Strategic Prevention Framework

Assessment

Profile population needs, resources, & readiness to address needs & gaps

Capacity

Mobilize &/or build capacity to address needs

Planning

Develop a comprehensive strategic plan

Implementation

Implement evidence-based prevention activities

Evaluation

Monitor, evaluate, sustain & improve; or replace those that fail

With Allison Sharer, OCPS II & Holley Raffle, Ph.D., MCHES
Key Principles

• Based in the public health approach

Host

Agent

Environment

Key Principles

• Is a business planning model
  ➢ Been tested
  ➢ Works for prevention planning at any level
  ➢ Works for coalitions & community engagement

• Is data-driven

• Emphasizes outcomes-based prevention
  ➢ Population-level outcomes
Sustainability

- More than just funding
- Sustaining outcomes, not programs
- Structures and formal linkages
- Creating champions and leadership actions
- Administrative policies and procedures
- Expertise
- Community ownership

Cultural Competency

- Why consider cultural competence throughout SPF?
  - To consider cultural variables in all aspects of project planning and implementation
  - To improve effectiveness & quality of programs, policies & practices chosen
  - To eliminate service & participation disparities
Strategic Prevention Framework

Assessment
Profile population needs, resources, & readiness to address needs & gaps

We don't need to do all this. I already know what the needs of my community are.

➔ Maybe you do. Maybe everyone knows what they are.
➔ If the building is burning, put out the fire.
➔ But often, the needs are not quite so clear.
➔ You (and everyone else) have opinions and biases, but does everyone feel the same way?
➔ Wouldn't it be worth checking what other people think, and getting some hard data to help clarify what is going on?
➔ Otherwise, you may be spinning your wheels with efforts that are not on the mark.
We’re busy people! We want to get going!!!

غولاً غيرها من الراحة أكثر معرفة أن ما تريد أن تفعله يلائم حاجة مجتمعية حقيقية؟

Otherwise you could waste a lot of time and energy.

It’s easier to get others involved when you can demonstrate the scope of the problem.

We don’t have the time/money to do a survey!

غولاً لا توجد لديك لإجراء دراسة علمية كبيرة.  
غولاً أي استطلاع نسبيًا أطول من عدم استطلاع أي شيء.  
غولاً أستطيع أن أجمع بيانات مفيدة في ساعات، أو حتى أقل.  
غولاً في الاجتماعات المطبوعة توجه الطابور.  
غولاً إنشاء فرق لقاءات الجلوس.  
غولاً استخدام البيانات التي تتطلب جمعها في مكان واحد.  
غولاً متابعة الناس وما يفعلون.  
غولاً إذا كنت تهتم بالحركة الفعالة، هل لديك الوقت لكي تقوم بحث عن احتياجات المجتمع؟
But we don't know how to do it!

- You don’t have to be an expert.
- Surveys don’t have to be perfect.
- Find existing surveys that you can use to help you create yours.
- Remember, there are other ways to do needs assessment than just surveys.

Assessment --- WHY?

It answers the question, “What is going on in our community?”

- How big and what type of a substance use problem do we have in our community?
- What resources currently exist in our community that are addressing the identified problems related to substance abuse?
- What is supporting the substance abuse problem in our community?
- How ready is our community for prevention?
Assessment --- Summary

Assessing Needs
Assessing Demographic & Geographic Features
Assessing Policies (formal & informal)
Assessing Existing Services & Resources
Assessing Gaps
Assessing Readiness

SOCIAL-ECOLOGICAL MODEL
Strategic Prevention Framework:
Assessment

OPEC
November 17, 2011
Assessing Needs:
The Scope of the Problem

- Possible sources of information
  - Prevalence data
  - Incidence data
  - Consequence data
  - Surveys
  - Focus groups
  - Other?
- How do you ensure cross-cultural representation in your assessment?

Handout:
Recommended Community-level Indicators
Assessing Needs

How do you know?

- Where do we currently get our information?
- Is our assessment cross-cultural?
- What data are we missing?
- How could we fill the gaps?

Assessing Demographic & Geographic Features

Youth with working parents
- Is supervision an issue?

Homes with basements
- Can youth easily conceal a party from negligent adults?

Homes with large land areas
- Are these areas ideal for underage parties?

Rural communities
- Are the driving distances long and do the contribute to driving under the influence?
- Are open fields or wooded areas common gathering spots for youth?
Assessing Demographic & Geographic Features

Lakes & rivers
- Are youth allowed to use boats with little or no supervision?
- Are boat patrols a regular part of enforcement?

