

SAPCA Draft Action Plan July 1, 2023 – June 30, 2024

Goal 1: Increase community collaboration

Objective 1: Create a broader, more racially diverse membership within 5 years.

Action Item
Provide Information
1. Strengthen and build relationships with Alexandria leaders to discuss and promote collaboration opportunities by participating in the Partnership for a Healthier Alexandria, Youth Services Coordinating Council, the Mayor’s Campaign to End Bullying, and the Children & Youth Community Plan Work Group.
2. Maintain partnerships with Alexandria City Public Schools and the Alexandria Court Services Unit to expand the number of students exposed to substance use prevention.
3. Continue to educate Alexandria's Children, Youth and Families Collaborative Commission, the Public Health Advisory Commission, School Health Advisory Board on SAPCA’s work.
4. Recruit volunteers for various activities and to serve on SAPCA Committees.
5. Support the Children & Youth Community Plan in areas relating to substance use and misuse prevention.
6. Conduct outreach with Senior Administrators at Northern Virginia Community College (NVCC) to identify collaboration opportunities and begin those opportunities.

Objective 2: Inform coalition members about key and current issues regarding alcohol, tobacco/e-cigarettes, marijuana, prescription drugs, and over the counter medication use and abuse in Alexandria and nationally.

Action Item
Provide Information
1. Create and implement a two-year communications plan that contains goals, measures, and strategies.
2. Disseminate updated and engaging information via the SAPCA website, newsletter, Twitter, and Facebook accounts.
3. Engage members through various forms of social media to increase SAPCA’s impact in the community.
4. Disseminate YRBS and Developmental Assets survey data and results from the 2022 community assessment through presentations, newspaper stories, SAPCA’s e-newsletter and website.
5. Advocate that community organizations disseminate survey data and results from the community assessment internally throughout their organizations.
6. Create a list of topics to produce into informational videos.
7. Partner with ACHS TV Production students to create informational videos.
8. Create and disseminate informational videos produced by ACHS students.
9. Update social media sites and website with new information and research on alcohol, tobacco/e-cigarettes, marijuana, prescription drugs, and over the counter medication.
10. Run PSAs on Alexandria’s Government Channel.
11. Collaborate with community partners to share information on their social media platforms.

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Objectives 3: Ensure SAPCA leaders have a stronger awareness of SAPCA’s direction and progress for the year

Action Item
Provide Information
1. Continue to hold an annual mid-year board retreat, including committee chairs and other SAPCA members, to discuss progress towards achieving goals and assessment of strategies.
2. The Board uses survey data from SAPCA-sponsored presentations (e.g., Facts and Consequences seminars and events) to assess progress against goals and their impact.
3. Review evaluative findings on SAPCA’s work and refine priorities accordingly.
4. Use data from board dashboard tool and board assessment to strengthen board functioning.
Building Skills
1. Conduct training on social norms to ensure that SAPCA is making population level change.
2. Conduct training on marketing, branding, and fundraising to ensure SAPCA’s Board members have the skills to help it sustain itself.

Objective 4: Ensure future sustainability of SAPCA

Action Item
Provide Information
1. Send SAPCA Annual Report to Mayor, City Council, City Manager, School Board and ACPS Superintendent.
Providing Support
1. Engage corporate sponsors – money, programs, materials.
2. Leverage opioid and marijuana prevention funding opportunities.
Modifying and Changing Policies
1. Develop a three-year fundraising plan with goals for each year and strategies.
2. Implement and monitor success of annual fundraising goals and strategies.

Objective 5: Increase SAPCA’s community engagement with targeted stakeholders

Action Item
Provide Information
1. Partner with the faith-based community to disseminate substance use prevention information.
2. Conduct targeted community outreach to Chirilagua and West End to provide information and build partnerships with organizations and community members.
3. Work with partners to compile existing data to map out areas of concern (e.g., drug distribution, overdoses, violence, gang activities) and services offered in the City.

