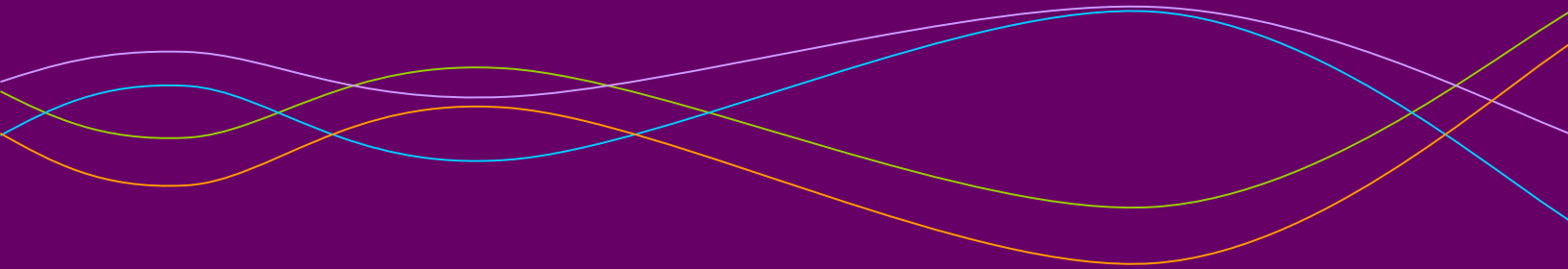
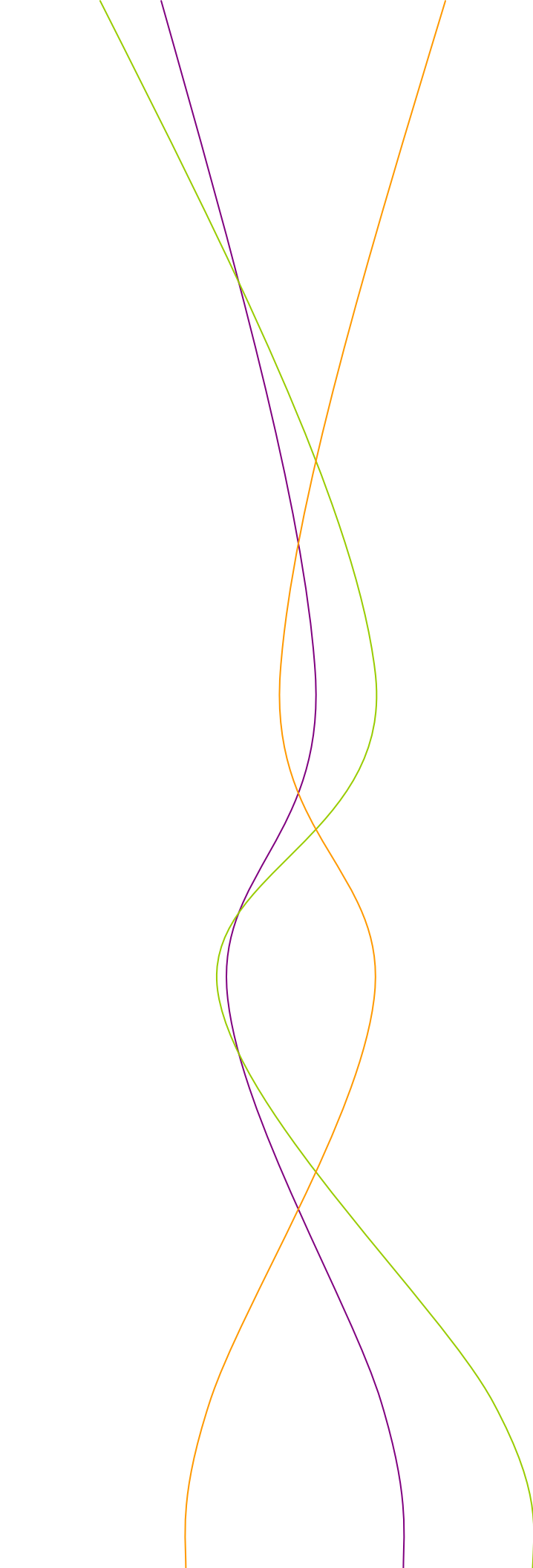




# PREVENTION *in* MOTION





**LiveFree! Substance Abuse  
Prevention Coalition  
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## EXECUTIVE SUMMARY

The LiveFree! Substance Abuse Prevention Coalition of Pinellas County (LiveFree!) is an alliance of more than 96 youth, parents, schools, law enforcement, media, businesses, churches and community-based organizations committed to preventing alcohol and drug use among youth in Pinellas County. Our impact is accomplished through the promotion of evidence-based substance abuse prevention messages to middle and high school youth and their parents. Through the North County Underage Alcohol Reduction Demonstration Project, LiveFree! is committed to reducing the incidents of alcohol use and binge drinking among high school youth in north Pinellas County.

LiveFree! also provides parenting education, a Speaker's Bureau for youth and adults, community outreach activities, community training and collaborations that support substance abuse prevention. LiveFree!, based on SAMHSA's Strategic Prevention Framework (SPF) model, is the recognized prevention coalition for Pinellas County and is a one-stop source substance abuse prevention resource for families in Pinellas County.

LiveFree! uses evidenced-based research findings developed on the local, state and national levels to explore behaviors and perceptions of alcohol and drugs among 6<sup>th</sup> through 12<sup>th</sup> grade youth in Pinellas County. Specifically, LiveFree! uses research to identify: 1) Factors that motivate Pinellas County youth to use ATOD, 2) Factors that deter the use of ATOD among Pinellas youth, 3) Effective strategies for preventing ATOD use among Pinellas youth and 4) Needs of the community regarding ATOD use/abuse prevention.

