



## **Oct. 2009 – Sep. 2010 Drug Free Communities Project Goals and Objectives**

### **Goal 1: Strengthen collaboration between Together for Jackson County Kids members and other community-based youth serving organizations.**

- **Objective 1A:** By September 2010, TFJCK will improve membership, diversity, participation, and sustainability of coalition.
- **Objective 1B:** By January 2010, TFJCK will engage the services of a volunteer such as Americorp or VISTA.
- **Objective 1C:** By September 2010, TFJCK will increase visibility of coalition in county as a leading organization in ATOD prevention.

### **Goal 2: Reduce the use of ATOD among Jackson County Youth by promoting community and family protective factors.**

- **Objective 2A:** By September 2010, TFJCK will continue the Communities Mobilizing for Change on Alcohol (CMCA) program.
- **Objective 2B:** By September 2010, TFJCK will strengthen family skills in communication, drug refusal, and life skills through the *Strengthening Families program*. Two 7- week sessions will be conducted.
- **Objective 2C:** By September 2010, TFJCK will decrease underage tobacco use by 10% by reducing access to tobacco and continuing progress with supportive community systems.
- **Objective 2D:** By December 2009, TFJCK will launch a “Positive Social Norms” campaign, decreasing misconceptions by youth and adults about ATOD use.
- **Objective 2E:** By September 2009, TFJCK will increase youth, citizen and business awareness of current and new ATOD trends through expanded investigation by law enforcement and emergency room visits in the broader community.