

Proposed 2013 - 2015 ICC Emphasis Areas, Strategies, and Activities:

Underage Drinking and Adult Binge Drinking - Increase the public's knowledge, with specific emphasis on parents and families, about the use of alcohol by youth including brain development dangers; risks associated with drinking and driving, and the connection between binge drinking and other high risk behaviors.

- Implement the ATI, Talk They Hear You and Promote ParentPower.mt.gov as the official media efforts of the ICC and ICC Work Group
- Establish ParentPower logo as official logo of ICC, and the website is the go-to spot for parents.
- Establish a social media presence with youth (i. e. MTeen)
- Strengthen policy initiatives that address underage drinking (i.e. MIPs, second hand sales, over-service, etc.)
- Develop a public awareness campaign on personal responsibility for alcohol consumption, geared toward adults.
- Strengthen policy initiative that address driving safety to include impaired driving, seat belt usage and texting.
- Boost and support the need for universal screening for suicide risk in primary care settings, and aid with awareness on recognizing the signs of suicide.

Prescription Drug Misuse/Abuse – Increase the public's knowledge through awareness of the dangers caused by prescription drug abuse and to strengthen policy initiatives that address efforts in Montana that reduces prescription drug abuse and misuse

- Monitor the Interim Committee on Children and Families' Study of Prescription drug use/misuse findings and recommendations.
- Develop a white paper on prescription drug abuse prevention.

ACES (Adverse Childhood Experiences) informed strategy - Design and implement an ACE informed strategy intended to increase the public's awareness of potential long term impacts of adverse childhood experiences and reduce the numbers of children who experience them.

- Educate the ICC and ICC Work Group on the concept of ACE's and it's applicability to prevention education efforts.
- Align efforts with other groups attempting to do the same such as home visiting, juvenile justice, etc.

Continue to Integrate the value of data and epidemiology in setting substance abuse priorities, policy input and prevention strategy implementation specific to emerging substances such as heroin, MDMD (ecstasy) non-medical use of marijuana, and other products such as over the counter cough syrup, synthetic cannabinoids, bath salts, etc.

- Review and align efforts with the Montana Epidemiological Work Group

Develop ICC and ICC Work Group Operational Procedures

- Convene and engage a youth advisory panel or group for input and involvement on ICC.
- Create a process to funnel all media on all interagency prevention education efforts through a workgroup of each agency's public information officer for consistency.
- Officially adopt an operating name and logo other than the ICC as the face of all prevention education efforts.
- Create a formatting plan for use of the operating name and logo.