To strengthen its command of research, LiveFree! participates in SAMHSA's Communities That Care ® Prevention Planning System. The Communities That Care prevention planning system uses a five-phase process that helps coalitions master the required elements of the SAMHSA SPF. In September of 2005, Communities That Care ® consultants Cady and Associates guided the LiveFree! coalition through a collaborative process in which data from the Florida Youth Substance Abuse Survey (2004) was used to identify the leading risk and protective factors among youth in Pinellas County. LiveFree! members identified "*Lack of Commitment to School*" as a high risk factor for ATOD use among youth in Pinellas County. And, the coalition identified "*Rewards for Pro-Social Behavior*" as a vital protective factor that will motivate youth to not use ATOD. From advocacy to marketing, risk and protective factors guide the LiveFree! coalition in all of its activities.

In regards to promotion of substance abuse prevention, LiveFree! uses a differentiated marketing approach that aims its marketing at specific segments in the market. LiveFree! alters its message depending on its audience and provides population- and age-appropriate marketing to the community. LiveFree!'s marketing is distinguished in two categories: 1) Conducting social marketing to affect behavior change and 2) Conducting marketing activities to promote the development of LiveFree! In alignment with its core purpose and target market, LiveFree! has identified the following four focus areas in which marketing activities are focused in this plan: 1) Coalition Development and Building 2) Supporting Youth Participation, 3) Supporting Parent Education and Participation and Promoting Community Relations and Outreach. Recommendations for future marketing efforts are detailed in this plan (pgs. 14-17). Upon completion of a recommended SWOT analysis and Strategic Planning process in January 2006, the recommendations will be refined and assigned a timeframe.

The final step of in SAMHSA's Strategic Prevention Framework is evaluation. Evaluation involves measuring the impact of the implemented marketing schemes, programs, policies, and practices. To measure the success of marketing, advertising and public relations efforts, LiveFree! will compare progress against the standards or controls it has established. The evaluation of Live Free! will be conducted by the Department of Research and Evaluation at Operation PAR, Inc., the largest behavioral healthcare provider in West Central Florida.

# COALITION OVERVIEW

## Positioning Statement:

The LiveFree! Substance Abuse Prevention Coalition of Pinellas County (LiveFree!) is an alliance of more than 96 youth, parents, schools, law enforcement, media, businesses, churches and community-based organizations committed to preventing alcohol and drug use among youth in Pinellas County. Our impact is accomplished through the promotion of evidence-based substance abuse prevention messages to middle and high school youth and their parents. Through the North County Underage Alcohol Reduction Demonstration Project, LiveFree! is committed to reducing the incidents of alcohol use and binge drinking among high school youth in north Pinellas County.

LiveFree! also provides parenting education, a Speaker's Bureau for youth and adults, community outreach activities, community training and collaborations that support substance abuse prevention. LiveFree!, based on SAMHSA's Strategic Prevention Framework (SPF) model, is the recognized prevention coalition for Pinellas County and the one-stop source substance abuse prevention resource for families in Pinellas County.

## Target Population(s):

The coalition specifically targets middle and high school youth and their parents/guardians.

## Target Geographies:

LiveFree! is active throughout Pinellas County with a focus on northern Pinellas County via the North County Underage Alcohol Reduction Project commissioned by the Juvenile Welfare Board of Pinellas County. Pinellas County has a population of more than 938,000 with 15% of the population meeting the federal guidelines for poverty.

## Target School District:

The Pinellas County School District is the seventh largest district in Florida and the 22nd largest in the United States. With 144 elementary, middle, high and specialty public schools, the district serves more than 113,000 students annually.

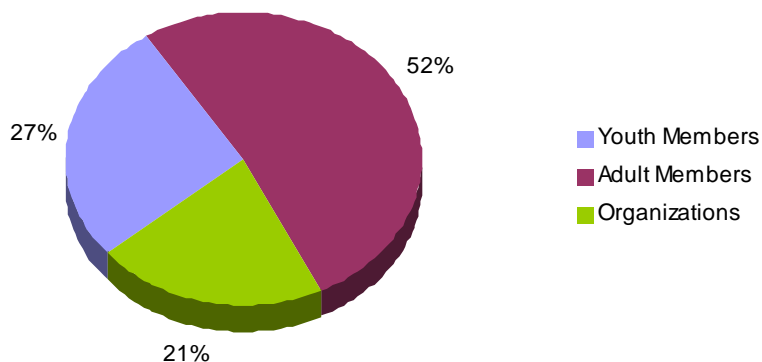
## Median Household Income:

The 2003 US Census Bureau ranks Pinellas County, Florida as 209<sup>th</sup> in counties in the nation according to household incomes. The median household income in Pinellas County is \$36,684. The lowest average income is \$35,281 and the highest average household income is \$38,087. The coalition recognizes elevated household incomes in Northern Pinellas County. In north Pinellas County, the median household income is \$67,546. That figure is higher than the state's and county's figures by \$30,862.

## Membership:

The membership of LiveFree! is comprised of three main categories including: Community-Based Organizations, Individual Youth Members and Individual Adult Members. Currently, the LiveFree! coalition has approximately 96 members.

