**Ohio Youth Led Prevention Network – Adult Council**

**Strategic Plan SFY14**

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| **Guiding Statement**The majority of youth, aged 12-17, in Ohio do **not** report substance use, physical violence, and mental health issues. The OYLPN is dedicated to protecting and promoting the wellbeing of Ohio’s youth. |
| **Theory of Change***If* a community adopts, embraces, and promotes protective factors using effective, evidence based strategies … *then* the community will protect and promote the health and wellbeing of Ohio’s youth. |
| **The Role of the OYLPN Adult Council**The Ohio Youth Led Prevention Network’s Adult Council will provide leadership, infrastructure, and prevention science workforce development opportunities to assist local youth-led prevention organizations in implementing effective, evidence-based prevention. |
| **Priority Action Areas for SFY14****Leadership Development*** Having a dedicated staff member to serve as program manager for the OYLPN
* Developing an application process for membership on the Adult Council
* Shifting from an informal leadership structure to a formal leadership structure
* Developing a regional leadership structure to support the work of the OYLPN

**Infrastructure Development*** Identifying the local youth-led prevention organizations serving Ohio’s youth and connecting them to the OYLPN
* Determining what “membership” to the OYLPN entails
* Creating a common message that demonstrates the value of the OYLPN to local youth-led prevention programs
* Developing and deploying a marketing/promotion plan for the OYLPN
* Getting feedback from local youth-led prevention organizations serving Ohio’s youth regarding what they want and need from the OYLPN

**Workforce Development**Training and technical assistance will be provided to local youth-led prevention organizations serving Ohio’s youth on the following topics:* OYLPN’s Logic Model / Theory of Change
* Defining the scope of the OYLPN’s prevention and promotion efforts to include a comprehensive approach to address mental, emotional, and behavioral health of young people (National Research Council and Institute of Medicine, 2009)
* What is Youth-Led Prevention?
* What is the Role of the Adult in Youth-Led Prevention?
* What are CSAP’s 6 research-based strategies (Brounstein, Zweig, & Gardner, 1998) and how can we effectively use them to develop, expand, or change youth-led prevention programming at the local level?
 | **Activities****Leadership Development*** Hire a program manager for the OYLPN.
* Develop and deploy application process for Adult Council Membership.
* Develop an interim leadership structure to do the immediate tasks at hand for SFY14.
* Develop a formal leadership structure for OYLPN.
1. Leverage resources to contract with external contractor to facilitate development of leadership structure.
2. Contract with facilitator.
3. Develop a formal leadership structure by March 2014.
* Explore the possibility of a regional leadership structure to support the work of OYLPN.
1. Research the history of regional leadership structures in Ohio for prevention and specifically, youth-led prevention.
2. Determine successes and lessons learned from regionalization efforts.
3. Determine what role of regional leaders will play in the OYLPN.
4. Develop a map outlining potential regions.

**Infrastructure Development*** Identify local youth-led prevention organizations and connect them to the OYLPN.
1. Use the WATM Rally, Youth to Youth, OhioMHAS, and Teen Institute databases to form the initial list of youth-led prevention organizations.
2. Use the “snowball” technique to find other local youth-led prevention organizations that do not appear in any existing databases.
* Determine what “membership” to the OYLPN entails.
1. Articulate the benefits associated with being part of the OYLPN (e.g., Stronger Together).
2. Articulate the cost (if any) of being a member of the OYLPN.
3. Pilot membership ideas to a small focus group of stakeholders to get feedback.
4. Analyze data.
5. Report to stakeholders.
6. Use data to formulate strategies/efforts.
* Develop and deploy a marketing/promotion plan for OYLPN.
1. Articulate the value of OYLPN membership – what is unique about this membership from SPCA, ADAPO, etc.
2. Develop materials to attract potential members to join the OYLPN.
3. Pilot marketing/promotion ideas to a small focus group of stakeholders to get feedback.
4. Analyze data and report to stakeholders.
5. Use data to formulate strategies/efforts.
6. Leverage resources for marketing/promotion materials.
7. Produce marketing/promotion materials.
8. “Roll out” marketing/promotion materials at WATM Rally 2014.
* Solicit feedback from local youth-led prevention organizations regarding what they need and want from the OYLPN moving forward.
1. Deploy a short web-based survey.
2. Analyze data and report to stakeholders.
3. Use results to guide planning for SFY15.

**Workforce Development*** Disseminate OYLPN’s Logic Model / Theory of Change.
1. Determine the best timing to release the logic model / theory of change.
2. Determine the best way to purposefully and intentionally disseminate the logic model / theory of change.
3. Ensure that dissemination of the logic model / theory of change is uniform across trainings with emphasis on how local youth-led prevention organizations and use the materials to leverage resources (i.e., funding, support, etc.).
4. Develop a structure to provide training and technical assistance regarding the logic model / theory of change.
5. Disseminate the logic model / theory of change.
* Disseminate the Youth-Led Prevention Toolkit.
1. Submit Youth-Led Prevention Toolkit to Ohio’s Evidence Based Practices (EBP) Workgroup for review.
2. Follow-up with any recommendations provided by the EBP Workgroup.
3. Determine the best timing to release the Youth-Led Prevention Toolkit.
4. Determine the best way to purposefully and intentionally disseminate the Youth-Led Prevention Toolkit.
5. Disseminate the Youth-Led Prevention Toolkit.
* Deliver professional development activities for adults at the WATM Rally 2014.
1. Work with DFAA to plan professional development activities.
2. Create the professional development activities.
3. Deliver the professional development activities.
4. Evaluate the professional development activities.
* Present a face-to-face training at OPEC 2014.
1. Determine the topic. Topic should be relevant to local youth-led prevention leaders, practical in nature, and highlight the value of OYLPN membership.
2. Create the training.
3. Deliver the training.
4. Evaluate the training.
 | **Expected Results****Leadership Development*** DFAA will hire a program manager for the OYLPN.
* All Adult Council members will have expertise and experience in youth-led prevention.
* The Adult Council will provide a leadership structure for all of the local youth-led prevention organizations serving Ohio’s youth.
* The Adult Council will determine the feasibility and utility of a regional-level leadership structure to support the OYLPN.

**Infrastructure Development*** The Adult Council will identify local youth-led prevention organizations in Ohio and work to connect them to the OYLPN.
* Membership costs and benefits will be fully articulated.
* There will be a common message to demonstrate the value of the OYLPN.
* A marketing plan will be deployed to attract local youth-led prevention organizations to become part of the OYLPN.
* The Adult Council will use data collected from stakeholders (i.e., focus groups and surveys) to shape the infrastructure development of the OYLPN.

**Workforce Development*** The Adult Council will increase the capacity of local youth-led prevention organizations serving Ohio’s youth to implement effective, evidence-based programming.
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