

Strategic Planning and Environmental Programming for Substance Abuse Prevention
Strengths, Weaknesses, Opportunities and Threats
11/6/2006

Strengths

- Underage task force
 - Underage drinking
 - Drug Task Force
- Liquor store compliance checks
- Student Involvement – advocacy efforts
 - Sticker shock
 - Service Learning
- Healthy Hancock – coordination by community healthy coalitions
- Implementation of science-based pilots
 - CMCA
 - CLFC
 - OSA – Leadership and Resiliency
 - Second Step
 - Diversion Program
 - SPEP
- Concern by parents – not sure what to do, but engaged
- Drug Impairment Training For Educators – two day course
- Community Organizing – around older population issues
- University Center on Aging
- Healthy Aging Task Force – MDI, Bucksport, Blue Hill, etc.
- MDI - STARRS – Students striving for achievement – Experiential learning for CLFC high risk freshmen
- Essential Services – social norms mentoring
- Community Assistance Program for Workplace Wellness

Weaknesses

- Lack of treatment services
 - Rural
 - Continuum
 - Access
- Community perception of issues
- Community indifference,
 - inexperience,
 - uncertainty about what to do
 - Communication among adults / parents
- Inconsistency in approaches among institutions
 - Family
 - School / after-school programs
 - Law enforcement
 - Community
 - Treatment

- Seasonality
 - Unemployment
 - SAD
- Healthy Alternatives
- Boredom
- Isolation
- Uneven and sparse law enforcement coverage
 - Islands and remote areas
 - Camps, barrens, gravel pits
- Access to alcohol
- Access to drugs

Opportunities

- Community meetings – dialogues
- Law enforcement – resetting enforcement norms
- Increasing concern about issue
 - Business community
- Friendship Cottage – Blue Hill
- SPEP, etc.
- Expansion of programs – see strengths
- Collaborative effort to retain substance abuse counseling in schools
- Youth collaboration – youth to youth mentoring, youthlead,
- “Sports done right” – healthier approach to sports
 - Steroids, growth hormones,
 - Over-expectation of performance
- Need to build a consensus

Threats

- Community resentment toward enforcement - backlash
- Methamphetamine
- Narcotics
- Prescription drugs
 - Internet sales
 - Sale of prescription drugs – local economy
- Convenience stores – dependency on alcohol and tobacco sales
- Impact of marketing
 - Alco-pops
 - High caffeine soft drinks
 - Media Impact
 - Prescription drug marketing
 - pharming