

**Agenda**  
**Prevention Subcommittee**  
**Governor's Council on**  
**Substance Abuse Treatment and Prevention**  
**Thursday, May 16, 2024**

Start Time: 9:00 a.m.

Location: Zoom Meeting

- I. Welcome and Introductions
- II. Approval of Meeting Minutes
- III. 2024 KPI Implementation Planning
- IV. 2024 Town Hall Meeting Discussion
- V. Other Business
- VI. Adjourn

**Goal 1: Increase prevention efforts across the state to decrease youth tobacco use and vaping of other substances.**

**Strategy 1: Increase the number of youth receiving evidence-based prevention practices (i.e., CATCH My Breath) regarding tobacco and vaping. (WV DHHR BBH)**

KPI 1: Through December 31, 2024, offer at least two sessions for stakeholders (prevention lead officers, coalition leaders, schools) to utilize the West Virginia Department of Health and Human Resources, Bureau for Behavioral Health Clearinghouse (Clearinghouse) to select recommended interventions and programs for populations of focus ([Home - Bureau for Behavioral Health Clearinghouse \(helpandhopewv.org\)](https://www.dhhr.wv.gov/bureau-for-behavioral-health-clearinghouse)).

KPI 2: Through December 31, 2024, track the number of persons that utilize the Clearinghouse.

KPI 3: Through December 31, 2024, work with West Virginia Division of Tobacco and West Virginia Department of Education to track the number of schools and youth participating in tobacco/vaping evidence-based programs.

**Strategy 2: Educate key stakeholders on best practice and policy regarding youth tobacco and vaping use. (WV DHHR BBH)**

KPI 1: Through December 31, 2024, offer at least two sessions on advocacy, policies, and evidence-based practice.

KPI 2: Through December 31, 2024, develop an information brief with data and recommendations.

**Goal 2: Implement a unified, state-level, stigma-free prevention messaging campaign(s) to build awareness. (WV DHHR BBH)**

**Strategy 1: Develop a standardized prevention messaging campaign(s) to reach communities and schools across the state using informed stakeholder input. (WV DHHR BBH)**

KPI 1: Through December 31, 2024, track the prevention messages developed with the prevention messaging workgroup.

KPI 2: Through December 31, 2024, track the number of people reached by the prevention messages.

**Strategy 2: Select community prevention groups to develop up to 12 different prevention messaging themes that address community needs and inclusive populations of focus. (WV DHHE BBH)**

KPI 1: By March 31, 2024, select at least 12 organizations to develop messages.

KPI 2: Through December 31, 2024, track the number of people reached by the prevention messages.

**Strategy 3: Develop a communications plan for dissemination.**

KPI 1: By February 29, 2024, host a stakeholder meeting to develop the plan with launch dates.

KPI 2: By March 4, 2024, launch the communication plan at West Virginia Prevention Day.

**Goal 3: Increase community education about the availability of prevention across the**

**lifespan.**

**Strategy 1: Promote prevention websites and social media platforms (i.e., Help and Hope WV, Prevention First, Stigma Free WV) (WV DHHR BBH).**

KPI 1: Through December 31, 2024, track the number of people reached.

**Strategy 2: Promote statewide prevention conferences, trainings, and town halls.**

KPI 1: Through December 31, 2024, track the number of educational events held.

KPI 2: Through December 31, 2024, track the number of participants that attend.