

<b>Goal 1: Increase community collaboration</b>		
<b>Objective 1</b>	<b>Provide Information</b>	
Create a broader, more racially diverse membership within 5 years	<ol style="list-style-type: none"> <li>1. Strengthen and build relationships with Alexandria leaders to discuss and promote collaboration opportunities by participating in the Partnership for a Healthier Alexandria, Youth Services Coordinating Council, the Mayor’s Campaign to End Bullying, and the Healthy Behaviors Work Group</li> <li>2. Maintain partnerships with Alexandria City Public Schools and the Alexandria Court Services Unit to expand the number of students exposed to substance use prevention</li> <li>3. Continue to educate Alexandria's Children, Youth and Families Collaborative Commission, the Public Health Advisory Commission, School Health Advisory Board on SAPCA’s work</li> <li>4. Recruit volunteers for various activities and to serve on SAPCA Committees</li> <li>5. Support and align with Children &amp; Youth Master Plan in areas relating to substance abuse prevention</li> <li>6. Conduct outreach with Senior Administrators at Northern Virginia Community College to identify collaboration opportunities and begin on those opportunities</li> </ol>	
<b>Objective 2</b>	<b>Provide Information</b>	
Inform coalition members about key and current issues regarding alcohol, tobacco, and marijuana use in Alexandria and nationally	<ol style="list-style-type: none"> <li>1. Create and implement a two-year communications plan that contains goals, measures and strategies</li> <li>2. Disseminate updated and engaging information via the website, newsletter, Twitter and Facebook accounts</li> <li>3. Engage members through various forms of social media to increase SAPCA’s impact in the community</li> <li>4. Disseminate YRBS and Developmental Assets survey data and results from the 2019 community assessment through presentations, newspaper stories, SAPCA’s e-newsletter and website</li> <li>5. Advocate that community organizations disseminate survey data and results from the community assessment internally throughout their organizations</li> <li>6. Partner with TC TV Production students to create informational videos</li> <li>7. Update social media sites with new information and research on alcohol, tobacco, e-cigarettes, marijuana and prescription drugs.</li> </ol>	
<b>Objective 3</b>	<b>Provide Information</b>	<b>Building Skills</b>
Objective: Ensure SAPCA leaders have a stronger awareness of SAPCA's direction and progress for the year	<ol style="list-style-type: none"> <li>1. Continue to hold an annual mid-year board retreat, including committee chairs and other SAPCA members, to discuss progress towards achieving goals and assessment of strategies</li> <li>2. The Board uses survey data from SAPCA-sponsored presentations (e.g. Facts and Consequences seminars and events) to assess progress against goals and their impact</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct training on social norms to ensure that SAPCA is making</li> </ol>

	<ol style="list-style-type: none"> <li>3. Review evaluative findings on SAPCA's work and refine priorities accordingly</li> <li>4. Use data from board dashboard tool and board assessment to strengthen board functioning</li> </ol>	<p>population level change</p> <ol style="list-style-type: none"> <li>2. Conduct training on marketing, branding and fundraising to ensure SAPCA's Board members have the skills to help it sustain itself.</li> </ol>
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<b>Objective 4</b>	<b>Provide information</b>	<b>Providing Support</b>	<b>Modifying and Changing Policies</b>
Ensure future sustainability of SAPCA	<ol style="list-style-type: none"> <li>1. Send SAPCA Annual Report to Mayor, City Council, City Manager, School Board and ACPS Superintendent</li> </ol>	<ol style="list-style-type: none"> <li>1. Engage corporate sponsors – money, programs, materials</li> <li>2. Leverage opioid funding opportunities</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a three-year fundraising plan with goals for each year and strategies</li> <li>2. Implement and monitor success of annual fundraising goals and strategies</li> </ol>

