

Action Plan for Strabane Community Safety Partnership (2009/2010)

The Action Plan projects detailed in this document have been scoped based on:

- output from a focus group session held with Partnership members in May 2008;
- guidance provided by the Community Safety Unit;
- a thorough audit of community need; and
- A summative evaluation of 2006-2008 projects.

Title	Young People ‘at risk’ initiative 3 year initiative
Aim	To provide a personal development programme for young people aged 15 to 17 years of age engaged in ‘at risk’ behaviour. The initiative will enable young people to address issues of delinquency relating to anti-social behaviour and youth crime enabling young people to: challenge their sense of themselves; identify limits and potential; and develop personal skills and abilities.
Objectives	<ul style="list-style-type: none"> • To provide 15 young people aged between 15 and 17 years old with a programme of activities • To work with statutory and community groups to identify participants and establish referral routes • To work with statutory, voluntary and community sector to identify pathways to volunteering and/or employment
Measures	<ul style="list-style-type: none"> • Number of participants completing programme • Perceived levels of anti-social behaviour as gauged through resident survey and compared to a baseline survey conducted prior to intervention
Inputs	Participants; venue(s); programme co-ordinator (with youth work experience); community support (generated through advocacy work); buy-in from referral organisations; commitment from individual programme element

Activity	<p>The initiative will include a number of complimentary programme elements designed to:</p> <ul style="list-style-type: none"> • Target those aspects of young peoples behaviour directly associated with their criminal activity • Be multi-modal (address behaviour issues as well as skills development) • Be community based incorporating smaller groups of young people allowing for 1-to-1 engagement <p>It is anticipated that the programme will include the following elements: a personal and social development programme; DJ Skills Programme; Arts Intervention; IFA Soccer Skills and a Health and Wellbeing Programme.</p> <p>The initiative could be run by the Youth Justice Agency and would operate for two years, with referrals from St Columb’s Park House, statutory agencies and local schools.</p>
Outputs	<ul style="list-style-type: none"> • Support for 15 young people identified as ‘at risk’ of anti-social behaviour through session based supports
Outcomes	<ul style="list-style-type: none"> • Develop changes in attitude and behaviour making them less likely to commit anti-social behaviour • Improve self-esteem, self confidence and motivation of participants • Reduce impulsiveness and risk taking behaviour • Provide participants with positive role models who demonstrate conventional values
Personnel Resources	Programme Co-ordinator

Financial Resources	Programme Costs	2,500
	Room Hire	500
	Part-time youth worker @ £8.00/hr x 150 hrs	1,200
	Transport	500
	Bought in initiative components	2,500
	Total cost	£7,200*
		<small>* a proportion of these costs will be in kind contributions provided by partner stakeholders</small>
	June to September 2009	Undertake survey of local residents to gauge perceptions towards anti-social behaviour of young people
October to March 2009	Mapping exercise involving PSNI and community associations to identify areas affected by anti-social behaviour and youth offending	
Milestones	April 2010	Meeting with delivery agent to construct programme and timeframe
		Meetings with referral agents to agree method for referral Neutral contact with young people and identify young people for participation
		Personal development sessions around issues facing participants and development of personalised plan
		Participation in programme sessions (as identified in activity) and continual monitoring by youth worker
		Post project survey of local residents to assess impact of intervention and assessment of options regarding on-going provision for young people

