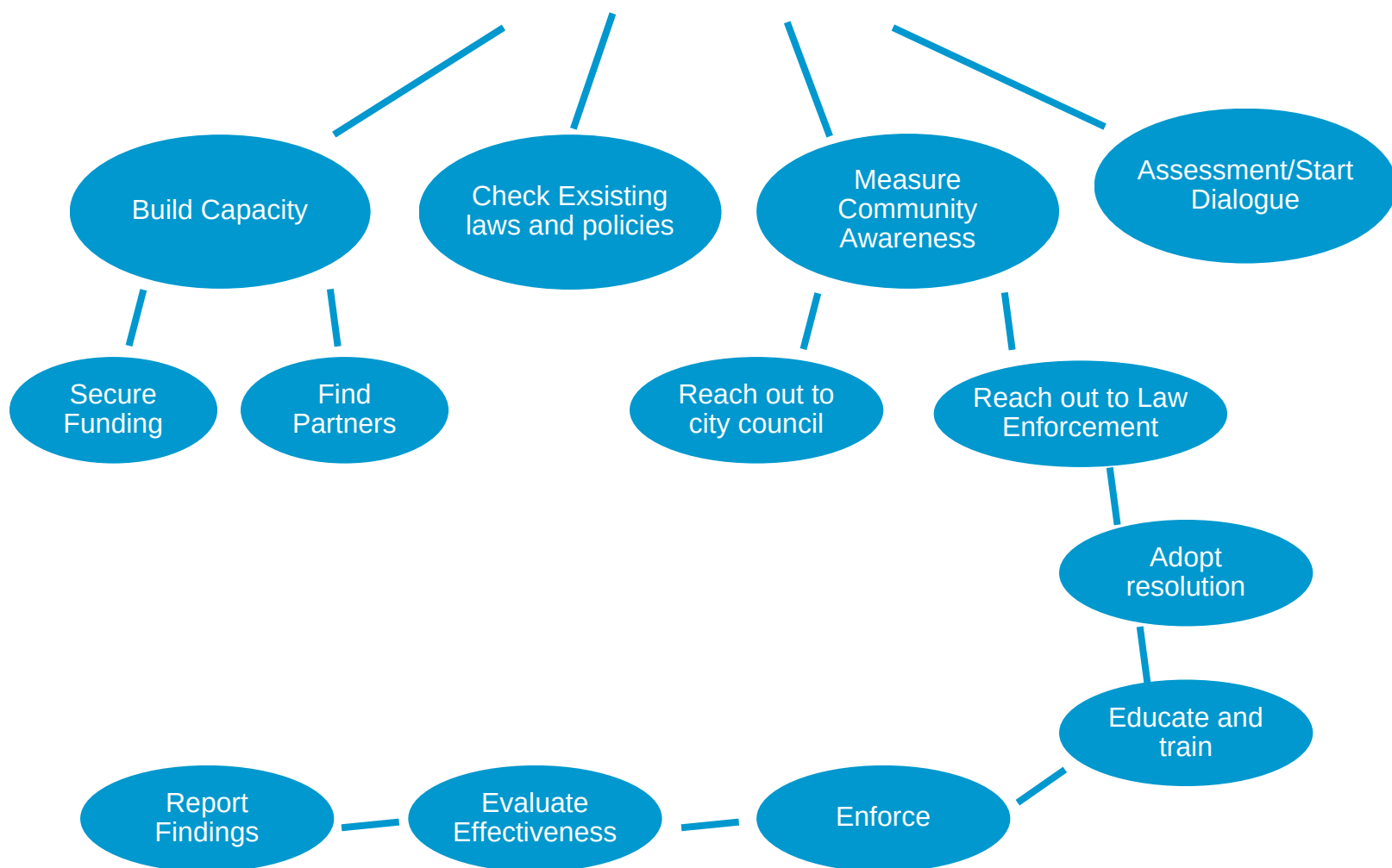
Medium-Impact

- Compliance Checks
- Server training
- Youth workshops
- Hidden In Plain Sight
- Alternative activities/ After Prom
- Safe home contract with parents

High-Impact

- ID and wristband policy at fairs and festivals
- Environmental scans
- Implement best practices at fairs and festivals
- Social host laws

Social Host Law



How to make it happen...

