

Being an Effective Coalition

using the

Strategic Prevention Framework

Purpose of the Training

1. Develop your ability to successfully implement the Strategic Prevention Framework.
2. Special emphasis on your ability to complete:
 - Needs Assessments
 - Logic Models
 - Evaluation Plans
 - Sustainability Plans

Three Simple Questions:

- ① What is “coalition?”
- ② What do I need to know?
- ③ What does my team need to do?

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. It's not who's in the room that makes a coalition.

It is what they do there that makes a coalition.

B. Many people have mistaken the form for the function.

C. Coalitions are a form of community problem solving

Three Simple Questions:

- ① What is “coalition?”
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What you need to know:

The *core competencies* in community health promotion.

A core competency is a group of knowledge and skills that, taken together, make you more effective in community problem solving.

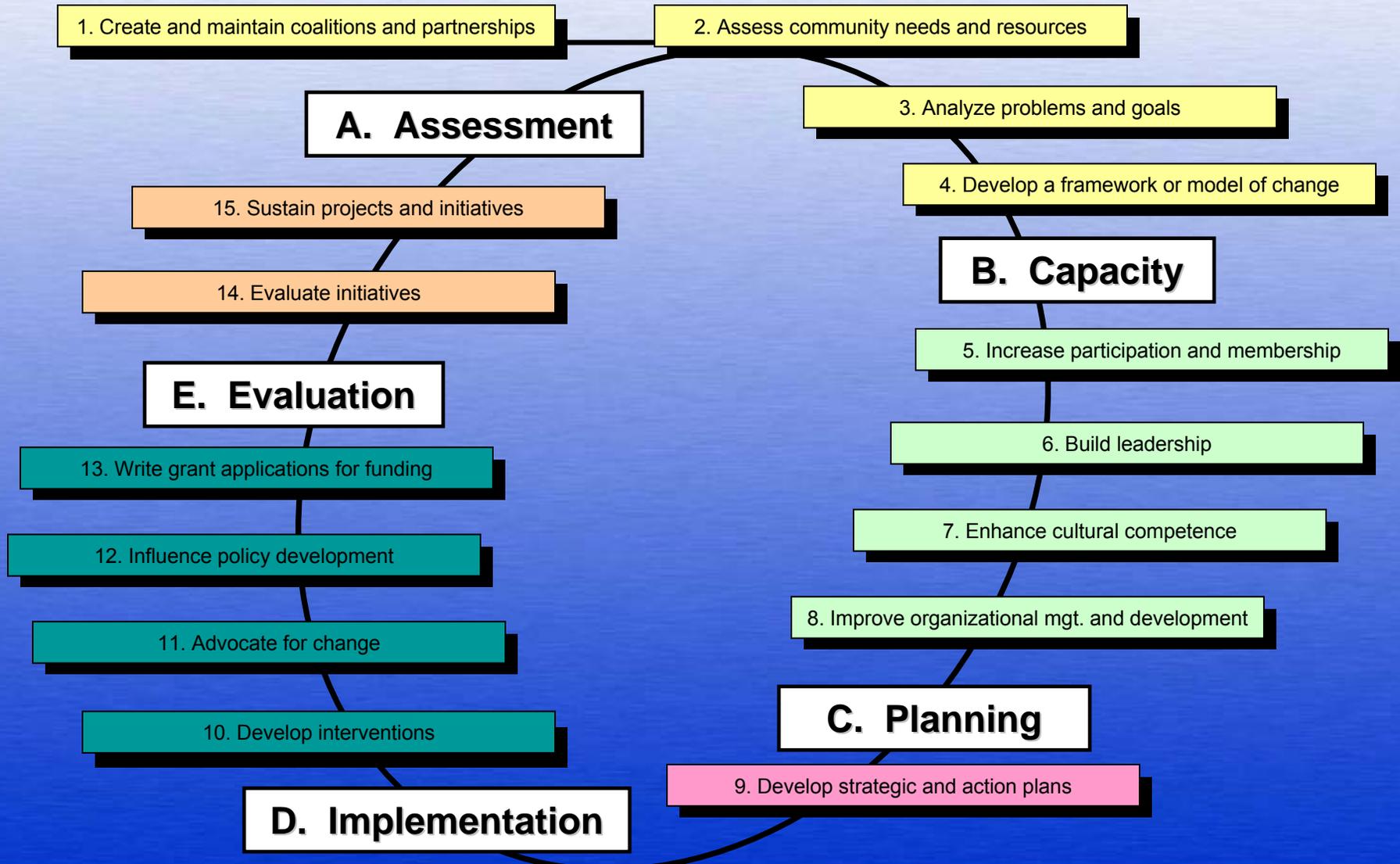
What you need to know:

The *core competencies* in community health promotion.