Evaluation	<ul style="list-style-type: none"> • Survey of residents to determine pre and post programme perceptions towards anti-social behaviour within an estate participants are drawn from • Post project questionnaire of participants relating to: perceived changes in personal attributes such as self-esteem, confidence and motivation. • Participants will be questioned 6 months after the intervention to determine the longer term impact on themselves and wider life. • Interview with programme co-ordinator and individuals involved in delivery of programme elements
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Title	Off the Streets Grant Aid Programme 3 year initiative
Aim	A youth diversion initiative designed to reduce anti-social behaviour and youth offending by enabling community and voluntary organisations to provide 'social alternatives' during weeknights and weekends.
Objectives	<ul style="list-style-type: none"> • To provide 80 young people aged between 12 and 18 with diversionary activities designed and run by formally constituted community organisations • To support the capacity building process within local communities • To improve intergenerational relationships within local communities
Measures	<ul style="list-style-type: none"> • Number of young people participating in activity designed • Perceived changes in personal attributes as measured through participant questionnaires • Changes in participant behaviour/activity during and after intervention as measured through parental questionnaire
Inputs	Five member assessment panel to consider applications; Ongoing monitoring of initiative; Programme design and administration
Outputs	<ul style="list-style-type: none"> • To provide a minimum of 8 social alternative programmes across the district to formally constituted groups • To have a minimum of 80 young people attending off the streets programmes

Outcomes	<ul style="list-style-type: none"> • Develop changes in attitude and behaviour making them less likely to commit anti-social behaviour • Improve self-esteem, self confidence and motivation of participants (assessed through self reporting questionnaire) • Reduce impulsiveness and risk taking behaviour that can lead to anti-social behaviour • Better intergenerational relationships within communities 	
Personnel Resources	CSP co-ordinator, five member assessment panel drawn from relevant agencies	
Financial Resources		
	Advertising of programme in local press (4x250)	1,000
	Grant aid funding	15,000 (mean of 1,875 per group)
	Total cost	16,000 + 4,000 match funding from grant recipients
Milestones	August/September 2009	Advertising of grant aid
	October 2009	Partnership approval of projects awarded
	November 2009	Programmes commence
	April 2010	Completion of activity
	April 2010	Survey of output and impact
Evaluation	Evaluation of initiative will be achieved through the design of an evaluation framework including: <ul style="list-style-type: none"> • Participant questionnaires • Programme co-ordinator questionnaire • Survey of children's & parents based on a sample of participants only 	

Title	Midnight Soccer
Aim	<p>To provide a youth diversionary soccer programme for 14 to 18 year olds (male and female) including lifestyle/well-being session input.</p> <p>The programme will provide a night time alternative to the consumption of alcohol by young people identified as vulnerable to committing anti-social behaviour and perhaps more serious crime. Key impact will be the raising of standards, life skills and expectations.</p>
Objectives	<ul style="list-style-type: none"> • To identify 70 young people through targeted and general recruitment techniques to participate in the initiative • To provide a sports and education based activity for participants for an initial pilot of six weeks between September and October 2009
Measures	<ul style="list-style-type: none"> • Number of participants completing programme • Perceived levels of anti-social behaviour as gauged through resident survey and compared to a baseline survey conducted prior to intervention
Inputs	Participants; community groups; venue and staff; referees; organisations delivering workshops
Activity	<p>The initiative, initially running for a 6 week period (October/November 2009), will be held between 9.00pm and 12.00 midnight on Friday nights in Strabane town. The initiative will be run by the Community Safety Manager. The co-ordinator will recruit external agencies to deliver specific workshops relating to drug and alcohol, health and well-being and personal fitness/conditioning.</p> <p>Participants will be recruited using self-selecting approaches; combining general advertising with an area based targeting approach. Local contacts working within housing estates will be used to encourage the participation of young people. The initiative will be run on a District wide basis with transport being organised as part of the project. An adult supervisor will be required to accompany each team.</p> <p>Running alongside the soccer will be a series of lifestyle and well-being workshops covering issues such as physical fitness, strength and conditioning and drug/alcohol use.</p>
Outputs	<ul style="list-style-type: none"> • Engage 10 teams of 7 players (70 individuals) during the first programme and increase this by 10% for each subsequent programme.

