

CCYA

COMMUNITY ACTION PLAN

Community Review Summary

A shorter version for community feedback

This is a high-level summary, from September 2025 to the present, that merges the community-review structure of the original condensed plan with the five active CCYA workgroups now moving the plan into action. It is designed to be read quickly, discussed easily, and used by youth, families, schools, partners, businesses, and community members to tell us what should be kept, strengthened, changed, added, or questioned.

OUR SHARED PURPOSE

Create healthy, thriving, and resilient communities by promoting mental health and preventing youth substance use before it starts. CCYA works to increase protective factors, reduce risk factors, strengthen shared power and connection, and make sure youth and community voices help shape the solutions.

HOW TO USE THIS SUMMARY

- Read the five workgroup priorities and ask: Are these the right things to focus on?
- Look for missing voices, barriers, or opportunities that should be included.
- Consider whether the planned actions fit the realities of Buena Vista, Salida, and the rest of Chaffee County.
- Use the feedback prompts throughout the document or the final feedback page to share what you would keep, change, add, or question.

The questions we want the community to help answer

Does this plan focus on the right conditions, strategies, and partnerships to help Chaffee County youth feel connected, supported, safe, and less likely to begin using substances early?

Does this plan focus on creating opportunities for youth as active participants in identifying challenges and solutions regarding substance use in our community?

Condensed from the August 2026 CCYA Community Action Plan. The full CAP remains the detailed implementation and evaluation roadmap.

Definitions

Protective factors: Factors associated with reduced potential for drug use are called protective factors. Protective factors encompass family, social, psychological, and behavioral characteristics that can provide a buffer for the children and youth.

Promotive factors: A promotive factor (often spelled "promotional factor" or "promotive") is a positive strength, asset, or condition that directly enhances healthy development and increases the likelihood of positive outcomes, regardless of whether a person is facing high or low risk.

Risk factors: Factors that are characteristics of individuals, their family, school, and community environments that are associated with increases in alcohol and other drug use, delinquency, teen pregnancy, school dropout, and violence.

1. WHO WE ARE & WHAT WE HAVE LEARNED

CCYA IN ONE SENTENCE

The Chaffee County Youth Alliance (CCYA) brings youth, families, schools, service providers, local government, businesses, and community partners together to create opportunities, remove barriers, and strengthen youth and family well-being.

CCYA Mission

Create opportunities, remove barriers, and allocate resources to cultivate positive relationships and promote youth and family well-being.

CCYA Vision

All young people in Chaffee County grow up supported and nurtured by families, schools, and community and become healthy adults who contribute positively to society.

COMMUNITY CONTEXT

Chaffee County is a large rural-resort county shaped by tourism, seasonal employment, housing and childcare pressures, transportation barriers, and differences in access between communities. At the same time, the county has strong assets: trusted adults, schools, health and human services, youth councils, outdoor recreation, local businesses, civic groups, evidence-based programs, and a strong culture of collaboration.

WHAT COMMUNITY DATA AND LOCAL VOICES ARE TELLING US

- Adult and peer substance use can feel visible and normalized, which can influence how youth see risk and acceptability.
- Youth and workgroups identify boredom, unstructured time, inconsistent adult messages, transportation and school barriers, and limited safe spaces for older teens as connected issues.
- Family communication, monitoring, trusted adults, belonging, and prosocial opportunities are important protective conditions.

WHAT CHANGED SINCE SEPTEMBER 2025

- CCYA rebuilt its governance foundation, clarified roles, adopted bylaws, and strengthened consensus-based decision-making.
- Five action-oriented workgroups were established and youth leadership moved closer to the center of the work.
- A racial equity review tool was adopted to help identify barriers and unintended effects before major strategy decisions.

Community feedback prompt

Does the information found here feel accurate?
What is missing, overstated, or different in your community?

2. OUR FIVE COMMUNITY ACTION PRIORITIES

The five active workgroups are the Community Action Plan priorities. Each has a distinct job, but none works alone. Youth experience, local and regional data, safe and welcoming opportunities, community communication, and long-term infrastructure are designed to reinforce one another.

The five active workgroups grew out of a series of coalition conversations and decisions. Members reviewed local and regional data alongside what youth, families, and partners were seeing in Chaffee County. They considered where existing efforts were working, where gaps remained, and which risk and protective factors called for coordinated action. Through the coalition's consensus process, members affirmed **Early Initiation of Substance Use** as a focus, added **Community Prosocial Opportunities for Involvement and Connection**, and created **Youth Voice Rising** and the **Social Norms Media Campaign**, now called **Social Marketing Media Campaign**. **Sustainability** became the fifth workgroup to help the work endure.