Objective 6: Increase SAPCA’s capacity to successfully implement annual plan

Action Item
Provide Information
1. Engage community influencers as ambassadors for SAPCA’s message.
2. Promote internship and volunteer opportunities for teens.
Building Skills
1. Rebuild SAPCA’s committees.
Providing support
1. Board members recruit SAPCA members.
2. Develop and implement a volunteer recruitment plan that creates an active volunteer recruitment program.

Goal 2: Reduce youth substance use

Section A: All substances

Action Item
Provide Information
1. SAPCA Youth Board Members proactively go to school board meetings with updates routinely.
2. Leverage existing messages from like-minded organizations.
3. Disseminate information to youth about the harms of substance use and misuse.
4. Continue to work with athletic coaches to educate youth athletes on the consequences of substance use and the positive health aspects of not using substances.
5. Continue to disseminate materials and posters espousing the addictiveness and negative consequences of alcohol, tobacco/e-cigarettes, marijuana, prescription drugs, and over the counter medication.
6. Share usage rates with students so they know the majority of their peers are not using substances.
7. Provide information to parents about the percent of youth in Alexandria using substances through presentations, reports, and meetings.
8. Publicize currently available out of school programs.
9. Disseminate information from Volunteer Alexandria and Volunteer in Public Service about volunteer opportunities for youth via newsletters.
10. Revise, update and enhance the Opportunity Seminar as needed and participate in seminar delivery.
11. Youth create short video messages promoting health and positive activities.

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12. Youth create a “You Are My Role Model” videos directed toward positive behavior by adults. *Priority Item
13. Host community meetings twice a year to provide parents with information about substance use. *Priority Item
14. Develop prevention messages and information (e.g., substance use risks, social norms, healthy choices) for ACHS and Minnie Howard Advisory Periods.
15. Collaborate with ACPS, SCAN and FACE to plan and implement Red Ribbon Week activities.
16. Raise awareness about Recovery Month.
17. Partner with JROTC classes to conduct activities during National Drug and Alcohol Facts Week.
18. Distribute Prom Promise and Beach Week Pledge.
19. Conduct outreach during National Night Out.
20. Promote initiatives hosted by the Mayor’s Campaign to End Bullying.
21. Distribute information at ACHS driver’s education presentations.
22. Share videos of Facts and Consequences on SAPCA website. *Priority Item
23. Educate parents about the legal consequences of providing alcohol to persons under 21.
24. Share information with business community about SAPCA’s work and our prevention messaging. *Priority Item
26. Work with business community members to deliver messaging through their target audiences. *Priority Item
Building skills
1. Train youth to mentor younger students.
2. Increase elementary and middle school engagement.
3. Partner with and support teachers with classroom prevention tools.
4. Support Developmental Assets training for City and School staff.
5. Hold Opportunity Seminars in partnership with ACPS.
6. Host workshops such as Facts and Consequences presentations on harms of alcohol, tobacco/e-cigarettes, marijuana, prescription drugs, and over the counter medication at Minnie Howard, ACHS, Bishop Ireton, the Northern Virginia Juvenile Detention Center, and NVCC. *Priority Item

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7. Provide prevention activities that emphasize the harms of substance use on the teen brain to youth participating in programs offered by the Court Services Unit.
8. Promote volunteer opportunities for youth.
9. Provide and support volunteer opportunities where youth can learn marketable job skills.
10. Hold an annual Youth Leadership Conference in collaboration with other organizations and recruit heavily for rising ninth graders. *Priority Item
11. Hold quarterly youth leadership workshops. *Priority Item
12. Deliver Facts and Consequences presentations and assemblies to ACPS middle school students. *Priority Item
13. Deliver Facts and Consequences presentations and assemblies to middle school students that attend private schools (ACDS, St. Rita’s, St. Mary’s, St. Stephens’s, Blessed Sacrament). *Priority Item
Providing Support
1. Support expansion of youth mental health services.
2. Continue to hold Titan Takeover Teen Nights – events where teens can celebrate without alcohol and other drugs – in partnership with ACAP and the Alexandria Sexual Assault Center twice a year. *Priority Item
3. Promote and attend events hosted by the Department of Recreation, Parks & Cultural Activities for Alexandria youth (e.g., block parties, pool parties).
4. Conduct Life Skills and Too Good for Drugs workshops at Title I elementary schools – Patrick Henry, Samuel Tucker, and William Ramsay.
5. Promote and update volunteer opportunities for youth such as Project Sticker Shock, service on a board or commission and encourage their active participation.
6. Host Healthy Conversations events. *Priority Item
7. Deliver trainings to parents and caring adults about Developmental Assets and Developmental Relationships in collaboration with ACAP. *Priority Item
8. Deliver trainings to parents and caring adults about Adverse Childhood Experiences in collaboration with RAISE. *Priority Item
9. Create Q&A videos with adult community members to raise awareness about consequences of youth substance use. *Priority Item
10. Support recruitment, training, and collaboration with the Keep It 360 Peer Advocates. *Priority Item
11. Raise awareness about support groups available for parents with youth that have substance use disorders. *Priority Item