Outcomes	<ul style="list-style-type: none"> • Trigger for a more long-term involvement in soccer and sports in general • Sustained reduction in anti-social behaviours needing to be changed • Improve self-esteem, self confidence and motivation of participants • Reduce impulsiveness and risk taking behaviour • Provide participants with positive role models who demonstrate conventional values 	
Personnel Resources		
Financial Resources	Facility Hire and staff	1,200
	One referee per night	250
	Trophies	200
	Workshops	300
	Transport	1,500
	Publicity	700
	Total cost	£4,150*
	* a proportion of these costs will be in kind contributions provided by partner stakeholders	

Milestones	July to September 2009	<ul style="list-style-type: none"> • Publicity of event • Recruitment of young people through community contacts, agencies interfacing with target age group. • Meeting with agencies to organise lifestyle and well-being input to programme • Finalise teams for initial programme • Organise transport
	October to November 2009	<ul style="list-style-type: none"> • Run first 6 week programme
Evaluation	<ul style="list-style-type: none"> • Survey of residents to determine pre and post programme perceptions towards anti-social behaviour within an estate participants are drawn • Post project questionnaire of participants relating to: perceived changes in personal attributes such as self-esteem, confidence and motivation. • Participants will be questioned 6 months after the intervention to determine the longer term impact on themselves and wider life. • Questionnaire of adult supervisors, centre staff, referees and organisations delivering workshop elements 	

Title	Safe Strabane Initiative (Evening economy) (3 year project)
Aim	<p>The aim of this intervention is to reduce violent crime occurring in ‘hot spots’ within the town centre at closing time during the weekend by introducing a combination of actions that would ensure the efficient dispersal of drinkers from local pubs and clubs. The initiative will include:</p> <ul style="list-style-type: none"> • dedicated patrols – at identified hotspots by community support officers and / or town wardens • taxi/bus marshals at designated taxi ranks and bus pick-up points • sufficient taxi provision at peak times – avoid ‘cherry picking’ fares and travelling to designated areas within the district¹ • comprehensive ‘get home safe’ advertising campaign <p>Strategic stakeholders will include CPS, PSNI, licensed premises, Chambers of Commerce and taxi firms.</p>
Objectives	<ul style="list-style-type: none"> • Introduce targeted patrolling at times of peak demand including community support officers and community town wardens • deploy bus marshals/taxi marshals at designated taxi ranks and bus pick up points to assist efficient transfer of drinkers from pubs/clubs to transport • to encourage local taxi firms to adopt new ways of operating to minimise risk of ASB (avoid cherry picking fares/designated drop offs) • raise awareness at a general public level of precautions/actions needed to get home safely
Measures	<ul style="list-style-type: none"> • a reduction in certain types of anti-social or criminal behaviour which often act as pre-cursors to violence (e.g. throwing bottles, wilfully obstructing the highway, vandalism and urinating on the street)
Inputs	CSP co-ordinator time and skills to liaise with strategic partners and reach consensus on agreed plan of action; employment of community town wardens and/or bus/taxi marshals

¹ Providing a subsidy for taxi firms to take fares to designated areas by well raise questions by firms not involved relating to unfair competitive advantages. Even without this specific element, this initiative has worked well elsewhere within the UK, most recently in Merseyside over Christmas 2007.

Outputs	Effective co-ordination and distribution of drinkers at pinch points within Strabane town centre hot-spots	
Outcomes	A reduction in certain types of anti-social or criminal behaviour which often act as pre-cursors to violence (e.g. throwing bottles, wilfully obstructing the highway, vandalism and urinating on the street)	
Personnel Resources	Appointment of project co-ordinator (ideally this person would be located within the local PSNI station)	
Financial Resources	Employment of community safety wardens @ £10.00 per hour for 5hrs x 16 (2 days a week for 8 weeks)	£800 x 2
	Employment of bus/taxi marshals@ £8.00 per hour for 5hrs x 16 (2 days a week for 8 weeks)	£640 x2
	Training of community safety wardens	£800 x2
	In-kind dedicated 'high visibility' policing	-
	Production and advertisement of 'get home safe' campaign	4,000
	Administration	£600
	Total cost	
Milestones	September 2009	liaise with strategic stakeholders to establish 'hot spots' within open public spaces in Strabane town centre
	September 2009	Recruitment of community safety wardens and taxi/bus marshals
		Design 'get home safe' advertising campaign
	October/ November 2009	Community safety wardens and taxi marshals receive training
	December 2009	Initiative goes live for 8 week period over Christmas and New Year; benchmark violent crime and anti-social behaviour in Strabane town centre
February 2010	Establish post Christmas violent crime and ant-social behaviour levels in town centre and compare with previous years.	
Evaluation	<ul style="list-style-type: none"> • comparison of ant-social behaviour and serious crimes committed with previous years • In-depth interviews with community wardens, taxi rank marshals and strategic stakeholders (PSNI, taxi firms and licensed premises) 	