Members also considered a separate Youth Health Disparities workgroup. By a 75% vote, they chose instead to make that responsibility part of every workgroup, with a way to check whose voices, needs, and barriers might be missed. The coalition later adopted an equity review tool to support those decisions.

Together, the five workgroups put the Community Action Plan into action. Each has a distinct job, but none works alone: youth experience, substance use prevention, safe and welcoming opportunities, community communication, and long-term infrastructure reinforce one another.

1	Youth Voice Rising Youth are partners in defining the story, interpreting what is happening, and leading change.
2	Early Initiation of Use Data and community knowledge guide prevention before substance use is initiated.
3	Community Prosocial Opportunities for Involvement & Connection Youth help define what makes spaces safe, welcoming, worth showing up for, and connected.
4	Social Marketing Media Campaign Protective Factor Marketing turns workgroup learning into positive, useful, audience-specific messages.
5	Sustainability CCYA builds the relationships, leadership, evidence, resources, and shared ownership needed for long-term impact.

THE COMMON THREAD

Youth voice helps explain the lived experience behind the numbers; Early Initiation data helps identify where prevention is most needed; prosocial inquiry identifies the conditions that support belonging; social marketing carries those lessons into the community; and sustainability helps the strongest strategies last.

FY27 PLANNED REACH CONNECTED TO THE WORK

Activity	Planned volume	What it represents
Towards No Drugs	~80 youth	Annual direct-program reach
Parenting programs: Nurturing Parents and Guiding Good Choices	5 cohorts	NPP + GGC; 46 class sessions
Family prosocial activities	12	Connection, practice, and support
Teen alternative activities	12	Youth-led substance-free connection
Youth Advisors	4	2 Buena Vista + 2 Salida
Teen councils	2	Ongoing youth leadership and event planning

COMMUNITY FEEDBACK PROMPT

Do these strategies reflect what would actually help youth and families in Chaffee County? Which opportunities should be strengthened, changed, or added?

1

Youth Voice Rising

Youth at the table - as partners, making decisions as equals

WHY THIS MATTERS

- Young people are experts in their own experiences, and are strongest when youth are vested in the challenges and solutions to those challenges.
- Adult-designed processes can miss pressures, barriers, strengths, and solutions youth see every day.
- Youth participation is strongest when young people have real decision-making power, accessible ways to participate, and opportunities to tell their own stories informing the community of the impact of the substance Culture.

OUR GOAL

Move youth from being recipients of prevention to equal partners in planning, interpretation, communication, and community change. Use youth-led PhotoVoice, a promotive factor, as a bridge between lived experience, prevention data, and community action.

KEY ACTIONS

- Implement the youth-developed PhotoVoice project using four prompts: The Choice Behind the Choice; What the Community Does Not See; Belonging Without Substances; and The Change We Want to Lead.
- Prepare youth through ethics, consent, privacy, and storytelling guidance; then support them to capture, reflect on, discuss, and present their images.
- Use teen councils, Youth Advisors, workgroup participation, presentations, media, and outreach to expand youth influence beyond a single project.

WHAT IMPACT WILL LOOK LIKE

- Youth report greater agency, belonging, leadership, and influence over real decisions.
- Adults and decision-makers better understand the pressures, protective relationships, community conditions, and opportunities youth experience.
- Youth-generated stories lead to visible changes in programs, spaces, communication, or community priorities.
- Substance use declines as reported by HKCS and local programming data.

DATA + PHOTOVOICE: THE CONNECTION TO EARLY INITIATION OF USE

Youth Voice Rising and the Early Initiation of Use Workgroup are intentionally working together. Early Initiation is identifying and organizing the quantitative data; Youth Voice Rising is using PhotoVoice to add the “why,” context, and lived experience behind those numbers. The workgroups mapped high-school data to the first three PhotoVoice prompts, while leaving the fourth prompt open for youth to define the change they want to lead. Together, the goal is not to present statistics alone or stories alone, but a fuller community picture.

2

Early Initiation of Use Workgroup

Uses data, youth perspectives, youth and family education, and policy to help families, schools, and communities prevent substance use before it starts

WHY THIS MATTERS

- Prevention is strongest when communities act before patterns of substance use take hold. The workgroup is examining alcohol, vaping/nicotine, marijuana, access, perceptions of harm, adult/peer influence, coping, and other conditions can delay initiation of substance use..
- Rural Resort high-school data show important signals about use, access, and perceptions. These data help identify questions, but they are not the same as a countywide Chaffee estimate and must be interpreted carefully.

OUR GOAL

Build a coordinated, data-informed family-school-community prevention response that helps delay initiation, strengthens protective and promotive factors, and makes prevention information understandable and actionable.