**Table 1.0 LiveFree! Membership Composition**



## Community-Based Partners:

Operation PAR, Inc.  
Pinellas County Schools  
Tobacco Free Coalition of Pinellas County  
Pinellas County Juvenile Drug Court  
Raymond James Financial  
WFLA Channel 8 (NBC affiliate)  
Pinellas Dept. of Justice & Consumer Services  
Substance Abuse Advisory Board  
Kennedy Middle School  
Tarpon Springs High School  
Pinellas County DOH, DELTA  
Pinellas County DOH, Injury Prevention  
Pinellas County Council of PTA's  
East Lake High School PTA  
ALPHA A New Beginning, Inc.  
North East High School  
Department of Juvenile Justice  
DCF SunCoast Region  
Pinellas County Juvenile Drug Court  
Office of the State Attorney  
Clearwater Police Department  
Partnerships in Prevention, Inc.  
Boys and Girls Clubs of the SunCoast  
YMCA of Greater St. Petersburg  
Teen Pregnancy Prevention Partnership  
BayFront Medical Center

Family Resources, Inc.  
Office of Safe and Drug Free Schools  
Pinellas County DOH , Healthy Families Plus  
Clothesline Project, Inc.  
WEDU-TV (PBS affiliate)  
Hillsborough County Anti-Drug Alliance  
Safety Harbor Neighborhood Family Center  
Largo Police Department  
Palm Harbor University High School  
Citizens Alliance for Progress, Union Academy  
Pinellas County DOH, Family Planning  
Pinellas County DOH, SADD  
North County Community Council  
Juvenile Welfare Board of Pinellas County  
Coptic Orthodox Charities, Inc.  
RCS, The Haven  
Central Florida Behavioral Health Network  
Pinellas County Adult Drug Court  
Office of the Public Defender  
Pinellas Park Police Department  
Pinellas County Coalition for the Homeless  
Pinellas County Sheriff's Office  
YMCA of the Suncoast  
Personal Enrichment for Mental Health Services  
CASA

## Coalition Structure:

**Mission:** Creating safe and drug-free communities by linking youth, families and neighborhoods to public awareness, education and healthy solutions.

**Vision:** **LiveFree!**: Pinellas communities united against alcohol, tobacco and other drugs.

The LiveFree! coalition is partially funded through the Substance Abuse and Mental Health Services Administration (SAMHSA) through the Centers for Substance Abuse Prevention (CSAP). SAMHSA/CSAP promotes the use of the **Strategic Prevention Framework (SPF)** and utilizes this structure for coalition building as the foundation for grant making through the Drug Free Communities Support Program and State Incentive Grants (SIG). LiveFree! uses the SPF to assist in the development of the coalition structure.

The SPF was developed by SAMHSA in order to decrease substance use and abuse, promote mental health, prevent mental disorders, and reduce disability, co-morbidity and relapse related to substance use/abuse and mental illness. The SPF implements a five-step process known to promote youth development, reduce risk-taking behaviors, build assets and resilience, and prevent problem behaviors across the life span. The SPF changes SAMHSA's approach to prevention, and helps move the President's vision of a Healthier US to State and community-based action. To develop effective strategies and messages for the prevention of ATOD use among youth, the LiveFree! coalition utilizes the Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Framework (SPF). LiveFree! utilizes the SPF to promote youth development, reduce risk-taking behaviors, build assets and resilience, and prevent problem behaviors across the life span.

The five steps that comprise SAMHSA's Strategic Prevention Framework will enable States and communities to build the infrastructure necessary for effective and sustainable prevention. Each step contains key milestones and products that are essential to the

validity of the process. The SPF is conceived of in systemic terms and reflects a public health, or community-based, approach to delivering effective prevention.

The SPF is comprised of five steps including:

- **Step 1: Assessment:**  
Assessment involves the collection of data to define problems within a geographic area. Assessment also involves mobilizing key stakeholders to collect the needed data and foster the SPF process. Part of this mobilization, and a key component of SAMHSA's SPF State Incentive Grant program, is the creation of an epidemiological workgroup. The epidemiological workgroup should spearhead the data collection process and is responsible for defining the problems and the underlying factors that will be addressed in Step Four: Implementation. Assessing resources includes assessing cultural competence, identifying service gaps, and identifying the existing prevention infrastructure in the State and/or community. Step One also involves an assessment of readiness and leadership to implement policies, programs, and practices.
- **Step 2: Capacity:**  
Capacity involves the mobilization of resources within a geographic area. A key aspect of Capacity is convening key stakeholders, coalitions, and service providers to plan and implement sustainable prevention efforts in Steps Three and Four of the SPF. The mobilization of resources includes both financial and organizational resources as well as the creation of partnerships. Readiness, cultural competence, and leadership capacity are addressed and strengthened through education and training. Additionally, Capacity should include a focus on sustainability as well as evaluation capacity.
- **Step 3: Planning:**  
Planning involves the development of a strategic plan that includes policies, programs, and practices that create a logical, data-driven plan to address the problems identified in Step One of the SPF. The planning process produces Strategic Goals, Objectives, and Performance Targets as well as Logic Models, and in some cases, preliminary Action Plans. In addition to the Strategic Goals, Objectives, and Performance Targets, Step Three can also involve the selection of evidence based policies, programs, and practices.
- **Step 4: Implementation:**  
Implementation involves taking action guided by the Strategic Plan created in Step Three of the SPF. If action planning, or the selection of specific policies, programs, and practices, was not part of the planning process in Step Three, it should occur in Step Four. Step Four also includes the creation of an evaluation plan, the collection of process measure data, and the ongoing monitoring of implementation fidelity.
- **Step 5: Evaluation:**  
Evaluation involves measuring the impact of the SPF and the implemented programs, policies, and practices. An important part of the process is identifying areas for improvement. Step Five also emphasizes sustainability since it involves measuring the impact of the implemented policies, programs, and practices. Evaluation also includes reviewing the effectiveness, efficiency, and fidelity of implementation in relation to the Strategic Plan, relevant Action Plans, and measures.