Title	Anti-social behaviour school poster competition	
Aim	To educate children of primary and post primary age within Strabane District Council of the implications and consequences of anti-social behaviour at both an individual and community level	
Objectives	<ul style="list-style-type: none"> • To inform children of the implications and consequences of anti-social behaviour through information sessions, role play and games relating to the theme • To run a competition relating to anti-social behaviour using a pre-determined strap-line and open to all primary and post-primary children within the district • To create posters of the winning age group entries for distribution as flyers and bus shelter adverts 	
Measures	<ul style="list-style-type: none"> • Number of children submitting entries to the competition • Number of sessions held as part of the information/awareness raising sessions • Visibility of advertising campaign run using winning entries 	
Inputs	CSP co-ordination; PSNI resources, expertise and time, NIHE time; Panel to judge competition entries involving CSP, NIHE, PSNI, Schools.	
Outputs	<ul style="list-style-type: none"> • Deliver information sessions to 600 primary and post primary children • 800 entries to poster design competition 	
Outcomes	<ul style="list-style-type: none"> • Greater awareness of the implications and consequences of anti-social behaviour amongst children within Strabane district council area <p>Greater awareness of the implications of anti-social behaviour at a community level through subsequent advertising campaign</p>	
Personnel Resources	This initiative will be co-ordinated via the Community Safety Partnership	
Financial Resources		
	Resources for information sessions to be held in schools	500
	Production and advertising costs of competition winners	1000
	Prizes for competition winners	200
		£1,700
Milestones	August 2009	Work with NIHE and PSNI to

		design initiative
		Contact primary and post-primary schools to propose actions
	September / October 2009	Launch initiative; hold information sessions within schools
	November 2009	Identify winning entries; produce images for use in advertising campaigns
	December 2009	Distribute adverts via posters and flyers in local communities
Evaluation	<ul style="list-style-type: none"> • Completion of self-evaluation forms following information sessions. • Small survey of participants to gauge perceptions towards anti-social behaviour after information sessions and production of posters 	

Initiative	Helping Hands 3 year initiative
Aims and objectives	<p>The aim of this project is to increase children's understanding of feeling safe and to explore and promote behaviours which will contribute to safer environment.</p> <ul style="list-style-type: none"> ▪ Develops children's levels of self esteem and confidence ▪ Enables children to explore and express different feelings ▪ Informs children of their right to feel safe at all times ▪ Increases children's abilities in safety planning ▪ Encourages children to seek support when needed ▪ Empowers children to identify their own personal support network ▪ Explores how choice of behaviour can affect the feelings of others. ▪ Identifies healthy ways to manage conflict
Measures	<ul style="list-style-type: none"> ▪ Each child will have produced a support network (Helping Hands drawing) ▪ On delivery of programme children will be more participative in class and engage more with peers and teacher ▪ Children will use healthy ways to solve conflict ▪ Children will have adopted healthy alternatives to violence i.e. healthy ways of dealing with anger
Inputs	<ul style="list-style-type: none"> ▪ Activity sheets for children to complete and colour. <p>Information pack containing:</p> <ul style="list-style-type: none"> ▪ Information on protective behaviours ▪ Child protection information ▪ 6 session outlines: <ul style="list-style-type: none"> ▪ Introduction ▪ Activity Sheets ▪ Useful tips ▪ Optional activities <p>Feeling cards to be used for various activities</p> <p>Resource list of support organizations for children</p>
Outputs	<ul style="list-style-type: none"> ▪ Arrange meetings with relevant schools and brief Principals and teachers on the benefits of Helping Hands (by mid June 2009) ▪ Secure participation of 5 schools to begin September 2009 ▪ Prepare information flyers to be sent to parents outlining the aim and objectives of Helping Hands

