



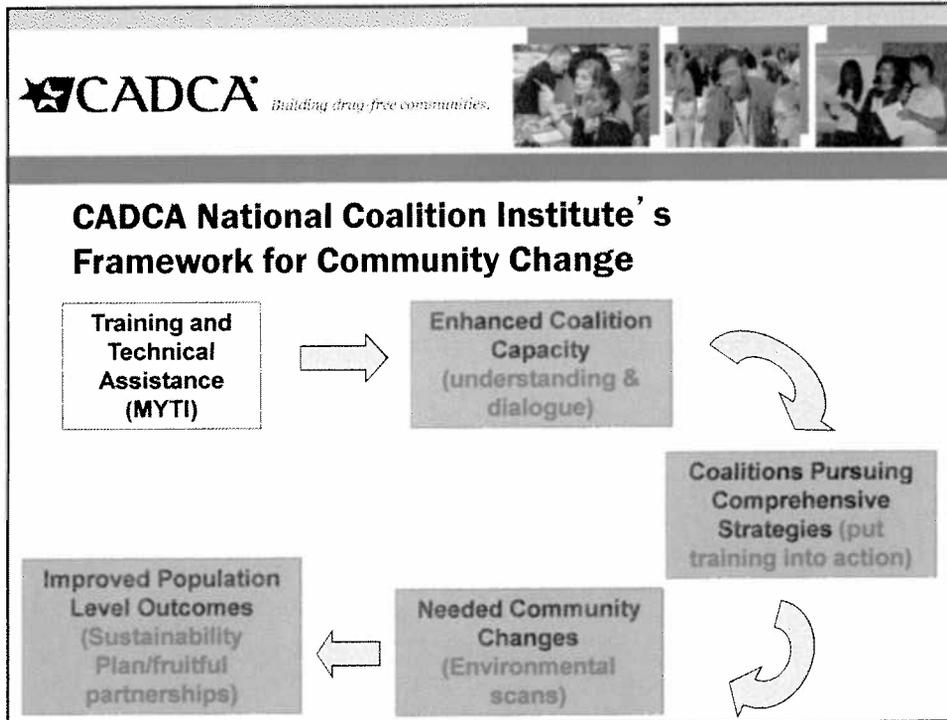
Effective Coalition Building: Working in Partnership with Stakeholders to Make Community Change Happen

**2013 Mid-Year Training Institute
July 22, 2013**



Purpose of the Training

1. **Develop your ability to successfully implement the Framework for Community Change in behavioral health/substance abuse populations.**
2. **Special emphasis on your ability to complete:**
 - **Implement interventions based on an Action Plan**
 - **Develop a Sustainability Plan**
 - **Identify traditional & non-traditional partners**
3. **Highlight practice-based strategies from publications**
 - **CADCA's Strategizer 56**
 - **Legacy Advocacy Toolkit**



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- CADCA** *building drug free communities.*
- 7 Seven Strategies for Community Change**
- 1. Providing Information
 - 2. Enhancing Skills
 - 3. Providing Support
 - 4. Enhancing Access/Reducing Barriers
 - 5. Changing Consequences
 - 6. Physical Design
 - 7. Modifying/Changing Policies
- Education/Awareness (Individuals Strategies) covers strategies 1, 2, and 3.
- Environmental Strategies (Entire Community) covers strategies 4, 5, 6, and 7.



Coalition Sectors

- Youth
- Parents
- Business community
- Media
- School
- Youth-serving organization
- Law enforcement
- Religious or fraternal organizations
- Civic and volunteer groups
- Healthcare professionals
- Government agencies with expertise in the field of substance abuse
- Other organizations involved in reducing substance abuse



Advocacy & Community Change

- Diversifying the forms of Action your coalition partakes
- Identifying activism opportunities in your community



co • a • li • tion (kō'ə lish'ən) **V**

“A voluntary, strategic alliance . . . to enhance [our ability] to achieve a common purpose by sharing risks, responsibilities, resources and rewards.”

Himmelman

co • a • li • tion (kō'ə lish'ən) **V**

“A coalition...formal agreement and collaboration between groups [or sectors] of a community in which each group retains its identity but all agree to work together toward a common goal of building a healthier community.”

CADCA



What do coalitions do?

