



## Strategic Plan Fiscal Years Ending June 30, 2022 – June 30, 2025

**MISSION** – The Idaho Office of Drug Policy leads Idaho’s substance use and misuse policy and prevention efforts by developing and implementing strategic action plans and collaborative partnerships to reduce drug use and related consequences.

**VISION** – The Idaho Office of Drug Policy envisions a safe and healthy Idaho free from the devastating impact of substance use on youths, families, and communities.

**AGENCY OVERVIEW** – The Idaho Office of Drug Policy was established by HB 106 (Idaho Code 67-821) in 2007. The Office includes six full-time staff members funded through federal grants and the state general fund. Its purpose is to coordinate policy and programs related to the prevention of substance use and misuse. In addition, the Office is committed to involving local communities and additional public and private stakeholders in the ongoing process of improving the effectiveness and availability of prevention work across all 44 of Idaho’s counties.

### KEY EXTERNAL FACTORS

- Legislation can alter or significantly impact the functions of the Idaho Office of Drug Policy.
- The Administrator serves the Governor; therefore, the duties and responsibilities of the Administrator are subject to change as the Governor requires.
- Economic conditions within the state and its regions are very dynamic and there is a correlation between substance use and misuse and the economy.
- The Idaho Office of Drug Policy collaborates with a wide range of stakeholders. Each stakeholder is governed by their organization’s policy and procedure, needs, and priorities. Therefore, the duties and responsibilities of stakeholders on whom ODP frequently relies for coordination and implementation of prevention strategies are subject to change.
- New drug threats are frequently emerging. Therefore, it may be necessary to adapt the strategic plan and shift resources should new and immediate drug threats arise.

**AUTHORITY** - The Office of Drug Policy (ODP) was established under Idaho Code 67-821. The purpose of the Office is to coordinate policy and programs related to drug and substance abuse.

**Idaho Code 67-821. COORDINATION OF POLICY AND PROGRAMS RELATED TO DRUG AND SUBSTANCE ABUSE.**

1. There is hereby established in the office of the governor the “Office of Drug Policy.” The administrator of the office of drug policy shall be the official in the state designated to oversee and execute the coordination of all drug and substance misuse programs within the state of Idaho. The administrator shall be appointed by and shall serve at the pleasure of the governor and shall be subject to confirmation by the state senate.
2. The office of drug policy shall:
  - a. Cooperate and consult with counties, cities and local law enforcement on programs, policies and issues in combating Idaho’s illegal drug and substance abuse problem.
  - b. Serve as a repository of agreements, contracts, and plans concerning programs for combating illegal drug and substance abuse from community organizations and other relevant local, state, and federal agencies and shall facilitate the exchange of this information and data with relevant interstate and intrastate entities.
  - c. Provide input and comment on community, tribal and federal plans, agreements, and policies relating to illegal drug and substance abuse; and
  - d. Coordinate public and private entities to develop, create and promote statewide campaigns to reduce or eliminate substance abuse.”



Marianne King, Administrator  
Idaho Office of Drug Policy

**IDAHO CODE 67-821, 2a**

*“Cooperate and consult with counties, cities and local law enforcement on programs, policies and issues in combating Idaho’s illegal drug and substance abuse problem”*

**Objectives**

1. By June 30, 2025, ODP will strengthen collaborations and partnerships.
2. By June 30, 2025, ODP will facilitate specific workgroups to address policies and issues in combating Idaho’s illegal drug and substance abuse problem. as measured by

**GOAL 1**

Strengthen collaborations and partnerships with counties, cities, and local law enforcement to combat substance use and misuse in Idaho.