Outcomes	<p>Helping Hands will enable children to:</p> <ul style="list-style-type: none"> • Distinguish between right and wrong • Develop their own attitudes and values • Take responsibility for their own actions • Recognise the moral dimension to situations • Understand the long and short term consequences of their actions for themselves and others • Develop for themselves a set of socially acceptable values and principles, and set guidelines to govern their own behaviour • Recognise that their values and attitudes may have to change over time • Behave consistently in accordance with their principles
Personnel resources	<ul style="list-style-type: none"> ▪ Specialist childcare staff will deliver the programme and evaluate progress and measures ▪ Support of teacher and classroom assistants also required re: encouraging participation ▪ Placement Social Work Student will also attend ▪ Ability to run 2 groups per week
Inputs (finance, in-kind)	<ul style="list-style-type: none"> ▪ Cost of each 6x2 hr session Programme = £904 + materials (£20 per participant) = £3000 for packs (150 children) ▪ Total cost for running Helping Hands programmes + packs = £7,520 ▪ Less in-kind Materials, Photocopying <p>There is the opportunity to cluster schools together this will be dependant on agreement between the schools/classes.</p>
Milestones	<ul style="list-style-type: none"> ▪ By September 2009 participating schools agreed and signed up to run programme before March 2010 a total of 5 ▪ 5 programmes completed by March 2010 ▪ By end of March 2010 5 programmes evaluated and reports complete – ▪ 150 primary school children complete programme by end of March 2010
Evaluation	<ul style="list-style-type: none"> ▪ Evaluations to include feedback from children, teachers and facilitators, midway through the programme and also at the end ▪ Feedback will be sought from teachers after programme completion in order to ascertain impact of programme on children's behaviour ▪ Each individual session will be evaluated also

Initiative	Halloween Safety Project (3 year initiative)
Aims and objectives	<ul style="list-style-type: none"> • To deliver an education programme to young people on the dangers of fireworks • To make young people aware of the nuisance and disorder impact irresponsible Halloween behaviour has on older people • To promote safer Halloween celebrations • To organize a Halloween Community Safety poster competition
Delivering Agent	<ul style="list-style-type: none"> • This project will be delivered by Strabane Community Partnership
Duration	<ul style="list-style-type: none"> • This project will be delivered in 2009
Inputs (finance, in-kind)	<ul style="list-style-type: none"> • Production of 1,000 posters = £500 • To develop a competition poster for local schools = £250.00 • Total Cost = £750.00 per year x 2 years = £1500
Activity	<ul style="list-style-type: none"> • To obtain quotations from printers by end of September 2009 • To conduct a random pre-assessment around older people listed in the Good Morning project. • To design poster and obtain posters by early October 2009 • Launch campaign – October 2009 • To recruit schools for competition – September 2009 • Closing date for poster competition Mid October 2009 • Announcement of winner and press cover - week prior to Halloween 2009. • To conduct an evaluation of the project November 2009
Outputs	<ul style="list-style-type: none"> • 1,000 leaflets to be distributed to schools, libraries and youth clubs • 2 questionnaires developed to assess impact • 5 entries into Halloween Poster Competition
Impact	<ul style="list-style-type: none"> • To reduce the fear of crime by 1% amongst vulnerable people

	in the district during the Halloween period.
Evaluation	<p>This project will be monitored and evaluated by collating both qualitative and quantitative data.</p> <ul style="list-style-type: none"> • Qualitative An evaluation form will be give to all schools that participate in the programme. A random pre assessment will be conducted among older people to gauge the level of nuisance caused during the Halloween period, and a post evaluation will be compiled in November 2009. ▪ Quantitative This will be collated through the recording of the number of those who participated in the competition.

