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*Partners for Better Choices. Better Health.*

## STRATEGIC PLAN

AND ACTION GUIDE

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COMPANY NAME  
CG PUBLIC HEALTH

## STRATEGIC PLAN

In 2022, the North Iowa Tobacco Prevention Coalition formally became, North Iowa Addiction Prevention Alliance, broadening its scope of influence into other areas of substance misuse prevention beyond tobacco. The Alliance adopted bylaws and a charter to establish a clear direction and purpose for engaged stakeholders and partners.

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### STRATEGIC PLAN PROCESS

TEAM	Name
<b>Facilitator</b>	Alyse DeVries, CG Public Health
<b>Alliance Chairman</b>	Penny McCaslin, CG Public Health
<b>Planning Partners</b>	Debbie Abben, MercyOne North Iowa Carla Miller, North Iowa Community Action Organization Morgan Lawson, Prairie Ridge Integrated Behavioral Healthcare Kelli Gerdes, CG Public Health Thomas Heiar, CG Public Health Alice Civarelli, Mason City Youth Task Force Tiffany Creekmur, Mason City Police Department Brian Koob, City of Rockwell Joan Butterfield, Floyd County Public Health

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### MISSION

Uniting to promote healthy communities through education and addiction prevention.

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### TARGET SUBSTANCE USE PREVENTION ISSUES

1. Tobacco/Nicotine Use Prevention
2. Underage/Binge Drinking Prevention
3. Prescription/Opioid Misuse Prevention

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### MESSAGE SUMMARY

Our key strategies include increasing awareness around the prevalence of these substance misuse issues; advocating to legislators and elected officials for supportive prevention policies; and capitalizing on each other's resources, expertise, and services to support our prevention messages and their reach.

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### CALL TO ACTION

It is the North Iowa Addiction Prevention Alliance partners' goal for this Strategic Plan to serve as a guiding document for community partners to correlate their prevention efforts in our communities. We recognize all partners and stakeholders offer different resources, skills and reach, and encourage others outside of our core alliance to join us in taking action to prevent substance misuse.

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## **PROCESS**

### **DATA GATHERING**

NIAPA partners collected qualitative and quantitative data from local partners, populations and data sets on 5 potential substance misuse issues (Tobacco Use, Underage/Binge Drinking, Prescription Misuse, Problem Gambling and Marijuana Use). Sources of data included the County Health Rankings, BRFSS report, Iowa Youth Survey, Prairie Ridge's IPN Grant community partner interviews, and school/business/community input surveys. Results were reviewed and assessed to help prioritize our target issues.

### **SWOT ANALYSIS**

The Alliance conducted a Strengths/Weaknesses/Opportunities/Threats analysis to identifying internal and external factors influencing our potential reach, success and impact.

### **PRIORITIZATION OF STRATEGIES**

A facilitator guided our prioritization of strategic issues through a brainstorming session utilizing a JamBoard work board. Available resources, expertise and level of community readiness helped partners rank the priorities to select the top 3 issues to include in the strategic plan.

### **ACTION PLANNING**

Our facilitator conducted an action planning session with the Alliance to further outline specific action steps the Alliance hopes to take during the next 3 years to further advance prevention efforts around the 3 identified substance misuse issues.

## STRATEGIC PLAN

### TOBACCO & NICOTINE PREVENTION

Strategy	Partners	XX
Regularly communicate priorities to legislators and elected officials re: legal issues to support priorities	Role	Time
Identify and capitalize on partnership resources to increase impact through consistent sharing of work initiatives	Role	Time
Identify community events to increase prevention education activities and increase community awareness of the issue.	Role	Time

### UNDERAGE & BINGE DRINKING PREVENTION

Strategy	Partners	XX
Regularly communicate priorities to legislators and elected officials re: legal issues to support priorities	Role	Time
Leverage and build partnerships to address binge drinking	Role	Time
Promote alcohol-free events, creating a culture change, and promote overall wellness.	Role	Time

### PRESCRIPTION/OPIOID MISUSE

Strategy	Partners	XX
Educate about prescription medication safety & disposal	Role	Time
Identify and capitalize on resources and partnerships available through consistent sharing of work initiatives	Role	Time

