

SHORT TERM OUTCOMES

Magnify community acknowledgement and celebration of youth making positive choices.



Increase youth perception of consequence and harm from alcohol use.

Enhance youth refusal and decision making skills.

INTERMEDIATE TERM OUTCOMES

Increase advocacy to impact community norms and availability (ex: retail availability, social availability, etc.)

Expand community standards around youth alcohol use.



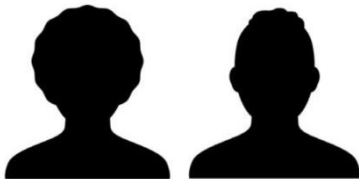
LONG TERM OUTCOMES

Youth use of alcohol is reduced.



Adult/parental disapproval of youth alcohol use is increased.

Age of onset of alcohol use is increased.



GOAL #1:

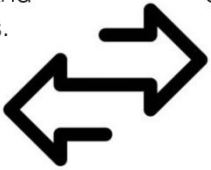
REDUCE UNDERAGE ALCOHOL USE

SHORT TERM OUTCOMES

Promotion of responsible adult alcohol use (21+).

Expand community standards to reduce social availability and community events.

Increased perception of harm among college students (ages 18-20).



INTERMEDIATE TERM OUTCOMES

Engage in advocacy to address glamorized "Beer City" marketing promotions.

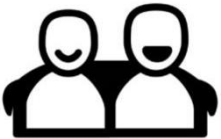
Adult perception of harm from alcohol use increased.

Increased community norms in favor of alcohol-free social settings.

Decrease in adult binge and heavy adult drinking.

Reduced social availability of alcohol at community events.

Reduced number of alcohol-related fatalities.



GOAL #2:

REDUCE ADULT HEAVY DRINKING

SHORT TERM OUTCOMES

Increase youth perception of consequence and harm from marijuana use.

Enhance youth refusal and decision making skills.

Increase awareness of the impact marijuana legalization will have on youth use.



INTERMEDIATE TERM OUTCOMES

Youth perception of harm from marijuana use is increased.

Expand community standards around youth alcohol use.

Increase advocacy to impact community norms and availability (ex: target populations, counter marijuana messaging, youth-music, etc.).

LONG TERM OUTCOMES

Reduce medical marijuana marketing.

Youth use of marijuana is reduced.

Age of onset marijuana is increased.



GOAL #3:

REDUCE YOUTH MARIJUANA USE

SHORT TERM OUTCOMES

Identification of community data gaps.

Community substance use data is made available in easy-to-understand formats.

Relationships developed to overcome trust and confidentiality barriers.



INTERMEDIATE TERM OUTCOMES

Increased data sharing agreements in place between community stakeholders.

Shared health-related indicators are established (ex: Healthy Kent, Suicide Prevention, etc).

Valid and reliable data is available to the community.

Increased school participation in MiPhy to ensure demographically representative data on substance use related behaviors.

Substance use related behavior data are available on the Kent County Prevention Coalition (KCPC) website.

Substance use data are incorporated into community health improvements plans (ex: Healthy Kent, United Way, Suicide Prevention, KSSN, etc).



GOAL #4:

ENHANCE ACCESS TO LOCAL DATA

## SHORT TERM OUTCOMES

Increased awareness of the importance of substance use prevention.



Develop relationships to advance system alignment, shared vision, and collective impact towards substance use prevention.

Develop collaborative relationships among public health systems in Kent County.

## INTERMEDIATE TERM OUTCOMES

Collaborative agreements exist between community partners.

Expansion of Different Gifts, Equal Commitment Concept.

System alignment where appropriate among community health Initiatives and substance use prevention planning.

## LONG TERM OUTCOMES

Braiding of resources among community partners.



Funding streams are collaboratively pursued to advance prevention efforts.

The development of one comprehensive community health improvement plan that includes the prevention of substance use disorders.

## GOAL #5:

EXPAND COALITION CAPACITY THROUGH PARTNERSHIPS

## SHORT TERM OUTCOMES



Establish creative ways to obtain qualitative and quantitative data on substance use trends among vulnerable populations.

Annual forum with community partners to keep the pulse on emerging trends.

## INTERMEDIATE TERM OUTCOMES



Identify substance use trends among vulnerable populations in Kent County (ex: those with health disparities, aging populations, undocumented, military, etc).

Stakeholders are informed of emerging drug trends.

## LONG TERM OUTCOMES



Emerging trend data addressed in community health plans and initiatives.

## GOAL #6:

EMERGING ISSUES