LiveFree! participates in SAMHSA's Communities That Care® Prevention Planning System, as an evidence-based practice. The Communities That Care prevention planning system uses a five-phase process that helps coalitions master the required elements of the SAMHSA SPF.

The framework sets into place a step-by-step process that empowers LiveFree! to identify and implement the most effective prevention efforts. It also includes feedback to ensure accountability and effectiveness of the coalition effort.

Also using the Communities That Care Youth Survey, in line with the SPF model, LiveFree! gathers critical information on ATOD prevalence rates and data on risk and protective factors. Combined, for LiveFree purposes, the Communities That Care® prevention planning system and Youth Survey provide unique, science-based tools and products that help lead communities to implement tested and effective programs and practices.

## RESEARCH OVERVIEW

The LiveFree! coalition utilizes evidence-based research findings in all aspects of fulfilling its mission. The purpose of utilizing research is to explore behaviors and perceptions of alcohol and drugs among 6<sup>th</sup> through 12<sup>th</sup> grade youth in Pinellas County.

Specifically, LiveFree! is utilizing research to identify:

- Factors that motivate Pinellas County youth to use ATOD
- Factors that deter the use of ATOD among Pinellas youth
- Effective strategies for preventing ATOD use among Pinellas youth
- Needs of the community regarding ATOD use/abuse prevention

While the LiveFree! coalition utilizes many sources for its research, the foundation for its needs assessment is built upon the data derived from the Florida Youth Substance Abuse Survey (FYSAS) and the 2004 Prevalence of Substance Use Among Pinellas County Students

### Florida Youth Substance Abuse Survey (2004):

The Florida Youth Substance Abuse Survey (FYSAS) is a collaborative effort between the Florida departments of Health, Education, Children and Families, Juvenile Justice, and the Governor's Office of Drug Control. It is based on the "Communities That Care" survey, assessing risk and protective factors for substance abuse, in addition to substance abuse prevalence.

The survey was first administered to Florida's middle and high school students during the 1999-2000 school years, and is repeated in the spring, annually. In the spring of even years, the survey is administered simultaneously with the Florida Youth Tobacco Survey, sampling enough students to generate data applicable at the county and DCF district level. In odd years, the Youth Risk Behavior Survey and the Youth Physical Activity and Nutrition Survey are also added. All surveys are administered to a statewide sample of students.

According to the FYSAS (2004) 58.2% of Pinellas County students report using alcohol one or more times in their lifetime and 34.9% report using alcohol in the past 30 days. Binge drinking, which is defined as 5 or more drinks at one time in the past two weeks, is reported by 25.8% of high school students. Additionally, one in ten students report that they have used depressants or prescription pain relievers.

## Prevalence of Substance Use Among Pinellas County Students (2004):

The 2004 Prevalence of Substance Use Among Pinellas County Students is prepared by the Juvenile Welfare Board of Pinellas County, in partnership with Operation PAR, Inc. and the Pinellas County School Board, documents the prevalence rate of using substances, particularly alcohol, tobacco products, and marijuana, and prescription drugs among Pinellas County students in grades 5<sup>th</sup> through 12<sup>th</sup>.

The Prevalence of Substance Use Among Pinellas County Students (2004) report notes that alcohol is the most commonly used drug by young people. Additionally, alcohol consumption increases for each grade level, with a particularly large increase seen between 6<sup>th</sup> grade students and 8<sup>th</sup> grade students. Rates of binge drinking also elevate with each grade level. The report notes that in Pinellas County, 19.1% of eighth graders, 32.2% of tenth graders and 41.% of twelfth graders have consumed alcohol during the past 30 days. More 6<sup>th</sup> grade students are using inhalants and tranquilizers and more 12<sup>th</sup> grade are using cocaine.

In the month preceding the survey:

- An estimated 7,479 children and youths (grades 5,6,8, 10 and 12 combined) drank alcohol without their parents permission, Three fourths of all youth in these grades-an estimated 5,469 young people-were involved in binge drinking 2 weeks before the survey was conducted. Binge drinking was defined in the survey as having five or more drinks in a row in a 2 hour period, drinking in this manner at least one time in the 2 week prior to the survey.
- An estimated 6,147 drank in their own homes without their parents permission
- An estimated 6,237 young people were passengers in vehicles driven by someone impaired by alcohol.
- An estimated 5,072 students used marijuana
- An estimated 2,479 students used inhalants-nearly 900 of these were students in 5<sup>th</sup> and 6<sup>th</sup> grades.

Three fourths of all youth surveyed grades-an estimated 5,469 young people-were involved in binge drinking 2 weeks before the survey was conducted. Binge drinking was defined in the survey as having five or more drinks in a row , drinking in this manner at least one time in the 2 week prior to the survey.

Substance use by adolescents poses a number of potential problems and is associated with irresponsible sexual behavior, impaired driving, violence, and later health problems. For several years, the JWB North County Community Council has identified adolescent substance use as a priority concern for north county youth and it has attempted to raise community awareness of the issue. Existing school-based and community prevention programming is not sufficient to address one of the major areas of strategic focus of the Juvenile Welfare Board: the reduction of substance use among middle and high school students.

### **JWB Social Indicator Report:**

This publication identifies trends affecting children, youth and families in Pinellas County. The most recent topic addresses "Resiliency & Risk... What Influences Youth Outcomes?" This report provides a review of research related to youth risk and resiliency and presents data related to youth behaviors and outcomes, and identifies several promising prevention strategies based on prevention research.