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<b>Objective 5</b>	<b>Provide Information</b>		
Increase SAPCA's community engagement with targeted stakeholders	<ol style="list-style-type: none"> <li>1. Partner with the faith-based community to disseminate substance prevention information</li> <li>2. Conduct targeted community outreach to Chirilagua and West End to provide information and build partnerships with organizations and community members</li> </ol>		

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<b>Objective 6</b>	<b>Provide Information</b>	<b>Building Skills</b>	<b>Providing Support</b>
Increase SAPCA's capacity to successfully implement annual plan	<ol style="list-style-type: none"> <li>1. Engage community influencers as ambassadors for SAPCA's message</li> <li>2. Promote internship and volunteer opportunities for teens</li> </ol>	<ol style="list-style-type: none"> <li>1. Health care organizations provide training to students, teachers and counselors about substance use long-term harms</li> <li>2. Rebuild Keep it 360 at T.C. Williams and expand to middle schools</li> <li>3. Rebuild SAPCA's committees</li> </ol>	<ol style="list-style-type: none"> <li>1. Board members recruit SAPCA members</li> <li>2. Create an active volunteer recruitment program.</li> <li>3. Engage community influencers as ambassadors for our message</li> </ol>

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<b>DFC Goal 2: Reduce youth substance use</b>						
<b>Strategies</b>						
<b>Provide Information</b>	<b>Building Skills</b>	<b>Providing Support</b>	<b>Changing Consequences</b>	<b>Enhancing Access and Reducing Barriers</b>	<b>Physical Design</b>	<b>Modifying and Changing Policies</b>

<b>Alcohol</b>			
<b>Provide Information</b>	<b>Building Skills</b>	<b>Changing Consequences</b>	<b>Modifying and Changing Policies</b>
<ol style="list-style-type: none"> <li>1. Post in store the consequences of selling/giving substances to underage persons</li> <li>2. Disseminate information to youth about the harms of alcohol use through beginning of the year orientations and during lunch time activities</li> <li>3. Educate youth on the percent of students using so they know most of their friends are not using alcohol (social norms)</li> <li>4. Provide information to parents about the percent of youth in Alexandria using alcohol through presentations, reports and meetings.</li> <li>5. Conduct outreach during Alcohol Awareness month</li> <li>6. Work with the KeepIt360 club to promote Alcohol Awareness Month</li> </ol>	<ol style="list-style-type: none"> <li>1. Train companies and businesses and hold them accountable for youth receiving access to alcohol</li> <li>2. Train youth to visit merchants to conduct Project Sticker Shock</li> <li>3. Conduct Project Sticker Shock twice a year (fall and spring)</li> </ol>	<ol style="list-style-type: none"> <li>1. Recognize vendors that don't sell substances to minors</li> <li>2. Send congratulatory letters to vendors that pass compliance checks and participate in Project Sticker Shock</li> <li>3. Work with law enforcement to ensure enforcement of Social Host Law annually</li> </ol>	<ol style="list-style-type: none"> <li>1. Work with the Alexandria Police Department to conduct retail alcohol compliance checks on a quarterly basis and as needed based on complaints.</li> </ol>

## Marijuana

### Provide Information

1. Provide information about the connection between marijuana, CBD and vaping on the SAPCA web site and community presentations
2. Share health risks of marijuana with students and community members
3. Disseminate information to youth about the harms of marijuana use through beginning of the year orientations and during lunch time activities
4. Educate youth on the percent of students using substances so they know most of their friends are not using marijuana (social norms)
5. Provide information to parents about the percent of youth in Alexandria using marijuana through presentations, reports and meetings.

## Tobacco/E-cigarettes

### Provide Information

1. Create anti-vaping campaign primarily developed by youth
2. Post consequences in stores of selling/giving substances to underage persons
3. Disseminate information to youth about the harms of tobacco/e-cigarette use through beginning of the year orientations and during lunch time activities
4. Educate youth on the percent of students using substances so they know most of their friends are not using tobacco/e-cigarettes (social norms)
5. Disseminate information on the consequences of providing tobacco products to a minor to businesses during Kick Butts Day
7. Educate the public about Virginia's Tobacco 21 law.
8. Provide information to parents about the percent of youth in Alexandria using tobacco/e-cigarettes through presentations, reports and meetings.