1. Everyone has some skill level in each competency area.
2. Everyone can improve their skill in each competency area.

Skills Required to Implement the Strategic Prevention Framework

The relationship between SAMHSA's *Strategic Prevention Framework* and the *Core Competencies** supported by



CADCA AND COALITIONS: **CHAMPIONS FOR CHANGE**

Self Assessment:

The core competencies in
community health promotion.

Self Assessment:

Using the Core Competencies as the basis for a personal learning plan:

1. Set learning priorities for the coming year.
2. Search for training on specific topics rather than just taking whatever comes along.
3. As a justification when applying for scholarships to cover the costs of more expensive training.

Three Simple Questions:

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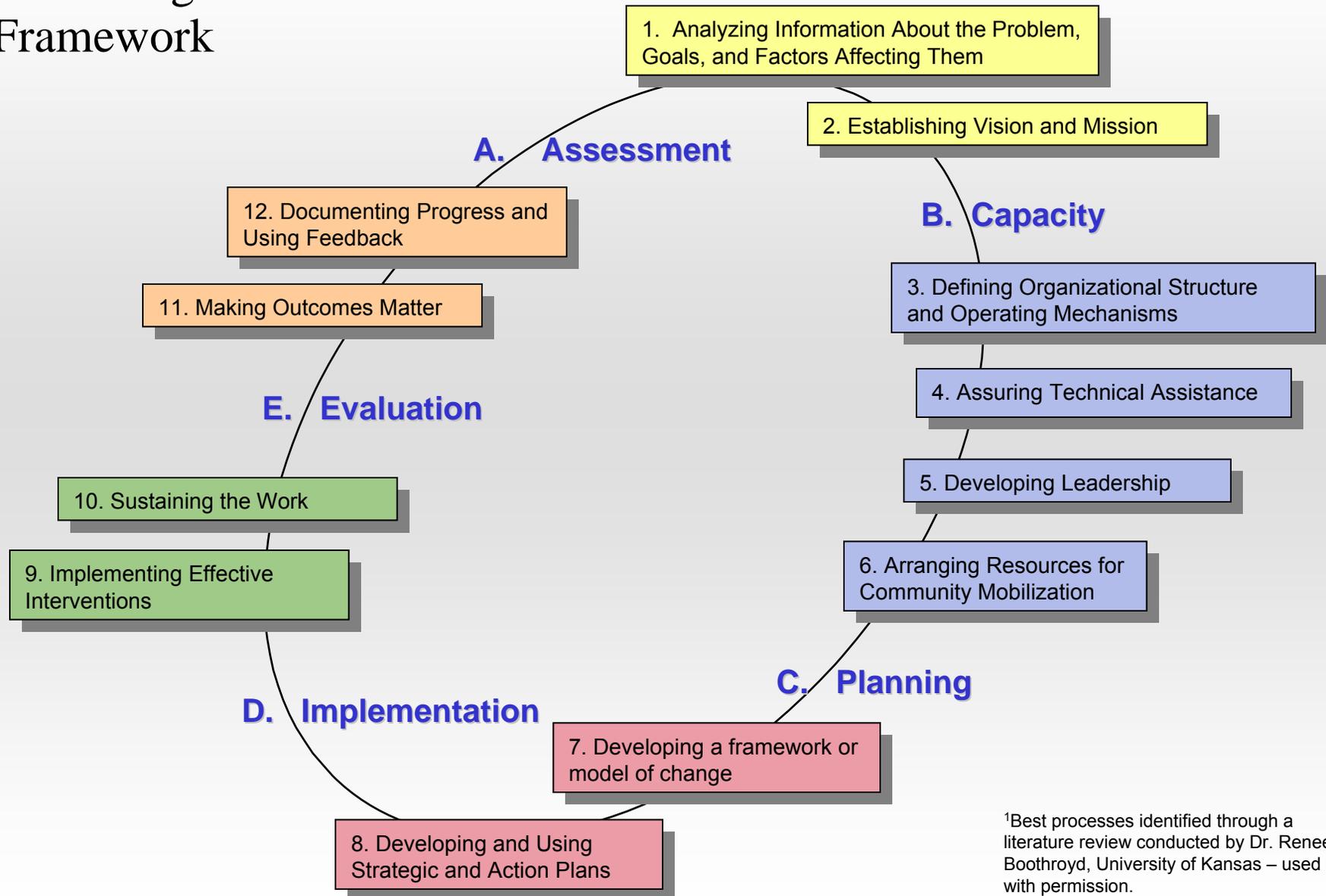
*“All happy families are alike;
each unhappy family is unhappy
in its own way.”*

Tolstoy - ANNA KARENINA

“The Tolstoy Principle”

Coalitions can fail for thousands of reasons but they all succeed for the same few.

