

12-Month Action Plan – Year 10

September 30, 2023 to September 29, 2024

DFC Goal One: Increase community collaboration

Objective 1: Continue to increase by 10% the active participation and membership in the coalition and its activities focused on alcohol, cannabis (MJ), and nicotine use prevention in the City of Easthampton, MA; continue to ensure that all 12 required DFC sectors are represented on the coalition throughout the year, strengthen these relationships, and ensure that membership reflects the diversity of Easthampton.

Strategy 1: Recruit and retain EHYC members who will actively plan and engage in activities, strategies, recruitment, community engagement, and organizational functioning.

Activity	Responsible Group/Person	Target Date
Convene Executive Committee (EC) meetings to discuss progress on prevention strategies, coalition promotion efforts, recruitment of new coalition members and member organizations, building cultural competence, budget oversight, needs assessment, strategic direction, sustainability planning, and staff hiring processes	Program director, Outreach Coordinator, 12 sector representatives, business official, and work group representatives	Third Wednesday of every month.
Continue prevention-focused youth group within high school to build on current momentum. This could be a continuation of Getting to Y, either in name and function or just in function.	EHYC staff, Easthampton High School (EHS) students	Ongoing in 2023-2024 school year
Start Tradition of Mocktail Competition at Cultural Chaos, a huge city-wide event. This will get our coalition known and start some traditions in town that do not involve alcohol.	EHYC staff, community volunteers, coalition members	Summer 2024

Galvanize community support to focus on the sustainability of our coalition and the importance of the work that we do. This could involve combining forces with other communities to centralize prevention work for a broader area than just Easthampton.	EHYC staff, EC, full coalition, evaluator	March 2024
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Increase diverse membership to reflect the City of Easthampton, and/or ensure that diverse voices and perspectives are heard and accounted for in our work. Ensure all identities are represented and served by our efforts. Build on the outcomes of our equity-focused retreat and continue working through equity/diversity topics as they arise in conversation	EHYC staff, EC, coalition	Ongoing 2023-2024

Strategy 2: EHYC leaders and members will have ongoing training, orientation, technical assistance, and resources in prevention theory, best practices, the Strategic Prevention Framework (SPF), effective environmental strategies, and sustainability practices.

Activity	Responsible Group/Person	Target Date
Provide orientation to all new EC members.	Project coordinator and outreach coordinator	ongoing
Hold retreats to evaluate our progress, to plan next steps, and to dive deeply into topics where we need extra training.	EHYC staff, EC, interested coalition members, key stakeholders, in-kind and/or paid facilitator, and in-kind technical assistance provider	January 2023 August 2024
Present survey data to parents, City Council, and School Committee. This could be done by Getting to Y youth in addition to coalition.	Project Coordinator, Director of Curriculum for schools, Getting to Y teen group	October 2023 May 2024
Continuing education on cannabis (MJ), alcohol use, Fentanyl/Narcan, and vaping (cannabis and nicotine) prevention for teens, caregivers, and the community	EHYC staff, EC, adopted curriculums, videos, and other resources.	As opportunities are identified
Advise city council on issues that involve substances and/or youth wellness by providing relevant data	EHYC staff, City Council Liaison	As opportunities are identified

Send interested coalition members and committed volunteers, and student prevention group members to CADCA	EHYC staff, EHYC students, committed volunteers	As opportunities are identified

DFC Goal Two: Reduce youth substance use

Objective 1: By October 30, 2024, decrease 30-day use of cannabis (MJ), nicotine (vaping), and binge drinking by 5% among Easthampton School District 8th, 10th, and 12th graders.

Strategy 1: Increase percentage of youth who report parental disapproval of alcohol, nicotine, cannabis (MJ), and other drug use

Activity	Responsible Group/Person	Target Date
Assess parent education needs and plan appropriate strategy to meet needs, potentially including campaigns such as Talk. They Hear You, and Grown-ups Show Up!	EHYC Staff, EC, parent advisory committee	Ongoing 2023-2024
Continue annual Speaker Series providing education for parents on the harms of substances to the developing teen brain.	EHYC staff, parent advisory committee, youth prevention group	Ongoing 2023-2024 school year
Market to and educate parents about the state's existing social host liability laws and consequences, including implementing Sticker Shock	EHYC staff, EC, law enforcement, parent advisory committee, DA's office, student club	Ongoing and particularly April/May (graduation time) 2024
Host workshops to provide education as well as strategies for parents/caregivers on talking to their young people about substance use and misuse.	EHYC, EC, Parent advisory committee	School year 2023-2024

Strategy 2: Increase percentage of youth who report community disapproval of alcohol, nicotine, cannabis (MJ), and other drug use

Activity	Responsible Group/Person	Target Date
Conduct alcohol and nicotine compliance checks	EHYC staff, law enforcement, hired youth	Spring 2024
Implement evidence-based substance use prevention curriculum (Life Skills)	EHYC Staff, Easthampton Schools	2023-2024 school year
Implement evidence-based vaping prevention curriculum (Catch My Breath)	EHYC coalition partners, Easthampton Middle School	2023-2024 School year
Work to utilize MA cannabis data in order to change policy around permissible advertising, types of cannabis products marketed to youth such as appearing like candy, and requiring prevention education of dispensaries.	EHYC staff, youth group, parent advisory committee, EC	Ongoing 2023-2024
2 medication take-back events	EHYC staff, EC, Mayor, City Counselors, District Attorney's office, local law enforcement	October 2023 and April 2024

Strategy 3: Increase percentage of youth who report alcohol, nicotine, cannabis (MJ), and other drug use as risky

Activity	Responsible Group/Person	Target Date
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Analyze survey data with teens and have them determine next steps for prevention work as part of Getting to Y	EHYC staff, high school prevention group students	2023-2024 school year
Screen all 8 th and 9 th graders with the Screening, Brief Intervention, and Referral to Treatment (SBIRT) evidence-	EHS School nurse	November 2024
Support the Implementation of Restorative Practices such as partnering with Spirit of the Heart	EC, Coalition Staff, School administrators, school Americorps Volunteers	2023-2024 School Year
Implement Mindfulness Mondays to provide coping strategies for middle school youth.	Outreach Coordinator, Coalition Coordinator, Middle School partners and teachers	2023-2024 school year ongoing

