

Kootenai Alliance for Children & Families (KACF)
Strategic Plan
2009

Goal 1: To build and strengthen KACF collaboration with community organizations and members that support youth substance use prevention.

Objective 1: Build and strengthen membership in the coalition to provide a consistent and broad-based support system with all twelve sectors of our community (as identified by SAMHSA) being represented. – Ongoing.

Objective 2: Recognize all members of the coalition for participation in community events focusing on youth substance use prevention to show collaborative partnerships and a common goal within the community. – Ongoing.

Objective 3: Partner with Kagey Company to publish North Idaho Family Magazine to promote KACF, healthy families, substance-free youth, and coalition members' missions/services.

Objective 4: Maintain the KACF website to promote our mission, our work in the community, and our members' programs/services.

Objective 5: Locate different funding streams to help build and sustain KACF as well as offer members financial support for their autonomous programs. - Ongoing.

Objective 6: Request and collect endorsements and public proclamations from all twelve key community sectors to show support of KACF's work with the community on behalf of youth and substance use prevention. - Ongoing.

Objective 7: Increase collaborative efforts with city and county law enforcement agencies to increase enforcement of underage drinking laws. – Ongoing.

Goal 2: To promote the positive development of youth and prevent problem behaviors such as substance use using the CTC prevention-planning process.

Objective 1: Determine and prioritize where to focus the community's efforts and resources based on the assessment and evaluation data collected from the completed CTC surveys.

Objective 2: Identify and assess community resources that currently address priority risks and protective factors; identify any gaps to be filled in existing resources by expanding the resources, or implementing new tested, effective approaches.

Objective 3: Complete the CTC youth surveys in the Coeur d'Alene, Post Falls and Lakeland school districts for grades 9 and 12, by the winter of 2011 to further identify the risk and protective factors in our community.

Objective 3: Publicize KACF's status in the CTC process and all survey findings in North Idaho Family Magazine.

Goal 3: To deter first-time alcohol and drug use among adolescents.

Objective 1: Partner with Idaho Drug Free Youth, Inc. in support and promotion of their annual substance abuse prevention education program, Idaho Youth Summit.

Objective 2: Establish two media campaigns directed at youth and parents on the effects and consequences of alcohol and drug use and promote these campaigns during high-risk periods/events. –Ongoing.

Objective 3: Use the KACF website as a tool to prevent substance use among area youth. – Ongoing.

Objective 4: Partner with local schools, faith based organizations, and prevention and treatment organizations to implement the Best Practice Program, Strengthening Families Program, 10-14, as well as other worthwhile parenting programs.

Objective 5: Continue to partner with the Kootenai County Substance Abuse Council to provide support and promotion of youth and adult DUI victim's panels.

Objective 6: Continue to offer education for our members and community members.

Goal 4: To reduce our community risk factors and increase protective factors, as identified through CTC Youth Survey results, for our area youth in relation to substance use.

Objective 1: Establish a media campaign directed at parents and youth on the effects/consequences of substance use to decrease parental acceptance of youth risk behaviors. - Ongoing.

Objective 2: Provide community organizations with the necessary tools to build protective skills in youth so they may: 1) better recognize dangerous situations (parties with drugs and alcohol, drinking and driving, etc.), 2) stand up to peer pressure, and 3) say no to substance use. - Ongoing.

Objective 3: Increase awareness in our community as to the benefits of increasing the protective factors for our youth.

Objective 4: Implement a social norms campaign in at least two local schools.

Objective 5: Implement "*Parents Who Host, Lose The Most: Don't be a party to teenage drinking*" public awareness campaign to provide parents with accurate information about the health risks of underage drinking and the legal consequences of providing alcohol to youth.

Backed by the proven CTC process, KACF anticipates that by reaching the above goals and objectives, in context of the identified local risk and protective factors, the measured outcomes in our community by mid 2013 will be:

- 75% of youth who attend the Idaho Youth Summit will help strengthen local drug free groups and help implement programs or activities in their community to encourage other youth not to use substances.
- 75% of youth surveyed will indicate the awareness of the perceived risks of underage drinking and drug use.
- 75% of youth/adults who participate in the DUI Victims Panels will increase their ability to identify consequences of drinking and driving, and 50% will increase their intent to not drink and drive, both as indicated by pre/post surveys.
- 60% of parents who participate in the Strengthening Families Program, and other parenting programs, will show increased knowledge of good communication skills, increased school involvement, and an increase in the amount of nurturing and support given to their children.
- 60% of parents surveyed will disapprove of youth using substances and will increase their ability to identify risks associated with early underage drinking and substance use.
- 35% of parents surveyed will indicate an increased level of comfort discussing substance use with children.

KACF will distribute 40,000 North Idaho Family Magazines a year (2 published issues at 20,000 per issue).