### **JWB 2004 Pinellas Profile:**

Published yearly, this document provides the latest demographic trends in Pinellas County. The information is used to recognize patterns and trends, discover successes, detect unmet needs, and identify future challenges in our community. Birth rate, population, per capita income, and the number of students completing high school are measured.

## **RISK & PROTECTIVE FACTORS**

With assistance from the Communities that Care © Training Series, LiveFree! also examines Risk and Protective Factors as an integral element to developing effective prevention strategies. An analysis of Risk and Protective Factors is included in the next section of this document beginning on page 15.

The identification and analysis of risk and protective factors are the cornerstones of the LiveFree! coalition. Understanding risk and protective factors has enabled the coalition to comprehend what promotes both positive and negative adolescent behavior and to craft successful prevention strategies for youth in Pinellas County.

Risk and protective factors help to determine how drug abuse begins and how it progresses. Risk factors can increase a person's chances for drug abuse while protective factors can reduce the risk. Some risk factors have a greater influence than others at certain stages in development (i.e. peer pressure during the teenage years). Some protective factors have a greater impact on reducing risks during adolescence (i.e. a strong bond between parent and child). An important goal of prevention is to change the balance between risk and protective factors so that protective factors outweigh risk factors.

In September of 2005, Communities That Care ® consultants Cady and Associates guided the LiveFree! coalition through a collaborative process in which data from the Florida Youth Substance Abuse Survey (2004) was used to identify the leading risk and protective factors among youth in Pinellas County. LiveFree! members identified "*Lack of Commitment to School*" as a high risk factor for ATOD use among youth in Pinellas County. And, the coalition identified "*Rewards for Pro-Social Behavior*" as a vital protective factor that will motivate youth to not use ATOD. From advocacy to marketing, risk and protective factors guide the LiveFree! coalition in all of its activities.

Through the CTC exercise, coalition members were able to voice their opinions regarding risk and protective factors that are most harmful or promising respectively. Overall, LiveFree! will focus on the following key factors:

### **Personal Transitions and Mobility:**

Even normal school transitions are associated with an increase in problem behaviors. When children move from elementary school to middle school or from middle school to high school, significant rate increases of drug use, school dropout and antisocial behavior may occur. When making a transition to a new environment, many students no longer have the bonds that they had developed in their old environment. Consequently, students may be less likely to become attached to their neighborhoods or schools and develop the bonds that protect them from involvement in problem behaviors.

### Favorable Attitudes Toward Antisocial Behavior:

During the elementary school years, children usually express anti-crime and pro-social attitudes and have difficulty imagining why people commit crimes or drop out of school. However, in middle school, as others who they know participate in such activities, youths' attitudes often shift toward greater acceptance of these behaviors. Thus, placing them at higher risk for these antisocial behaviors.

### School Rewards for Prosocial Involvement:

When students feel appreciated and rewarded for their involvement at school, they are less likely to use drugs or engage in problem behaviors. It has been documented that students who feel acknowledged for their activity at school are more likely to develop bonds to their school. Pinellas County students reported a score of 41 on the School Rewards for Prosocial Involvement scale, nine points lower than the statewide average of 50.

### Community Rewards for Prosocial Involvement:

When students have the opportunity to make meaningful contributions to their community, they are less likely to engage in risky behaviors. When students have the opportunity to make a contribution, they feel closer to their community. Pinellas County students reported a score of 45 on the Community Rewards for Prosocial Involvement scale, one point lower than the statewide average of 45, and five points lower than the national average of 50.

The chart below compares the risk and protective factors as rated by the responses of middle and high school students in Pinellas County, Florida for 2004.

Protective Factors					
Domain	Scale	Pinellas County		Florida Statewide	
		Middle School	High School	Middle School	High School
Community	Community Rewards for Prosocial Involvement	49	42	47	41
Family	Family Attachment	53	46	52	45
	Family Opportunities for Prosocial Involvement	54	47	54	46
	Family Rewards for Prosocial Involvement	55	47	55	45
School	School Opportunities for Prosocial Involvement	50	49	48	49
	School Rewards for Prosocial Involvement	46	37	44	37
Peer and Individual	Religiosity	51	49	53	51
	Social Skills	54	47	56	49
	Belief in the Moral Order	50	41	50	41
<b>Average Protective Factor Scale Score</b>		<b>51</b>	<b>45</b>	<b>51</b>	<b>45</b>

Risk Factors					
Domain	Scale	Pinellas County		Florida Statewide	
		Middle School	High School	Middle School	High School
Community	Low Neighborhood Attachment	48	56	51	59
	Community Disorganization	54	49	53	54
	Personal Transitions and Mobility	62	66	63	66
	Laws and Norms Favorable to Drug Use and Handguns	40	56	41	58
	Perceived Availability of Drugs and Handguns	29	51	27	47
Family	Poor Family Supervision	47	58	46	57
	Poor Family Discipline	44	62	45	60
	Family History of Antisocial Behavior	43	57	41	55
	Parental Attitudes Favorable toward ATOD Use	41	56	42	53
	Parental Attitudes Favorable toward Antisocial Behavior	50	53	51	53
School	Poor Academic Performance	50	50	52	53
	Lack of Commitment to School	48	62	47	57
Peer and Individual	Rebelliousness	52	54	50	54
	Friends' Delinquent Behavior	56	59	56	58
	Friends' Use of Drugs	39	62	37	57
	Peer Rewards for Antisocial Behavior	44	53	42	49
	Favorable Attitudes toward Antisocial Behavior	55	63	54	59
	Favorable Attitudes toward ATOD Use	41	60	39	56
	Low Perceived Risks of Drug Use	33	46	35	42
	Early Initiation (of Drug Use and Antisocial Behavior)	44	52	44	51
	Sensation Seeking	46	55	45	53
<b>Average Risk Factor Scale Score</b>		<b>46</b>	<b>56</b>	<b>46</b>	<b>55</b>

Note: A score of 50 indicates the average for the normative population, with scores higher than 50 indicating above-average scores, and scores below 50 indicating below-average scores. Because risk is associated with negative behavioral outcomes, it is better to have lower risk factor scale scores, not higher. Conversely, because protective factors are associated with better student behavioral outcomes, it is better to have protective factor scale scores with high values.

