



Sustainability Plan – January 2017 ***“To Infinity and Beyond” ~ Buzz Lightyear***

Vision

Healthy youth and families thriving in a safe, drug-free Stratford

Mission

To mobilize youth and community partners to reduce youth substance abuse and create a safe, healthy, drug-free environment where youth and families thrive.

Background

In October 2014, the Town of Stratford was awarded a Drug Free Communities grant. The following actions were key to our initial success:

- Changing the name from Stratford Youth and Family Advisory Board to Stratford Partnership for Youth and Families to reflect the transition from an advisory capacity to active engagement of members.
- Revising the bylaws to spell out our purpose, membership, meetings, decision-making, financial administration, and roles and responsibilities of leaders, members and committees.
- Becoming more inclusive and expanding membership.
- Branding the Stratford Partnership to raise community awareness and create a presence in the schools and community.
- Engaging youth and adults through social media.

The Stratford Partnership has successfully informed students and their families about the consequences of underage drinking and marijuana use, reduced access through enforcement, worked with community leaders to implement relevant policies, promoted developmental assets, and monitored trend data. Simply put, we are on the right track to creating community level changes that will reduce substance abuse.

Although we have made great strides in just two short years, our work is not done. Stratford youth continue to use alcohol and marijuana at unacceptably high rates, putting them and our community at risk. In addition, the opioid epidemic is wounding our community as evidenced by the dramatic increase in overdose deaths. In response, we are expanding the Action Plan to include prevention of prescription medication misuse and abuse.

To ensure the continuation of our work “to infinity and beyond,” we developed this sustainability plan. At the November 15, 2016 Stratford Partnership meeting, members worked in small groups to identify and prioritize the strategies needed to continue our work, as well as, develop case statements for the highest ranked strategies. The Executive Committee further developed the sustainability plan at their January 2, 2017 meeting by considering our long-term needs to manage, implement and evaluate the most critical strategies in our action plan. A final draft was presented to the membership through email and at the January 17, 2017 winter retreat. This allowed us to not only get everyone’s thinking, but also get their investment in sustaining the Stratford Partnership for years to come.

WHAT NEEDS TO BE SUSTAINED & RESOURCES REQUIRED

"Reach for the sky!" ~ Woody

Outcomes	Coalition Strategies	Activities	Resources
Stratford Partnership members, representative of Stratford's diversity, lead the community effort to reduce youth substance use by carrying out their mission and action plan	Provide information about four core measures of youth tobacco, alcohol, marijuana and prescription drug misuse/abuse and youth developmental assets to stakeholders <i>(Data Collection/Evaluation)</i> <i>(Social Media)</i>	<ul style="list-style-type: none"> • Search Institute Student & Supplemental Surveys • Data analysis • Social media campaign to inform the community about survey results and trends 	<ul style="list-style-type: none"> • Evaluation Consultant • Search Institute • Stratford Public Schools • Partnership Members • Project Coordinator • Office space/equipment • Social Media Consultant • In-kind and cash funding
	Provide information to the community about the Stratford Partnership <i>(Social Media)</i>	<ul style="list-style-type: none"> • Social media campaign to promote Partnership and our work • E-newsletter • Website 	<ul style="list-style-type: none"> • Social Media Consultant • Partnership Members • Project Coordinator • Office space/equipment • In-kind and cash funding
	Enhance skills of and provide support to Stratford Partnership members <i>(Data Collection/Evaluation)</i> <i>(Social Media)</i>	<ul style="list-style-type: none"> • Partnership meetings • E-newsletter • Program evaluation 	<ul style="list-style-type: none"> • Partnership Members • Meeting Space • Project Coordinator • Office space/equipment • Evaluation Consultant • In-kind and cash funding
Substance use among Stratford youth is reduced.	Change consequences by enforcing laws that prohibit sale of alcohol to minors; possession, consumption and provision of alcohol to/by minors; sale, possession and use of marijuana <i>(Enforcement)</i>	<ul style="list-style-type: none"> • Alcohol compliance checks • Surveillance/ patrols of known hot spots (beaches/parks) and at school/community events • DUI checkpoints/patrols • Canine checks of high school lockers and shipping facilities 	<ul style="list-style-type: none"> • Stratford Police Department • State of CT Liquor Control • Youth Operatives • UPS, Fed Ex • In-kind and cash funding
	Provide information/support to youth and families <i>(Social Media)</i>	<ul style="list-style-type: none"> • Social media campaign to inform the community about consequences of youth substance use • Social media campaign to shift social norms 	<ul style="list-style-type: none"> • Partnership Members • Project Coordinator • Office space/equipment • Social Media Consultant • In-kind and cash funding

