



**Stoneham Coalition**  
For a Safe & Healthy Community

## **Strategic and Action Plan Stoneham Coalition**

**Vision:** A Safe and Healthy Community

**Mission:** The mission of the Stoneham Coalition is to address the epidemic of drug and alcohol abuse in our community through education, advocacy, environmental changes, and promoting and creating opportunities for healthy and responsible behavior.

### **Goal One: Increase Community Collaboration**

**Objective:** Increase community collaboration by partnering with Directors and Boards as well as other municipal departments to prioritize creating “Economic Development in a Safe and Healthy Community”

**Strategy One:** Create and implement a community campaign on how parents, community members, and the business community play a crucial role in addressing the cultural perception and availability of alcohol, tobacco, and other drugs in Stoneham

<b>Activity</b>	<b>Who is responsible?</b>	<b>By when?</b>
Build and strengthen relationship with municipal boards and departments and business community	Director, Gov Sect, parent sect, business sect, fiscal agency	Sept - Dec 2019
Develop and test campaign with community members/ boards	MVPHC, Director. Media Sector, Gov Sector	Jan 2019
Schedule a launch date and roll out plan, leverage community partnerships to disseminate information (i.e. schools, orgs, businesses)	Stoneham Coalition Staff, community partners, Econ Dec Director	Feb 2020



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Continue to update campaign with new images and resources, utilize online and print mediums to communicate messages	Staff, community partners, coalition members	April 2020 - Ongoing
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**Strategy Two:** Increase awareness and capacity in the community to support environmental level changes by educating, partnering, and providing opportunities for advocacy

Activity	Who is responsible?	By when?
Provide training opportunities for the community on ATOD, PYD, local policies, and mental health/substance use relationship	Director, school sector, youth org. sector, media sect. gov sect	Ongoing
Partner with community groups, schools, doctors' offices, and business groups to encourage incorporation of prevention practices and education in their current organizational structure	Youth serving sector, healthcare sector, school sector, director, leadership board	Ongoing
Increase exposure and presence throughout the community to create a sense of authority on the topic of ATOD/substance use	Coalition staff, leadership team	Ongoing
Increase regional collaboration to decrease substance use for youth who are more mobile.	Coalition staff, government sector, school sector, leadership board	Ongoing

**Strategy Three:** Capacity building and collaboration amongst Youth Action Coalition and the schools

Activity	Who is responsible?	By when?
Develop a mission & a vision for the Youth Coalition	School Counselor/Health Teacher, Youth Coordinator, Youth Coalition	Oct. 2019



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Create a logic model/action plan for Youth Coalition – Goals to achieve	Youth Coord. Youth Advisor, Youth Coalition, school sector	Dec 2019
Determine most needed trainings (leadership skills, prevention 101, etc) and provide training opportunities for Youth Coalition advisors and youth.	Youth Coord. Youth Advisor. Youth Coalition, school sector	Ongoing
Develop and streamline leadership roles and responsibilities for the youth leaders, create opportunities for them to feel empowered to lead	Youth Advisor, Youth Coordinator, Youth Coalition, school sector	September-2019 June 2020
Facilitate consistent time/day meetings where members participate and are actively engaged.	Youth Coordinator/Youth advisor, youth Coalition, school sector	September 2019- June 2020
Create two campaigns a year that center around ATOD use or mental health. Make sure youth events and YAC meetings/initiatives can be tied back to these campaigns	Youth Coordinator/Youth advisor, youth Coalition, school sector	September 2019- June 2020



<b>Problem Statement: Underage Youth Alcohol Use</b>		
<b>Problem</b>	<b>Root Causes</b>	<b>Local Conditions</b>
<p><b>Baseline 2017:</b> 38.2% of Stoneham High School students report drinking alcohol in the past 30 days.</p> <p>Middlesex League (32.8%), Massachusetts (33.9%)</p> <p><b>UPDATE 2019:</b> 33% of Stoneham High School Students report drinking alcohol in the past 30 days</p> <p>Middlesex League (26.4%)</p> <p>Source: 2017- 2019 Youth Risk Behavior Survey</p>	<p><b>Community Norms Favorable to Youth Use</b></p> <ul style="list-style-type: none"> <li>Unclear and/or inconsistent consequences in the community for youth ATOD use               <ul style="list-style-type: none"> <li>2015-2017: 3 UAD reports filed – law enforcement hesitant to cite youth for substance use</li> <li>Youth report Inconsistent punishment at school due to membership in a school sanctioned sport/club – Youth key informant interview</li> </ul> </li> <li>Decrease in alcohol regulation making it more accessible and available in the community</li> </ul> <p><b>Retail Availability</b></p> <p>75% compliance rate over the course of 12 months SPD/ABCC compliance checks</p> <p><b>Parental Attitudes Favorable to Youth Use</b></p> <p>“I would rather have my kids drink at home than in the woods somewhere” Parents justify drinking at home as safer than an alternative location</p> <p><i>Focus Group</i></p> <p>72% of students report their parents would strongly disapprove of drinking every day.</p> <p>2019 YRBS</p>	<p><b>Stoneham has number one alcohol outlet density in the mystic valley region, as well as highest use of underage drinking rates.</b></p> <p>38.2% underage drinking rates 1.3 alcohol outlet density</p> <p><b>On-premise establishments are allowing youth drinking</b></p> <p>Youth are accessing alcohol through at on premise establishments through lack of being carded and securing fake ID’s that are not verified by retailer.</p> <p>SPD/ABCC report</p> <p><b>Stoneham youth are accessing alcohol in neighboring towns through licensed retailers</b></p> <p>SPD/ABCC report</p> <p><b>Youth are engaging in parent-sanction or “turning a blind eye” drinking parties in the house</b></p> <p>Key-Informant Interview</p> <p><b>Family-friendly and child oriented events have alcohol available and accessible.</b></p> <p>Beer garden at Town Day/Zoo Lights</p>



