



Defiance County Drug Free Coalition

2022-2024 Strategic Plan

Updated: 11/2/2021

Strategic Planning Process

The strategic planning process was completed from May through November 2021. Defiance County Drug Free Coalition (DFC) used input from coalition members and community members to determine the strategic direction for the coalition. In addition, the following data sources were also referenced in order to create the Strategic Plan:

- 2021 Defiance County Health Needs Assessment (CHA)
- 2021 Defiance County Community Health Improvement Plan (CHIP)
- Defiance County substance and risk behavior related data
- Defiance County Drug Free Coalition's discussions during meetings

During the strategic planning sessions, the above information was analyzed to determine the key contextual and environmental factors that impact the work of the Defiance County Drug Free Coalition. The group utilized this information to determine the strengths, weaknesses, opportunities and threats for the coalition during the May and August meetings.

On November 2, 2021, a final strategic planning session was completed by Defiance County Drug Free Steering Committee. During this session the mission, strategic goals and objectives were reevaluated. The DFC was given an opportunity to provide feedback on the strategic plan via email.

Mission:

Defiance County promoting substance use awareness

Guiding Principles:

1. The coalition focus is education and awareness
2. The coalition take a community based approach
3. The coalition is consensus based

Evaluation of Strategic Plan

The Defiance County Drug Free Coalition will conduct quarterly evaluations of the progress made toward achieving the strategic goals and objectives explained in this strategic plan. Documentation and monitoring of progress will be completed by Defiance County General Health District and reviewed by the steering committee.

The results from each evaluation will be presented at the quarterly DFC meetings. Discussion and problem solving sessions will occur if progress is not being made. The DFC's strategic plan may be revised or updated to include any additional priority areas in an effort to continuously improve the coalitions work of promoting substance use awareness.

Strategic Goal A: Increase awareness of risky behaviors and substance abuse through communication plans.

OBJECTIVE #1: By 2024, DFC will complete six communication campaigns on risky behaviors and substance abuse issues.					
ACTION STEPS	GROUP MEMBERS	Lead	Schedule		STATUS
			Start	End	
1. Create a list of risky behaviors/substance abuse topics the group wants to target			January 2022	December 2024	
2. Create a calendar and identify what topics DFC wants to discuss and bring awareness each month or quarter			January 2022	December 2024	
3. Share messages and engage audiences on social networking sites such as Facebook and Twitter			January 2022	December 2024	
4. Deliver messages through different websites and stakeholders			January 2022	December 2024	
5. Pay to place adds on TV, radio, billboards, online platforms and/or print media.			January 2022	December 2024	
6. Promote and raise awareness of the Ohio Tobacco Quit Line. Promote the available cessation services and programs in the county.			January 2023	December 2024	

Strategic Goal B: Increase awareness of educational programs and/or workshops on different “hot topics,” risky behaviors, and substance abuse to the public.

OBJECTIVE # 1: BY 2024, hold 6 public events to promote educational program targeting awareness of risky behaviors and/or substance abuse.					
ACTION STEPS	GROUP MEMBERS	Lead	Schedule		STATUS
			Start	End	
1. Identify locations/events to promote awareness of risky behaviors/ substance abuse topics ex) fair, lilac festival, etc			January 2022	December 2024	
2. Update the <i>Hidden in Plain Sight</i> display			January 2022	December 2024	
3. Offer and hold <i>Hidden in Plain Sight</i> at 2 events			January 2022	December 2024	
4. Offer information about referral programs/treatments for risk behaviors/substance abuse at each events			January 2022	December 2024	

Strategic Goal C: Rebuild the Drug Free Leadership Council to promote awareness regarding drugs and alcohol to Defiance County Youth.

OBJECTIVE # 1: By 2024, expand the reach of the Drug Free Leadership Council in all five Defiance County schools by having monthly posters in each school.					
ACTION STEPS	GROUP MEMBERS	Lead	Schedule		STATUS
			Start	End	
1. Establish a drug free leadership council			January 2022	December 2024	
2. Hold 3 drug free leadership council meets a year			January 2022	December 2024	
3. Students create posters, videos and other materials for the schools			January 2022	December 2024	