



CASFY STRATEGIC PLAN, 2015-2020

Marijuana:

Risk Factor	Short-Term Outcomes	Long Term Outcome
<i>Family Norms</i>	<ul style="list-style-type: none"> • Increase the percentage of youth grades 7-12 reporting that parents “definitely have clear rules discouraging the use of marijuana” by 3% by December, 2017 • Increase the percentage of high school youth reporting that “when I am away from home parents definitely know where I am and who I am with” (monitoring) by 3% by December, 2017 	<i>Reduce the percentage of youth reporting past 30 day use of marijuana by 10% in grades 7-12 by December, 2019</i>
<i>Low Perception of Risk/Harm</i>	<ul style="list-style-type: none"> • Increase the percentage of youth who report perception of great risk harm of marijuana use (1 or 2x/week) by 5% by December, 2017.* • Increase percent of parents who report perception of great harm of youth marijuana use (1 or 2x/week) by 5% by December, 2017 on Parent Survey 	<i>Increase the percentage of youth who report perception of great risk of harm of marijuana use (1 or 2/week) by 10% by December, 2019</i>

Alcohol:

Risk Factor	Short-Term Outcomes	Long Term Outcome
<i>Family Norms</i>	<i>Increase percentage of youth reporting perceptions that parents “definitely have clear rules discouraging the use of alcohol” by 4% by December, 2017.</i>	<i>Reduce past 30 day use of alcohol by 9% in grades 7-12 by December, 2019</i>

*Will add survey question in 2017 for riding as passenger with driver under influence of marijuana, to be measured again in 2019.

Section 6: Timeline for Implementing Plan Components – CASFY Strategic Plan Timeline

Short-Term Outcome	Strategy	Activities	Target Date of Completion	Responsible Coalition member
Marijuana: Family Norms –Increased 3% of youth who report parents have definite, clear rules discouraging use of marijuana, December 2017	Social marketing	Multi Media messaging campaigns targeting parents Parent programs- online and in person	June, 2017 June, 2019	Coalition subcommittee- parents, school staff
Marijuana: Family Norms -Increased 3% of high school youth who report that when I am away from home, parents know where I am and who I am with, December, 2017	(as above)	(as above)	(as above)	
Marijuana and Alcohol: Family Norms	Enforcement	Using multiple messaging tools, provide information to parents and youth re: alcohol and marijuana laws. Work with police to increase enforcement;refer to Juv. Rv. Bd	Annually, October	Coalition subcommittee- School administrators, police, parents
Marijuana- Increased 5% of youth who report perception of great harm of marijuana use, December 2017	Social marketing	Youth leadership trainings Youth-youth health promotion with marijuana risk of harm information included	December, 2016 December, 2018	Coalition youth, school staff, LYSB youth director, Coalition coordinator

Short-Term Outcome	Strategy	Activities	Target Date of Completion	Responsible Coalition member
Marijuana- Increased 5% of parents who report perception of great harm of youth marijuana use (1 or 2/week), December, 2017 on Parent Survey	Social marketing	Multi Media Campaign targeting parents. Parent programs, especially parents of athletes (80% of the high school) Youth influencer programs, especially coaches	December, 2016. December, 2018	Coalition subcommittee-parents.
Family Norms- Alcohol-Increased 4% of youth who report that parents definitely have clear rules discouraging the use of alcohol, Dec., 2017	Social Marketing (with marijuana social norms campaign)	Multi Media campaign- (together with marijuana Family Norms)	June, 2017 June, 2019	Same subcommittee as Marijuana Family Norms-see above