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### **12-Month Action Plan (September 30th, 2024 – September 29th, 2025)**

### **STOP Act Goal One: Reduce Underage Drinking in Henry County**

#### **Objective 1: Increase capacity to address underage drinking through evidence-based approaches.**

**Strategy 1: Provide Information**

| **Activity** | **Who is Responsible?** | **By When?** |
| --- | --- | --- |
| Conduct three training sessions for coalition members and community leaders on the impact of underage drinking on the developing brain and societal risks. | Program Director, Executive Committee | 3/31/25 |
| Distribute educational materials on underage drinking to parents, community members, and schools. | Program Director, Social Media Specialist | Ongoing (Monthly) |
| Design and launch a social norms campaign aimed at correcting misperceptions about youth alcohol use in the community, emphasizing that most youth do not drink. | Program Director, Social Media Specialist, Coalition Members | 4/30/25 |

**Strategy 2: Enhance Skills**

| **Activity** | **Who is Responsible?** | **By When?** |
| --- | --- | --- |
| Coordinate evidence-based TIPS (Training for Intervention Procedures) training for at least 10 alcohol retailers. | Program Director, Coordinator | 8/31/25 |
| Train coalition members and local government officials on enforcing signage policies and supporting safe serving practices. | Coordinator, Law Enforcement, Local Government | 6/30/25 |

### **Objective 2: Enhance community engagement to promote underage drinking prevention.**

**Strategy 3: Provide Support**

| **Activity** | **Who is Responsible?** | **By When?** |
| --- | --- | --- |
| Convene three Town Halls to gather community feedback on underage drinking issues. | Program Director, Coalition Members | 9/29/25 |
| Create and distribute a Hidden in Plain Sight backpack to each school district, equipped with educational materials and resources to help parents/caregivers and staff recognize signs of potential substance use. | Program Director, Coordinator, Schools | 6/30/25 |
| Implement Parent Night Out events to provide resources and strengthen parent engagement. | Program Director, Community Partners | 9/29/25 |

### **STOP Act Goal Two: Implement Evidence-Based Strategies**

#### **Objective 3: Increase access to prevention programs and resources.**

**Strategy 4: Enhance Access**

| **Activity** | **Who is Responsible?** | **By When?** |
| --- | --- | --- |
| Implement the “Talk. They Hear You” campaign in five schools to educate parents and youth. | Program Director, Schools | 5/31/25 |
| Use the MEGA Brain exhibit to demonstrate the effects of alcohol on brain health. | Coalition Members, Schools | 9/29/25 |
| Provide educational signage and resources to alcohol retailers on proper ID checks and responsible serving practices.Develop and distribute marketing materials, including posters, social media graphics, and brochures, promoting the "Parents Who Host Lose the Most" campaign to raise awareness about the legal and health consequences of underage drinking. | Coordinator, Law EnforcementSocial Media Specialist, Coordinator, Schools | 6/30/254/30/25 |

**Strategy 5: Change Physical Design**

| **Activity** | **Who is Responsible?** | **By When?** |
| --- | --- | --- |
| Conduct environmental scans of local alcohol retailers to ensure compliance with signage policies. | Coalition Members, Law Enforcement | 7/31/25 |
| Present scan results to city commissioners to address areas of non-compliance. | Program Director, Coalition Members | 9/29/25 |

### **STOP Act Goal Three: Build and Sustain Long-Term Collaboration**

#### **Objective 4: Strengthen coalition capacity and stakeholder collaboration.**

**Strategy 6: Provide Support**

| **Activity** | **Who is Responsible?** | **By When?** |
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| Participate in CADCA’s National Leadership Forum to learn and share best practices. | Program Director, Coordinator | 2/28/25 |
| Develop a Logic Model informed by community surveys and updated biannually. | Program Director, Executive Committee | 1/31/25 |
| Engage local government officials in discussions on limiting alcohol signage at retail establishments. | Program Director, Coalition Members | Ongoing |

**Strategy 7: Modify Policies**

| **Activity** | **Who is Responsible?** | **By When?** |
| --- | --- | --- |
| Advocate for enforcement of alcohol advertising policies with local officials and business sector representatives. | Program Director, Law Enforcement | 9/29/25 |
| Collaborate with schools to include e-cigarettes and alcohol restrictions in comprehensive policies. | Schools, Coalition Members | 9/29/25 |