

**Vineyard Cares Coalition Action Plan-
Fiscal Year 2023-2024**

Vision:

An inclusive and thriving community where mental, social, emotional, and physical wellness are prioritized, empowering residents to lead fulfilling, healthy lives.

Mission:

Our mission is to prevent and reduce substance misuse, as well as spread resources and awareness regarding mental health issues, among youth and families living in Vineyard, Utah.

Goal 1: Increase Community Collaboration

Establish and strengthen relationships and collaboration among communities and the Vineyard Cares Coalition in Vineyard Utah; including schools, religious groups, businesses, HOA boards, police, and families.

Category: Outreach and Networking

Objective: By June 2024, increase the number of schools represented in the coalition by 2.

Strategy: Provide information about the coalition to school districts and PTA members.

Risk & Protective Factors Addressed: PF- pro-social norms, opportunities for positive social involvement

Activity	Strategies for Community Level Change	By whom:	By when:
Create an introduction handout and email for school administration and PTA presidents.	Providing information	Coalition Facilitator	September 2023
Schedule a time to meet with school administration and PTA members.	Providing support	Coalition Facilitator	September 2023
Commission Board practice, then volunteer to present to school administrations and PTA meetings.	Enhancing skills	Commission Board	September 2023
Invite PTA and faculty to coalition meetings	Providing information, support, and enhancing skills	Coalition Facilitator	Ongoing

Evaluation Plan: Track which schools are currently represented in the coalition by maintaining monthly meeting sign in sheets, monitor which schools are added over the course of the next year.

Category: Educate and engage parents in prevention efforts

Objective: Increase parents confidence and knowledge about communicating risk and danger of under age substance use by 10% according to Guiding Good Choices post evaluation.

Strategy: Hold two sessions of Guiding Good Choices

Risk & Protective Factors Addressed: RF- Favorable parent attitudes and involvement in the problem behavior, family management problems, family conflict PF- Opportunities for positive social involvement, recognition for positive behavior, bonding to prosocial others

Activity	Strategies for Community Level Change	By whom:	By when:
Complete Guiding Good Choices Training of Workshop Leaders	Enhancing skills	Coalition Facilitator	May 2023
Discuss logistics of holding class- dates, location, marketing, incentives, etc.	Providing information	Coalition Facilitator, Commission Board, and Coalition Members	August 2023
Market Guiding Good Choices to the community through schools and religious groups.	Providing information	Coalition Members	Summer 2023
Conduct classes	Providing information, enhancing skills, providing support	Coalition Facilitator	September 2023, March 2024

Evaluation Plan: Conduct pre-learning and post-learning evaluations for the Guiding Good Choices course.

Strategy: Promote Parents Empowered Campaign

Risk & Protective Factors Addressed: RF- Favorable parent attitudes and involvement in the problem behavior, family management problems, family conflict PF- Recognition for positive behavior, bonding to prosocial others

Activity	Strategies for Community Level Change	By whom:	By when:
Purchase materials	Providing Information	Coalition Facilitator	Spring 2024
Find partners to promote messaging	Providing information, providing support	Coalition Members	Spring 2024
Promote online messaging	Providing information, providing support	Coalition Facilitator and coalition members	Spring 2024

Evaluation Plan: Monitor SHARP survey results for the increase from 27.4% (2021) to 28% in 2025 of parents talking to youth about substance use.

Category: Coalition Communication and Branding

Objective: By June 2024, increase Vineyard Cares Instagram and Facebook followers by 20%.

Strategy: Establish consistency in social media use and presence.

Risk & Protective Factors Addressed: Favorable parent attitudes and involvement in the problem behavior

Activity	Strategies for Community Level Change	By whom:	By when:
Create a social media calendar for 2023	Providing information	Facilitator	January 2023
Create social media posts and schedule posts.	Providing information	Facilitator	At least 2 per week
Host monthly giveaways to encourage people to follow our accounts	Providing information	Facilitator	Monthly
Create a QR code that goes to the coalition's Facebook page.	Providing information	Facilitator	January 2023
Coalition members encourage people to follow pages using QR code at events.	Providing information	Coalition members	Ongoing
Collaborate with Vineyard	Providing	Facilitators	Ongoing

City social media coordinator and communication manager to strategize and use social media boosts to spread information to a wider audience	information		
Print t-shirts and distribute to community members to further spread word about the coalition	Providing information	Coalition members	Summer 2023

Category: Build Coalition Capacity to Collaborate

Objective: By June 2024, the coalition will recruit 2 new members.