Economically disadvantaged communities
- Are abandoned buildings used for drug sales or use?

Major highways/ports
- Are these part of trafficking which is increasing supply?

GIS mapping
- By identifying one problem place/area, can we improve conditions in the entire community?

How do you know?
- Where do we currently get our information?
- Is our assessment cross-cultural?
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- How could we fill the gaps?
Assessing Policies (formal & informal)

1. State-Level Policy Scan
2. Local-Level Policy Scan
3. Institution of Higher Education (IHE) Policy Scan
4. Enforcement of Policy

Table of Policy Level Influences

<table>
<thead>
<tr>
<th>Priority Substance:</th>
<th>Level: State-, Local-, or IHE-level</th>
<th>Policy</th>
<th>Number of Infractions (Arrests, etc.) 2007</th>
<th>Number of Infractions (Arrests, etc.) 2008</th>
<th>Number of Infractions (Arrests, etc.) 2009</th>
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**Assessing Policies**
(formal & informal)

How do you know?

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**Assessing Existing Services & Resources**

The Organizational Level Assessment Tool
How do you know?

Where do we currently get our information?

Is our assessment cross-cultural?

What data are we missing?

How could we fill the gaps?
Assessing Readiness

What Is Community Readiness and Why Is It Important?

Community readiness is the extent to which a community is adequately prepared to implement a substance abuse prevention program.

A community must have the support and commitment of its members along with needed resources to implement an effective prevention effort. Because community readiness is a process, factors associated with it can be objectively assessed and systematically enhanced.

(National Institute on Drug Abuse, 1997)
Why Increase Community Readiness?

Effectiveness
Enduring, coordinated, and comprehensive efforts at the local level are more likely to have the desired impact if prevention professionals work with local citizens and community leaders from many segments of the community in planning, coordinating, and implementing the prevention effort.

Why Increase Community Readiness?

Continuity
Prevention programs are more likely to succeed and continue to operate when they are created by local citizens and tailored to the needs and resources of the local community.
Assessing Community Readiness

- **Tolerance**: It’s just the way things are
- **Denial**: It’s not my problem. We can’t do anything about it.
- **Vague Awareness**: We think there is a problem & maybe someone will do something
Assessing Community Readiness

Pre-planning
Something ought to be done, but what?

Preparation
We’re planning, but we need more information & resources

Initiation
We’re working on it!
We have enthusiasm!

Stabilization
We have established activities.
Evaluation is limited.

Expansion
Activities have been evaluated & modified. Planning is data-based.
Ready to expand scope.

Professional
Comprehensive plan is in place.
Evaluation is routine.
Community involvement is high.
Various Community Readiness Tools

- Tri-ethnic Community Readiness
- Minnesota Institute of Public Health
- Community Partner Institute's Community Prevention Readiness Index
- CSAP's Prevention Platform
- Goodman & Wandersman's Community Key Leader Survey
- UDETC Sample Law Enforcement Survey

Assessment --- Summary

Assessing Needs
Assessing Demographic & Geographic Features
Assessing Policies (formal & informal)
Assessing Existing Services & Resources
Assessing Gaps
Assessing Readiness
Tying it all together
Community Profile Tool

- Demographics
- Consequence data
- Enforcement
- Prevention
- Education
- Public Policy
- Evaluation
- Self-sufficiency
- Media

Assessment

How do you know?

- Where do we currently get our information?
- Is our assessment cross-cultural?
- What data are we missing?
- How could we fill the gaps?
Questions to Consider

• Has your community used ATOD consequence data in the past as part of its Assessment process?
• Is community level consequence data readily available? What is the utility of the currently available data?
• How does community readiness impact prevention planning and interventions?
• What seems to influence the prevalence rates of use? (risk and protective factors)
• Once you have completed an assessment, how much more refined will your target population be?
• Do you anticipate that your target population will change through the assessment?

Utilizing Your Assessment Data

WHERE DO WE GO FROM HERE?
Issues may be considered “pressing” when:

- The problem occurs frequently \((FREQUENCY)\)
- The problem has lasted for a while \((DURATION)\)
- The problem affects many people \((SCOPE)\)
- The problem is intense \((SEVERITY)\)
- The problem deprives people of legal or human rights \((SOCIAL IMPORTANCE)\)
- The problem is perceived to be important \((PERCEPTION)\)

University of Kansas Community Tool Box
Strategic Prevention Framework

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**Assessment**

- Knowledge: Reality talks!
- Credibility counts
- Obtain data from enough people to make it worthwhile
- Give your information in context
- Awareness leads to change
- Don’t forget to give your information a human face