

**Marshfield Area Coalition for Youth
GUIDING PRINCIPLES
Adopted July 16, 2007**

Definition

Marshfield Area Coalition for Youth (MACY) is a combination of concerned citizens, business people, health care professionals, schools (public and private), local government, youth-serving organizations, and civic groups who have come together to work collaboratively on the following priorities:

- Alcohol and other substance abuse and addiction
- Tobacco use and exposure
- High risk sexual behavior

Purpose

To promote the health of people living in the Marshfield area, and to enhance community efforts by delivering effective opportunities for healthy living among multiple sectors of the community.

Mission and Vision

Mission - Mobilize diverse community members and identify resources for the prevention of alcohol and other drug abuse and related problems to develop environments which foster resilient, healthy youth and families.

Vision - Marshfield area is the best place to raise children.

Evidence-Based Practices/ Strategies

We recognize that building a healthy community will encourage healthy lifestyles choices. Therefore, the following strategies will be used to reach our goal and create a synergistic affect:

1. Environmental approach or policy change - Establishes or changes community standards, codes and attitudes, thereby influencing the incidence and prevalence of drug abuse in the general population.
2. Information dissemination - Provides information about the nature and extent of drug use, abuse, addiction and the effects on individuals, families and communities. It also provides information of available prevention programs and services. The dissemination of information is characterized by one-way communication from the source to the audience.
3. Educational programs/services - Involves two-way communication and is distinguished from merely disseminating information by the fact that it's based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision making, refusal skills and critical analysis (e.g. of media messages).

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4. Community-based processes – Enhances the ability of the community to more effectively provide prevention and treatment services for drug abuse disorders. Activities in this strategy include organizing, planning, enhancing the efficiency and effectiveness of service implementation, building coalitions and networking to reach similar goals.
5. Alternative Activities – Provides participation of target populations in activities that exclude drug use. The assumption is that because constructive and healthy activities offset the attraction to drugs, or otherwise meet the needs usually filled by drugs, then the population would avoid using drugs.

Members

Members shall be those persons who place their name on the membership roll and who are willing to support the Coalition through committee work and/or being an ambassador.

Officers

1. The Officers of the Coalition shall be a Chair, 1st Vice-Chair, and 2nd Vice-Chair.
2. Elections shall be conducted annually beginning May 21, 2007 and in following years at the July Coalition meeting for the 2nd Vice-Chair.
3. Officers will serve one year terms in their appointed position and then move up in subsequent years. So the 2nd Vice-Chair will become the 1st Vice-Chair the following year and then the Chair the third year and so on.
4. A past officer may be elected for the 2nd Vice-Chair position in subsequent years.
5. Officer vacancies may be filled as needed.
6. All officers shall be a part of the Steering/ Strategic planning committee meetings as they are needed.

Duties of the Officers

1. The Chair shall:
 - a. Preside at meetings.
 - b. Appoint Ad Hoc Committees as needed.
 - c. Head the Steering/ Strategic Planning Committee meetings as they are needed.
 - d. Serve as the Northwoods Coalition Board of Directors.
2. The 1st Vice-Chair shall:
 - a. Assume the duties of the Chair in his/her absence.
 - b. Serve as the Northwoods Coalition Informed Designee.
3. The 2nd Vice-Chair shall:
 - a. Assumes the duties of the 1st Vice-Chair in his/her absence.
 - b. Serve as the Northwoods Coalition Key Contact.

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Committees

Committees will form and meet as needed and report their plans to the Coalition for direction and approval. The Committee Chair, or designee, shall report on committee activities at the Coalition meetings. Reaffirm committee chair position annually.

Sample guiding principles courtesy of Marshfield Area Coalition for Youth, Marshfield, WI, Northwoods Coalition member.