



Gunnison County Substance Abuse Prevention Project

2025-2030 Strategic Plan

Mission: The mission of GCSAPP is to utilize evidence-based strategies and community mobilization to reduce substance use by youth in Gunnison so youth can become healthy, stable and productively involved in their communities.

Purpose: The purpose of the Gunnison County Substance Abuse Prevention Project (GCSAPP) is to provide youth and family engagement, education, healthy activities and multi-systems implementation services to youth and their families so they can stay connected with their family and community, make healthy choices, resiliently respond to stress in healthy ways and delay the use of alcohol, tobacco and other drugs.

GCSAPP's definition of prevention: Prevention is a process that promotes healthy youth, parents and communities. The GCSAPP coalition uses education, policy and programming informed by community data, needs and culture to promote protective factors and reduce risk factors.

Identified Risk Factors:

- Community - Community laws and norms favorable towards drugs, nicotine, alcohol, and firearms
- Family - Family Conflict
- Individual - Early initiation of problem behavior

Identified Protective Factors:

- Community - Community opportunities for prosocial involvement
- Family - Attachment to parents (or caregiver)
- Individual - Social skills

Strategies:

- Education about Social Development Strategy & Positive Youth Development
- Creating Safe Community Spaces for Youth
- Delivery of evidence-based programs
 - Parent education, school-based curriculum, and youth focused
- Restorative Practices
- Family Friendly Business Practices – ECC, Health Coalition
- Education to stakeholders around Risk and Protectives

Goal 1: Reduce past 30-day substance use for 6th-12th grade youth (alcohol, nicotine, marijuana, Rx drugs) by 3% by 2030 using 2023 HKCS as baseline data.

Objective 1.1: Decrease availability of substances for 6th-12th grade youth (alcohol, nicotine, marijuana, RX drugs) by 3% using 2023 HKCS as baseline data by 2030.

Activity	Who is responsible?	By when?
Annual stakeholder presentations with HKCS data, CP data, GCSAPP community survey data, partner data, and qualitative data including the GWSD, municipalities, and GCSAPP Coalition	GCSAPP Program Manager and Data Coordinator	Annually
Create and disseminate youth and adult social norming initiatives, campaigns and education in English and Spanish annually	GCSAPP and GCSAPP Youth Coalition	Annually
Explore with community partners a vape disposal program	GCSAPP, GCSAPP Youth Coalition. WCU and HHS	By July 2026
Ensure coaches have access to training on Positive Youth Development, and difficult and restorative conversations, etc.	GCSAPP, GWSD, Athletic Directors and private sports (WESA, WEHA, Mountain Sports, School of Dance, etc.)	Ongoing
Visit tobacco retailers to provide education around youth use and ensure compliance with policies	Prevention Program Coordinator and Cultural Community Educator	Annually

Objective 1.2: Continue to enroll at least 40% of 6th-12th grade youth and their parents into Choice Pass with less than 5% of violations and 2% multiple violations annually.

Activity	Who is responsible?	By when?
Implement upstream prevention programming by expanding CP to serve elementary age youth	Prevention Program Coordinator, GCSAPP, & CP Committee	By June 2028
Increase outreach to Hispanic families and homeschool families for CP enrollment	Prevention Program Coordinator, Cultural Community	Ongoing

	Educator, GCSAPP, HHS, & GWSD	
Diversify skills -based youth programming opportunities for CP youth (arts, theater, music, archery, etc)	Prevention Program Coordinator, GCSAPP & CP Committee	Ongoing
Identify what behaviors merit a Choice Pass violation to increase consistency and equitable referrals from GWSD	GCSAPP Program Manager, Prevention Program Coordinator, CP Committee, and GWSD	By November 2025
Provide support for parents involved in JS and HHS to help increase parenting skills	GCSAPP and JS	Ongoing
Utilize life skills curriculum in Juvenile Services for Choice Pass violations, municipal nicotine tickets and Diversion youth	GCSAPP and JS	Ongoing
Work with community supports to provide project-based learning for youth in Diversion, second and third Choice Pass violations, and youth identified by GWSD	GCSAPP, JS, GVM, Pathways, & community partners	By July 2027

Objective 1.3: Increase substance use education for youth and adults.

Activity	Who is responsible?	By when?
Support Gunnison Watershed School District with drug and alcohol education in middle and high school health classes and school presentations	GCSAPP and GWSD	Ongoing
Offer Driver’s Education in Crested Butte and Gunnison annually though the school year and intensive summer courses with one course interpreted into Spanish annually	GCSAPP, GWSD, and Gunnison Drivers Education	Annually
Explore an athlete-to-athlete peer led substance use prevention education program with GWSD	GCSAPP, GWSD Athletic Directors, and CB Booster Club	By July 2027
Convene liquor stores, dispensaries, and tobacco retailers to continue to address the roles of retailers and social responsibility	GCSAPP and GRASP	Annually

Goal 2: Increase a sense of belonging and ways for youth to connect with peers, parents, caregivers, trusted adults, and community without substances.

Objective 2.1: Increase the number of 6th-12th grade youth who participate in school-based and community-based prosocial activities by 3% using HKCS 2023 as baseline data by 2030.