Coalitions are perfect vehicles for bringing together community sectors to develop and carry out strategies to reduce substance abuse problems.



No two are alike!



Effective Coalitions Are Data Driven

- **Coalitions use the following types of local sources:**
 - Surveys: Youth, Adults, Community perceptions
 - Law enforcement data (e.g., arrests, DUIs, crashes and fatalities, etc.)
 - Emergency rooms reports
 - Compliance checks
 - Treatment admissions
 - Quantitative sources





A Basic Premise:

Strategies that address both individualized environments and the shared environment are important components of a comprehensive approach to prevention; even in behavioral health and substance abuse treatment facilities.



Prevention Strategies Attempt To Alter Two Kinds of Environments:

- **Individualized Environments**
 - the environments in which *individual* people grow, learn, and mature
- **Shared Environment**
 - the environment in which *all* people encounter threats to their health—including illicit drugs, alcohol, and tobacco



Individually Focused Strategies

- Based on the assumption that substance abuse arises due to deficits in knowledge about negative consequences, inadequate resistance skills, poor decision making abilities and low academic achievement
- Goal is to reduce these risk factors and increase the protective factors



Environmentally Focused Strategies

Individuals do not become involved with substances solely on the basis of personal characteristics.

They are influenced by a complex set of factors, such as the institutional rules and regulations, community norms, mass media messages, and the accessibility of ATOD.





Environmental Strategies

Strategies that seek to establish or change community standards, codes, and attitudes, thereby influencing the incidence and prevalence of drug abuse in the general population



Environmental Strategies

- May be implemented within a community, State, or Nationally**
- For all populations within prevention: universal, selected, or indicated**
- Do not act directly on individuals, groups, or families; rather, but seek to alter the context in which individuals, groups, and families behave**



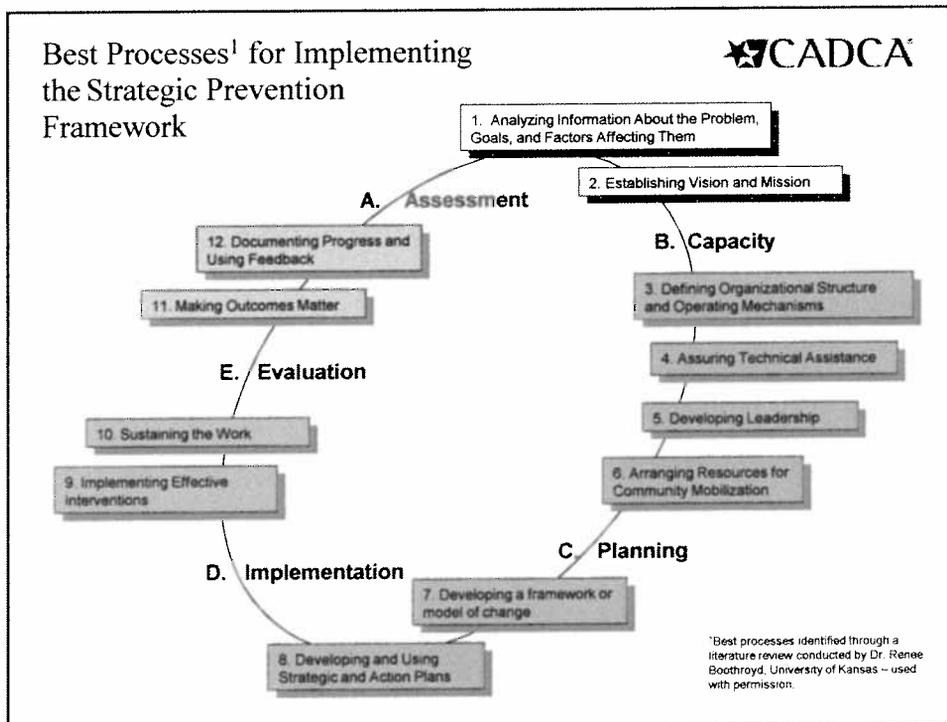
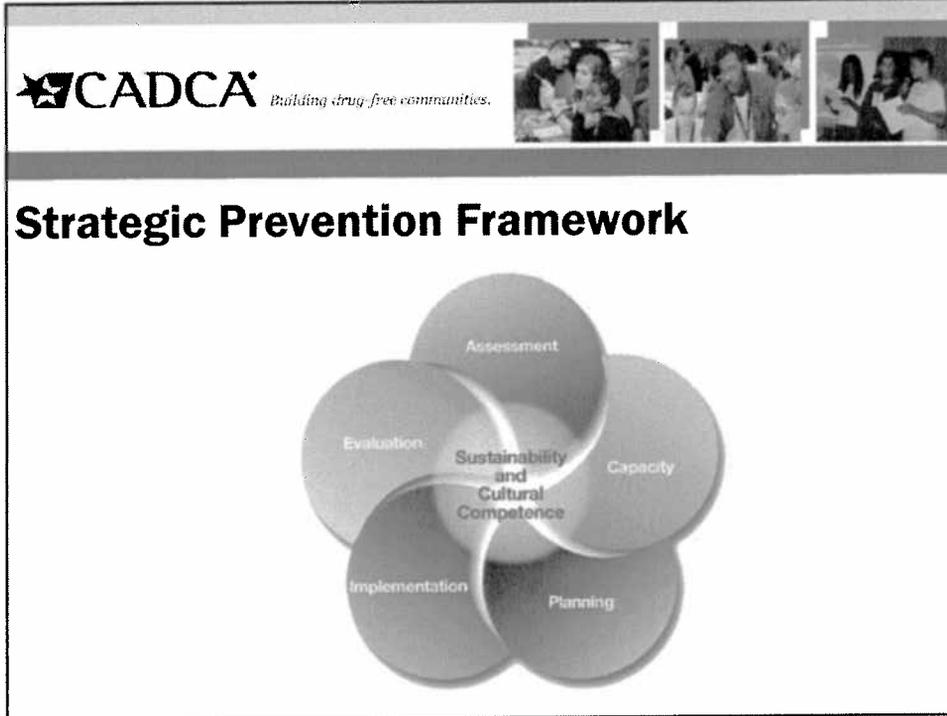
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7 Seven Strategies for Community Change