Best Processes¹ for Implementing the Strategic Prevention Framework



¹Best processes identified through a literature review conducted by Dr. Renee Boothroyd, University of Kansas – used with permission.

Three Simple Questions:

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Core Competency: Community Assessment

There are five parts to a community assessment:

- Community description
- Assessment of community needs
- Assessment of community resources
- Community history
- Problem statement(s)

Core Competency: Community Assessment

Part 1: Community Description

Community of place

Community of interest

Community of experience

Core Competency: Community Assessment

- Step 1: Set time limits (when you'll use the data and how far back will you go).
- Step 2: Create questions / determine what you want to know.
- Step 3: ID possible sources for the information.
- Step 4: Determine who will find the information.
- Step 5: Set limits on what you'll collect.
- Step 6: Get the information
- Step 7: ID gaps in your knowledge and fill.
- Step 8: Craft data driven answers to your questions.

Core Competency: Community Assessment

Requirement to do both (needs & resource) assessments:

1. To prevent digression into a 'grousing session'
FUNCTIONAL
2. To save time and money
EFFICIENT
3. For a complete portrayal of the community
ACCURATE
4. To provide a balanced view of the community
ETHICAL

Core Competency: Community Assessment

Part 5: Name Identified Problems (Problem Statements)

All of the listening and data collection is supposed to help you draw conclusions about the state of affairs in your community.

This process should surface what the community sees as pressing issues related to drugs.

Core Competency: Community Assessment

Six Characteristics of Effective Problem Statements

1. Name one problem at a time
2. Avoid blame
3. Avoid naming specific solutions
4. Define the problem in terms of behaviors or conditions
5. Are measurable
6. Reflect community concerns

Essential Process: Analyze Information About the Problem, Goals, and Factors Affecting Them

Example problem statements:

The problem is that not all of our students graduate from high school.

The problem is that senior citizens vote against our school budget and so our schools don't have enough money.

The problem is that there are too many kids dropping out of high school.

Essential Process: Analyze Information About the Problem, Goals, and Factors Affecting Them

Example problem statements:

The problem is we don't have enough after-school programs to help kids succeed academically.

The problem is that kids are doing drugs, involved in gangs and dropping out of school.

The problem is that we don't have enough positive role models.

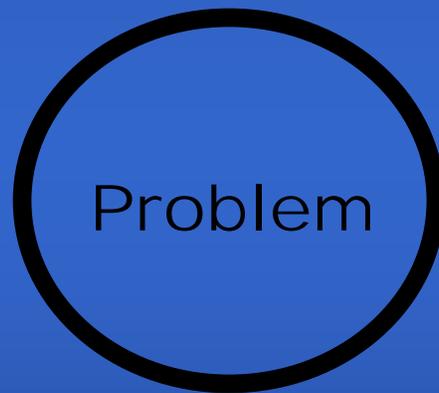
Core Competency: Analyzing Problems & Goals