## Protective and Risk Factor Scale Scores for Pinellas County Youth and Florida Statewide Youth by Grade Level for 2004

### ASSESSMENT OF MARKETING APPROACHES

Understanding that relationships drive results, create opportunities, and foster loyalty within a target community, LiveFree! uses an innovative and collaborative approach for marketing.

The coalition alters its marketing strategy in accordance with its audience (youth and adults). Using a differentiated marketing approach, LiveFree! has the ability to refine its marketing activities to directly aim services and messages at the target audiences. For example, the message that binge drinking is harmful and has dramatic consequences to the user and the community will be expressed by LiveFree! to parents. However, when the same sentiment is expressed to an audience of high school seniors, the approach will be altered to appeal to the different audience.

LiveFree! marketing can be distinguished by its two different approaches. First, LiveFree! conducts social marketing to affect behavior change. And, secondly, LiveFree! conducts marketing activities to promote the coalition itself. Often a single coalition activity (i.e. a parenting skills workshop) can achieve both social marketing and traditional marketing (i.e. advertising, community outreach) benefits. LiveFree! acknowledges these approaches holistically and distinguishes them in order to build internal coalition awareness of the benefit of marketing strategies. The following are examples of LiveFree! activities categorized by the two different marketing approaches:

#### Conducting Social Marketing to Empower Behavior Change

- Development/Implementation of a Speaker's Bureau for Youth and Adults
- Dissemination of Printed Materials
- Examination/Incorporation of Evidenced-Based Research Data
- Hosting Parent Education Events
- Multi-Media Dissemination of Prevention Messages
- Promoting Alcohol EDU Website Course
- Sponsoring Community Training/Workshops

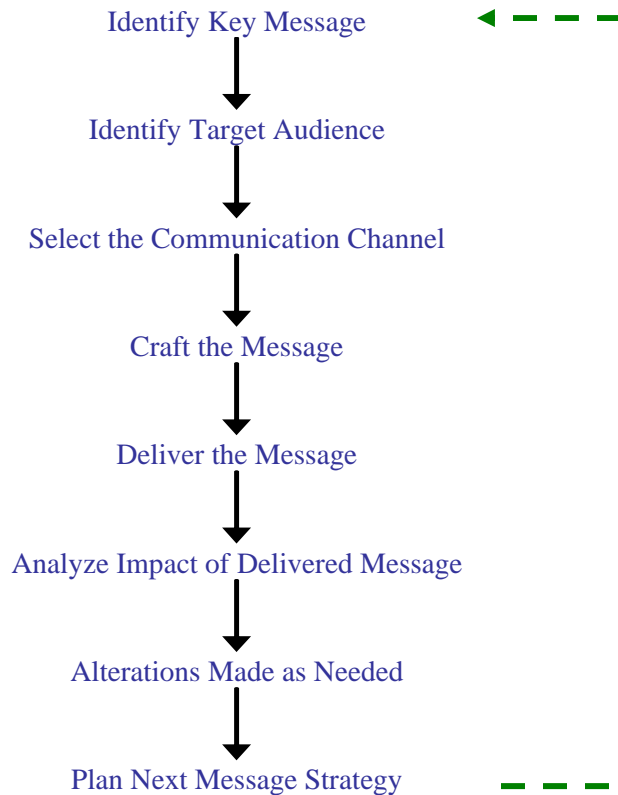
#### Conducting Marketing Activities to Promote the Coalition Concept

- Advertisement of the Speaker's Bureau
- Development of Printed Materials
- Recruitment and Retention of Youth and Adult Membership
- Exhibiting at Health Fairs and Community Events
- Conducting Sustainability Activities
- Developing Multi-Media Partnerships
- Participating in the Keys to be Drug Free Marketing campaign
- Participating in WEDU Marketing Campaign

Internally, LiveFree! uses the Service Activity Log Form to track all activities. LiveFree! complies with all mandated reporting systems including the Department of Children and Families Office of Substance Abuse’s online data system, the Performance-based Prevention System.

Long-term projects will benefit from formal planning since the project stakeholders are likely to change over time. Projects that affect a large number of people or organizations may also benefit from formal planning to ensure full identification of both stakeholders and of communication needs. Overall, the process for communicating with a targeted audience is displayed in the chart Communication Planning Flow Chart below.

### Communication Planning Flow Chart



## MARKETING OBJECTIVES

To be a viable one-stop resource in substance abuse prevention for families, LiveFree! must focus planned marketing efforts on aspects of the coalition that most align with the core purpose of the coalition including Coalition Development and Building, Supporting Youth Participation, Supporting Parent Education and Participation and Promoting Community Relations and Outreach.

Each category listed above is featured below with a primary intention (i.e. Ensure the branding of the LiveFree! coalition, Increase youth participation, etc.). Also included below are innovative recommendations. Upon completion of the LiveFree! SWOT analysis and Strategic Planning process these recommendations should become specific objectives and feature a timeframe for completion as well as a list of responsive parties. The Marketing Objectives Refinement Worksheet is provided at the end of this section and will be used by LiveFree! staff and the Marketing Committee to help refine and strengthen the recommendations below.

