



**Leon County Responsible Decision-Making
Coalition (RDMC)
Strategic Plan to Reduce Substance Abuse
September 2011**

Mission/Purpose:

To reduce underage drinking, binge drinking, smoking and all other forms of substance abuse among the youth and college students in Leon County thereby lowering the human costs and the financial costs associated with addiction and abuse.

Vision/End State:

A healthy, committed community united behind a long term strategy to reduce substance abuse with the lowest youth and college student substance abuse rates in Florida.

Strategic Goals:

1. Prevention – Stopping Use Before It Starts
2. Enforcement – Aggressively attacking unlawful drug activity and the sales/providing of alcohol to those underage
3. Treatment – Providing treatment to those in need and ensuring treatment resources are maximized in the community
4. Policy development and support – Developing and implementing policies that reinforce reduced substance use/abuse and gaining community support

Performance Measures:

1. Reduce use of alcohol, tobacco and drug use among our youth and college students by 5% by 2014.
2. Reduce binge drinking by youth 18-25 by 5% by 2014.
3. Reduce marijuana use among youth and college students by 5% by 2014.
4. Increase the number of alcohol compliance checks by 10% by 2014.
5. Increase the number of clients that successfully complete drug court by 10% by 2014.
6. Conduct and participate in 25 educational presentations, forums and trainings during 2012.
7. Provide 10 presentations to Leon County employers on “How to Become a Drug Free Workplace” during 2012.
8. Increase the awareness for parents and the community on the dangers of underage drinking, binge drinking, marijuana, prescription and OTC drugs through parent and community forums and the media.

Prevention Objectives

1. Educate youth, college students, parents and community leaders to assist Leon County citizens to reject illicit drugs, underage alcohol use, tobacco use and the misuse of prescription drugs
2. Provide Leon County youth and college students with access to research-based substance abuse programs
3. Encourage and assist development of community/neighborhood groups to prevent substance abuse. Collaborate with schools, community partners, government entities, sports organizations, the business community, medical facilities and faith groups to encourage prevention efforts.
4. Educate, inform and engage parents on substance abuse trends and issues
5. Work with the media to raise awareness of substance abuse and the community activities aimed at reducing it.
6. Coordinate prevention activities and substance abuse education efforts with county schools and local colleges
7. Encourage local businesses to adopt drug-free workplace programs

Enforcement Objectives

1. Support law enforcement with resources, training, and community support throughout the criminal justice system to aggressively attack drug activity and underage drinking
2. Work with media to publicize law enforcement efforts aimed at reducing substance abuse
3. Support law enforcement outreach and education efforts throughout the community. Support anti-gang efforts to reinforce drug-free initiatives.

Treatment Objectives

1. Support treatment programs in the community. Raise awareness of treatment resources in the community and an understanding of addiction as a treatable disease
2. Educate parents, faith leaders and other community members on treatment and recovery for both youth and adults
3. Work with the media to promote awareness concerning treatment and recovery
4. Promote the use of local drug courts as the most successful diversion and treatment option available