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Changing Consequences
1. Support ACPS to deliver Opportunity Seminar.
2. Provide leadership opportunities to youth through their attendance at the CADCA National Youth Leadership Initiative.
3. Recognize youth who participate in SAPCA activities.
4. Post consequences in stores of selling/giving substances to underage persons. *Priority Item
5. Develop a program that rewards youth involved in programing and clubs in and out of school. *Priority Item
6. Develop a program to recognize retailers that have minimal alcohol, tobacco/e-cigarette, and CBD advertising. *Priority Item
7. Assess the most effective strategies for rewarding teens that share correct information with their peers. *Priority Item
8. Assess the most effective strategies for rewarding parents who support SAPCA initiatives. *Priority Item
9. Recognize retailers that have minimal alcohol, tobacco/e-cigarette, and CBD advertising. *Priority Item
10. Recognize and reward teens that share correct information with their peers. *Priority Item
11. Recognize and reward parents who support SAPCA initiatives. *Priority Item
Enhancing Access and Reducing Barriers
1. Partner with Teen Wellness Center to provide information about substance use prevention.
2. Strengthen work with parents from an equity lens, in partnership with ACPS.
3. Provide transportation to youth to the CADCA forum.
4. Provide free food at club meetings and events.
5. Promote DASH transportation.
6. Translate material into Spanish, Amharic, Arabic, Dari, and Pashto.

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Physical Design
1. Advocate for the creation of a teen center in the West End. *Priority Item: Year Three (2023-2024)
2. Build a collaborative plan to address substance use in the Chinquapin woods (ex. Signs in woods: “This area is being monitored.”)
3. Conduct a community scan of public parks and outdoor spaces in Alexandria for safety and perceived use of drugs on those sites. *Priority Item: Year Three (2023-2024)
Modifying and Changing Policies
1. Incorporate prevention into human growth and development curriculum through partnership with School Health Advisory Board. (Point of contact: Kristin Donley) *Priority Item
2. Work with vendors to implement ID-checking computer system. *Priority Item
3. Advocate for the creation of 15 year-round paid internships with City government. *Priority Item: Year Three (2023-2024)
4. Advocate for all youth serving providers (including City and School staff) to be trained in Developmental Assets.
5. Advocate for student elected School Board members.
6. Advocate for student elected City Council members.
7. Support Keep It 360 Peer Advocates and other students to speak with City Council Members and School Board members about issues that affect youth, such as youth substance use.

Section B: Alcohol

Action Item
Provide Information
1. Work with Keep It 360 Peer Advocates to promote Alcohol Awareness Month.
2. Conduct outreach during Alcohol Awareness Month.
Building Skills
1. Train youth to visit merchants and provide information about consequences of providing alcohol to underage persons.
2. Conduct Project Sticker Shock twice a year (fall and spring).
Changing Consequences
1. Recognize vendors that don’t sell alcohol to minors.

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2. Send congratulatory letters to vendors that pass compliance checks and participate in Project Sticker Shock.
3. Work with law enforcement to ensure enforcement of Social Host Law annually.
Modifying and Changing Policies
1. Work with the Alexandria Police Department to conduct retail alcohol compliance checks on a quarterly basis and as needed based on complaints.
2. Advocate for all ABC stores to ID 100% of users. * Priority Item
3. Assess the impact of compliance checks and the financial and legal consequences related to businesses that fail these checks.