1. Apply/use STOP Act funding
2. Get the right people at the table and leverage partnerships

RECOVERY

Low-Impact

- Safety kits
- informational packets

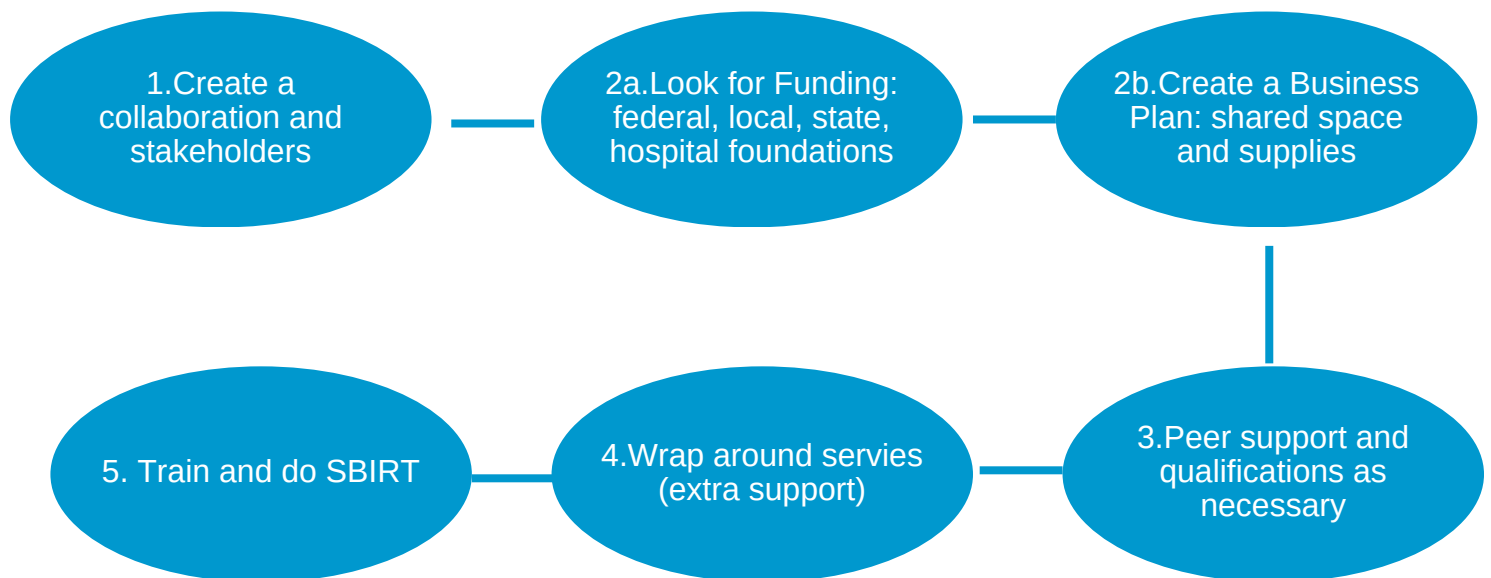
Medium-Impact

- Crisis intervention team
- Peer support 24/7 in..
 - Hospitals
 - Schools
 - Universities
 - Faith Community
- Parent partners

High-Impact

- Naloxone distribution
- Transitional housing

Peer Support 24/7 (in the community)



How we are going to approach board members...

1. Identify key partners that will implement Peer Support
2. Find data to support the need
3. Demonstrate how it will financially benefit them
4. find evidenced-based practices
5. Program implementation/guidelines