

**Agenda**  
**Prevention Subcommittee**  
**of the Governor's Council on**  
**Substance Abuse Prevention and**  
**Treatment**  
***September 9, 2022***

Start Time: 9:00 a.m.

Location: Zoom Meeting

- I. Welcome and introductions
- II. Approval of Minutes
- III. Review 2022 Progress
- IV. Town Hall Meeting Follow Up
- V. Partner Updates and Additional Discussion
- VI. Next Steps and Adjournment

# Prevention

**Goal 1: Increase, sustain, and align investments in prevention (including strengthening the prevention workforce and advocating for policy reforms).**

		Q1 Progress	Q2 Progress	Q3 Progress	Q4 Progress
<b>Strategy 1</b>	<b>Coordinate talking points across systems for legislators/policymakers at state and local levels.</b>				
KPI 1	Annually disseminate key prevention information during Prevention Legislative Day with each regional prevention lead reaching out to 50% of their delegates.	100%	100%		
KPI 2	By December 31, 2022, and annually, work with partners and prevention organizations to schedule and host Prevention Day and activities at the Legislature.	25%	75%		
<b>Strategy 2</b>	<b>Increase support for prevention advocacy and policy change, workforce training, and credentialing.</b>				
KPI 1	Through December 31, 2022, the prevention lead organizations will convene quarterly to gather and review existing organizations, trainings and education needs, credentialing required for the workforce, and resources needed for an online, statewide Prevention Resource Warehouse.	25%	25%		
KPI 2	Through December 31, 2022, continue to identify one to two prevention mentors per region across the state to connect them to the ongoing virtual prevention collaborative workspace.	100%	100%		
KPI 3	By December 31, 2022, mentors, coalitions, and key stakeholders will have met quarterly with mentees, to provide workforce training and skill development (i.e., grant writing).	25%	25%		
KPI 4	Through December 31, 2022, work with partners to identify a cross-section of two to four prevention champions, including legislators, from each region in the state and introduce at next prevention summit/conference.	25%	100%		
<b>Strategy 3</b>	<b>Examine a consistent updated method for coalition funding distribution.</b>				
KPI 1	By July 31, 2022, examine approaches and strategies from other states for local coalition support and publish a white paper on the findings.	10%	10%		
KPI 2	By December 31, 2022, examine how coalitions are funded at the coalition/county level and create a set of recommendations to expand and diversify funding strategies for support.	10%	80%		
<b>Strategy 4</b>	<b>Establish cross-system training opportunities (three to four annually) related to prevention.</b>				
KPI 1	Through December 31, 2022, provide three to four prevention training sessions, including one annual statewide prevention summit or conference.	10%	100%		

**Goal 2: Maximize cross systems planning, collaboration, and integration.**

		Q1 Progress	Q2 Progress	Q3 Progress	Q4 Progress
<b>Strategy 1</b>	<b>Inform and shape prevention policy and practices by building upon research, proven models, and other meaningful data.</b>				
KPI 2	By December 31, 2022, and annually thereafter, offer two trainings on current proven prevention models to partners across the state.	0%	50%		
<b>Strategy 2</b>	<b>Formalize an infrastructure of prevention stakeholders (Prevention Steering Team) consisting of state organizations, local nonprofits, behavioral health organizations, prevention lead organizations, coalitions, West Virginia Department of Education, and others from across systems to lead integration of prevention efforts, mobilize resources, enhance communication, and set the expectation that collaboration is the norm.</b>				
KPI 1	By July 30, 2022, survey members to ensure every aspect of prevention is represented by participating partners.	10%	75%		
KPI 2	By December 31, 2022, develop a set of guiding principles to encourage and facilitate collaboration across systems.	0%	0%		
<b>Strategy 3</b>	<b>Clarify the roles of community-based coalitions to create stronger linkages, maximize funding, and increase understanding and access to a continuum of prevention programs.</b>				
KPI 1	By December 31, 2022, establish designated prevention coalitions and expectations that are added to funding announcements.	50%	75%		
<b>Strategy 4</b>	<b>Create the foundation for a state-level clearinghouse of promising practices, tools, and win-win opportunities to support research and collaborative learning processes.</b>				
KPI 1	By December 31, 2022, launch the state-level clearinghouse.	25%	40%		

**Goal 3: Improve data collection, integration, and use at the regional and local levels to track progress and promote shared accountability.**

		Q1 Progress	Q2 Progress	Q3 Progress	Q4 Progress
<b>Strategy 1</b>	<b>Improve data collection, integration, and use at the regional and local levels to track progress and promote shared accountability.</b>				
KPI 1	By December 15, 2022, the Prevention Steering Team and Goal Workgroup will release a guidance document that includes recommended prevention interventions for universal, selected, and indicated populations	0%	40%		
<b>Strategy 2</b>	<b>Improve multi-agency data sharing and accessibility.</b>				
KPI 1	By March 30, 2022, the Prevention Steering Team and Goal Workgroup will review and evaluate available data.	0%	25%		

KPI 2	By June 30, 2022, develop a data sharing process for local, regional, and statewide needs assessments and other relevant data.	0%	0%		
KPI 3	By December 15, 2022, the Prevention Steering Team and Goal Workgroup will provide data to update statewide and regional prevention profiles.	25%	25%		
KPI 4	By December 31, 2022, review survey data from the prevention lead organizations and schools, examine gaps, and look for areas to build relationships and activities.	10%	10%		
KPI 5	By December 31, 2022, assess partnership readiness by using a validated survey instrument that enables ongoing assessment, partnership development, and partnership development.	0%	100%		

**Goal 4: Align strategic communications, awareness, and education using the following principles: Individual and community acceptability, data-driven, best or promising practices, and culturally relevant and inclusive.**

		Q1 Progress	Q2 Progress	Q3 Progress	Q4 Progress
<b>Strategy 3</b>	<b>Develop prevention messaging that targets the social ecological model (individual, interpersonal, organizational, community, public policy) and can be customized for local campaigns, coalitions, and audiences (i.e., youth versus law enforcement).</b>				
KPI 1	By December 31, 2022, the Prevention Steering Team and Goal Workgroup will implement targeted messages quarterly to identified selected audiences.	25%			
<b>Strategy 4</b>	<b>Develop standardized communication designed to reach populations identified to be at increased risk by hosting stakeholder meetings with populations of focus to develop and disseminate messaging. Selected media channels need to be accessible to priority populations (i.e., TikTok and YouTube versus billboards and newspapers).</b>				
KPI 1	By December 31, 2022, the Prevention Steering Team and Goal Workgroup will continue to host one to two stakeholder meetings in each region to develop media messages and inform dissemination on platforms.	0%			
KPI 2	Through December 31, 2022, continue to use the SPF Rx model, community input, non-stigmatizing language and data-driven decision making to inform media marketing by creating a checklist tool that will assist stakeholders in meeting requirements of best practices in a standardized manner.	25%			

