

Appalachian Substance Abuse Coalition for Prevention and Treatment

Mission

To inform and engage our communities to understand, own, and address the epidemic of substance abuse and misuse.

Vision

Safe, healthy, and prosperous communities with effective prevention, treatment, and support resources

Goals and Objectives

Goal 1: Increase public knowledge and understanding associated with substance abuse and misuse, prevention, treatment and recovery.

Champions: Lori Gates Addison, Lisa Topshee

Objective 1: Develop and distribute Social Norms marketing campaign to include billboards posters, internet resources and videos commercials.

Action Steps 1:1:1

1. Continue the on-going development of media relations committee
2. Develop and maintain regional website www.StopSubstanceAbuse.com maintain and update resources for prevention treatment and recovery
3. Maintain FaceBook social networking page
4. Hold a regional media contest for youth to develop commercials
5. Develop and maintain regional billboards
6. Develop a series of Public Service Announcements/commercials
7. Develop articles for local media
8. Develop a speaker's bureau
9. Develop a college student survey system to define normative attitudes and behaviors
10. Provide prevention materials to colleges, high schools, employers, churches and community events football games, year books 4 of July events and community parades.

Objective 2:1: Develop and disseminate prevention information to local employers and faith based organization and schools to promote accurate information, resources and no use messages and strategies

Action Step:

1. Develop regional documentary on prescription drug problem and resources.
2. Maintain regional website
3. Maintain FaceBook social networking page
4. Develop employer prevention information kits
5. Develop church information kits
6. Work with community colleges to develop personalized prevention education activities.

Goal 2: Increase federal, state and local legislative advocacy for prevention, treatment and recovery from substance abuse and misuse.

Champions: Dr. John Dreyzehner, Mary Cole, Brian Johns, Karen Smith

Objective 2:1: Continue to support the annual Advocacy Breakfast and contribute to the development of our intensive Advocacy Agenda.

1. Have at least one organizational meeting in late spring to assess the status of the Advocacy agenda and consider further follow up and new items,
2. Designate an agenda tracker and maintain this as a document to track status of past and present advocacy items,
3. Designate up to three key advocacy items each year,
4. Assign a champion(s) to track and advocate for one to three of these items each year.

Objective 2:2: Develop/Encourage the Creation/Identification of a Consumer/Recovery driver Advocacy Initiative.

1. Identify any existing consumer advocacy groups,
2. Further collaboration among existing consumer-recovery advocacy groups,
3. Further coordination/organization of these,
4. Further creation of such a group if existing groups cannot be found.

Goal 3: Increase community partnerships enabling all sectors to work collaboratively for prevention, treatment and recovery of substance abuse and misuse.

Champions: Paulette Phillips, Lloyd Sheets, Rebecca Holmes and Ken Taylor

Objective 3.1: Educate our communities on the social and economic devastation of substance abuse in the area resulting in ownership of the community.

Objective 3.2: Utilize a local web site to assist in the communication of the coalition and the public regarding the activities of the coalition and available resources.

Objective 3.3: Quantify the negative economic consequences of the SA epidemic on our community.

Objective 3.4: Provide education and consultation with the medical community regarding the issues related to substance abuse and obtain their commitment in the efforts.

Objective 3.5: Engage Faith Based Community

Objective 3.6: Reduce the available drug supply

Goal 4: Increase and improve access of effective treatment services

Champions: Dr. Hughes Melton, Karen Smith, Eric Greene

Objective 4.1: Continue physician education on addiction and pain management best practices

Objective 4.2: Educate private physicians about effective treatment services that incorporate counseling and recovery support services.

Objective 4.3: Support the expansion of drug court efforts

Objective 4.4: Reduce the drug overdose incidents in our communities

Goal 5: Participate in improvement, expansion, and accessibility of peer recovery supports

Champions: Marlene Stanley, Steve Ray, Tammy Phillips, Peggy Herbert, and Karrie E. Mullins-Potter, Melissa Taylor

Objective 5:1 Keep community support meeting lists up to date

1. Obtain contact numbers for every county/area and a contact person listed
2. Revise changes as needed to keep list up to date

Objective 5:2 Obtain more accessible and available spaces for groups in the community

1. Contact local churches, community facilities, etc.

Objective 5:3 Make space available at local CSB's for meetings

1. Make contact with people in the community regarding rooms/spaces available for more group meetings
2. Create new meetings
3. Have sober fun nights/sober activities such as dinners, movie nights, game nights, etc.

Objective 5:4 More information, advertising, knowledge of help available for recovery

1. Community awareness to inform the public of available resources

Objective 5:5 Transportation to and from meetings

1. Develop plans for transportation to meetings
2. Transportation is a concern because of the rural area

Objective 5:6 Recovery Outreach programs once a month

1. Have monthly activities for people in recovery to attend
2. Community awareness

Objective 5:7 Walk-a-thon

1. Re-establish the walk-a-thon "Recovery in Action" for recovery month in September

Goal 6: Improve the participation, functioning of community, impact of ASAC-PT

Champions: All Partners