



## **Orange County Drug Free Coalition Strategic Plan**

### **Mission Statement:**

To engage, advocate, inform and bring awareness of alcohol and other substance abuse issues through education, prevention, enforcement, and treatment to build a healthy, safe and drug free community.

### **Strategic Goals:**

- Goal 1: Prevention - Stopping Use Before It Starts
- Goal 2: Enforcement - Aggressively Attacking Unlawful Drug Activity
- Goal 3: Treatment/Recovery - Getting Treatment Resources Where They Are Needed

### **Goals and Objectives:**

#### **Goal 1: Prevention – Stopping Use Before It Starts**

- Objective 1: Educate children, parents and other members of the community, to assist Orange County citizens to reject illicit drugs and underage alcohol and tobacco use and misuse of prescription drugs.
- Objective 2: Provide Orange County youth with access to research based substance abuse programs.
- Objective 3: Encourage and assist the development of community/neighborhood groups in preventing substance abuse.
- Objective 4: Educate and engage parents through forums, focus groups and advisory groups on substance abuse issues.
- Objective 5: Support drug-free schools, prevention programs and others environments that promote zero tolerance for substance use.
- Objective 6: Support higher education institutions AOD prevention programs and initiatives.

Objective 7: Work with the electronic and print media on awareness of prevention activities and events.

Objective 8: Collaboration with community partners, government entities, sports organizations, business and faith groups to encourage prevention efforts in the community.

Objective 9: Encourage businesses to adopt a drug-free workplace program through education and outreach.

Objective 10: Provide awareness and outreach efforts to senior citizens on substance abuse issues affecting youth and older adults.

**Goal 2: Enforcement – Aggressively Attacking Unlawful Drug Activity**

Objective 1: Support law enforcement with resources, training, and coordination across jurisdictional boundaries and throughout the criminal justice system to aggressively attack drug activity.

Objective 2: Support federal, state and local law enforcement efforts toward the common objectives to decrease the supply of unlawful drugs and prescription diversion in our community.

Objective 3: Work with electronic and print media to maximize exposure of law enforcement drug-related details.

Objective 4: Support gang enforcement units and other gang enforcement organizations that provide education, prevention and suppression of gang activities which are drug-related in the community.

Objective 5: Promote law enforcement education outreach efforts focusing on substance abuse.

**Goal 3: Treatment/Recovery – Getting Treatment Resources Where They Are Needed**

Objective 1: Support treatment programs in the community.

- Objective 2: Provide awareness of faith-based treatment programs available in the community.
- Objective 3: Educate parents, faith leaders, and other community members on treatment programs available for youth and adults.
- Objective 4: Provide awareness of recovery programs and activities in the community.
- Objective 5: Work with the electronic and print media on promoting awareness on treatment availability and resources in the community.
- Objective 6: Explore specific treatment needs and facilities available for persons with disabilities.

**Performance Measures:**

- Reduce the reported use of alcohol and other drugs among our youth by 5% in Orange County by 2014 (Florida Youth Substance Abuse Survey).
- Reduce the reported use of heavy alcohol use and binge drinking by youth ages 18-25 by 5% in Orange County by 2014 (Core Survey).
- Increase the number of coordinated state and local law enforcement alcohol compliance checks in Orange County by 10% in 2012 (AB&T and Local Law Enforcement Arrest Data).
- Increase the number of clients that successful completes the Orange County Adult Drug Court Program by 5% in 2014 (Orange County Adult Drug Court Program).
- Conduct and participate in 50 educational presentations, forums and trainings, media contacts in the community on prevention of alcohol, prescription/OTC and other drug use among youth and young adults (Orange County Drug Free Office & Coalition Committees).
- Provide 10 presentations to Orange County employers on "How To Become A Drug Free Workplace" by 2012 (Drug-Free Workplace Committee).
- Decrease drug abuse in the workplace by 10% by 2014.

- Delay the age of onset of first time drug use by 2 years by 2014 (Florida Youth Substance Abuse Survey).
- Increase positive parental attitudes towards the consequences of underage drinking, tobacco use, prescription drug abuse and other illicit drugs (Orange County Household Drug Survey).
- Decrease the misperception by 10% regarding the extent of alcohol use by college students (Core Survey).
- Increase awareness for parents and the community at-large on the dangers of underage drinking, binge drinking, prescription/OTC drugs marijuana and other illicit drugs through parent and community forums and drug education newsletters/inserts (Orange County Drug Free Office & Coalition Committees).
- Increase community-wide awareness on addictions & disabilities, and treatment and recovery services available in the community (Orange County Drug Free Office & Coalition Committees).

### **Guiding Principles:**

Principle 1: Be comprehensive, integrated and balanced in the areas of enforcement, prevention, and treatment.

Principle 2: Focus on the vital role of families, friends, businesses, faith, and communities as they pertain to the problem and solution.

Principle 3: Maximize strong prevention approaches, including the involvement of your people.

Principle 4: Be researched based, measurable and accountable for performance.

Principle 5: Be built upon strong sustained leadership and be long term in nature.

Principle 6: Utilize the power of the media.

Principle 7: Utilize the community leaders as examples.

Principle 8: Focus on positive and healthy lifestyles.

Principle 9: Ensure all citizens see themselves as part of the solution.

