

**Community Overdose Action Team Public Health Dayton-Montgomery County
Work Plan for Strategic Plan 2023-2026**

Priority #3 – Education and Information Branch					
Goal: Raise public awareness and knowledge of the dangers of substance misuse and abuse					
Objectives	Measure	Action Steps	Timeframe	Person Responsible	Status
Objective 3.1 By Dec 2023, create a one-pager COAT Overview.	Baseline: no document exists Target: new document created	<ol style="list-style-type: none"> 1. Work with branch stakeholders and COAT Backbone to identify what should be included on the COAT Overview one-pager. 2. Work with PHDMC Public Information Office to create a graphic to capture the information in a succinct and visually appealing format. 	Start: August 2023 End: Dec 2023	E & I Branch members	
Objective 3.2 By Dec 2024, promote the “Ask for Alternatives” campaign to three prioritized targeted audiences.	Baseline: no current connections Target: connect with three targeted audiences	<ol style="list-style-type: none"> 1. Review most recent Overdose Data to determine targeted audiences. 2. Create a QR Code that links to the Ask for Alternatives Website. 3. Create and provide QR Code Sticker sheets for local doctor’s offices to place on their patient clipboards. 4. Create a social media campaign to promote Ask for Alternatives 5. Include an Ask for Alternatives station at the Overdose Awareness Day event in 2024. 	Start: June 2023 End: Dec 2024	E & I Branch members	
Objective 3.3 By April 2024, execute a 3-month public education campaign to promote One Pill Can Kill.	Baseline: no current public education campaign Target: public education campaign executed	<ol style="list-style-type: none"> 1. Utilize billboards and/or radio to promote One Pill Can Kill to reach 10,000 community members. Ensure that placements of campaign target BIPOC and immigrant communities in addition to other locations/communities. 2. Utilize current overdose data to determine locations for billboards or radio ads. 	Start: Aug 2023 End: April 2024	E & I Branch members	



Specific

Do you understand it? How will you know it is done?



Measurable

Can we measure it?

SMART Objectives



Actionable (aggressive, attainable)

Can it be done given the time frame and resources?



Relevant

Should it be done?



Time-bound

When will it be done?

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		<ol style="list-style-type: none"> 3. Work with COAT Leadership to determine budget and execution time frame. 4. Prioritize dissemination in Latinx populated areas of Montgomery County. 			
<p>Objective 3.4 By June 2024, create an education plan to reach 50 medical providers.</p>	<p>Baseline: no current plan exists. Target: new education plan created.</p>	<ol style="list-style-type: none"> 1. Work with the branch stakeholders and Prescription Branch to determine what mode of education would be most well received. (SUD 101, enCompass abbreviated version, etc.) 2. Create a one-pager educational document on recognizing the signs and symptoms of SUD, addressing stigma and bias and how to support/connect with resources. 	<p>Start: August 2023 End: June 2024</p>	E & I Branch members	
<p>Objective 3.5 By June 2024, promote the social media toolkit to 10 partner agencies.</p>	<p>Baseline: no current partners. Target: 10 Partner agencies.</p>	<ol style="list-style-type: none"> 1. Identify 10 partner agencies to promote the social media toolkit. 2. Utilize branch member relationships and networks to connect with stakeholders to encourage them to utilize the social media toolkit. 	<p>Start: August 2023 End: June 2024</p>	E & I Branch members	
NOTES:					



Specific

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