

Strategic Prevention Framework (SPF)

“The Strategic Prevention Framework is designed to assist community coalitions in developing the infrastructure needed for community-based approaches that can lead to effective and sustainable reduction in alcohol, tobacco, and other drug (ATOD) use and abuse.”
(SAMHSA)

Assessment

Collect data to define problems, resources, and readiness within a geographic area to address needs and gaps.

Parent Perception Survey – Completed 10/14/08 report is available and the Town Hall Meeting panel will meet prior to the event and discuss the report’s findings on binge drinking
Youth Asset Survey in High School – Fall 2008 – surveys were sent early February
Full Day Youth Retreat for Youth Asset Leaders 12/5/08

Capacity

Mobilize and/or build capacity within a geographic area to address needs.

Quarterly meeting November 20th – 12 coalition members attended
Ongoing recruiting efforts to find volunteers for all upcoming events through emails, phone calls, and face-to-face requests
New brochure & sticker about the coalition and the 40 Developmental Youth Assets to help to increase awareness about the work of the coalition

Planning

Develop a comprehensive strategic approach that includes policies, programs, and practices creating a logical, data-driven plan to address problems identified in assessment.

Live Town Hall Meeting on Underage Drinking, April 28, 2009 from 7-8 PM at Portmedia Studio on Graf Road
Family Prom & Beacon Awards– May 2, 2009 from 6-9 PM, City Hall Auditorium
Alcohol Free Weekend in Newburyport – May 1-3, 2009 featuring *A Taste of Newburyport & Alcohol Free Newburyport Signature Drink - Bartender Competition* – May 2, 2009

Implementation

Implement evidence-based prevention strategies, programs, policies, and practices.

The *Save A Life Tour* at NHS 10/9/08
NHS Family Directory 2008-2009 – electronic and hard copy available
I Support YA – Developmental Youth Asset Campaign – was launched in September 2008 with ongoing presentations to community groups and organizations about the assets.
Parent Education Program, *Staying Connected with Your Teen* – will begin the last week of February 2009
Youth Asset Leader Community Presentation – began winter 2009 – PTO’s and teachers

Evaluation

Measure the impact of the Strategic Prevention Framework (SPF) and the implementation of strategies, programs, policies, and practices.

Post-test evaluation for effectiveness of *Save A Life Tour* presentation 7 months after initial presentation last October – May 1, 2009 with NHS seniors. Will also participate in open discussions about future programming.

Cultural Competence

Recognize the need to include a broad cross section of the population in the work of the coalition and give importance to including organizations that represent various cultural groups.

Sustainability

The ability to maintain the human, social and material resources needed to achieve your coalition's long-term goals.

Newburyport School District Strategic Plan includes benchmarks around risky behaviors derived from statistical information found on the Youth Risk Behavior Survey completed during alternate years. The 40 Developmental Youth Assets are also a part of this strategic plan and the district has begun to incorporate asset language throughout the schools.

Submitted by Sarah Hayden, Prevention Project Director, February 24, 2009