Section C: Marijuana

Action Item
Provide Information
1. Provide information about the connection between marijuana, CBD and vaping on the SAPCA web site and community presentations.
2. Share health risks of marijuana with students and community members.
3. Create and promote a series of videos on the positive aspects of not using marijuana (Series title: I don't use marijuana because...)
4. Create and promote a series of videos about the impacts of marijuana (Series title: Did you know?)
Enhancing Access and Reducing Barriers
1. Purchase and distribute lock boxes to adults to secure their legally possessed marijuana from children and youth. *Priority Item
Modifying and Changing Policies
1. Monitor the implementation of policies and regulations around legalization of marijuana. *Priority Item
2. Include expanding the Social Host law to include marijuana in Alexandria's Legislative Agenda.

Section D: Tobacco/E-cigarettes

Action Item
Provide Information
1. Create anti-vaping campaign primarily developed by youth.
2. Disseminate information on the consequences of providing tobacco products to a minor to businesses during Take Down Tobacco Day (formerly Kick Butts Day).
3. Educate the public about Virginia's Tobacco 21 law.

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Building Skills
1. Train youth to visit merchants and provide information about consequences of providing tobacco products to underage persons.
Enhancing Access and Reducing Barriers
1. Conduct Take Down Tobacco Day (formerly called Kick Butts Day).
2. Provide transportation for Take Down Tobacco Day.
3. Submit a proposal for the Alexandria legislative agenda to raise Virginia taxes on cigarettes.
4. Submit a proposal for the Alexandria legislative agenda to establish Virginia taxes on all e-cigarette/vaping products.
Changing Consequences
1. Recognize vendors that don't sell tobacco products to minors.
Physical Design
1. Conduct a community scan of retailers that sell tobacco products, including e-cigarettes/vapes, to have a full and complete accurate count of the number of retailers.
*Priority Item
2. Work with Alexandria Planning and Zoning department to create limits on tobacco product signage by retailers.
*Priority Item

Section E: Prescription drugs and over-the-counter medication

Action Item
Provide Information
1. Educate providers and patients about safe needle disposal policy.
2. Work with veterinary community to educate patients about the harms of opioids and drug take back opportunities.
3. Partner with faith-based community to provide education and support.
4. Work with local media outlets to promote stories and materials related to opioid misuse.
5. Attend school-based events to educate students, parents and staff about opioid use and misuse.
6. Partner with ACPS FACE program to bring opioid prevention education to community meetings.
7. Work with ACPS, NVCC-Alexandria campus and the private school community to develop and share messages about drug use and risks, including fentanyl.
8. Expand awareness of substance use disorders as a treatable disease by developing a public education campaign to address misinformation and associated stigma.
9. Develop a communications strategy to advertise events, along with a list of appropriate venues.

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10. Continue to encourage pharmacies to promote Drug Take Back events and permanent medication drop box locations in the City.
11. Continue to educate funeral homes about proper drug disposal methods
12. Plan education campaign aimed at families about the importance of cleaning medication cabinets and prompt and safe medication disposal.
13. Provide information about counterfeit pills.
Building Skills
1. Highlight opioid and prescription drug use in Facts and Consequences presentations at middle and high schools and during Opportunity Seminars.
Providing Support
1. Participate as a member of the Alexandria Opioid Workgroup.
Enhancing Access and Reducing Barriers
1. Communicate information about permanent drug-drop boxes.
2. Continue to hold community-wide Prescription Drug Take Back Days.
3. Provide drug disposal bags at prescription drug take back day and other related events.
4. Distribute free locking medicine boxes through Lock and Talk.
5. Distribute locking medicine boxes in collaboration with the Opioid Work Group.
Modifying and Changing Policies
1. Advocate for more permanent prescription drug drop off boxes.
2. Create and release a statement promoting how to safely dispose of needles that includes information about the needle disposal box.