

DRUG DEMAND REDUCTION: VIRGINIA WING STRATEGIC PLAN FOR 2018
October 1, 2017 – September 30, 2018
Drug Demand Reduction Administrator – 1st Lt Sara Demyanovich

VISION STATEMENT:

The Virginia Wing will become recognized as an organization promoting a drug demand reduction program serving the citizens of the Commonwealth. The Virginia Wing CAP DDR Program supports the President's National Drug Control Strategy.

- a. Youth. In the context of the Cadet Program, the CAP DDR program's vision is: CAP cadets applying their leadership skills by serving as ambassadors of the drug-free ethic.
- b. Adults. In the context of senior member activities, the CAP DDR program's vision is: CAP senior members ready to perform Missions for America unimpeded by substance abuse.

MISSION STATEMENT:

The Virginia Wing will assist local squadrons to develop the DDR program to foster a drug-free lifestyle for youth as evidenced by the following:

- A. Highlight opportunities that require a drug-free record such as military service academies or other government professions.
- B. Promotes CAP as a positive community service lifestyle.
- C. Encourages youth to remain in school.
- D. Focuses on drug abuse awareness, education and prevention.
- E. Provides positive activities as an alternative to drugs and gang violence.

SHORT TERM GOALS AND OBJECTIVES:

Goal 1: Promote drug-free ethic by highlighting opportunities at the unit level and local communities.

Objectives:

- A. Provide Red Ribbons, as budget allows, to squadrons for October Red Ribbon Campaign
- B. Encourage squadron DDR activities to include: Red Ribbon Leadership Academy, National Character Day and DDRx Activities.

Goal 2: Increase communication between Virginia Wing DDRA and Squadron DDRO, C/DDRO and C/DDR NCO.

Objectives:

- A. Encourage squadron DDROs to regularly review the capmembers website at www.capmembers.com/cadet_programs/drug_demand_reduction/
- B. Monitor Squadron DDR Activities and encourage Squadron DDRO's to enter data into CAP DDR After Activity Reports.

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Goal 3: Increase the number of DDROs and C/DDROs per squadron.

Objectives:

- A. Encourage each Squadron Commander or Deputy Commander for Cadets to assign a DDRO as a duty assignment in CAP eservices.
- B. Encourage each Squadron Deputy Commander for Cadets to assign a C/DDR Officer or C/DDR NCO as a duty assignment in CAP eservices..

LONG TERM GOALS AND OBJECTIVES:

Goal 1: To establish and maintain DDR personnel within the wing.

Objectives:

- A. Continue to maintain a senior member Drug Demand Reduction Officer within all squadrons to help promote the program.
- B. Continue to maintain a Cadet Drug Demand Reduction Officer (Assistant) within all squadrons. Cadets will assist Squadron DDRO in promoting the DDR program.

Goal 2: Increase CAP and community awareness of drug abuse issues as well as community awareness of CAP as a drug-free program for youth.

Objectives:

- A. Conduct annual DDR program at encampment, leadership schools, AE/DDR activities, Commander's Calls, and DDRA seminar at Wing Conference.
- B. Provide squadrons with online resources of DDR materials and literature.
- C. Minimum of 50% participation of all squadrons during the Red Ribbon Campaign Week.
- D. Encourage Squadrons, Groups and Virginia Wing to add Red Ribbon Week to their website and/or calendar.
- E. Provide parents with DDR information/literature through presentations such as Squadron Open Houses.
- F. Encourage Cadets, Senior Members and Cadet Sponsor Members to share the drug-free ethic message and work with youth on DDR activities.

Goal 3: Provide training opportunities to all members in the wing.

Objectives:

- A. Add DDR content highlighting opportunities of a drug-free ethic to wing-sponsored activities for cadets, as well as senior member training opportunities.
- B. Ground Team School on yearly or every other year basis. Provide DDR training for cadets and senior members during this training.

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PROGRAM MEASUREMENT

Metrics:

- A. Monitor number of non-CAP youth that participate in coalition/CAP based programs.
- B. Monitoring senior member participation in DDR activities.
- C. Monitor number of community coalition/CAP based activity programs participation of both senior and cadet CAP members.