

2021 Strategic Planning Summary



**For reasons of health and safety, no use of any alcohol,
nicotine, marijuana or other drugs for youth under 21**

NorthCoastalPreventionCoalition.org

OneChoicePrevention.org

One Choice is an initiative of the Institute for Behavior and Health.

NCPC Strategic Planning – Why and How?

- Strategic planning is essential if **nonprofits are to achieve desired results and identify goals**. ... Having a strategic plan can help increase an organization's focus to move the mission and vision forward while also helping the nonprofit to evaluate its progress, strengths and needs.
- co • a • li • tion (kō'ə lish'ən)
“Voluntary, strategic alliance . . . to enhance [our ability] to achieve a common purpose by sharing risks, responsibilities, resources and rewards.”
Himmelman

NCPC Vision and Mission

North Coastal Prevention Coalition (NCPC) was founded in 1993.

NCPC Vision (2021): A connected community where youth are alcohol and drug-free, make responsible choice and reach their full potential.

NCPC mission (2005): is 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.

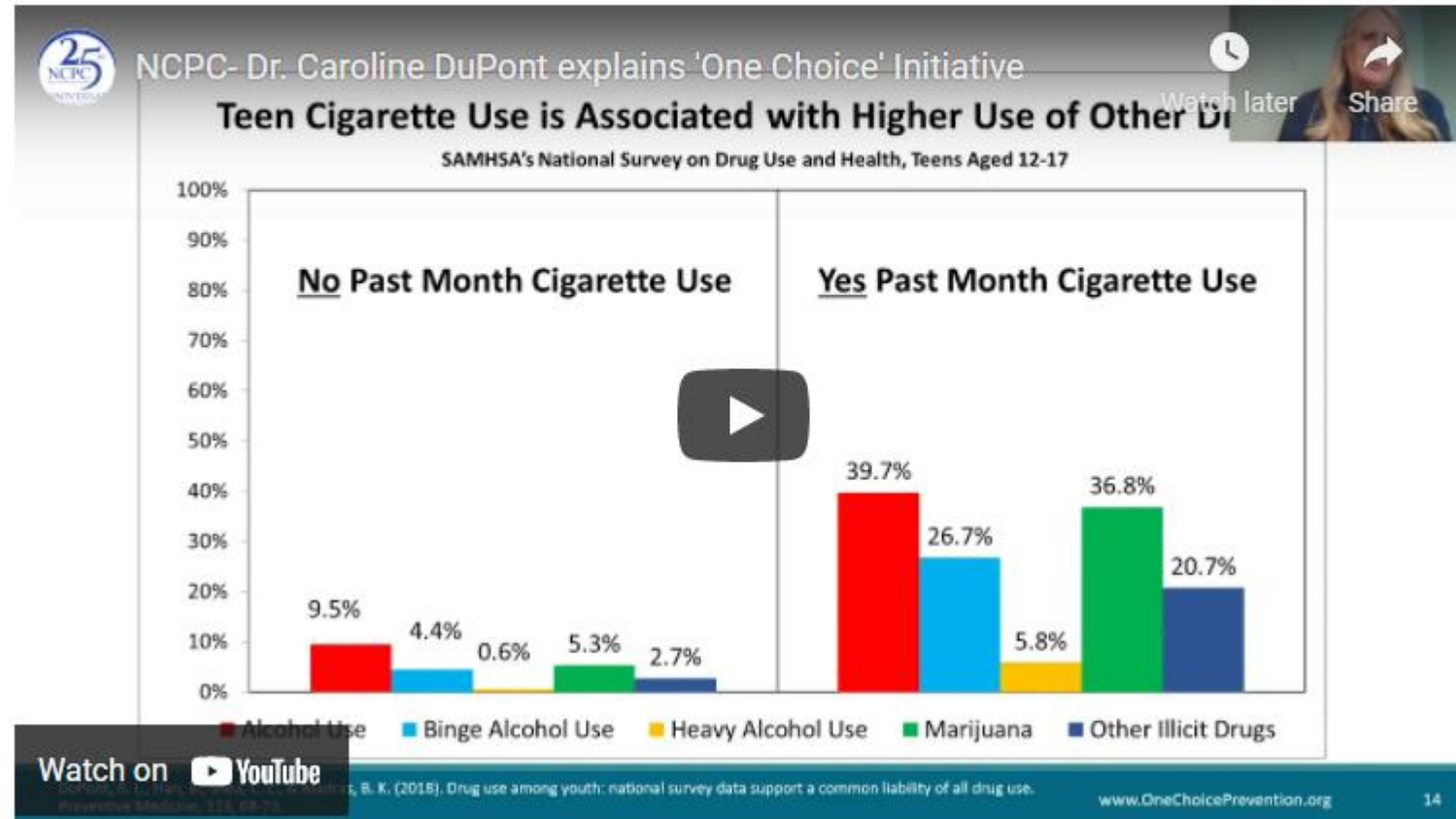
NCPC (2020) is embracing 'One Choice Prevention' message as way to reframe its youth substance use prevention efforts.