Initiative	‘Where is Your Child Tonight’ Advertising Campaign (3 year project)
Aims and Objectives	<p>The overall objectives of the project are as follows:</p> <ul style="list-style-type: none"> • Increase parental responsibility • Reduce Anti-social behaviour • Reduce alcohol and drugs misuse amongst young people • Reduce fear of crime in the wider community <p>This particular phase of the campaign will tackle underage drinking. It is envisaged that other issues such as drug abuse and criminal damage will be tackled later in the strategy.</p>
Delivering Agent	Castledearg, Strabane & Newtownstewart Youth Forum, local schools and the SCSP.
Duration	6 weeks
Time Frame	July- August 2009
Inputs (finance, in-kind)	£3,000
Activity	High profile advertising strategy to ensure maximum coverage and includes advertisement on local buses and bill boards throughout the Strabane District area. Youth Forum and Schools involved in the design of the posters
Outputs	Posters for Bill boards and buses
Impacts	Will assist in raising awareness of the dangers of underage drinking for

	both young people and their parents. .
Evaluation	Young people who take part in this initiative will be surveyed to gauge their level of awareness of underage drinking both at the beginning of the project and at the end of the project.

Initiative	Expansion of Radio Link Scheme
Aims and Objectives	The Radio Link Scheme will allow the PSNI and retail premises to communicate with each other to reduce day-time crime and assist in the detection of crime. There are currently 20 retailers who take part in this scheme the aim of this second phase of the initiative is to roll-out to 10 publican's and off-licenses in the area.
Delivery Agent	SCCP – Chamber of Commerce, DPP, PSNI.
Duration	3 years
Inputs (finance, in-kind)	10 X PG 340 radios SCSP contribution £4,000
Activity	Strabane Chamber of Commerce will administer and promote the scheme. Town centre police controls will monitor radio system and be on hand to assist the retailers at the earliest possible moment. Strabane Community Safety Partnership in conjunction with Strabane Chamber of Commerce and Strabane DPP.
Outputs	Increased membership of Radio link scheme. Members will pay a monthly rental to cover costs – re-upkeep and maintenance of radios and membership of scheme. This will also help cover continuing administration and future purchases of radios to increase and enhance the scheme
Impacts	The extension of this initiative will further assist the partnership to reduce business crime in the district.
Evaluation	Base line analysis of crime figures prior to and following installation of radio link Six month review of how figures are impacting and review of confidence in scheme.

Title	No Fear/Heading for Healthy Relationships
Aim	<ul style="list-style-type: none"> ▪ To promote positive mental health and well-being in young people ▪ To increase their understanding of feeling safe

	<ul style="list-style-type: none"> ▪ To explore and promote behaviours which will contribute to a safe environment ▪ To develop an awareness of health v unhealthy relationships
Objectives	<ul style="list-style-type: none"> ▪ To develop levels of self esteem and confidence ▪ To promote self worth ▪ To enable young people on their right to feel safe at all times ▪ To increase abilities in safety planning ▪ To encourage young people to seek support when needed ▪ To empower young people to identify their own support unit ▪ To identify ways in which to manage conflict ▪ To develop awareness of acceptable and unacceptable behaviours in relationships ▪ To encourage young people to be aware of early warning signs an to seek support
Measures	<p>The No Fear pack addresses many areas of the Northern Ireland Curriculum and enables young people to explore;</p> <ul style="list-style-type: none"> ▪ Relationships, including the importance of healthy relationships ▪ Expressing different feelings ▪ Personal Safety Issues ▪ Empowering young people to identify support networks ▪ How choice of behaviour can effect the feelings of others ▪ Conflict management <ul style="list-style-type: none"> • Learning will be apparent through group discussion, and each participant will be asked to keep a record of learning • Final sessions require the production of a poster for display in school • Participants will have an increased awareness of healthy relationships and the risk of abuse within teen relationships will be reduced.
Inputs	<ul style="list-style-type: none"> ▪ Work sheets and packs for participants and facilitators ▪ Information sheets and contacts of relevant support agencies ▪ Useful tips ▪ 6 session outlines ▪ DVD
Outputs	<ul style="list-style-type: none"> ▪ Arrange meetings with relevant schools and brief Principles and teachers on the benefits of No/Fear/Heading for Healthy Relationships ▪ Secure participation of eight schools to begin September 2009

