



Speak Up! Prevention Coalition

September 15, 2010

Coalition Governing Board: **Dick Block, Chair**
Glenn Burmeister
Julie Cooley
Betty Frank-Bailey
Christine Letchinger
Deborahanne Reimer

DRUG FREE COMMUNITIES GRANT

- **\$125,000 a Year for 5 Years**

- **Requirements**

- ✓ Reduce Substance Abuse – Multiple Drugs
- ✓ Actively Involve *All* Community Stakeholder Groups
- ✓ Use Strategic Prevention Framework
(DFC model of community change)
- ✓ Focus on Evidenced Based Prevention Strategies
- ✓ Match 100% of Funding (direct and in-kind)
- ✓ Extensive Training & Expert Resources
- ✓ Hire a Program Coordinator & Evaluation Resource

Mission:

To significantly **reduce the level of underage drinking and other drug use** in the Lake Forest, Lake Bluff, and Knollwood communities.

Speak Up's Goal for DFC Grant:

Reduce drug use by 10% by 2014 among grades 6-12 based on Illinois Youth Survey Results*

- Alcohol
- Marijuana
- Prescription and Over-the- Counter Drugs

* Baseline is 2008 IYS Results

Strategic Prevention Framework



**Focus on Creating Community Level Change
versus Individual Behavior**

Grant Funding Will Support

- Coalition Program Coordinator
- Part time Coalition Director
- SAP Coordinator (1 day per week)
- Evaluation Consultant

- Community Awareness Mailing
- Media Campaigns (Ads, PSAs, Brochures, Video)
- Website Upgrade

- School Staff Training (Alcohol, Marijuana & Rx)
- Coalition Member Training

What Will We See in the Community?

Assessment

- Parent Survey
- Key Informant Survey
- Coalition Process Survey

Communications

- PSA's, media campaigns, social media
- Updated website, e-newsletters
- Presentations/workshops to community groups & leaders for greater awareness & involvement

What Will We See in the Community?

Parents/Youth & School

- Part-time SAP coordinator for grades 6th – 12th
- Middle school youth initiatives
- Positive social norms marketing to youth & parents
- Signs and symptoms training for school staff on alcohol, marijuana and RX/OTC drugs
- Life of an Athlete Program

Law Enforcement

- Prescription Drug/OTC collection program
- New Consequences for 1st time offenders

What Will We See in the Community?

Sustainability

- Engaging Community to Get Involved
- CADCA Trainings to the coalition & community
- Fundraising & Development

How Will All This Come Together?

Community Involvement Across Stakeholder Groups

Youth

Media

Schools

Parents

Religious Groups

Law Enforcement

Business Community

Healthcare Professionals

Youth-Serving Organizations

Civic & Volunteer Organizations

Local & State Governmental Agencies

Substance Abuse Treatment Providers

Organizations Involved in Reducing Substance Abuse

Grant requirement: 100 % Matching Funds

- Cash Donations
 - In-Kind Donations
 - Volunteer time:
 - In-kind services:
 - filming, CPA, legal, marketing, design, compliance checks, coalition members, community leaders, office support, PSA volunteers
 - In-kind donation:
 - printing, free meeting/event space, subsidized pricing for services/products, mileage for volunteers
- * All from non-federal funds or programs

An Effective Community Coalition ...

- ✓ Shares a Common Mission and Vision
- ✓ Involves Community at Grass Roots Level
- ✓ Focuses on Evidence Based Prevention Strategies
- ✓ **Works Together to Leverage the Strengths & Resources of the Coalition and all Community Members**

**Mission & Vision Become
Part of the Fabric of Our Community's Culture**