

HEY! Together Year Two Action Plan 2009-2010				
Strategy	Activity	Outcome(s)	Responsibility	Resource(s)
I. Community Engagement This strategy aims to strengthen community collaboration among a diversity (cultural, ethnic, age) of community members and key stakeholders to engage the whole community in substance abuse prevention; building community protective factors	1. Marketing campaign designed to increase awareness of community prevention issues and ways to get involved with HEY! 2. Annual Training for coalition members and community partners	✓ HEY! Board will reflect the community in diversity and include members from key stakeholder groups. <i>*Measured by an <u>increase</u> in active HEY! members from diverse communities.</i> ✓ Increase the number of working partnerships with HEY! <i>*Measured by the number of new community groups involved</i> ✓ Satisfaction with leadership and overall partnership of HEY! <i>*Measured by partnership satisfaction survey.</i> ✓ Number of participants who attend HEY! sponsored training <i>*Measured by attendance rosters</i> ✓ Create Youth centered page on website and market <i>*Measured by actual site going live as well as traffic site generates</i> ✓ Create Spanish language version of original website <i>*Measured by actual site going live as well as traffic site generates</i>	† HEY! Communications& PR Work Group † HEY! Board Development Work Group † HEY! Youth Involvement Work Group † HEY! Coalition Board † HEY! Coordinator † Media Sector † HSD Hispanic outreach workers	† Marketing Consultant † Community partnerships † Key leaders ⊙ Marketing materials in (English & Spanish) ⊙ Meeting space ⊙ Web-site (culturally relevant)
	3. Community outreach through culturally competent presentations, and participation/visibility at community wide events	✓ Increase the number of outreach events. <i>*Measured by the number of events and number of direct outreach contacts during the year</i> ✓ Participation at annual City of Hillsboro, Celebrate Hillsboro event <i>*Measured by completion of survey and number of people that participate in booth activities</i> ✓ Participate in annual Hillsboro School District Back-to-School for Latino families <i>*Amount of materials handed out</i>		† Local Govt. † PTO/PTAs ⊙ Marketing materials in(English & Spanish) ⊙ Meeting space ⊙ Booth/tables at events ⊙ Web-site (culturally relevant)

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<p>III. Awareness and Information Campaigns paired with Policy Change This community change strategy is designed to engage the community in changing social norms, increasing awareness, and reducing risks around availability of alcohol and other drugs.</p>	<p>1. Engage in Social Hosting Campaign Public Service announcements ➤ Parent informational materials; with laws & consequences of furnishing to minors ➤ Distribute “A Guide to Safe and Sober Events; Make your parties Rock... Substance Free” ➤ Advocate for local social hosting ordinances ➤ Work with local law enforcement to research and assess current social hosting policies and practices</p>	<p>✓ Distribute materials to 1,000 parent/ guardians on hosting alcohol and drug-free parties for youth. <i>*Measured by the number of brochures distributed in the target community.</i> ✓ Increase knowledge of the laws /consequences of furnishing alcohol or other drugs to minors. <i>*Measured by the HSD Parent & Community Survey</i> ✓ City Council will adopt a social hosting ordinance. <i>*Measured by a new ordinance passed in 2009.</i></p>	<p>‡ Parent sector ‡ Hillsboro Youth Advisory council (YAC) ‡ HEY! Board ‡ HEY! Communications& PR Work Group ‡ Law enforcement ‡ City Councils ‡ Media sector ‡ Schools HSD PTO/PTA organizations ‡ Oregon Partnership ‡ HEY! Coordinator</p>	<p>‡ Key Community Leaders ⊙ Campaign materials ⊙ Marketing and design work ⊙ HEY! strategic marketing plan ⊙ Printing ⊙ Guide to Safe & Sober Event Planning ⊙ HEY! web site ⊙ media venues ⊙ Meeting space</p>
	<p>2. Social Norms Marketing Campaigns Youth-led campaigns will use a variety of methods to correct negative misperceptions around substance use as a <i>rite of passage</i> and identify and promote healthy behaviors that are in fact the norm.</p>	<p>✓ HSD Youth will engage in four social norms marketing campaigns. <i>*Measured by the number of campaigns in 08-09.</i> ✓ Increase perception of pro-social norms among youth. <i>*Measured by the Hillsboro Student Survey.</i></p>	<p>‡ HEY! Board ‡ HEY! Coordinator ‡ Youth groups ‡ Hillsboro YAC ‡ HEY! Communications & PR Work Group ‡ HEY! Youth Involvement Work Group ‡ HSD marketing/design classes & other student leader groups ‡ School sector ‡ Youth serving organizations sector</p>	<p>‡ Social norms ‡ Marketing/design consultants ‡ Marketing youth leaders ‡ School staff willing to lead groups ⊙ HEY! web site ⊙ Marketing materials ⊙ Data on perceptions and community social norms ⊙ meeting supplies for youth</p>
	<p>3. Community initiative to promote safe and drug free “rites of passage” for youth- Focus on graduation and prom seasons. Engage community partners in campaign ➤ Develop campaign materials and multi-media marketing pieces on Prom and Grad night.</p>	<p>✓ Increase youth, parent, & community involvement in promoting safe celebrations. <i>*Measured by number of participant groups in campaign (vendors, retailers, faith, parent or youth groups)</i> ✓ Decrease number of youth MIP & DUI arrests during prime celebration seasons. <i>*Measured by Washington County Juvenile Department citations and other archival sources.</i></p>	<p>‡ Youth groups ‡ Hillsboro YAC ‡ HEY! Communications Work Group ‡ HEY! Coordinator ‡ Hillsboro area retailers ‡ Law enforcement ‡ HEY! Board ‡ School sector ‡ Parent sector and parent groups ‡ Faith sector ‡ Juvenile Department ‡ Oregon Partnership</p>	<p>‡ Marketing consultant ⊙ HEY! web site ⊙ Informational and promotional materials ⊙ Media opportunities ⊙ Donations from local businesses</p>