	<ul style="list-style-type: none"> ▪ Prepare information flyers to be sent to parents outlining the aim and objectives of No Fear/Heading for Healthy Relationships
Outcomes	<p>Participants will:</p> <ul style="list-style-type: none"> ▪ Gain knowledge, understanding and respect of their own and others beliefs, values and cultural traditions ▪ Gain a knowledge and understanding of health related issues that are relevant to self and other young people. ▪ Make moral decisions and judgements; be able to distinguish between right and wrong. ▪ Take responsibility for their own actions and the effect of them on others ▪ Co-operate with others and work both collaboratively and autonomously ▪ Form and sustain effective personal relationships ▪ Reflect and question assumptions and beliefs of own self and others. ▪ Gain high self-esteem and confidence ▪ Have a commitment to treating others with fairness, justice and equality. Evaluate own learning and be eager to explore new learning.
Personnel resources	<p>Specially trained Women's Aid Staff will facilitate the programme accompanied by Social Work Student Placement Support welcome from class teacher to ensure discipline</p>
Financial Resources	<p>Each complete programme = 6x1 hr sessions = £876 (inc materials)</p> <ul style="list-style-type: none"> ▪ Foyle Women's Aid has the capacity to deliver 8 sessions up until March 2010 across 2 schools
Milestones	<ul style="list-style-type: none"> ▪ By end of September 2009 will have spoken to and agreed with 2 schools in area to roll Heading for Healthy Relationships out across year 11. ▪ By end of March 2010 8 programmes delivered.
Evaluation	<ul style="list-style-type: none"> ▪ After completion each 6 week run of the programme will be evaluated. ▪ There will follow an overall evaluation which will include questionnaires to teachers and parents.

Title	A Drop Too Far Christmas Campaign 2009
Aim	To deliver a regional media campaign across the west targeting seasonal binge drinking and ASB, specifically adopting a harm reduction approach.

Objectives	<ul style="list-style-type: none"> • To further raise awareness of CSP/WDACT • To continue current joint working between CSP/WDACT • To reduce and raise awareness of seasonal binge drinking and ASB locally
Measures	<ul style="list-style-type: none"> • A regional media campaign • A co-ordinated campaign launch • Further development of a drop too far brand <p>Increased functionality of a droptooofar.com website</p>
Inputs	<ul style="list-style-type: none"> • Campaign design • Campaign launch • Campaign delivery
Outputs	<ul style="list-style-type: none"> • A high visibility multi-media campaign delivered across Strabane District • Campaign to include range of promotional branded advertising
Outcomes	<ul style="list-style-type: none"> • Continued partnership working with CSP's/WDACT • Reduction in seasonal ASB locally • Reduction in seasonal binge drinking locally
Personnel resources	<ul style="list-style-type: none"> • CSP Manager • Drug and Alcohol Co-ordinator (WDACT) • Regional and local media
Financial Resources	<ul style="list-style-type: none"> • Strabane CSP to contribute £1,450 • Match funding from WDACT (in cash and in-kind)
Milestones	<ul style="list-style-type: none"> • Campaign agreed August 2009 • Campaign designed September 2009 • Campaign delivered mid November-mid January 2010
Evaluation	<ul style="list-style-type: none"> • Resident survey to determine campaign visibility and impact • Feedback from CSP's and WDACT