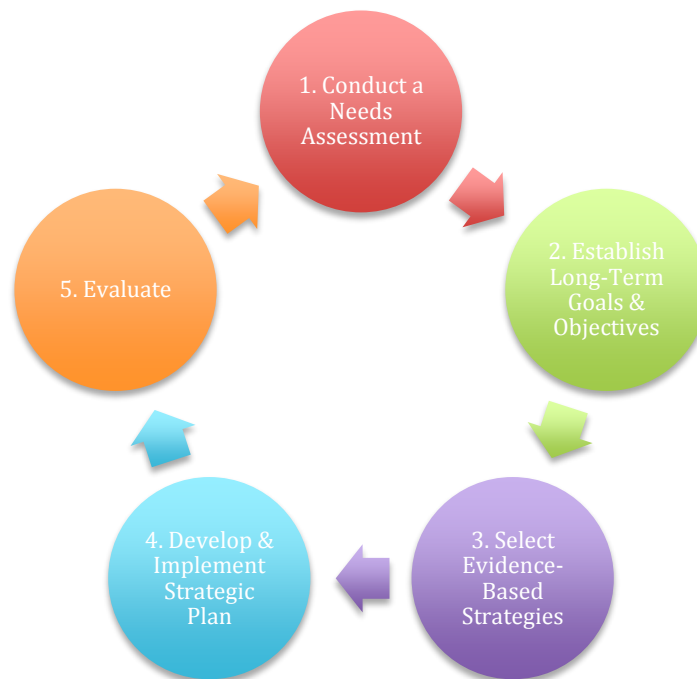


Strategic Planning

Strategic planning is a process that: 1) Identifies and analyzes problems; 2) Establishes goals and objectives; 3) Provides guidance in selecting and implementing evidence-based strategies; and 4) Evaluates those strategies to determine if the desired outcome was achieved. Engaging in this process will ensure that research-based prevention efforts are targeting your specific problems as documented by local data. The 5 steps in the Strategic Planning process include:

1. Conducting a problem analysis (needs assessment)
2. Establishing long-term goals and objectives
3. Selecting evidence-based prevention strategies
4. Developing and implementing a strategic plan
5. Evaluating and making changes as necessary



A comprehensive prevention approach uses research-based strategies to bring about long-lasting behavioral and cultural change. Each campus community is unique, with its own alcohol and other drug abuse issues. A sound approach first determines the problems and the desired outcomes, and then identifies activities that are most likely to achieve those outcomes. The most effective prevention strategies have clear and focused objectives, are comprehensive in scope, and are adapted to fit the specific community and social context.