



2009 Strategic Plan

Executive Summary



Background

- Started strategic planning one year ago
- 2008 CADCA Award (December 2008)
 - Got Outcomes! Coalition of Excellence & national Coalition of the Year
- Best practices leader
- Recognize our achievements; look towards future goals

Mission

To reduce the harm of alcohol, tobacco, marijuana and other drugs in the cities of Carlsbad, Oceanside and Vista through community action, education, support and collaboration.

Vision

All residents and the public and private sectors of Carlsbad, Oceanside, and Vista are empowered to create healthy communities free from problems associated with alcohol, tobacco, marijuana and other drugs.

Committees

Committee 1: Membership Recruitment and Fundraising

Committee 2: New and Existing Programs

Committee 3: Media and Communications

Membership Recruitment and Fundraising

Goal: *By June 2010, recruit 10 members and solicit \$5,000 in donations for NCPC*

Short Term

Invite schools and law enforcement to attend
Fundraise with local restaurants

Medium Term

Business/service club sponsorship
Faith community outreach/membership
Hospitals/health centers
Private foundations

Long Term

Government agency grants

New and Existing Programs

Goal: *By June 2010, NCPC will reach 2,000 people through outreach and activities*

Short Term

Community event presence

School-based communication

Expand “Sticker Shock” campaign

Social Host Ordinance in Carlsbad

Medium Term

Expand DUI Checkpoints, Townhall Forums on Underage Drinking

Build business/elected official support of 420 Remix

Long Term

Recruit professional athletes to participate

Develop Speaker’s Bureau

Media and Communications

Goal: *By January 2010, NCPC will increase hits to website by 10%; increase Spanish language media and develop a minimum of 12 news stories.*

Short Term

Regular contact with elected officials

Expand electronic media

Business cards

Media training

Medium Term

Develop relationships with reporters

Promote stories

Long Term

Sponsor more billboards, PSA, movie theatre and bus ads

Conclusion

- All important to accomplish Mission, realize Vision
- This is a road map—our directions
- Strategic approach, flexibility to seize opportunities

Questions and Discussion

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