- Conduct a Social Marketing workshop for LiveFree! Staff and the members of the Marketing Committee.

### Coalition Development and Building

**Intention:** Support the development of the LiveFree! coalition.

#### Recommendations:

- Develop mission, vision and values statements that define the core purpose of the coalition during the Strategic Planning process in January 2006 - Completed
- Perform a SWOT analysis identifying strengths, weaknesses, opportunities and threats prior to or during the Strategic Planning process in January 2006 - Completed.
- Reference the Marketing Plan in the LiveFree! Strategic Plan to be updated in January 2006. Update the Marketing Plan as needed – Ongoing.
- Participate in the Florida National Guard Counterdrug Coalition Building Training on February 7<sup>th</sup> and 8<sup>th</sup> of 2006 at Operation PAR, Inc. -Completed
- Participate in all required trainings, including but not limited to, Substance Abuse and Mental Health Services Administration (SAMHSA), Department of Children and Families, Florida State University, and Community Anti-Drug Coalitions of America (CADCA) - Ongoing.
- LiveFree! Staff and the Funding Committee will collaborate to research and apply for funding that supports the marketing strategy of the LiveFree! coalition including opportunities for youth-and parent-driven activities – Ongoing.
- Continue being mentored by the Hillsborough County Anti-Drug Alliance (HCADA) throughout 2006 as detailed in the SAMHSA Supporting Mentoring Program grant. – Ongoing.
- Consider offering SAMHSA/CSAP's *Community Based Volunteers Working with Youth*. This course is for volunteers, leaders of volunteer organizations, and paid staff who manage volunteers. Training is designed to promote long-term commitment by volunteers. Opportunities are provided for volunteers and members of volunteer organizations to learn effective anti-drug use strategies and

to access current information regarding prevention while participating in the training programs - to be explored.

- At least 50% of community outreach activities will involve youth, parent and other adult members-ongoing.
- Explore methods of Public Relations (free promotion) including a newspaper article about the revitalization of the SAPC or media coverage of the LiveFree! Kick-Off event(s) at local schools – ongoing.
- Develop cross-promotional opportunities with Operation PAR, Inc. employee families and programs that serve the target audience (Shirley D. Coletti Academy for Behavioral Change, YAPP, CAPS, ALPHA, BETA, Primary Prevention Puppet Show, PROVIDE, KUNGA).

### Supporting Youth Participation

**Intention:** *Increase participation by youth.*

#### Recommendations:

- Host regular youth participation events in the community that are planned and implemented utilizing input from youth members.
- Promote AlcoholEDU with incentives for participation.
- Work with local middle and high schools to incorporate substance abuse prevention activities into existing clubs or social groups (i.e. Tarpon High Student Safety Board, Journalism Club, etc.). Encourage participation by popular students who agree to reject ATOD.
- Adapt the LiveFree! Service Activity Log to establish a system that tracks youth volunteer hours. Also, develop an incentive component for acknowledging youth participation based on hours of service as benchmarks for rewards.
- Consider duplicating SAMHSA/CSAP's *Street Work with High-Risk Youth* training. The workshop presents the basic elements of successful street work with high-risk youth and advanced techniques for planning outreach and sustaining contact with clients. The course suggests ways to meet and develop relationships with youth on their own turf and explores ways to develop the youth worker's strengths and style.
- Utilize youth for environmental management approaches and legislative advocacy, including environmental surveys, shoulder taps

### Supporting Youth Participation

**Intention:** *Incorporate feedback from youth into LiveFree! marketing strategies.*

#### Recommendations:

- Appoint youth to the Advisory Board and other coalition committees and ensure that activities of these committees incorporate youth input.
- Develop and utilize a Youth Satisfaction Survey and request feedback quarterly.
- Include youth members in the Evaluation Process of the LiveFree! coalition.

- Develop and implement a process for pre-testing marketing strategies including youth and adult focus groups.
- Host LiveFree! Kick-Off events at local schools beginning with East Lake High School. Involve principals, teachers and school staff in these events.

## **Supporting Youth Participation**

**Intention:** *Develop youth-driven multi-media substance abuse prevention products*

### **Recommendations:**

- Collaborate with the Pinellas county Schools/Tarpon High School Video Production Department to recruit students to work on substance abuse prevention PSA's and other television products.
- LiveFree! youth will develop a web-based, quarterly LiveFree! Newsletter by May 31, 2006.
- Work with the youth to draft a mock version of the LiveFree! Magazine by May 31, 2006.
- Develop other substance abuse prevention youth media projects that include school newspapers, yearbooks, etc. – to be determined by LiveFree! youth.

## **Supporting Parent Education and Participation**

**Intention:** *Develop innovative workshops and training events that will increase parent participation*

### **Recommendations:**

- Utilize the LiveFree! parents and other members at local high schools to communicate with the PTA's to recruit parent membership in the LiveFree! coalition.
- Host Town Hall Meetings for parents at middle and high schools throughout Pinellas County for the purpose of peer to peer sharing of substance abuse prevention resources and personal experiences as well as providing opportunities for parents to communicate with school officials, legislators, law enforcement officials and certified substance abuse prevention professionals. Begin in Northern Pinellas County at Eastlake and Tarpon High Schools.
- Host parent education training events including the following topics: Speaker's Bureau Training, Role Modeling, and Self-Esteem for Children, Gatekeeper Suicide Prevention Training, Strengthening Families, etc.
- Partner with MADD, SADD and Pinellas County Safe and Drug Free Schools to conduct a trainings on underage drinking and other substance abuse prevention topics.