Activity	Who is responsible?	By when?
Collaborate with the community to determine what events youth and families would participate in (Choice Pass Survey, focus groups and interviews)	GCSAPP, GCSAPP Youth Coalition, GRASP, WCU, and CB SOM	By July 2026
Identify spaces and resources that could be unutilized for these activities	GCSAPP, GCSAPP Youth Coalition, GRASP, WCU, PTAs and CB SOM	By July 2026
Develop and implement activities and events on high-risk nights and weekends	GCSAPP, GCSAPP Youth Coalition GRASP, Gunnison Parks and Rec, Fair Grounds, Majestic Theater, WCU, and CB Parks and Rec	Ongoing
Coordinate with community partners to decrease duplication of events and streamline scheduling	GCSAPP, GCSAPP Youth Coalition GRASP, Gunnison Parks and Rec, Fair Grounds, Majestic Theater, WCU, and CB Parks and Rec	Ongoing
Coordinate the GCSAPP Youth Coalition with middle and high school youth including offering Spanish interpretation	GCSAPP and GVM	Ongoing
Support school-based youth groups including Cultural Youth Group, GSAs, SAGA, Source of Strength, LULAC, Outdoor Discovery, and Taylor Challenge (staff/volunteer time and funding)	GCSAPP, JS and GVM	Ongoing
Offer summer programming activities for youth including a universal scholarship program	GCSAPP, JS, GVM, Rec Center, Mountain Roots, ECC, ECC, and HHS	Annually

Objective 2.4: Decrease the gap between the number of 6th-12th grade youth and their parents/caregivers reporting having a conversation in the last 12 months about drugs/alcohol/nicotine, mental health, and sex/consent/healthy relationships by 3% using 2023 Choice Pass Parent and Youth Survey as baseline data by 2030.

Activity	Who is responsible?	By when?
Offer monthly prevention education through elementary and adolescent parent education series from November to May including topics on substance use, mental health and healthy relationships in English and Spanish	GCSAPP, CP Committee, JS, HHS, GWSD, Project Hope, PTAs, and ECC	Annually

Goal 3: Educate and promote mental health to youth, parents/caregivers, trusted adults, and the community.

Objective 3.1: Decrease the number of 6th-12th grade youth who report feeling sad/hopeless 2 weeks or more in the past 12 months by 3% using 2023 HKCS as baseline data by 2030.

Objective 3.2: Decrease suicide attempts by 6th-12th grade youth by 2% using 2023 HKCS as baseline data by 2030.

Activity	Who is responsible?	By when?
Continue to secure funding, manage and promote Youth Wellness as an alternative to school based services	GCSAPP, GCSAPP Youth Coalition and GVM	Ongoing
Sustain school-based clinicians in five school sites	GVH, JS, GWSD, Town of Crested Butte	Ongoing
Facilitate restorative conferences for youth and families who enter Juvenile Services programs through school and community referrals, Diversion and Choice Pass	GCSAPP and JS	Ongoing
Support GWSD with facilitation of restorative practices for students and staff	GCSAPP, JS, and GWSD	Ongoing
Offer community mental health trainings including suicide prevention, mental health first aid, restorative justice annually	GCSAPP, JS, Gunnison County Health Coalition	Annually
Decrease the number of youths on the GVM waitlist	GCSAPP and Mentors	Ongoing
Increase access to comprehensive sex education through education in the GWSD health classes and community-based education	SEL Coordinators, GCSAPP, GWSD, HHS, and Project	Annually

	Hope	
Support GWSD with SEL education in 4 th -9 th grade health and advisory classes at the GWSD	SEL Coordinators and GWSD	Annually

Objective 3.3: Increase the number of 6th-12th grade youth who could go to a parent for help with a serious problem by 2% using 2023 HKCS as baseline data by 2030.

Activity	Who is responsible?	By when?
Support parents through skill-based education such as Nurse Family Partnership, Parent As Teachers, Love and Logic and Guiding Good Choices in English and Spanish annually	Parent Coach, Prevention Education Specialist, Cultural Community Educator, GCSAPP, JS, HHS, ECC	Annually

Goal 4: Sustain community prevention efforts.

Objective 4.1: Increase community awareness and education of prevention efforts.

Activity	Who is responsible?	By when?
Partner with local and state contacts to bring prevention education events to the community and coalition (4x annually)	GCSAPP Program Manager and GRASP coordinator	Annually
Conduct the GCSAPP Community Survey every 3 years with Gunnison County adults	GCSAPP Program Manager and Data Coordinator	By December 2026 and By December 2029
Increase social media, website, newsletter, and email distributions	GCSAPP Program Manager, Prevention Program Coordinator, and Cultural Community Educator, GVM	Ongoing

Objective 4.2: Diversify coalition representation.

Activity	Who is	By when?
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Increase coalition representation from agencies and populations as identified in the coalition survey	GCSAPP Program Manager	Ongoing
Diversify coalition meeting times and locations including bringing the youth and adults together for meetings	GCSAPP Program Manager	Ongoing
Ensure all meetings, education events, and communication are provided in Spanish	Cultural Community Educator	Ongoing

Objective 4.3 Maintain shared community responsibility and collaboration (funding, positions, programs and measures).

Activity	Who is responsible?	By when?
Convene the sustainability subgroup to review and apply for funding, and ensure cross community partnerships	GCSAPP, GVM, JS, and HHS	Ongoing
Initiate the Choice Pass annual fundraising activities (annual campaign, events, business sponsorships, etc.)	GCSAPP and Choice Pass Committee	Annually
Engage coalition in strategic planning annually	GCSAPP Program Manager	Annually