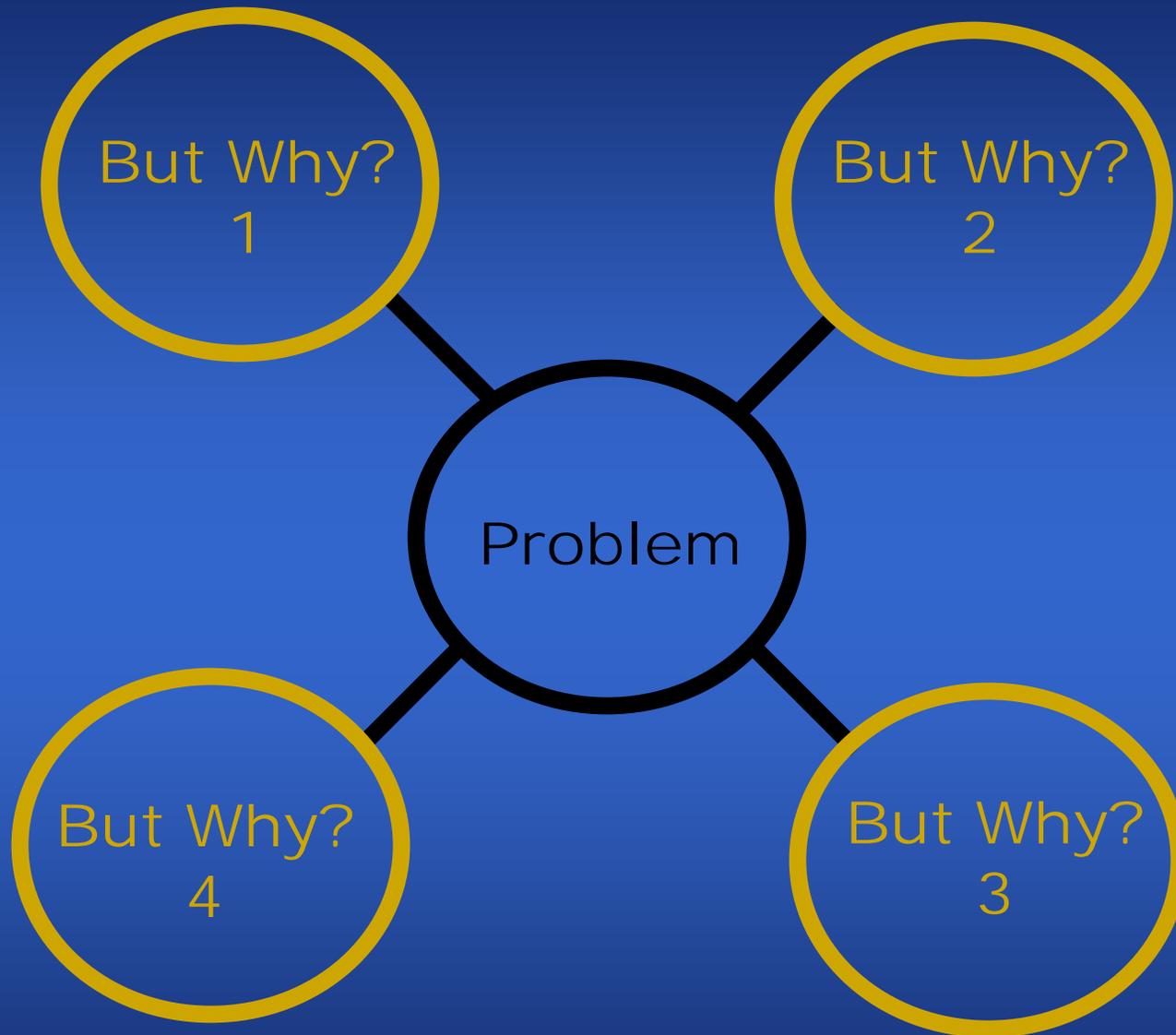
Your community
is perfectly engineered
to get the results
you are currently getting.

