

Strategic Plan at a Glance

GOALS

STRATEGIES

PREVENTION EDUCATION

Provide consistent, positive, and non-punitive prevention and cessation education and support across the community to prevent the initiation of nicotine use and to shift community norms so nicotine use is viewed as undesirable and socially unacceptable.

- ❑ Identify and implement evidence-based, age-appropriate prevention education and curriculums. Utilize consistent messaging for elementary school through high school aged youth.
- ❑ Train trusted adults on how to support prevention and cessation for youth of all ages to ensure a consistent message across the community, youth contacts, and organizations.
- ❑ Adapt the current marketing campaign to ensure it is an evidence-based, positive norms marketing campaign that leverages the strengths of the existing culture in Summit County to shift community norms around nicotine use.

YOUTH EARLY INTERVENTION

Provide non-punitive early intervention support for youth to reduce the likelihood of long-term addiction to nicotine products.

- ❑ Identify and implement non-punitive early intervention responses for middle school and high school youth who are caught with or using nicotine products and connect youth to cessation resources.

POLICY CHANGE

Determine the feasibility (legally, politically, etc.) of the following local policy changes. If any of these are determined to be feasible, develop and implement a policy change plan for those policies.

- ❑ Establish designated smoke- and vape-free zones in frequented community areas.
- ❑ Create a ban on flavored nicotine products.
- ❑ Increase consistent enforcement and stronger penalties for retailers and employees for selling nicotine products to youth.

INTERNAL ORGANIZATIONAL IMPROVEMENTS

Building on the success of the Coalition and current efforts, improve and sustain the work of the Coalition through internal improvements.

- ❑ Develop and implement a sustainability plan to ensure long-term success of the Coalition and its efforts.
- ❑ Improve inclusion of diverse community members across all activities of the Coalition by improving language accessibility and cultural relevancy for both internal and external activities.
- ❑ Provide education for the Coalition members around data integrity and validity of key community measures.