



**HISTORIC TRIANGLE  
DRUG PREVENTION COALITION**

## **Strategic Plan 2025-2028**

**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
- Partnership with other similar organizations to expand effectiveness
- Strategic Planning

#### **Community Prevention and Outreach**

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

#### **Harm Reduction Approach**

- Education on Harm reduction strategies
- Access to harm reduction resources
- Reducing Stigma around harm reduction
- Family Support and Education related to harm reduction
- Supply Side Education and Harm Reduction

Youth anti-drug activities

- ◁ Focus on early onset prevention and engagement with younger youth
- ◁ Youth representation with the coalition and our broader community
- ◁ Targeted focus on youth engagement

## **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 four 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.**

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Objective: Maintain and Update Bylaws and infrastructure to guide coalition development and activities

#### **Strategies:**

Maintain our current leadership structure that represents all four localities

- ◁ Maintain committees to carry out the work of the coalition, and if needed, form new committees
- ◁ Continuing to collaborate with our fiscal agent to manage grants and expenditures

Objective: Implement a plan for broad stakeholder involvement

#### **Strategies:**

Recruit new members from sectors without representation and continue to work to improve attendance and involvement of current members

- ◁ Identify potential stakeholders
- ◁ Assess meetings routinely to maximize stakeholder involvement

**GOAL 2: The Historic Triangle Drug Prevention Coalition will build upon our comprehensive social marketing campaign to continue to carry out prevention and outreach activities.**

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

**Strategies:**

- Promote the mission of the coalition through the use of social media/marketing
- Identify and utilize platforms to be used by the coalition to communicate with stakeholders (FB, Instagram, X, TikTok, PSAs)
- Plan and hold Town Hall Meetings and/or other relevant community events
- Develop materials to be disseminated at health fairs, Drug Take Back Days, and other related activities

**Objective 2:** Develop, promote, and disseminate prevention education resources for the community

**Strategies:**

- Offer prevention education sessions to various sectors of the community (faith-based groups, businesses, etc.)
- Develop speaker resources allows organizations to become members of the coalition knowing that they have the opportunity to have access to these resources
- Collaborate with community partners to provide education to targeted community groups

**GOAL 3: The Historic Triangle Drug Prevention Coalition supports evidenced-based practices through collaboration and monitoring of data for decision making.**

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**Objective 1:** Continue to identify/utilize data available to measure the success of the Coalition while maintaining current data collection resources

**Strategies:**

- Advocate for local youth data to be collected by our school districts
- Identify new 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
- Disseminate data and coalition successes to the broader community

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

**Strategies:**

- Policy making and advocacy with local and state government
- 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
- Policy making and advocacy with local and state government
- Education and advocate for the needs of incarcerated individuals
- Pregnant and parenting individuals
- Support for community members who are court and/or foster/kinship care involved