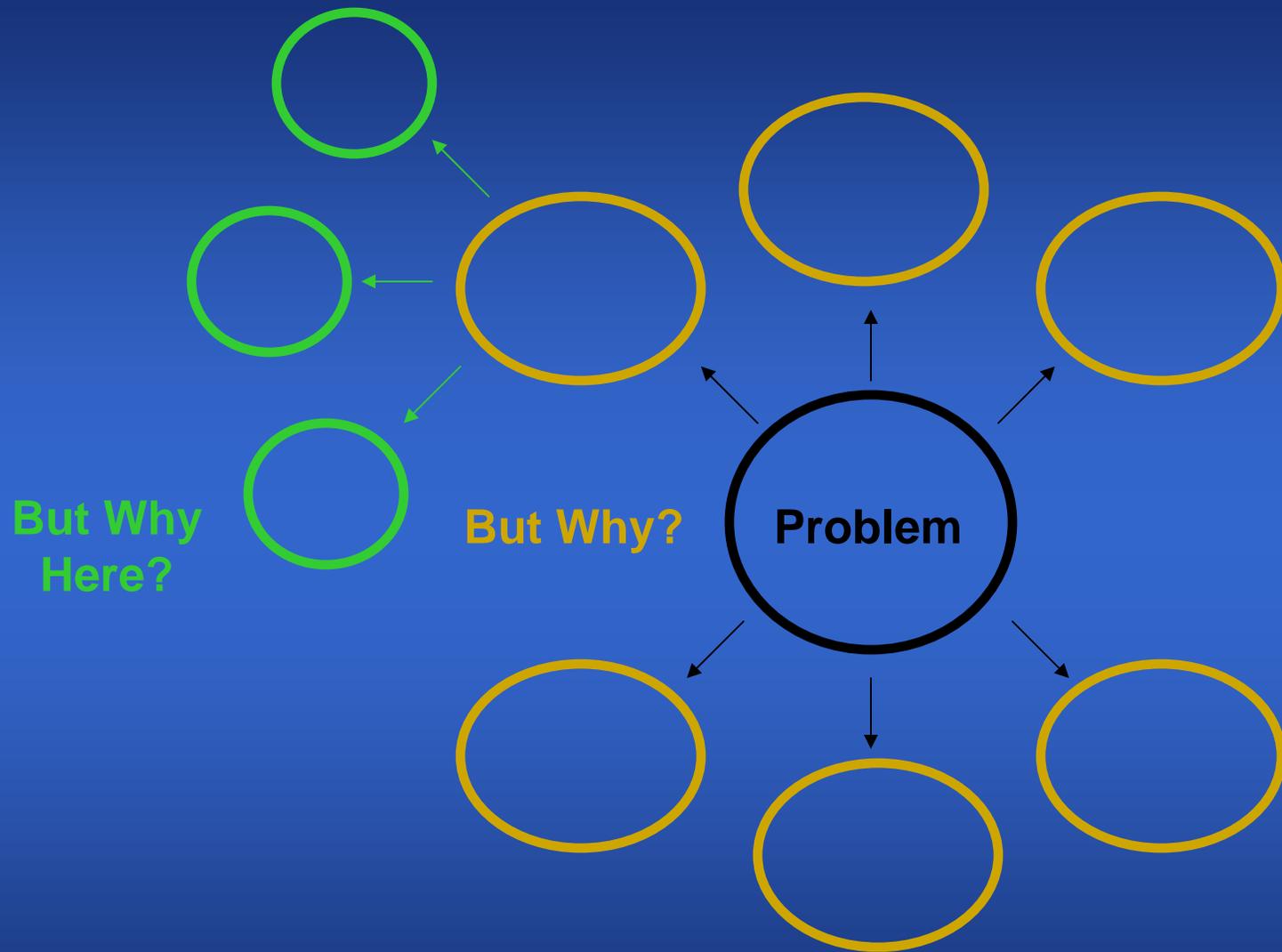
Core Competency: Analyzing Problems & Goals

Think comprehensively even if you cannot act comprehensively.

But Why?