EXISTING RESOURCES

"Now Woody, he's been my pal for a long as I can remember." ~ Andy

Funding Sources	Amount	Expiration Date
ONDCP/SAMHSA Drug Free Communities Support Program Grant	\$125,000 annually	September 2019
RYASAP/CT DMHAS Local Prevention Council grant	\$5,000-7,000 annually	Ongoing
Donations of Materials from Civic Clubs and Businesses	\$500 annually	Ongoing
CT SDE Youth Service Bureau grant	\$5,000 annually	Ongoing
Town of Stratford General Fund/ In-Kind	\$100,000 annually	Ongoing

CASE STATEMENTS FOR COALITION STRATEGIES

"You just need to believe in yourself." ~ Rex

CASE STATEMENT #1

Data collection and evaluation services provide the information that is essential for the Stratford Partnership to accurately answer the important questions about youth substance use in Stratford - current rates of use, perception of harm, parental disapproval, peer disapproval and access. By understanding the youth substance use problem and trends, the Stratford Partnership determines the most effective strategies for implementation as well as document community level changes. Data is also used to measure effectiveness of our strategies and tell our story that keeps the community invested in preventing youth substance use.

CASE STATEMENT #2

Social media is the most effective means to reach Stratford youth and families with information about the Stratford Partnership, Stratford's youth substance use problem, and what they can do to be part of the solution. It allows the Stratford Partnership to connect with youth and adults to change attitudes and behaviors that accept youth substance use as a rite of passage. Because most Stratford youth and families receive their information via social media, the Stratford Partnership is able to have a reach that is broad, across multiple generations, timely, and on-going.

CASE STATEMENT #3

Enforcement of local ordinances and state laws is the Partnerships' most effective strategy to reduce youth access to substances. This community policing keeps our community safer for all by reducing problems such as fighting and vandalism at school/community events and known hot spots.

FUNDING STRATEGIES & POTENTIAL PARTNERS

"You've got a friend in me." ~ Randy Newman

As a part of the Town of Stratford, the Stratford Partnership receives considerable support of our infrastructure, which includes office and meeting space, equipment (computers, laptop/projector, copier, phones, car), and support from numerous Town departments including Information Technology, Human Resources, Library, Public Works, and Finance. In addition, the Stratford Partnership collaborated with the Stratford Rotary Club, who funded their coffee sleeve campaign and CT Distributors who funded counter mats with message. Plans are under way to collaborate with the Stratford Chamber of Commerce to distribute decks of cards with conversation starters during Restaurant Week. The Stratford Public Schools and Stratford Police Department are fully invested in the success of the Stratford Partnership. Both the Police Chief and School Superintendent have pledged their support and designate representatives to serve on the Partnership's Executive Committee.

Coalition Strategies	Resources Required	Potential Partners	Funding Strategies
Data Collection & Evaluation Services	<ul style="list-style-type: none"> • Evaluation Consultant • Partnership Members • Project Coordinator • Office space/equipment • Social Media Consultant • In-kind and cash funding 	<ul style="list-style-type: none"> • Stratford Public Schools • Primary Care Action Team (PCAG) that leads regional Community Health Assessment and Improvement Plan • Town of Stratford • Stratford Community Fund • Fairfield County Community Foundation • AMA Foundation • CT DMHAS & CT DPH • SAMHSA 	<ul style="list-style-type: none"> • Share costs of survey with Stratford Public Schools, PCAG, and others • Ask Town of Stratford to fund Project Coordinator from General Fund and Youth Service Bureau grant • Share office space/equipment with Town of Stratford • Seek funding for Evaluation Consultant from private foundations and state/federal agencies
Social Media	<ul style="list-style-type: none"> • Social Media Consultant • Partnership Members • Project Coordinator • Office space/equipment • In-kind and cash funding 	<ul style="list-style-type: none"> • Town of Stratford • Stratford Community Fund • Fairfield County Community Foundation • Wayne's Walk Foundation • AMA Foundation • CT DMHAS & CT DPH • SAMHSA • Stratford Chamber of Commerce 	<ul style="list-style-type: none"> • Ask Town of Stratford to fund Project Coordinator from General Fund and Youth Service Bureau grant • Share office space/equipment with Town of Stratford • Seek funding for Social Media Consultant from private foundations and state/federal agencies • Earn income from ads on website and E-newsletter from local businesses • Ask local businesses to sponsor specific social media campaigns
Enforcement	<ul style="list-style-type: none"> • Youth Operatives • In-kind and cash funding 	<ul style="list-style-type: none"> • Stratford Police Department • State of CT Liquor Control • UPS, Fed Ex • AAA • CT DMHAS & CT DOT • SAMHSA 	<ul style="list-style-type: none"> • Ask Stratford Police Department to fund enforcement • Seek funding for enforcement from state/federal agencies

