

Deciding on an issue

As a coalition selecting an issue here are several points to keep in mind:

- What is the key issue you have selected?
- Who will be affected by the anticipated change in the problem?
- How can you define the issue so that community members will understand and get excited about it? (If people cannot get excited about it, select another issue.)
- What is the desired change you wish to see in the problem? Be specific. For example, reducing underage drinking is a lofty goal and not too specific, but reducing the number of youth who are able to purchase alcohol in local stores by a certain number determined by baseline data is specific.
- Is your issue a winnable one? Will your coalition be able to make changes in the community? If not, select another issue. If so, keep going!

Putting your actions into steps can be time consuming and sometimes frustrating. But when everyone has the coalition plan and timeline in front of them, they will be able to see the steps that it takes to complete the actions the coalition. Also, when each person is required to take a step and report back to the whole coalition, this keeps each person accountable for his or her efforts.

Instructions for strategic planning worksheet

1. Break underage drinking into small enough pieces that you can **describe in detail what you will change** (knowledge, attitude or behavior): What it looks like now and what it will look like when you are successful. Use as much local data as possible and supplement with national statistics and research.
2. Know how you will **prove that the change takes place**. What method of measurement will you use? Samples of measurement methods are:

- Data collected by agencies in the course of their work (arrests, emergency room admissions, etc.)
 - Survey data (student survey of use; parent survey of attitudes)
 - Focus groups (before and after the strategy)
 - Attendance records (how many attended alcohol-free events or participated professional training)
3. Pick a general **researched or evaluated method** or strategy that is appropriate to reach your desired change. Some types of strategies are listed here (with sample tasks); you may find many others:
 - Reduce retail access to alcohol by minors (through enforcement, increased retailer policies, etc.)
 - Reduce social access to alcohol by minors (party patrols, enforcing social host laws)
 - Change community norms
 - Community education (offender education, media coverage, presentations to meetings, parent education, education for elected and appointed officials, dissemination of data, posters and flyers)
 - Professional training (police, alcohol servers, healthcare providers, judges/prosecutors, etc.)
 - Increased bonding (family, school, community, faith)
 - Mentoring (Big Brothers/Sisters, etc.)
 - Alternative activities (replacements for drinking parties)
 - Increase supervision
 - School based programs (instructional and behavioral)
 - Treatment
 - Policy and law changes
 - Community involvement
 - Community capacity building

For a Strategic Planning form see Appendix A

The grid on the next page will help you describe exactly what you will do and how you will document your success.

Source for worksheet:
National Highway Traffic Safety Administration

Underage Drinking Prevention Strategic Planning Worksheet

Goal	Measurable Objective	Measurement method	Strategy	Task(s)	Sub tasks and update
What do you need to do? How do you measure the size of the problem?	What measurement will change? By how much? And when?	How will you know that you have made a difference?	How will you make the change happen?	Who will do what?	Current Status
<u>Sample 1 (behavior):</u> Reduce field parties after football games. (last fall there were 8 parties; about 100-200 kids per party)	<ol style="list-style-type: none"> 50% fewer field parties will be found during the 2002 fall football season. Attendance will increase by 25% at alcohol-free events on game nights 	<ol style="list-style-type: none"> Police reports Attendance reports from alcohol-free events 	<ol style="list-style-type: none"> Increased enforcement Increased alcohol-free events after games 	<ol style="list-style-type: none"> Law Enforcement Taskforce headed by Lt. Jones of City Police Dept. Recreation taskforce headed by Emily Larson (parent) 	<ul style="list-style-type: none"> Need MOU Need overtime funds
<u>Sample 2 (knowledge):</u> More parents will understand the facts of underage drinking in our town. Focus groups indicate parental acceptance and enabling of underage drinking	<ol style="list-style-type: none"> 75% of key informants will indicate they see a change in parental knowledge at the end of a year 150 parents will demonstrate understanding of the dangers by participating in underage drinking prevention activities next school year 	<ol style="list-style-type: none"> Parent focus groups and key informant interviews with principals, social workers and police officers Participation by parents in efforts to reduce underage drinking will be recorded by event organizers 	<ol style="list-style-type: none"> Community education Build community capacity to address issue 	<ul style="list-style-type: none"> Coalition will release data on local drinking. (John Smith chair) Media advocacy (health dept and police press officers) 	<ul style="list-style-type: none"> Recruit more members Gather data from depts. Provide story ideas to reporters
<u>Sample 3 (attitude):</u> Have strong and consistent enforcement of no-alcohol policies by all schools. Current policies regarding alcohol are unknown.	<ol style="list-style-type: none"> In the next year, all school districts will participate in comparing policies and analyze current levels of enforcement. Schools will move towards greater consistency of policy and enforcement. 	<ol style="list-style-type: none"> List of schools participating Compile report of enforcement policies and List schools that change policies as result of analysis 	<ol style="list-style-type: none"> Policy change Community education 	<ul style="list-style-type: none"> Ron Bogus will recruit after game committee School nurses will present at PTA meetings (Lee Chan will organize) and encourage PTAs to participate in the coalition 	<ul style="list-style-type: none"> Some already planned events Need buy in from PTAs Need to research funding options
				<ol style="list-style-type: none"> Superintendents and Boards of Education will be contacted by Jose Ramirez and asked to participate 	<ul style="list-style-type: none"> 5 members working on questions Need state policy also
				<ol style="list-style-type: none"> Principals and security staff will be contacted by Ed Mills. 	<ul style="list-style-type: none"> Need help writing report Media coverage of report