TOBACCO & NICOTINE PREVENTION	WHO	WHEN	HOW
Regularly communicate priorities to legislators and elected officials re: legal issues to support priorities.			
Develop a legislative support template for alliance members to use to communicate with policymakers.		Summer 2022	Google Doc or cloud-based Editable PDF
Send out “Call to Action” memos to Alliance members to educate policymakers on tobacco-related legislation.	Alliance Secretary	Semi-Annual or As Needed	EMAIL
<p>Create educational documents and talking points supporting potential tobacco prevention legislation and share with elected officials, policymakers.</p> <p>-Invite local elected officials to our “Special” meetings at least twice per year.</p>		(GOAL: October and May)	Google Doc or cloud-based Editable PDF
Identify and capitalize on partnership resources to increase impact through consistent sharing of work initiatives.			
Increase membership to include missing partners with vested interest in tobacco prevention.			
Provide opportunity at monthly meetings to offer a round-table of partner updates			
Create a Membership Directory accessible to all members of the Alliance.			

Identify community events to increase prevention & education outreach activities.			
<p>Cerro Gordo: Attend 4 events/year</p> <p>-Work with organizing agencies to offer signage for “tobacco free” events/zones</p> <p>-MC Chamber houses the signage.</p>		<ol style="list-style-type: none"> <li>1. Green Expo</li> <li>2. Farmers Mkt</li> <li>3. Back to School Event</li> <li>4. National Night Out</li> <li>5. Behavioral Health Summit</li> <li>6. Tri CL</li> <li>7. RAGBRAI</li> <li>8. Bicycles, Blues,&amp;BBQs</li> <li>9. Thursdays on Main</li> <li>10. 4<sup>th</sup> of July Carnival (CL, CC)</li> <li>11. BandFest</li> <li>12. Friday Night Live</li> <li>13. Town “days”</li> </ol>	
<p>Worth : Attend 2 events/year</p>		<ol style="list-style-type: none"> <li>1. Worth Co Fair</li> <li>2. Town DAYS</li> </ol>	
<p>Floyd: Attend 2 events/year</p>		<ol style="list-style-type: none"> <li>1. Floyd Co Fair</li> <li>2. Town DAYS</li> <li>3. Party in the Park</li> <li>4. Whitewater Festival</li> </ol>	

UNDERAGE & BINGE DRINKING PREVENTION	WHO	WHEN	HOW
Regularly communicate priorities to legislators and elected officials re: legal issues to support priorities.			
Develop a legislative support template for alliance members to use to communicate with policymakers. (SEE TOBACCO PLAN)		Summer 2022	Google Doc or cloud-based Editable PDF
Send out “Call to Action” memos to Alliance members to educate policymakers on tobacco-related legislation. (SEE TOBACCO PLAN)	Alliance Secretary	Semi-Annual or As Needed	EMAIL
Create educational documents and talking points supporting potential tobacco prevention legislation and share with elected officials, policymakers. (SEE TOBACCO PLAN)		Dec-Mar 2022 2023 2024 (prior and during legislative sessions)	Google Doc or cloud-based Editable PDF
Leverage existing and/or partner(ship)s to prevent binge/underage drinking			
Add members who have vested interested (work) in underage/binge drinking prevention.  Current members: Prairie Ridge; Youth Task Force; MCPD;			
Research successful efforts of neighboring counties successful in curbing binge/underage drinking to identify potential local initiatives.			
Promote alcohol-free events to create a culture change against routine alcohol use.			
Identify one community event per month to promote as a safe/family-friendly event that is alcohol-free.			

<p>Create signage that event organizers can use to highlight their alcohol-free event.</p> <p>-Distribute materials prior to Prom, Homecoming, Graduation events to area school districts</p> <p>-</p>			
<p>On the radar: Identify funding/staffing assistance to help implement Alcohol Compliance checks at PD</p>			
<p>Work with county attorneys to adopt a Gentleman’s Agreement re: TIPS training participation</p>			
<p><b>PRESCRIPTION MEDICATION &amp; OPIOID MISUSE</b></p>	<p><b>WHO</b></p>	<p><b>WHEN</b></p>	<p><b>HOW</b></p>
<p>Educate families and seniors on medication safety &amp; proper disposal</p>			
<p>Use April 30<sup>th</sup> as the launch of the Prescription Med Take-Back Day</p> <p>-Sites included on the Iowa DEA diversion/justice website list (Debbie A) – Updated by Law Enforcement</p> <p>- Identify additional communities/locations to be included</p> <p>- Grant applied for more green boxes (Mercy Pharmacies)</p> <p>Current Locations: Drop off locations for ALL prescription medications including opioids (Green Box):</p> <p style="padding-left: 40px;">Westside Pharmacy, 910 N Eisenhower Ave, Mason City</p> <p style="padding-left: 40px;">Clear Lake Pharmacy, 1410 6th Ave S, Clear Lake</p> <p style="padding-left: 40px;">Greene Pharmacy, 104 E Traer, Greene</p> <p>Working with: Northwood Pharmacy and Regency</p>			
<p>Host medication safety workshops throughout community – Generation Rx offered through July 2022 (may continue with other grant funds beyond)</p>		<p>Prairie Ridge IBH</p>	



