

ATTACHMENT A – Strategy Implementation Guide

1. Problem Substance:	
2. Local Condition (<i>the behavior</i>):	
3. Strategy Being Implemented:	

1. **Providing Information** (up to \$3,500/month) to support your strategy and policy – educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).
 - a. Radio messages (up to \$600/month)
 - b. Newspaper ads (up to \$600/month)
 - c. Eight customized social media posts/month (up to \$300/month)
 - d. Posters hung up throughout community (up to \$200/month)
 - e. Flyers handed out to different locations (\$200/month)
 - f. Presentation to group (\$400/presentation; maximum \$800/month)
 - g. Billboard (up to \$1000/month)
 - h. Handing out brochures (up to \$200/month)
 - i. Facebook Live video (\$300/video; maximum of \$600/month)
 - j. Host a Community Forum or Town Hall Meeting (up to \$2,000/event; maximum \$4,000/year)
 - k. Host a booth at a community event (\$200/event; maximum \$400/month)
 - l. Meet and share information with key stakeholders (\$100/meeting; maximum \$400/month)
 - m. Attend and share information at a coalition meeting (\$300/coalition meeting; maximum \$600/month)
 - n. Lead a coalition meeting and share information (\$400/coalition meeting; maximum \$800/month)
 - o. Other preapproved by State

2. **Enhancing Capacity or Skills** (up to \$4,000/month) to support your strategy and policy – workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).
 - a. Participate in a webinar (\$200/webinar; maximum \$400/month)
 - b. Host a webinar training (\$500/webinar; maximum of \$1,000/month)
 - c. Attend a conference (\$750/day; maximum \$4,500/year)
 - d. Host a conference (\$2,000/day; maximum \$6,000/year)
 - e. Attend a training (\$750/day; maximum \$9,000/year)
 - f. Host a community training (\$2,000/day; maximum \$8,000/year)
 - g. Collection of data from already existing sources related to the environmental change/strategy being implemented (\$250/data report collected)
 - h. Collection of new data which will support the environmental change/strategy (up to \$3,000 for collection, analysis, and report/maximum of \$6,000 per year)
 - i. Evaluation Report (up to \$2,000/year)
 - j. Other preapproved by State

3. **Providing Support** (up to \$5,000/month) to help implement your strategy and policy – creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).
 - a. Alternative activities
 - i. Creation of an implementation plan (\$500/plan)
 - ii. Promotion of event (up to \$1,000/event; maximum \$2,000/month)
 - iii. Implementation of alternative event (\$1,000/activity; maximum of \$2,000/month)
 - b. Evidence-based mentoring program to fidelity
 - i. Creation of an implementation plan (\$500/plan)
 - ii. Program training for staff (up to \$5,000/person)
 - iii. Promotion of program (up to \$1,000/program; maximum \$2,000/month)
 - iv. Implementation of program (\$2,000/program; maximum of \$4,000/month)
 - c. Evidence-based curriculum
 - i. Creation of an implementation plan (\$500/plan)
 - ii. Curriculum training for staff (up to \$5,000/person)
 - iii. Promotion of curriculum (up to \$1,000/curriculum; maximum \$2,000/month)
 - iv. Implementation of curriculum (\$2,000/curriculum; maximum of \$4,000/month)
 - d. Implementing an evidence-based screening and brief intervention tool (up to \$1,500/month/new location)
 - i. Promotion of new screening tool (up to \$900/month)
 - e. Other preapproved by State

4. **Enhancing Access/Reducing Barriers** (up to \$1,000/month) to support your strategy and policy - Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).
 - a. Activities implemented in this category must be preapproved by the state. Reimbursements will be provided based on activity.

5. **Changing Consequences** (Incentives/Disincentives) (up to \$3,000/month) to support your strategy and policy – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, revocations/loss of privileges).
 - a. Incentives
 - i. Press release of congratulations (\$500/release/month)
 - ii. Awards for doing the right thing (up to \$1,000/month)
 - iii. Awards ceremony (up to \$3,000/event/year)
 - b. Disincentives
 - i. Press release explaining what is expected (\$500/release/month)
 - ii. Letters explaining what is expected (up to \$500/month)
 - c. Texting Tipline (up to \$1,400/year).
 - d. Other preapproved by State

6. **Physical Design** (up to \$3,500/month) to support your strategy and policy – changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, signage, outlet density).
- a. Signs (not posters) built, installed, or erected (up to \$1,000/month for new signage)
 - i. Example: permanent signage in parks/fair grounds
 - ii. Example: permanent signage in buildings
 - iii. Example: metal signage for community events
 - b. Installation of security cameras as a deterrent or to increase enforcement or prosecution (up to \$1,000 for each new location; maximum \$2,000/month)
 - c. Reduction in retail/outlet density (up to \$3,000/month)
 - d. Other preapproved by State
7. **Environmental Changes or Modifying/Changing/Implementing Policies** – (up to \$7,000/month) formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations). **Lobbying is prohibited.*
- a. Internal policy change (\$1,500/implementation of new policy; maximum \$3,000/month)
 - i. Example: School policy to require evidence-based screening tool to be used.
 - ii. Example: Medical provider/hospital implements new screening tool.
 - b. Procedural changes (\$1,500/implementation of new procedure; maximum \$3,000/month)
 - i. Example: Law enforcement implements new procedure for conducting bar-walkthroughs looking for over-intoxication or fake IDs.
 - c. System changes (\$1,500/implementation of new change; maximum \$3,000/month)
 - i. Example: New requirements for obtaining a liquor license (police approval, three strike rule, etc.)
 - ii. Example: New requirements for community events (roped off areas, security, drink sizes, family sections, alcohol-free, etc.)
 - iii. Example: New restrictions/notifications for DUIs.
 - iv. Example: Court requires community service or participation in an evidence-based class.
 - d. Providing support for ordinance change (up to \$5,000/implementation of new ordinance; maximum \$5,000/month)
 - i. Example: Ordinance requiring Alcohol Server Training.
 - ii. Example: Ordinance requiring alcohol-free community events.
 - iii. Example: Ordinance requiring stricter penalties for alcohol possession, delivery, etc.
 - e. Other preapproved by State

*Reimbursement amount by activity may change based on actual costs and preapproval by State.