KEY ACTIONS

- Triangulate available sources - Rural Resort Healthy Kids Colorado Survey data, PAPO, program pre/post data, local observations, and community-specific information, rather than relying on one data set.
- Focus the current PhotoVoice/data crosswalk on high-school data because the participating youth are high-school aged and some younger subgroup data are too small for safe interpretation.
- Develop community-friendly data-sharing formats and continue evidence-based youth and parenting programs, caregiver education, family supports, and exploration of prevention gaps.

WHAT IMPACT WILL LOOK LIKE

- Families and community partners have clearer information about risk, protective, and promotive conditions before a crisis occurs.
- Youth stories help explain the mechanisms behind data trends and prevent adults from over-interpreting statistics.
- Programs, communication, and resources become better targeted; over time protective factors strengthen and initiation is delayed.
- Evaluation of the impact is to be determined.

WHY THE DATA + PHOTOVOICE PARTNERSHIP MATTERS

The Early Initiation workgroup supplies the data backbone; Youth Voice Rising supplies lived experience and youth interpretation. A statistic can show that access, use, or perception is present. PhotoVoice can help the community understand what youth believe is driving it, what adults may not see, where belonging protects them, and what changes youth think would make healthy choices easier.

3

Community Prosocial Opportunities for Involvement & Connection

Creating safe, welcoming opportunities and spaces for young people to connect, belong, and thrive.

WHY THIS MATTERS

- Youth need places and relationships where they feel safe, welcomed, respected, and able to be themselves. Pilot responses show that youth often define safety through people, comfort, emotional safety, acceptance, and freedom from judgment, not simply the physical location.
- Choosing investments based only on adult assumptions risks building spaces or activities that youth do not experience as safe or useful.

OUR GOAL

Use direct youth input and community asset mapping to identify the people, places, activities, and conditions that strengthen belonging, safety, involvement, and substance-free connection.

KEY ACTIONS

- Ask youth one accessible core question: “What is the difference between a safe and an unsafe space?” and use open follow-up prompts to understand their meaning.
- Expand beyond the pilot toward roughly 100 youth responses across different groups and settings, using consent pathways and trusted adults.
- Code recurring themes and maintain/validate a countywide prosocial asset map, including access barriers and gaps.
- Use findings to guide events, safe-space investments, partnerships, and future systems changes rather than choosing a solution first.

WHAT IMPACT WILL LOOK LIKE

- Community investment decisions are shaped by youth-defined conditions for safety and belonging.
- More youth can identify accessible, welcoming, substance-free ways to connect.
- Partners have clearer evidence about where opportunities already exist, who is missing, and what barriers need to be removed.
- Belonging and trusted relationships become central prevention conditions - not side benefits.
- Evaluation of the impact is to be determined.

WHAT THE PILOT IS ALREADY TEACHING US

Early responses emphasized safe people and relationships, emotional safety, comfort, acceptance, and the ability to express oneself without judgment. That reinforces the decision to keep listening before deciding whether the answer is a specific place, activity, partnership, or systems change.

4

Social Marketing Campaign Workgroup

Turning workgroup learning into protective- and promotive-factor messages people can use

WHY THIS MATTERS

- Awareness alone does not reliably change behavior, and fear- or shame-based messaging can cause harm or messaging can erode trust and make people less likely to seek support.
- CCYA needs one coherent communication approach that can translate findings from all workgroups into messages that are positive, useful, relevant, and connected to action to change the conditions that lead young people to use substances in the first place.

OUR GOAL

Use Protective Factor Marketing as the primary social marketing approach - emphasizing trusted adults, belonging, connection, skills, healthy opportunities, and other conditions that make positive choices easier.

KEY ACTIONS

- Build one overall messaging structure that can amplify outputs from Youth Voice Rising, Early Initiation, Prosocial Opportunities, and Sustainability.
- Segment audiences and tailor language, framing, and calls to action for youth, caregivers, trusted adults, schools, partners, and the broader community.
- Use data and PhotoVoice responsibly: pair evidence with human context and avoid fear, shame, exaggeration, or weak claims.
- Build on Listen Longer and use multiple channels - schools, radio, social media, print, events, podcasts, and partner networks - with a concrete next step.

WHAT IMPACT WILL LOOK LIKE

- The community sees a consistent, positive prevention story instead of disconnected campaigns.
- Youth and adults find messages more credible, relevant, and useful.
- More people take protective actions: start conversations, connect with trusted adults, attend activities, use programs, or support youth-led changes.
- Communication reinforces the work of the other workgroups rather than becoming a separate activity.
- Evaluation of the impact is to be determined.

WORKGROUP DECISION

In September, the workgroup reached consensus to focus on Protective Factor Marketing. Audience segmentation will support that framework by adapting the same prevention direction for different groups rather than creating competing campaigns.

