

## **Prevention Initiatives Strategic Plan 20/20**

The purpose of the Islander Alcohol and Drug Abuse Prevention Team (I-ADAPT) is to support the mission of Texas A&M University – Corpus Christi by promoting healthy choices and reducing the harmful effects caused by abusing alcohol, tobacco and other drugs.

*Excellence \* Integrity \* Leadership \* Sustainability \* Inclusion*

### **Learning**

**Goal: Provide evidence based strategies for students to learn to choose positive behaviors**

*Objective 1: Facilitate prevention initiatives based on student learning outcomes.*

SLO 1: The student will be able to correctly identify the symptoms of alcohol poisoning and the appropriate response when a person is exhibiting the symptoms.

SLO 2: The student peer educator will be able to acknowledge and respond to diverse attitudes regarding substance use.

SLO 3: The student will be able to effectively communicate three protective behaviors.

SLO 4: The student will be able to articulate the rationale for the choices they make regarding substance use.

SLO 5: The student will be able to demonstrate increased knowledge of alcohol and other drugs after completing the Islander Alcohol Education Program.

SLO 6: The student peer educator will be able to articulate how their training and experiences have contributed to their leadership skills.

### **Campus Climate**

**Goal: Develop a community that supports healthy and safe choices.**

*Objective 1: Provide alcohol and other drug programming and interventions.*

Strategy 1: Increase evidence based educational and prevention programming to meet the needs of a growing student body.

- Provide late-night and weekend programming.
- Advocate for campus locations to be open late hours to provide a healthy gathering place for students.

- Identify safe transport methods for students who are under the influence.
- Offer Alcoholics Anonymous.
- Implement a recovery program on campus.
- Expand the bystander intervention program.
- Support the development of the I-TEAM.

Strategy 2: Collaborate with areas offering prevention related programs.

- Partner with the Sexual Misconduct Task Force to implement joint initiatives.
- Partner with Judicial Affairs and the Step Up Program.
- Partner with the University Counseling Center on suicide prevention initiatives.
- Invite The Safe Communities Coalition to collaborate on initiatives.

Strategy 3: Develop and support programs to encourage students, faculty and staff to focus on personal wellness as a segue-way into addressing AOD issues.

- Partner with Recreational Sports in the Employee Wellness and Student Wellness Programs.
- Participate in the Wellness Expo

Strategy 4: Expand and enhance effective programs designed to improve student success.

- Screening and Brief Interventions (SBI)
- Rejuvenate the Islanders Think, Choose and Graduate campaign.
- Update large scale annual programs such as Party House, NASD, Aloha Days presentation and Orientation.

Strategy 5: Engage faculty, staff and community members as partners in teaching and modeling safe and responsible behaviors to students.

- Promote the Employee Assistance Program free ride service to employees.
- Partner with Employee Development/Compliance Services on Employee Development Day
- Partner with Staff Advisory Council on new initiatives

Strategy 6: Develop initiatives to better serve students at a distance.

- Promotion of UCC online screenings
- Video streaming of presentations
- Develop a mobile application

***Objective 2: Engage the campus and community in supporting healthy and safe choices.***

Strategy 1: Promote a safe and secure campus environment.

- Create a campus media presence.
- Create short psa-style messages for campus media.
- Create a texting campaign.
- Respond appropriately to others who communicate misinformation and misperceptions.

Strategy 2: Cultivate a committee of interested and engaged student, faculty, staff and community members.

- Proactively seek appointed members.
- Provide committee orientations and materials.
- Communicate expectations of committee membership
- Highlight committee progress and initiatives through campus and community media.

Strategy 3: Communicate and invite the community to relevant programs.

- Attend community coalitions
- Work with Mar Com to advertise relevant programs.
- Design website to appeal to various audiences

Strategy 4: Collaborate to improve the Annual Notification process.

- Advocate for a full revision of the Annual Notification and utilize updated design.
- Encourage the implementation of an online training for employees.
- Advocate for the inclusion of a recognition button in the student registration process.
- Utilize an email tracking system for email notifications.

## **Resources and Accountability**

**Goal: Develop and manage resources efficiently and effectively.**

***Objective 1: Manage resources efficiently, effectively and responsibly to accomplish the program mission***

Strategy 1: Increase the number of qualified staff to meet growing programmatic needs.

- Prevention Specialist
- Programming Coordinator
- GA for ITEAM
- GA for Prevention Media Initiatives
- Support staff

Strategy 2: Obtain financial support for the peer education program.

- Stipends
- Programming funds
- Training funds

Strategy 3: Provide support and resources to students at a distance.

- Resources
- GA for Prevention media initiatives

Strategy 4: Utilize technology to streamline the Islander Alcohol Education process.

Strategy 5: Utilize social media to spread social norms messages.

- GA for Prevention media initiatives

Strategy 6: Improve evaluation of student learning outcomes and use the results to improve programming.

- Incorporate a mid-biennial review meeting.
- Implement the Employee AOD Survey
- Implement the ACHA Survey