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|--|---|--|
| <ol style="list-style-type: none">1. Providing Information2. Enhancing Skills3. Providing Support | } | Education/Awareness
(Individuals Strategies) |
| <ol style="list-style-type: none">4. Enhancing Access/Reducing Barriers5. Changing Consequences6. Physical Design7. Modifying/Changing Policies | } | Environmental
Strategies
(Entire
Community) |





Three Simple Questions:

- ❶ What you need to know?
- ❷ What your team needs to do?
- ❸ What your team needs to produce?



Developing Interventions

Good Interventions:

1. Achieve Outcomes
2. Build Community
3. Strengthen Partners

Meet Four Criteria:

1. Fit with local diagnosis
2. Capacity to Implement
3. Evidence of Effectiveness
4. Part of a Comprehensive Plan



Group Discussion: Community-level Change

Community-level (population-level) change initiatives seek to:

- Impact a specific, defined community (denominator)
- Engage all sectors and members of the entire community
- Address conditions and settings within the defined community
- Promote comprehensive strategies
- Achieve positive outcomes: eliminate the accepted social norm that tobacco use can't be included in the treatment plan.

“Even the most elegant strategy ultimately degrades to action.”

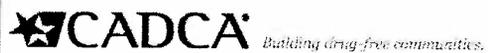
**-Michael Porter-
Harvard Business School**



Core Competency: Action Planning

Why?

- Ensure that you don't overlook important details.
- Help understand the feasibility of actions.
- Create shared responsibility for needed action.
- Provide accountability.



Core Competency: Action Planning

How?