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<p>IV. Changing Context and Enforcement. This environmental change strategy targets local alcohol retailers to train employees about selling alcohol to minors to reduce access/availability of alcohol to minors who attempt to purchase alcohol</p>	<p>1. Responsible Vendor Program Work with OLCC to education local alcohol retailers about the benefits of participation in the responsible vendor program.</p> <p>2. Provide recognition for retailers who participate in the program</p>	<p>✓ Increase the number of Hillsboro retail outlets that participate in the responsible vendor program. <i>*Measured by participation rates tracked by the OLCC.</i></p>	<p>‡ OLCC ‡ Hillsboro Police ‡ Washington County Sherriff' ‡ HEY! Board ‡ HEY! Coordinator ‡ Alcohol retailers ‡ Hillsboro, North Plains & Cornelius Chambers ‡ HEY! Communications& PR Work Group ‡ HEY! Media sector</p>	<p>‡ Volunteers to outreach vendors ‡ Local media coverage ⊙ OLCC program in place ⊙ Informational materials ⊙ Recognition materials ⊙ HEY! web site ⊙ Training materials</p>
<p>V. Creating Welcoming School Environments This strategy aims to create community change by providing best practice information, technical assistance and advocacy to improve policies and practices to support student transitions into new schools and reduce the risk associated with transitions and mobility.</p>	<p>1. Distribute training DVD district wide on best practice strategies to facilitate positive transitions for mobile students</p>	<p>✓ Increase awareness of transitions and mobility issues ✓ Increase knowledge of best practice strategies for mobile students. <i>* Measured by increase in knowledge on pre and post training survey</i></p>	<p>‡ HEY! Coordinator ‡ Students Move work group ‡ HSD Staff and Administration ‡ HSD Communications Department</p>	<p>‡ National Trainer on School Connectedness ‡ Social work intern ‡ Hillsboro Chamber of Commerce ⊙ Students Move guide ⊙ Students Move DVD</p>
	<p>2. Advocate for practice and policy changes to support best practices for mobile students</p>	<p>✓ Schools will embed one new Students Move strategy into their 09-10 school improvement plans. ✓ Schools will utilize a new student checklist to ensure basic practices are implemented to transition students <i>*Measured by year end survey of school counselors</i> ✓ HSD will implement new district-wide policies that support student transitions <i>*Measured by actual policy change</i></p>	<p>‡ HEY! Coordinator ‡ Students Move work group ‡ HSD Administration ‡ HSD Principals ‡ HEY! Board ‡ HSD Transitions Work Group</p>	<p>‡ HSD Administration support; committee established on student transitions</p>
<p>VI. Parent Education This strategy is designed to provide a comprehensive, culturally and linguistically appropriate continuum of evidenced based parent education programs in the community to reduce the risk factor of early and persistent anti-social behavior</p>	<p>1. Incredible Years (early elementary age) 2. Guiding Good Choices and Strengthening Families Program 10-14 (early adolescence) 3. NICASA (Northern Illinois Council on Alcohol and Substance Abuse) Parent Project (teen years)</p>	<p>✓ Over 75 parents will participate in a parent education class in the greater Hillsboro Community <i>*Measured by attendance records</i> ✓ Parents will report an increase in knowledge and skills in setting clear and specific expectations for their children's behavior <i>*Measured by pre and post curriculum surveys</i></p>	<p>‡ HEY! Board ‡ Hillsboro Family Resource Center ‡ Parent Sector ‡ School Sector PTA/PTO ‡ Parenting Consortium ‡ Family Support Network ‡ Local government partners ‡ Healthcare Sector ‡ Substance abuse prevention Sector ‡ Faith Sector ‡ Evaluators</p>	<p>‡ Group Leaders ⊙ Curriculum (English and Spanish) ⊙ Materials and supplies ⊙ Facilitator training ⊙ Translation of promotional materials ⊙ Child Care ⊙ Meals-family ⊙ Transportation ⊙ School and Community sites</p>