Attend community events to further raise awareness and education around Prescription use safety			
Youth Task Force creating Education/Awareness posters around altered drugs (legal & illegal)		Youth Task Force	
Promote medication disposal sites via partner communication channels (social media, etc.)		ALL	
Create community-based prevention education materials to disseminate via social media by partners to increase community awareness of issue(s). (ALL ISSUES)			
<p>Select quarterly prevention messages to disseminate to Alliance for social media use during the month.</p> <ul style="list-style-type: none"> <li>-Develop a distribution list for the social media materials</li> <li>-Create agenda item to identify a coalition member to volunteer to find the next month’s social media message(s)</li> <li>-Send social media items out to media distribution list at start of the month. (or last week of previous month)</li> </ul>			
Identify and capitalize on partnership resources to increase impact through consistent sharing of work initiatives.			
<p>Increase membership to include missing partners with vested interested in prescription/opioid misuse prevention.</p> <ul style="list-style-type: none"> <li>-Example: consider membership reps from agencies who administer medications (i.e. Senior Care Administration) to join coalition</li> </ul>		(See MercyOne’s Pain Mgmt workgroup notes)	
Provide opportunity at monthly meetings to offer a round-table of partner updates			
SALT Forum – April 26 <sup>th</sup> : Have information/education available to seniors regarding safe Prescription Medication use and disposal.		MCPD Prairie Ridge (has the materials)	

<p>May 19<sup>th</sup>: NI Behavioral Health Summit at NIACC – have coalition information available to participants</p> <p>-Use participation from this years’ experience to guide plan for activities for next year’s event.</p>			
<p>Engage the MercyOne Pain Management Workgroup on coalition activities.</p> <ul style="list-style-type: none"> <li>- Debbie A will serve as the liaison to share the activities back and forth between the groups.</li> <li>- Include an agenda item to share these updates.</li> </ul>		<p>MercyOne</p>	
<p>Make connections with Veteran’s Clinic to provide education around prescription use safety &amp; disposal.</p>			

## Metrics and Expectations

<b>TOBACCO &amp; NICOTINE PREVENTION</b>	<b>BASELINE</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Adult Smoking Rate (CG)	18 %			
Youth Tobacco Use Rate (CG) – 6/8/11 Grade Average	7 %			
Youth Vaping Use (CG) – 6/8/11 Grade Average	11 %			
# Call To Actions Issued	-			
# Legislative Update Meetings	-			
# of Comm. Events Attended by NIAPA members		2		
# of Comm. Events posting Tobacco Free Signage				
Reach of Social Media posts/materials				
# of youth served by Curriculum Based Support Groups				
<b>UNDERAGE &amp; BINGE DRINKING PREVENTION</b>	<b>BASELINE</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
# of Youth referred to juvenile court services for alcohol use				
Youth Underage Drinking Rate (CG) – 6/8/11 Avg	35 %			
Adult Binge Drinking Rate (CG)	8.7 %			
# of TIPS Trainings (CG) (Goal of 6)	-			
# of Gentleman’s Agreements / County re: Alcohol sales compliance	2 (Hancock/Mitchell)			
# Legislative Update Meetings				
# of School Events where prevention information is disseminated				
# of Comm. Events designating alcohol-free zones				
<b>PRESCRIPTION &amp; OPIOID MISUSE PREVENTION</b>	<b>BASELINE</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
# of Medication Safety Workshops/Trainings (Generation Rx)	-			

# of Medication Drop Boxes (CG): List out the locations (Mercy pharmacies and	XX			
# of new partners to the Alliance	-			
# of events attended to promote Prescription Drug Safety & Disposal				