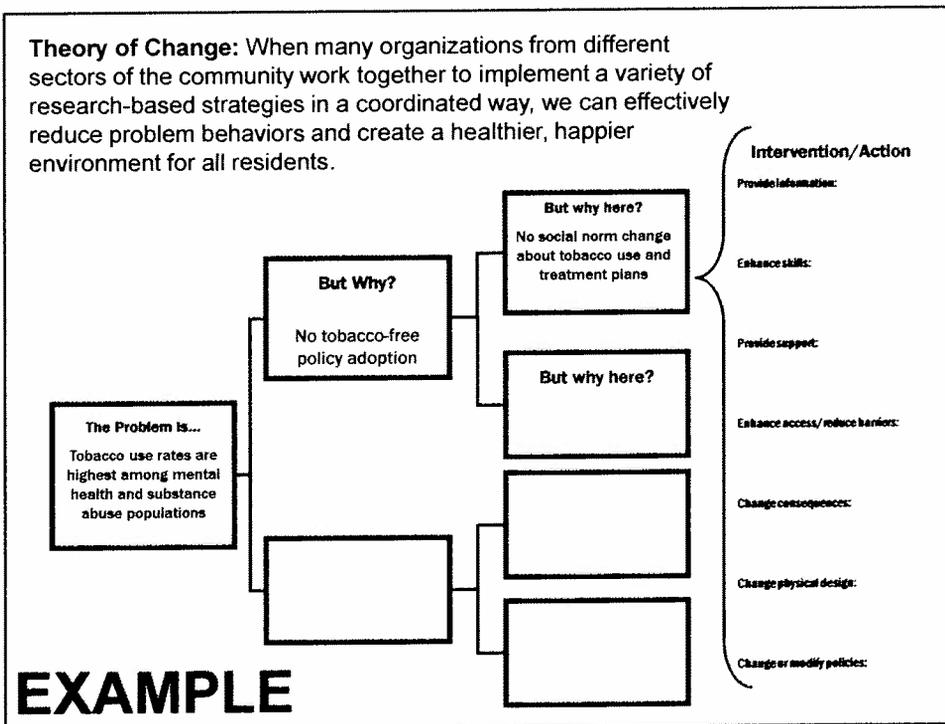
- Convene an inclusive planning group.
- Describe:
 1. The action.
 2. Who will carry it out.
 3. When it will be completed or its duration.
 4. Resources needed (money, information, etc.)
 5. Communication—who should know about it.
- Review monthly to ensure progress.

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Implementing the SPF Planning

<p><u>Strategic Planning</u></p> <ol style="list-style-type: none"> 1. Vision 2. Mission 3. Objectives 4. Strategies 	<p>←</p> <p>←</p> <p>←</p> <p>←</p> <p>INFORMS</p> <p>←</p>	<p>Problem Statement</p> <p>Problem Analysis</p> <p>Logic Model</p> <p>Interventions</p>
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6 Steps to Build a Sustainability Plan

1. Identify specifically what must be sustained.
2. Identify what resources are required.
3. Create case statements.
4. Determine funding strategies.
5. Identify potential partners.
6. Action plan to contact and present/ask potential partners.



Core Competency: Sustainability—Example

What must be sustained?	What resources are required?	How will the resources be obtained?
Community champions need to be identified & recruited, trained and involved	Staff, volunteers, Training material, available technical assistance	Share—volunteer time Share—Training Material Ask—technical assistance
Tobacco-free worksite policy	Written policy, signage, education opportunities, educational documents	Share—written policy Share – posted signage Ask—education opportunities Share—education documents

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Building Effective Community Partnerships



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Build Effective Community Partnerships

Why?

- Transition has to focus on the entire person
- Re-entry is a multi-faceted issue that requires multi-faceted solutions
- It allows us to focus on what we know how to do best and what we have been mandated and funded to do



part • ner • ship (/'pärtner,SHip/) V

“A group of leaders who use an inclusive strategy to establish shared goals and agree to use their personal and institutional power to achieve them.”

Institute for
Educational Leadership



Steps to Building a Partnership

1. Create a welcoming space for dialogue; exchange of ideas
2. Identify traditional and non-traditional
3. Develop mutual understanding and appreciation of each other's work
4. Identified existing gaps
5. Developed a program idea
6. Develop a collaborative action plan
7. Prepare for implementation
8. Evaluate as a group; develop next steps



Things to Consider:

1. Do we have a common understanding of the issues, problems, opportunities?
2. How do we define success and how do we measure it?
3. Have we created a culture where mistakes and failures are allowed and do we learn from it?
4. Who does what, when, where? Do we have MOUs?



Work to Sustain the Momentum of Partnership:

- It's not about the MONEY, but ...
- After initial flurry of excitement, your partnerships will wane
- Beware of institutionalizing the strategy
- Expand geographical reach
- Develop new and non-traditional partners
- Deepen and broaden the focus
- Revisit the initial agreement, focus and renew commitments



Group Work

How many data sources can you name?

Be creative in telling the story of the needs and resources of your community.



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