

Montgomery County Prevention Coalition Strategic Action Plan Dashboard

		2018-2020 Status		Comments	
		Q1	Q2		Q3
On Schedule	Paused				
Behind Schedule	Completed				
DFC Goal 2:	Reduce Substance Use Among Youth				
Objective 1:	By 9/1/2021 increase perception of harm towards marijuana use in 12th graders from 21.2% to 23% (1.8% increase) as measured by the OHYES survey.				
Strategy 1:	Provide information to over 16,000 youth and/or individuals that have the ability to impact youth regarding the risks associated with marijuana use.				
Activity 1.1:	Promotion of the Drive High Get an OVI campaign garnering 2,000 impressions via press release, key chains, social media, etc. (potential to partner with car rental businesses)				Need to review current impressions and continue outreach. Colleen will reach out to Tristyn, OVI Taskforce, PHDMC, etc to evaluate this action item.
Activity 1.2:	Promote 1,000 parent tips card through Headstart and Catholic Social Services (if your child accidentally consumes marijuana- symptoms, risks, what to do)				1,000 cards printed. Check on how many have been distributed. Colleen to order more cards, drop off at Goodwill
Activity 1.3:	Promote "Be Informed Ohio" campaign garnering 2,500 impressions				Physical handouts and website impressions ongoing. Check on number of impressions. Colleen to check Google Analytics to measure impressions.
Activity 1.4:	Create and promote vaping campaign garnering 10,000 impressions (provide parents with signs of use and what to look for)				ADAMHS is creating a vaping campaign.
Activity 1.5:	Create coalition position paper regarding stance on marijuana and disperse to 1,000 Montgomery County residents				Working on garnering feedback from committee members. Potential to add this to the MCPC website. ADAMHS marketing team?
Activity 1.6:	Develop presentation around recreational legalization to present to policy makers and stakeholders				Marijuana legalization will not be on November ballot. Pausing this initiative.
Strategy 2:	Enhance skillset of at least 100 individuals with the ability to influence youth behavior around vaping and marijuana prevention.				
Activity 2.1:	Host marijuana summit targeting 100 professionals in medical field, educational field, social services, etc.				Rescheduled for Spring 2021.
Activity 2.2:	Provide training to 50 educators specific to the harms around vaping and marijuana use				Bruce from ADAMHS has completed this item.
Strategy 3:	Provide Support to at least 2 businesses to implement environmental prevention strategies that prevent illicit marijuana use.				
Activity 3.1:	Provide assistance to at least 2 paraphernalia retailers to assist them in removing outdated paraphernalia advertisements and providing an alternative sign promoting health in its place				Community Conscious Retailer Program - PHDMC
Strategy 4:	Enhance Access of prevention materials and messages focused on health risks associated with illicit marijuana use by providing materials in at least one language other than English.				
Activity 4.1:	Work with translation service to provide campaign materials as well as fact sheets in Spanish and disperse 1,000 materials in Spanish throughout community organizations				Materials from the toolkit have been translated. Check on how many have been printed/distributed.
Strategy 5:	Change Consequences by providing incentives to 12 school buildings to prevent illicit marijuana use through the utilization of evidence-based prevention strategies				
Activity 5.1:	Promote and provide feedback for the Schools of Excellence in Prevention Program (SEPP) that provides incentives (stipends and public recognition) to schools				
Activity 5.2:	Ensure Drug Free Workplace policies are inclusive of marijuana and second-chance options are given				
Strategy 6:	Change the Physical Design of at least 20 local businesses to prevent youth from purchasing marijuana paraphernalia items				
Activity 6.1:	Distribute "We Card" signs to 20 retailers that are not in compliance of sign posting (utilize toolkit)				Community Conscious Retailer Program
Activity 6.2:	Advocate for 5 retailers to move marijuana paraphernalia products to a locked location, behind a counter, or away from candy				Community Conscious Retailer Program
Strategy 7:	Revise or develop policies to prevent marijuana paraphernalia sales to youth.				
Activity 7.1:	Advocate for Ohio Medical Marijuana Advisory Board to remove vaping from approved methods of medical marijuana consumption.				Sent letter to Board on January 9, 2020.
Activity 7.2:	Advocate for 3 public spaces to go vape free/ revise tobacco free policies to be inclusive of vaping				Working with policy committee and PHDMC. Five River Metro Parks to pass a resolution for some spaces - 32