**Performance Measures**

1. Number of stakeholder meetings per year with representatives of counties, cities, communities, and local law enforcement

**Target**

12 stakeholder meetings per year

**How Established**

ODP staff as measured by meeting minutes/agendas

- 2a. Number of workgroup sessions per year

6 workgroup sessions per year

ODP staff as measured by workgroup meeting minutes/agendas

- 2b. Number of Agencies

10+ agencies participating in workgroups

ODP staff as measured by workgroup attendance

- 2c. Participant satisfaction

80% participants reporting satisfied/very satisfied experience

ODP staff as measured by annual stakeholder surveys

**IDAHO CODE 67-821, 2b**

*“Serve as a repository of agreements, contracts and plans concerning programs for combating illegal drug and substance use and misuse from community organizations and other relevant local, state and federal agencies and shall facilitate the exchange of this information and data with relevant interstate and intrastate entities”*

**Objectives**

3. By March 21, 2023, ODP will have completed an updated five (5) year Strategic Plan for Primary Prevention Programs and Services.

**GOAL 2**

Research, identify, recommend, and fund plans, strategies, and evidence-based programs addressing substance use and misuse prevention and make available to stakeholders throughout Idaho.

**Performance Measures**

3. Publication of Strategic Plan for Primary Prevention Programs and Services

**Target**

Publish one (1) FY22-FY26 Strategic Plan

**How Established**

ODP Staff as measured by the published document

4. By June 30, 2025, ODP will demonstrate an annual increase in the total number of evidence-based funded plans.	4. 10% increase in funded plans	From 50 in FY22, to 55 in FY23, to 61 in FY24, to 67 in FY25	ODP staff as measured by ODP grant Notice of Award documents
5. By June 30, 2025, ODP will strengthen training and technical assistance for prevention workforce and other stakeholders.	5a. Quarterly professional development opportunities available annually	Four (4) quarterly trainings provided	ODP staff as measured by training log document
	5b. Number of attendees	20+ attendees each session	ODP staff as measured by training/TA attendance
	5c. Participation Surveys	80% attendees reporting satisfied/very satisfied experience	ODP staff by quarterly training evaluations

#### IDAHO CODE 67-821, 2c

*"Provide input and comment on community, tribal and federal plans, agreements and policies relating to illegal drug and substance abuse"*

#### GOAL 3

Be a resource for stakeholders regarding substance use and misuse policy issues.

#### Objective

6. By June 30, 2025, ODP will produce an annual statewide Prevention Needs assessment report to inform the development of regional and local level prevention policies, programs, and practices.

#### Performance Measures

6. Prevention Needs assessments

#### Target

Annual published statewide Needs Assessment

#### How Established

Governor's staff and the ODP administrator

## IDAHO CODE 87-621, 2d

## GOAL 4

*“Coordinate public and private entities to develop, create and promote statewide campaigns to reduce or eliminate substance abuse”*

### Objectives

7. By June 30, 2025, ODP will plan and execute statewide public awareness campaigns to increase public knowledge about the risks and consequences of substance misuse.

8. By June 30, 2025, ODP will increase social media engagement.

Partner with public and private entities to implement social norms campaigns to build awareness of substance misuse issues in Idaho.

### Performance Measures

7a. Number of annual campaigns

7b. Number of partner entities

7c. Reach of media buys

8. Social media engagement

### Target

2 campaigns per year

2+ partner entities per campaign

25% of adult Idahoan’s (ages 25-65) reached per year

10% annual increase in number of social media impressions recorded

### How Established

ODP staff and media contractor

ODP staff

ODP staff and media contractor

ODP staff and digital analytics

### Definitions

Stakeholder collaborations/workgroup meetings for the purpose of developing strategic planning, gathering information, conducting grantee site visits and the like. These visits are not intended for training or presentation purposes.

Strategic Plan specifically for Primary Prevention programs and services

Funded plans supporting by substance misuse prevention grant funding administered by ODP

Training indicates any one-time event that is hosted or funded by ODP, either online or in-person, that aims to improve skill in components including but not limited to grant reporting and substance abuse prevention project or program delivery.

Public Awareness Campaigns are broad-based communication efforts to promote awareness or behavior change regarding substance use or misuse.

<sup>5</sup>ODP websites include [odp.idaho.gov](http://odp.idaho.gov), [prevention.odp.idaho.gov](http://prevention.odp.idaho.gov), and [betheparents.org](http://betheparents.org).