



HISTORIC TRIANGLE DRUG PREVENTION COALITION

Strategic Plan 2019 - 2024

Mission

The Historic Triangle Drug Prevention Coalition (HTDPC) will have a coordinated and collaborative approach to prevention, education and advocacy to decrease the negative impacts of substance use in the counties of James City and York and cities of Poquoson and Williamsburg.

Areas of Strategic Focus:

Collaboration

- Development of the coalition structure
- Recruitment and retention of stakeholder involvement
- Exploration of funding for coalition sustainability
- Strategic Planning

Prevention and Outreach

- Medication destruction bags
- Medication lock boxes
- Drug Take Back Events
- Community Outreach Events
- Youth antidrug education

Monitor data for decision-making

- Identify data available and frequency it should be reviewed
- Explore initiatives to reduce harm

Strategic Goals

The Historic Triangle Drug Prevention Coalition has identified three (3) critical goals to be achieved during the next three (3) to five (5) years. These ambitious goals indicate our organizational priorities and directly support our Mission. Each respective goal is supported by an Action Plan designed to ensure successful implementation.

GOAL 1

The Historic Triangle Drug Prevention Coalition will recruit and retain broad stakeholder involvement to ensure sustainability and have a positive impact on the communities we serve.

Objective 1: Create and adopt Bylaws and infrastructure to guide coalition development and activities.

Strategies:

- Develop a leadership structure that represents all four localities
- Create committees to carry out the work of the coalition
- Identify a fiscal agent to manage grants and expenditures

Objective 2: Implement a plan for broad stakeholder involvement.

Strategies:

- Determine sectors without representation and plans for recruitment
- Identify potential stakeholders
- Assess meetings times routinely to maximize stakeholder involvement

Objective 3: Explore opportunities for funding priorities set by the Coalition.

Strategies:

- Establish a list of stakeholders and resources they have available
- Submit grant applications when available.
- Participate in CADCA and state-wide coalition development.

GOAL 2

The Historic Triangle Drug Prevention Coalition will develop a comprehensive social marketing campaign to carry out prevention and outreach activities.

Objective 1: Increase public education and awareness of drug use and prevention.

Strategies:

- Develop a clear message regarding the mission of the coalition and present it to potential stakeholders.
- Identify platforms to be used by the coalition to communicate with stakeholders (FB, Twitter, PSAs).
- Plan and hold Town Hall Meetings.
- Develop materials to be disseminated at health fairs, Safety Town and Drug Take Back Days.

Objective 2: Develop prevention education sessions and speakers bureau to be a resource to the community.

Strategies:

- Offer prevention education sessions to various sectors of the community (faith based groups, businesses, etc.).
- Collaborate with school resource officers to provide education to parent groups.
- Develop a centralized list of speakers and topics available to community groups (subject matter experts).

GOAL 3

The Historic Triangle Drug Prevention Coalition supports evidenced-based practices through collaboration and monitoring of data for decision making.

Objective 1: Identify data available to measure the success of the Coalition.

Strategies:

- Advocate for local youth data to be collected by our school districts.
- Identify other sources of data that can be reviewed annually (overdoses, arrests, CPS reports, mortality rates).
- Educate government officials about the lack of data available within our communities.
- Track attendance at all Coalition events and activities.

Objective 2: Explore initiatives that have reduced harm and drug use in other communities.

Strategies:

- Mentoring and respite programs for children of substance users.
- Increase after school programming.
- Drop-in, drop off center.
- Behavioral Health Court/Docket.
- Additional support groups and treatment resources.
- Helpline