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**Goal One: Reduce Youth Substance Use**

**Objectives:**

<b>Problem</b>	<b>Root Cause</b>	<b>Local Condition</b>
<b>Underage Drinking</b>	<b>Community Norms</b>	
<b>Long-Term Objective (3 – 10 Years)</b>	<b>Intermediate-Term Objective (1-4 years)</b>	<b>Short-Term Objective* (6-24 months)</b>
Decrease the amount of youth reporting use of alcohol in the last 30 days as reported in the 30-day use survey by 10% by 2027  Baseline 2017: 38.2% of youth are reporting use of alcohol in the past 30 days  <b>Update – 2019: 33% of youth are reporting use of alcohol in the past 30 days</b>	Increase policies at the town/spd/school level that communicate clear expectations and outcomes around substance use	Decrease the number of community events that contain alcohol



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Target 2027: 28.2% of youth are reporting use of alcohol in the last 30 days		
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**Strategies:**

**Strategy 1 - Provide Information:** Provide Information to parents about the importance of creating clear, firm, and consistent boundaries around **alcohol**, tobacco, and other drug use as well as their impact on youth in regards to modeling behaviors, setting examples, and communicating with their children

Activity	Who is responsible	By When?
Develop social norms campaign and talking points for parents/community	Staff, school sector, leadership, MVPHC	March 2020
Distribute flyers, Facebook posts, newspaper articles	Director, leadership	April 2020
Collaborate with schools, PTO groups, Chamber of Commerce to publicize critical information on social norms	All sectors	April 2020 - Ongoing

**Strategy 2 - Enhance Skills:** Provide a trainer for local law enforcement on best practices for alcohol offenses as well as proper documentation

Activity	Who is responsible	By When?
Research and coordinate with SPD and trainer for best dates and materials to be covered	Director and law enforcement, MVPHC	Nov 2019
Coordinate with SPD on scholarships/funding for overtime to attend the training	Director and law enforcement, MVPHC	Dec 2019



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Hold training and provide materials to officers. Secure feedback	Director and law enforcement, MVPHC	Jan 2020
Publicize to the community the new level of enforcement and training in regards to the laws	Coalition – all sectors	March 2020

**Strategy 3 - Provide Support:** Support development of a Middle school youth coalition

Activity	Who is responsible	By When?
Partner with health/guidance/staff to implement substance use ed in classrooms	Youth Coord, school sect, parent sect.	September 2019
Facilitate meetings with youth interested in participating in Coalition	Youth Coord, school sect, parent sect.	October 2019 – ongoing
Encourage collaboration amongst high school and middle school groups to plan and educate	Youth Coord, school sect, parent sect.	Dec 2019 - Ongoing

**Strategy 4 - Enhance Access/Reduce Barriers:** Facilitate and support the Board of Health and first responders in becoming certified, registered, and trained to dispense Naloxone.

Activity	Who is responsible	By When?
Partner with Town on securing approval from town counsel	Director	September 2019



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Coordinate with BOH on registration and trainings	Director, gov sector, healthcare sector	October 2019
Work with first responders and Public health nurse on becoming trained and prepared	Director, law enforcement, healthcare	Nov 2019

**Strategy 5 - Change Consequences (incentives/disincentives)** Facilitate the development and implementation of a Town wide Diversion program

Activity	Who is responsible	By When?
Coordinate with schools and SPD on best practices for referral system	Director, school sect, enforcement sect, youth sect.	Dec 2019
Secure material for diversion work, space to host, trainers, and scheduling	Director, school sect, enforcement sect, youth sect.	Feb 2020
Tracking, data collection, and follow-ups for participants	Director, School Sect Law Enforcement	March 2020-ongoing

**Strategy 6 - Physical Design:** Decrease alcohol availability in the community by limiting one-day licenses and prohibiting BYOB

Activity	Who is responsible	By When?
Educate the Select Board and Board of Health as well as municipal departments and appointed officials around alcohol outlet density	Director, government sector, BOH	Feb 2020
Identify other business opportunities for economic development outside of alcohol licensing	Government sector, business sector	March 2020





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Ongoing opportunities for community discussion around alcohol use and acceptance in the community and educate on why outlet density can impact problematic drinking	Director, gov sector, youth sector, all sectors	April 2020 - ongoing
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**Strategy 7 - Modify/Change Policies:** Mandatory TIPS training at license renewal for all staff and ongoing license holder education

<b>Activity</b>	<b>Who is responsible</b>	<b>By When?</b>
Collect data on the compliance checks, effects of proper TIPS training, and best practices for license holders	Law enforcement sector, leadership board, Director	March 2020
Educate town boards and businesses about the importance of implementing and sustaining best practices in our community and how it can effect underage substance use	Coalition, gov sector, healthcare sector, business sector	April 2020
Identify coalition members to advocate and educate for policy change with selectboard	Coalition	May 2020