### Building Skills

1. Train companies and hold them accountable for youth receiving access to tobacco/e-cigarettes
2. Train youth to visit merchants to conduct merchant education

### Changing Consequences

1. Post consequences in stores of selling/giving substances to underage persons
2. Recognize vendors that don't sell substances to minors

### Enhancing Access and Reducing Barriers

1. Train companies and hold them accountable for youth receiving access to alcohol/tobacco
2. Conduct Kick Butts Day in March
3. Provide transportation to Kick Butts Day events
4. Strengthen Tobacco 21 through legislative changes
2. Submit a proposal for the Alexandria legislative agenda to raise Virginia taxes on cigarettes
3. Submit a proposal for the Alexandria legislative agenda to establish Virginia taxes on all vaping and e-cigarette products

**Prescription drugs**

<b>Provide Information</b>	<b>Building Skills</b>	<b>Providing Support</b>	<b>Changing Consequences</b>	<b>Enhancing Access and Reducing Barriers</b>	<b>Modifying and Changing Policies</b>
<ol style="list-style-type: none"> <li>1. Reduce high-risk opioid prescribing through provider education and guidelines</li> <li>2. Educate providers and patients about safe needle disposal policy</li> <li>3. Work with veterinary community to educate patients about the harms of opioids and drug take back opportunities</li> <li>4. Partner with home owner’s association, civic associations and others to offer educational programs regarding the signs and dangers of opioid abuse, Narcan and treatment resources</li> <li>5. Develop a presence at city-wide community events with educational materials, Narcan and treatment information</li> <li>6. Conduct one town hall per year</li> <li>7. Partner with faith-based community to provide education and support</li> <li>8. Work with local media outlets to promote stories and materials related to opioid misuse</li> <li>9. Attend school-based events to educate students, parents and staff about opioid use and abuse</li> <li>10. Partner with ACPS FACE program to bring opioid prevention education to community meetings</li> <li>11. Work with ACPS, colleges in the City and the private school community to develop and</li> </ol>	<ol style="list-style-type: none"> <li>1. Highlight opioid and prescription drug use in Facts and Consequences presentations workshops at middle and high schools</li> <li>2. Incorporating prescription drug and OTC information into Healthy Conversations events</li> </ol>	<ol style="list-style-type: none"> <li>1. Participate as a member of the Alexandria Opioid Workgroup</li> </ol>	<ol style="list-style-type: none"> <li>1. Give away locked medicine cabinets as prizes</li> </ol>	<ol style="list-style-type: none"> <li>1. Communicate information about permanent drug-drop boxes</li> <li>2. Continue to hold four community-wide Prescription Drug Take Back Days per year</li> <li>3. Hold drug take back operations at community events.</li> <li>4. Provide drug disposal bags at prescription drug take back day and other related events</li> <li>5. Distribute free locking pill bottles and locking medicine boxes through Lock and Talk</li> </ol>	<ol style="list-style-type: none"> <li>1. Advocate for more permanent prescription drug drop off boxes.</li> <li>2. Create and release a statement regarding safe needle disposal</li> </ol>

<p>share messages about drug use and risks, including fentanyl</p> <p>12. Expand awareness of substance use disorders as a treatable disease by developing a public education campaign to address misinformation and associated stigma</p> <p>13. Develop a communications strategy to advertise events, along with a list of appropriate venues</p> <p>14. Encourage pharmacies to promote Drug Take Back events and permanent medication drop box locations in the City</p> <p>15. Continue to educate funeral homes about proper drug disposal methods</p> <p>16. Plan education campaign aimed at families about the importance of cleaning medication cabinets and prompt and safe medication disposal</p>					

