

Choose To Be Healthy Work Plan, October 2017

Objective Focus	<ul style="list-style-type: none"> • Build sustainable collaboration and coalition • Prevention of youth and young adult opiate/heroin, marijuana, alcohol/binge drinking, and RX misuse • Reduce substance use (marijuana, Rx misuse, alcohol) 6-12th grades 				
Strategies	Information Dissemination & Communication	Education/Training	Environmental Strategies	Community Collaboration	Youth Empowerment
Activities/products	Brochure on addiction Help card	Provider education on breastfeeding and marijuana	Safe Disposal of Drugs Drug Take Back Day	Build capacity and sustain CTBH coalition	Scholarships to Maine Youth Action Network Conference
	Drugged Driving prevention	Liquor Retailer Education	Support enforcement of alcohol and drug laws	Advisory Board	Youth led projects
	Promote parent info Drugfree.org MJ talk Kit Teen-safe.org	The Truth About Alcohol and Other Drugs resource for health teachers	Providing proper signage to liquor retailers (carding, etc)	Coalition Meetings bi-monthly	Annual Regional Youth Leadership Training
	www.ctbh.org <ul style="list-style-type: none"> • Electronic newsletter • Social media • Traditional media 	Parent education on mental health and substance abuse	Assisting communities, workplaces and schools with tobacco/marijuana policies	Regional Marijuana Work Group	Collaborating with York County Youth Coordinator
	Awareness campaigns such as Sticker Shock and Parents Who Host Lose the Most	Mental health and prevention education for providers and school staff <ul style="list-style-type: none"> • Motivational interviewing • Adverse Childhood Experiences • Screening, Brief Intervention, Referral to Treatment 	Youth led environmental scans: alcohol and marijuana	Regional Law Enforcement Team	
		Coordinate Young People in Recovery speakers in schools		Providing Student Intervention Reintegration Program (SIRP) class for at risk youth	
Yellow indicates strategy needing work		Reducing Stigma Education/Event		Opiate Discussion Group/Medication Assisted Treatment Planning Grant	

*CTBH area: Berwick, Eliot, Kittery, Lebanon, North Berwick, South Berwick, Ogunquit, Wells and York