Strategy: Enhance skills and build coalition capacity through training and recruitment of new members.

Activity	Strategies for Community Level Change	By whom:	By when:
Orient all new members	Providing support, enhancing skills	Coalition Facilitator	Within one month of joining
Recognize a Member of the Month	Providing support	Commission Board	Monthly
Recruit New members	Providing information	Coalition members; Commission Board	Ongoing
Train Coalition	Enhancing skills	Commission Board will schedule	Quarterly
Administer Annual Survey	N/A	Coordinator; Commission Board	October
Community Board meeting monthly	Providing Support	Community Board	Ongoing

Goal 2: Educate community regarding substance misuse

Utilize relationships with schools and the Utah County Sheriff's office to provide resources and implement programs that address key risk and protective factors for substance use.

Category:

Objective: Increase the perception of harm when using vape products from 83.2% (2021) to 85% in 2025 based on the SHARP Survey data.

Strategy: Provide information about the harm of vaping to public schools.

Risk & Protective Factors Addressed: RF- favorable attitudes toward the problem behavior, early initiation of the problem behavior PF- cognitive competence, pro-social norms, recognition for positive behavior, bonding to prosocial others

Activity	Strategies for Community Level Change	By whom:	By when:
Complete the CATCH my Breath evidence based vape prevention training	Enhance skills	Coalition Facilitator	May 2023
Meet with the School Resource officer assigned to Vineyard and find ways to support law enforcement led programs at Vineyard schools	Providing support	Coalition Facilitator and Commission Board Members	September 2023
Hold sixth grade parent night presenting information on vaping	Providing information, enhance skills	Coalition Facilitator and Coalition Members	January 2024
Collaborate with SRO to present Catch my Breath information to students	Provide information, enhance skills	Coalition Facilitator	Spring 2024

Evaluation Plan: Conduct pre-learning and post learning evaluation regarding vaping facts and harmfulness.

Strategy: Utilize the Utah Valley Drug Prevention Coalition Red Ribbon Week Toolkit

Risk & Protective Factors Addressed: RF- favorable attitudes toward the problem behavior, early initiation of the problem behavior PF- cognitive competence, social/behavioral competence, belief in the future, pro-social norms, recognition for positive behavior, bonding to prosocial others

Activity	Strategies for Community Level Change	By whom:	By when:
Present Toolkit to PTA's and school administrators	Providing information, enhancing skills	Coalition Facilitator	Fall 2023 (Beginning of school year)
Offer resources and funding to aid in implementation	Providing support	Facilitator and coalition	August 2023

Evaluation Plan: Track whether schools use the toolkit or not.

Category: Program Implementation

Objective: Implement one school based program that addresses drug prevention and social emotional learning by June, 2024

Strategy: Pilot the class as an after school club at one elementary school in Vineyard.

Risk & Protective Factors Addressed: PF- cognitive competence, social/behavioral competence, belief in the future, pro-social norms, recognition for positive behavior, bonding to prosocial others

Activity	Strategies for Community Level Change	By whom:	By when:
Risk & Protective Factor workgroup assess SHARP survey, identify priority youth outcomes, and priority risk and protective factors	Providing information	Risk & Protective Factor Workgroup	August 2023
Resource Assessment and Evaluation Workgroup select evidence based program to implement	Providing support	Resource Assessment and Evaluation Workgroup	August 2023
Identify school that is willing to host the program	Providing support	Coalition Facilitator	August 2023
Collaborate with school to implement program	Providing information, enhancing skills	Coalition Facilitator	Fall/Spring 2024