<b>All substances</b>						
<b>Provide Information</b>	<b>Building Skills</b>	<b>Providing Support</b>	<b>Changing Consequences</b>	<b>Enhancing Access and Reducing Barriers</b>	<b>Physical Design</b>	<b>Modifying and Changing Policies</b>
<ul style="list-style-type: none"> <li>- SAPCA Youth Board Members proactively go to school board meetings with updates routinely</li> </ul>	<ul style="list-style-type: none"> <li>- Train youth to mentor younger students</li> <li>- Create and implement 15 year-round paid</li> </ul>	<ul style="list-style-type: none"> <li>- Support expansion of youth mental health services</li> <li>- Peer support and wellness groups for</li> </ul>	<ul style="list-style-type: none"> <li>- Post consequences in stores of selling/giving substances to underage persons</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with Teen Wellness Center – treat under 21 substance abuse</li> <li>- Strengthening work with parents from an</li> </ul>	<ul style="list-style-type: none"> <li>- Advocate for the building of a teen center in the West End</li> <li>- Build a collaborative plan</li> </ul>	<ul style="list-style-type: none"> <li>- Advocate for all youth serving providers (including City and School staff) to be trained in</li> </ul>

<ul style="list-style-type: none"> <li>- Leverage existing messages from like-minded organizations</li> <li>- Information dissemination at selective sporting events</li> <li>- Disseminate information to youth about the harms of substance use and abuse</li> <li>- Work with athletic coaches who work with students to educate youth on consequences of substance use</li> <li>- Continue to disseminate materials and posters espousing the addictiveness and negative consequences of alcohol, tobacco, e-cigarettes, marijuana and prescription drugs.</li> </ul>	<p>internships with City government</p> <ul style="list-style-type: none"> <li>- Increase elementary and middle school engagement</li> <li>- High school → college education programs to drive new careers and internships</li> <li>- Partner with and support teachers with classroom prevention tools</li> <li>- Developmental assets training for City and School staff</li> <li>- Hold Substance Abuse Seminars</li> <li>- Host workshops such as Facts and Consequences presentations on harms of alcohol, tobacco, e-cigarettes, marijuana and prescription drugs at Minnie Howard,</li> </ul>	<p>youth, families and parents</p> <ul style="list-style-type: none"> <li>- Host Healthy Conversations events</li> <li>- Support 9<sup>th</sup> graders to join the KeepIt360 club so they become involved in TC while attending Minnie Howard</li> <li>- Continue to hold Titan Takeover quarterly – nights where teens can celebrate without alcohol and other drugs – in partnership with ACAP.</li> <li>- Collaborate with community partners to host Titan Takeovers monthly</li> <li>- Conduct Life Skills and Too Good for Drugs workshops at high</li> </ul>	<ul style="list-style-type: none"> <li>- Recognize vendors that don't sell substances to minors</li> <li>- Support ACPS to deliver substance abuse seminar</li> <li>- Provide leadership opportunities to youth through their attendance at the CADCA National Youth Leadership Initiative</li> <li>- Recognize youth who participate in SAPCA activities.</li> <li>- Recognize retailers that have minimal alcohol, tobacco, e-cigarette and CBD advertising</li> <li>- Recognize parents who support initiatives through volunteer awards and featuring in SAPCA newsletter</li> <li>- Reward youth who stay after school to participate in</li> </ul>	<p>equity lens, in partnership with ACPS</p> <ul style="list-style-type: none"> <li>- Provide transportation to youth to the CADCA forum</li> <li>- Provide free food at club meetings and events</li> <li>- Promote free DASH transportation</li> <li>- Hold KeepIt360 club activities at locations convenient to middle and high schoolers such as Recreation Centers and libraries.</li> <li>- Translate material into Spanish, Amharic and Arabic</li> </ul>	<p>to address substance use in the Chinquapin woods (ex. Signs in woods: “This area is being monitored.”)</p> <ul style="list-style-type: none"> <li>- Conduct a community scan of public parks and outdoor spaces in Alexandria for safety and perceived use of drugs on those sites</li> </ul>	<p>Developmental Assets.</p> <ul style="list-style-type: none"> <li>- Advocate for student elected School Board members</li> <li>- Advocate for student elected City Council members</li> <li>- Work with vendors to implement ID-checking computer system</li> <li>- Incorporate prevention into human growth and development curriculum through partnership with School Health Advisory Board</li> <li>- Advocate for 100% of students to take human development</li> <li>- Advocate for the creation of 15</li> </ul>