NCPC One Choice Info and Resources

<https://northcoastpreventioncoalition.org/one-choice-prevention/>

For more information about One Choice Prevention: <https://onechoiceprevention.org/>

Watch Dr. Caroline DuPont explain the science behind One Choice in this 4 minute video from NCPC's virtual forum on March 23, 2021:



Strategic Planning Summary – July 2021

- SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats
- Identify potential partners and collaborators
- Prioritize issues
- Next steps

SWOT Summary – Strengths

STRENGTHS

- Longevity and Experience
- Demonstrated Success
- Experience with policy issues
- Collaboration and Partnerships
- Clear mission and goal – protecting youth from substance use something most people can support
- Community and youth involvement and empowerment
- Increasing diversity and engagement

OPPORTUNITIES

- Positioning ourselves with topics of interest – homelessness, fentanyl crisis, mental health, vaping
- Funding opportunities with TCMC, local businesses, private foundations, casinos
- Media opportunities with youth engagement and social media, and outlets like KUSI

WEAKNESSES

- Board and staff recruitment and leadership development
- Weak fundraising and diversity of funding resources
- Lack strong community engagement (don't provide direct service, lack concrete value-added offerings to stakeholders)
- Not engaging enough youth or providing enough opportunities to engage
- Issue challenges – marijuana legalization, fentanyl, harm reduction, etc. – defining NCPC to stakeholders.

THREATS

- Hyper political environment
- Focus on harm reduction strategies (needle exchange, safe injection, naloxone, etc.) may take funding and focus away from primary prevention efforts.
- Money, lies, and pro-drug advertising impacts both politics and public perceptions.
- Lack of understanding of diverse communities and the challenges leading to drug and alcohol use thereby limiting the ability to see solutions that are different.

SWOT Summary – Weaknesses

STRENGTHS

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SWOT Summary – Opportunities

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SWOT Summary – Threats

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Potential Partners/Collaborators Identified

LOCAL

San Marcos Prevention Coalition
SDA – San Dieguito Alliance
Supervisor Jim Desmond
City Council members
Clean Earth for Kids
NAACP youth council
DA's Office: Summer Stephen, Thelma, Brooke
VCC
Tri-City
Scripps
Chambers of Commerce
School Boards
PTAs
Church groups
Law enforcement
Boys & Girls Clubs
YMCA
Community youth groups
Fitness Clubs

BROADER

Johnny's Ambassador Group
SAM (Smart Approaches to Marijuana)
Dr. White at NIAA
SD Foundation
Department of Alcoholic Beverage Control
KUSI
Grieving Parents/support groups

Strategic Issues and Goals

1. Building community support

Collaborations/Connections

Local awareness of our efforts

Want to be THE go-to on these issues

2. Funding resources

3. Demonstrating our impact

4. Prioritizing issues and developing policy platforms

Session Two – Digging in to Details

1. Building community support

Collaborations/Connections

Local awareness of our efforts

Want to be THE go-to on these issues

Listening Session Questions

1. What do you know about our organization and what is your impression of us (good, bad or otherwise?)
2. What are the needs of your constituency or the people you serve?
3. How might we help you meet those needs?
4. Who else should we ask these questions to? (Who would benefit from a relationship with us?)

Member Input