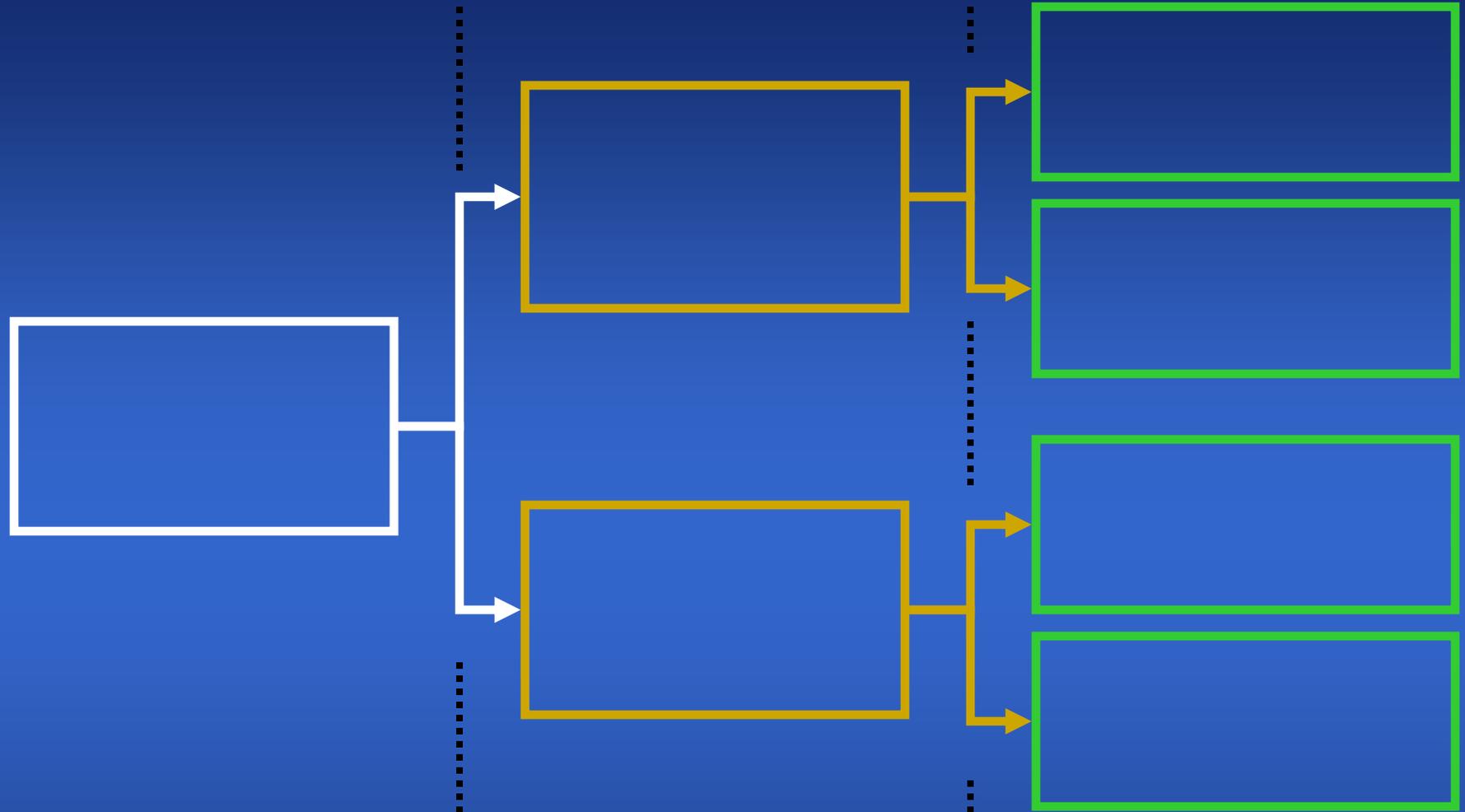


Essential Process: Developing a Framework or Model of Change

1. They insure clarity on precisely how the group intends to make a difference.
2. They establish a common language for how things will improve.
3. They keep the focus on outcomes.
4. They integrate planning, implementation and evaluation.

You've Already Started Crafting Your Logic Model by:

1. Clearly Stating the Problem
2. Surfacing the Root Causes
3. Identifying Why These Root Causes Exist in Your Community



Problem Statement

But Why?

But Why Here?

Underage Drinking

Marketing

Store windows are covered with alcohol ads

Alcohol industry sponsorship of community events

Problem Statement

But Why?

But Why Here?

Two Ways to Critique Your Logic Model

1. Line Logic

2. Completeness Check

Core Competency: Developing a Framework or Model of Change

When should root causes make it to your logic model?

1. Data from your community
2. Prevention science
3. Current events or political opportunity
4. Community expectations or demands

Core Competency: Developing a Framework or Model of Change

Grantors do not fund the greatest need,
they fund an opportunity to make a difference.

Core Competency: Developing Interventions

Seven behavior change strategies:

1. Provide Information
2. Build Skills
3. Provide Support
4. Enhance Access / Reduce Barriers
5. Change Incentives / Disincentives
6. Change Policies or Regulations
7. Change the Physical Design of the Environment

Underage Drinking

Marketing

Store windows are covered with alcohol ads

Alcohol industry sponsorship of community events

- Leaflets
- Training
- L. E. Partnership
- Recognition
- Alternative Ads
- Sign Removal
- City Ordinance

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 insure progress.

CADCA AND COALITIONS: **CHAMPIONS** FOR CHANGE

Core Competency: Evaluation

Five Functions of Evaluation

1. Improvement
2. Coordination
3. Accountability
4. Celebration
5. Sustainability

Core Competency: Evaluation

How?

1. Create measures for each step of your logic model.

Good measures:

- a. Are sensitive (valid)
- b. Are proximate (close / same level)
- c. Can be collected multiple times (feasible)

Core Competency: Evaluation

How?

1. Create measures for each step of your logic model.
2. Communicates this information to relevant audiences.

Core Competency: Evaluation

Five Questions

- | | |
|------------------------------|-----------------|
| 1. Who cares? | AUDIENCE |
| 2. What do they care about? | QUESTION |
| 3. Where is the information? | DATA |
| 4. How will I get it? | METHOD |
| 5. How will I share it? | REPORT |

Core Competency: Sustainability

How?

Six steps to sustainability:

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 to potential partners.