Community feedback prompt

Where should CCYA do a better job of communicating, recruiting, sharing power, using data, or planning for the long term?

5

Sustainability Workgroup

Building a movement and the infrastructure needed for long-term impact

WHY THIS MATTERS

- Prevention cannot depend on one grant, one staff person, or a collection of activities that disappear when funding changes. Long-term impact requires strong relationships, distributed leadership, community ownership, useful evidence, stable structures, and resources.
- The workgroup identified broad community engagement, data/evidence-informed practice, and strong partner ties as central priorities, with “building a movement” as the preferred framing for community engagement.

OUR GOAL

Build a durable prevention movement and the infrastructure needed to maintain, improve, scale, or responsibly conclude strategies based on evidence, equity, community support, and capacity.

KEY ACTIONS

- Inventory CCYA efforts and define transparent decision criteria tied to impact, equity/reach, feasibility, youth/community support, and funding alignment.
- Sort efforts into Sustain/Scale, Improve/Redesign, or Sunset/Shift and document the rationale.
- Create funding and resource maps, strengthen partner agreements, role integration, onboarding, succession planning, co-facilitation, and distributed leadership.
- Track results and adaptations and create an annual Sustainability & Outcomes Snapshot.

WHAT IMPACT WILL LOOK LIKE

- CCYA can make transparent choices about what deserves continued investment and what needs to change.
- Effective strategies survive staff and funding transitions because ownership is distributed across partners and systems.
- Funding and in-kind support become more diversified, and prevention is integrated into partner routines, budgets, agreements, and practices.
- The coalition can show both progress and lack of progress through transparency while adapting accordingly.
- Sustains and strengthens effective, equitable prevention through community commitment, shared leadership, diversified funding, and transparent decisions grounded in results.
- Evaluation of the impact is to be determined.

SUSTAINABILITY IS MORE THAN FUNDING

The workgroup is treating sustainability as the ability to maintain and grow impact through people, partnerships, process, evidence, resources, responsiveness, and shared responsibility. Financial continuation matters, but it is only one part of whether the work lasts.

Community feedback prompt

What would help this work last beyond one grant, one staff member, or one group of volunteers?

3. HOW THE PLAN IS SUPPOSED TO CREATE CHANGE

THE SIMPLE THEORY OF CHANGE

IF	CCYA and partners deliver strong programs, strengthen family communication, expand youth-led prosocial opportunities, make healthy norms and trusted adults more visible, remove access barriers, and use shared data to adapt...
THEN	Youth and families should experience stronger protective factors and lower exposure to risk...
SO THAT	Initiation is delayed, healthy coping and connection increase, and Chaffee County becomes a more resilient and youth-centered community.

HOW WE WILL KNOW WHETHER THE PLAN IS WORKING

CCYA will measure more than attendance. Attendance is reach; satisfaction is quality; repeated participation is engagement; matched pre/post change can support outcome claims; and policy, practice, resource, or environment changes are systems impact. The goal is to be careful and honest about what the data can actually show.

What we will track	Examples
Reach & equity	Unique people, repeat engagement, geography, demographics, access supports, who is missing
Implementation	Sessions, dosage, completion, facilitator readiness, fidelity, campaign frequency and channels
Quality & experience	Whether the strategy felt safe, welcoming, useful, relevant, inclusive, and culturally responsive
Youth & family change	Trusted adults, belonging, decision confidence, parent communication, monitoring, cohesion, program-specific skills
Community & system change	Message recall, conversations, prosocial access, partner alignment, referral pathways, practice/policy milestones
Sustainability & learning	Leadership distribution, partner integration, funding/resources, data use, public will, adaptations
	Community feedback prompt What would convince you that this work is making a meaningful difference? Are there outcomes the community cares about that are missing here?

4. COMMUNITY FEEDBACK: WHAT SHOULD WE KEEP, CHANGE, ADD, OR QUESTION?

Your feedback will help CCYA refine this living Community Action Plan. Short answers are welcome. You do not need to respond to every question.

1. What feels strongest about this plan?

What should CCYA make sure not to lose?

2. What is missing?

Which people, places, barriers, protective factors, or realities need more attention?

3. Which priority needs the most discussion?

What concerns, questions, or opportunities do you see?

4. Does the plan reflect youth realities?

Where should youth have more voice, power, or leadership?

5. Are the strategies realistic and accessible?

Consider time, transportation, cost, geography, language, school schedules, childcare, and disability access.

6. How should CCYA define meaningful success?

What changes would matter most to you or your community?

One final question

If CCYA could make one visible community change for youth in the next year, what should it be?

Thank you for helping shape a plan that is meant to belong to the whole community - especially its young people.

Source: CCYA Community Action Plan, August 2026 (full 27-page version).