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<ul style="list-style-type: none"> <li>- Share usage rates with students so they know the majority of their peers are not using substances.</li> <li>- Provide information to parents about the percent of youth in Alexandria using substances through presentations, reports and meetings.</li> <li>- Publicize the out of school programs currently available</li> <li>- Disseminate information from Volunteer Alexandria and Volunteer in Public Service about volunteer opportunities for youth via newsletters</li> <li>-Create a version of the SA seminar as a webinar</li> </ul>	<p>TCW, and Bishop Ireton.</p> <ul style="list-style-type: none"> <li>-Present Facts and Consequences presentations to all middle schoolers and high schoolers via health classes</li> <li>-Partner with the Court Services Unit to reach court involved youth for prevention activities that emphasize the harms of substance use on the teen brain</li> <li>- Enhance the skills of KeepIt360 club members through training</li> <li>- Partner with SCAN, ACPS and ACAP to hold Healthy Conversations Dinners at ACPS middle schools.</li> <li>- Promote volunteer opportunities for youth.</li> </ul>	<p>risk elementary schools – Patrick Henry, Samuel Tucker, and William Ramsay</p> <ul style="list-style-type: none"> <li>-Promote and update volunteer opportunities for youth such as Project Sticker Shock, service on a board or commission and encourage their active participation.</li> </ul>	<p>programs/clubs such as the KeepIt360 club, Key Club, etc.</p> <ul style="list-style-type: none"> <li>-The SAPCA Board should reward teens who share correct information with their peers through public recognition (Volunteer Alexandria Awards), celebrations (dinners/parties), featuring in SAPCA newsletter, and by letting teens vote on what they'd like as prizes</li> </ul>			<p>year-round paid internships with City government</p> <ul style="list-style-type: none"> <li>- Support KeepIt360 club members and other students to speak with City Council Members and School Board members about issues that affect youth, such as youth substance use</li> </ul> <p>Advocate for all ABC stores to ID 100% of customers</p>
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<p>-Youth create short video messages promoting health and positive activities Youth create a “You Are My Role Model” videos directed toward positive behavior by adults</p> <p>-Host substance-specific community meetings/Town Halls about alcohol (in the fall), tobacco and vaping (in March) and marijuana (in May)</p> <p>-Develop prevention messages and information (e.g. substance risks, social norms, being healthy) for TC Williams and Minnie Howard Advisory Periods</p> <p>-Collaborate with ACPS, SCAN and FACE to plan and</p>	<p>- Provide and support volunteer opportunities where youth can learn marketable job skills.</p> <p>- Hold an annual Youth Leadership Conference in collaboration with other organizations, and recruit heavily for rising ninth graders</p>					
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<p>implement Red Ribbon Week activities</p> <ul style="list-style-type: none"><li>-Participate in Recovery Month Celebration</li><li>-Partner with JROTC classes to conduct activities during National Drug and Alcohol Facts Week</li><li>-Distribute Prom Promise and Beach Week Pledge</li><li>-Conduct outreach during National Night Out</li><li>-Promote initiatives hosted by the Mayor's Campaign to End Bullying</li><li>-Distribute information at TCW driver's education presentations</li></ul>						
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