

12 Sector Descriptions

1. *Youth* – Youth provide valuable insight to the coalition regarding problems, strategies and solutions pertaining to substance abuse among youth. Youth will serve in a leadership capacity by serving as representatives of youth on the coalition.
2. *Community members* – Community members play a crucial voice in the coalition, as they are essentially the voice of the community in the coalition. Community members are also the core of the volunteers for coalition functions. They should provide insight from the community perspective in relation to substance abuse. Community members will also learn and implement mobilization strategies to occur within their own neighborhoods. They may also be representatives in community meetings such as neighborhood associations, block watches, etc.
3. *Business* - Businesses can benefit the coalition in several ways, as well as benefit from the coalition. They can provide the coalition with venues to host meetings or sponsor coalition activities/events. Businesses can also provide donations for the coalition i.e. restaurants donating food, printing companies discounting flyers, etc, some of which may be used as a tax-write off for the business. This sector can also benefit the coalition in bringing knowledge as far as efficiently running the coalition as it pertains to management and/or financial issues. Businesses can also provide insight as to how youth substance abuse affects their business. Businesses associated with the coalition will receive good public relations (at not charge to them) for being included in such a valiant effort such as the fight against underage substance abuse. Businesses will also learn the importance of keeping their areas crime free, as that will ultimately help their sales and bottom line. Additionally, by businesses being educated on the effects of substance abuse, they may learn to recognize that within their employees resulting in appropriate actions for employees they feel are under the influence of drugs.
4. *Media* – Media will assist the coalition in different capacities. The media will assist the coalition in its public relations area. They will help to publicize coalition events and activities. The media sector can provide information to coalition members on good public relations skills. The media sector may also publish articles in local newspapers, radio and/or television regarding issues in the community related to underage substance abuse, providing information to the community at large about the dangers of underage substance abuse and its effects on the community. It may also provide information on where they can receive treatment and/or prevention services.
5. *Education* – There is no sector with more access to youth than schools. School representatives in the coalition will assist in researching curriculums and/or programs to service schools lacking prevention services. They will also assist in creating strategies to implement such curriculums. Schools are also a method of involving community members through community members associations such as PTO's in the schools. They can also provide knowledge about how to effectively teach curriculums to youth. School staff may be trained on appropriate prevention curriculums for the staff to implement the programs themselves, allowing for the sustainability of prevention within the schools. Programs, classes in the schools can also be afforded within the schools. For sustainability and more effective outcomes, youth leadership within schools can be trained on the curriculums; these youth can deliver curriculums to younger peers.

6. *Youth Serving Organizations* – Youth serving organizations can be the catalyst to providing our youth with the services they need. They will be a resource for the community. They can provide information (as well as services) for properly implementing youth programs, in addition to receiving referrals from the community to provide youth services.
7. *Law Enforcement* – Law enforcement can provide critical information in regards to which areas the most are affected by underage substance abuse, the locations selling alcohol and/or drugs to youth, as well as other information pertaining to underage substance abuse. There is also a possible partnership between the coalition and the police in regards to conducting sting operations for selling to underage youth. As with the youth, they can provide information as to when/where/how youth are partaking in abusing substances.
8. *Civic/Volunteer Groups* – This sector can also prove to be a valuable asset to the coalition. Volunteer groups, along with the community members groups, can provide much needed manpower in coalition events/activities as needed. Civic representation provides insight into policies and ordinances affecting youth substance abuse. These groups will also be direct information about what is going on in their communities.
9. *Healthcare* – Healthcare providers can provide different perspectives to the coalition. Healthcare providers can provide information concerning the physical damage that drugs can do to the body, particularly the brain. Information about the number of youth who are actually receiving medical treatment due to substance abuse. Healthcare providers can also present workshops to community members in regards to the physical effects of drugs. Presentations may also be given to our community members groups about nutrition and health, in addition to the effects of drugs.
10. *Faith Based Institutions* – Faith Based Institutions traditionally have large numbers of people attending their congregations. Such large numbers at the Faith-Based Institutions can be crucial to recruitment efforts for youth in prevention programs, community members in community members groups and community groups. Community education and organization efforts are possible at Faith-Based Institutions. Faith-Based Institutions can also provide facilities for community meetings, activities, events, etc. Depending on people's personal beliefs, Faith-Based Institutions can also be utilized for counseling services.
11. *State, local or tribal substance abuse agency* – On the other side of healthcare providers, substance abuse agencies can provide the behavioral health expertise to the coalition concerning the effects of substance abuse. Substance abuse agencies can also provide referral sources for treatment if any other coalition representatives know of people with substance abuse issues. These agencies can also provide information as to prevention efforts in substance abuse.
12. *Other agency with substance abuse* – The other agency in the substance abuse field will serve a sort of “at-large” role, wherein they will fill any responsibilities necessary for the coalition. They can provide additional expertise in regards to substance abuse.