## Supporting Parent Education and Participation

**Intention:** *Incorporate parent feedback into LiveFree! marketing strategies.*

### Recommendations:

- Appoint parents to the Advisory Board and other coalition committees and ensure that activities of these committees incorporate parent input.
- Develop and utilize a Parent Satisfaction Survey and request feedback quarterly.
- Develop and implement a process for pre-testing marketing strategies including parent focus groups.

## Promoting Community Relations and Outreach

**Intention:** *Promote the LiveFree! brand throughout the target communities through planned community relations and outreach activities.*

### Recommendations:

- Develop a professional brochure about the LiveFree! coalition for dissemination in the community. The printed material must adhere to the marketing controls established.
- Create a packet for new members including orientation information on the Speaker's Bureau, Marketing Plan and Strategic Plan.
- Develop a monthly broadcast email highlighting LiveFree! accomplishments and announcements that can develop into an electronic newsletter.
- Continue to develop the LiveFree! SAPC website and reference this web address in all multi-media advertising and marketing.
- Continue to support media collaborations with partners such as WEDU, Partners in Prevention, Inc. WFLA Channel 8, Tampa Tribune, SunCoast Keep Kids Drug Free Prevention Center, Keys to Be Drug Free media campaign, etc.
- Cultivate new partnerships within the community that benefits the target marketing populations.

# LiveFree! Marketing Objectives Refinement Worksheet

(This form is to be utilized by the LiveFree! Staff and Marketing Committee at least once quarterly to Refine marketing goals and objectives. Rows can be added to accommodate more objectives.)



Marketing Category	Objective	Completion Date	People Responsible
<b>Goal One:</b> <i>(Retype the measurable goal in this section)</i>			
(Community Development and Building)	(Conduct a Social Marketing workshop for LiveFree! Staff and the members of the Marketing Committee.)	(Assign a date for completion)	(Assign person(s) responsible by name or committee name in this section.)
<b>Goal Two:</b> <i>(Retype the measurable goal in this section)</i>			

## EVALUATION

The final step of in SAMHSA’s Strategic Prevention Framework is evaluation. Evaluation involves measuring the impact of the implemented marketing activities.

The worksheets provided throughout this plan will be used for conducting an immediate evaluation of marketing activities, communication methods and marketing objectives. Upon completion of a SWOT analysis, LiveFree! will complete the Marketing Activity Matrix, Communication Evaluation and Marketing Objectives Refinement worksheets. Completion of these tools will assist to strengthen and solidify activities. To measure long-term success, it is recommended that LiveFree! staff and the Marketing Committee collaborate to improve activities as needed using the worksheets on a quarterly basis.

LiveFree! has also established a set of marketing controls or standards by which executed activities are judged against. Because marketing involves consuming valuable resources such as time, funding and manpower, it is important to have a system of checks and balances to ensure that marketing efforts are not a waste of time. For evaluation purposes, LiveFree! has established marketing controls including:

### **Feedback from Stakeholders:**

As recommended in the Marketing Objectives section, LiveFree! will develop and use Satisfaction Surveys for youth, parents and all other stakeholders. It is recommended that LiveFree! staff and the Marketing Committee solicit feedback quarterly using the Satisfaction Surveys. Additionally, LiveFree! will gather input from stakeholders through pre-testing of marketing strategies as well as through focus groups.

### **Tracking Performance Trends:**

LiveFree! staff will work with the Operation PAR, Inc. Department of Research and Evaluation to analyze data recovered from Service Activity Logs (SAL) to track activity trends. A review of SAL forms will be useful in identifying the amount of time that staff and volunteer members spend preparing advertisements, attending community outreach events, etc. Utilization of the SAL tool will help LiveFree! determine its success versus its rate of activities.

### **Adherence to Branding Standards:**

Branding standards include use of the official LiveFree! logo and graphic design specifications such as color and font guidelines. A Graphic Design Branding Guidelines Reference page is included in the Appendix of this plan.

LiveFree! staff and the Marketing Committee will work together on a consistent basis to ensure that the Marketing Plan is revised regularly.

## APPENDIX

- Graphic Design Branding Guidelines

# GRAPHIC DESIGN BRANDING GUIDELINES

## Logo Appearance:

Keep the overall appearance of the printed material in mind. When possible, import the electronic version of the logo. Do not enhance the logo to create a special effect. LiveFree! has only one logo; it is used on all of the printed and/or promotional materials representing LiveFree!

An electronic file of the logo in TIFF format is available upon approval from the Operation PAR, Inc. Development Team. Do not re-create the logo or use a copy from stationery or printed materials or other items. The words “LiveFree!” or “Substance Abuse Prevention Coalition of Pinellas County” from the logo should never be used independently. Placement of the logo should be as seen below. The logo should not be flipped, inverted or presented in a way other than shown.

## LiveFree! Official Logo:



## Appearance of Coalition Name in Documents:

The coalition name “LiveFree!” should be written as one word to align with the appearance of the name in the official logo. Within Word documents the name can appear as displayed below:

**LiveFree!** *or* **LiveFree!** *or* **LiveFree!**

## Color Specifications:

The official color of the LiveFree! coalition is PMS 2623 (Purple). The following PMS colors may be utilized in documents in which “shadows” or shading is required.

LiveFree! should not be represented in any other color pattern. Promotional materials should be consistent with the prescribed color scheme.

PMS 2563	PMS 2573	PMS 2583	PMS 2593	PMS 2603	PMS 2613	PMS 2623

## Approval of Printed and Promotional Materials:

As recommended in the LiveFree! Marketing Plan, the Marketing Committee or a LiveFree! staff member will be responsible for employing the Branding Guidelines and will have approval of all printed and promotional materials before dissemination.