ACTION STEPS & TIMELINE

“Yee-haw! Giddy-up partner! We’ve got to get this wagon train a-moving.” ~ Woody

The Stratford Partnership has personal and professional relationships with elected officials, civic and business leaders. They will leverage their collective social capital over the next three years to sustain the work. In addition, the Stratford Partnership has built a reputation as an effective, cutting edge coalition with increasing recognition throughout the community.

Funding Strategies	DFC Year 3 2016-17	DFC Year 4 2017-18	DFC Year 5 2018-19
Share costs of survey with Stratford Public Schools, PCAG, and others	<ul style="list-style-type: none"> • Present survey data to BOE/school staff and PCAG • Meet with RYASAP to explore potential funders in region 	<ul style="list-style-type: none"> • Ask Superintendent/BOE and PCAG for 25% contribution for survey • Apply to identified funders 	<ul style="list-style-type: none"> • Ask Superintendent/BOE and PCAG for 25% contribution for survey • Secure 50% of funding from other funding source
Ask Town of Stratford to fund Project Coordinator from General Fund and Youth Service Bureau grant	<ul style="list-style-type: none"> • Ask Mayor, CAO & Town Council for 25% of Project Coordinator salary/benefits • Attend budget workshops • Testify at public hearings 	<ul style="list-style-type: none"> • Ask Mayor, CAO & Town Council for 50% of Project Coordinator salary/benefits • Attend budget workshops • Testify at public hearings 	<ul style="list-style-type: none"> • Ask Mayor, CAO & Town Council for 100% of Project Coordinator salary/benefits • Attend budget workshops • Testify at public hearings
Share office space/equipment with Town of Stratford	<ul style="list-style-type: none"> • Town has already committed to sharing office space/equipment 	<ul style="list-style-type: none"> • Town has already committed to sharing office space/equipment 	<ul style="list-style-type: none"> • Town has already committed to sharing office space/equipment
Seek funding for Evaluation Consultant and Social Media Consultant from private foundations and state/federal agencies	<ul style="list-style-type: none"> • Meet with Town Grant Writer to explore potential funders • Monitor list serves of funding opportunities • Submit AMA Foundation proposal 	<ul style="list-style-type: none"> • Apply to identified funders (Fairfield Community Foundation, Stratford Community Fund, CT DMHAS, CT DPH) 	<ul style="list-style-type: none"> • Secure 100% of funding from other funding source
Earn income from ads on website and E-newsletter from local business Ask local businesses/civic clubs to sponsor specific social media campaigns	<ul style="list-style-type: none"> • Meet with Stratford Chamber of Commerce to identify potential donors/sponsors • Survey Partnership members for contact information of potential donors/sponsors • Send E-newsletter to all potential donors/sponsors • Develop advertising/ sponsorship opportunity package 	<ul style="list-style-type: none"> • Ask potential business donors to purchase an ad • Ask potential businesses/ civic clubs to sponsor social media campaign 	<ul style="list-style-type: none"> • Increase number of ads by 50% • Increase number of campaigns by 50%
Ask Stratford Police Department to fund enforcement	<ul style="list-style-type: none"> • Ask Police Chief to include 15% contribution from SPD budget • Testify at public hearings 	<ul style="list-style-type: none"> • Ask Police Chief to include 35% contribution from SPD budget • Testify at public hearings 	<ul style="list-style-type: none"> • Ask Police Chief to include 50% contribution from SPD budget • Testify at public hearings
Seek funding for enforcement from state/federal agencies	<ul style="list-style-type: none"> • Meet with Town Grant Writer to explore potential funders • Monitor list serves of funding opportunities • Apply for STOP Act grant 	<ul style="list-style-type: none"> • Apply to identified funders (CT DMHAS, CT DOT, AAA) 	<ul style="list-style-type: none"> • Secure 50% of funding from other funding source