



PROFESSIONAL COMPETENCIES IN SUBSTANCE USE DISORDER PREVENTION

**Strategic Prevention Framework (SPF)
Competency: Capacity Building**
Presented by: Angela Da Re, CCPS, ICPS



**Professional
Competencies**

Foundational

SPF

Specialized



Foundational Competencies

- Prevention 101
- Cultural Competence
- Sustainability
- Ethics and Professional Growth

SPF Competencies

- Assessment
- **Building Capacity & Community Organizing**
- Planning
- **Implementation**
- Evaluation

Specialized Competencies

- Trauma Informed Care
- Environmental Prevention & Public Policy
- Screening & Brief Intervention


OUR LEARNING GOALS

- Identify & engage community stakeholders
- Organize & build capacity to implement theory-aligned substance use disorder (SUD) prevention strategies
- Provide leadership to partners to implement sound SUD prevention strategies





YOU WILL BE ABLE TO:

1. Identify community assets and challenges
 2. Collect culturally appropriate community information
 3. Engage leaders and community partners in prevention planning and implementation process
 4. Foster collaborative participation and ownership of prevention goals in the community
 5. Ensure capacity building strategies are relevant and culturally appropriate
 6. Provide effective technical assistance based on best practices to community groups
- 

AGENDA



2.1

- Identifying community demographics and stakeholders

2.2

- Strategies to build community capacity

2.3

- Engaging community partners and fostering collaboration

2.4

- Gathering information aligned with prevention theory

2.5

- Understanding the needs of learners

2.6

- Technical Assistance and Training for Communities

2.1 IDENTIFYING COMMUNITY DEMOGRAPHICS & STAKEHOLDERS

Supports Accountability, Capacity, and Effectiveness



Assessment

Profile population needs, resources, resource gaps, and community readiness to address needs & gaps

Capacity

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

Implementation

Implement evidence-based prevention programs and activities

Evaluation

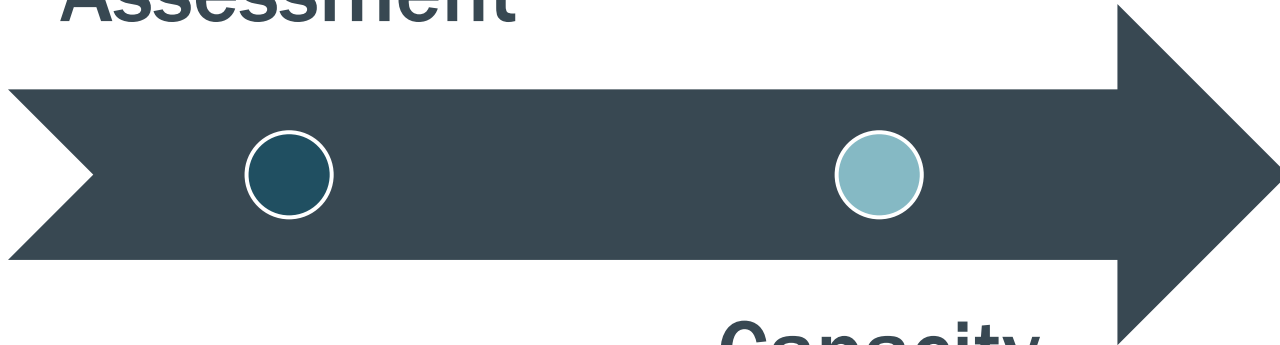
Monitor, evaluate, sustain, and improve or replace those that fail

Strategic Prevention Framework



FROM DATA TO MOBILIZATION

Assessment



Capacity
Building





**CAPACITY BUILDING =
ENGAGING THE COMMUNITY**



WHAT IS A “COMMUNITY”?

A group of people, defined by a common geography, affiliation or interest, that have the potential to act together and support each other.



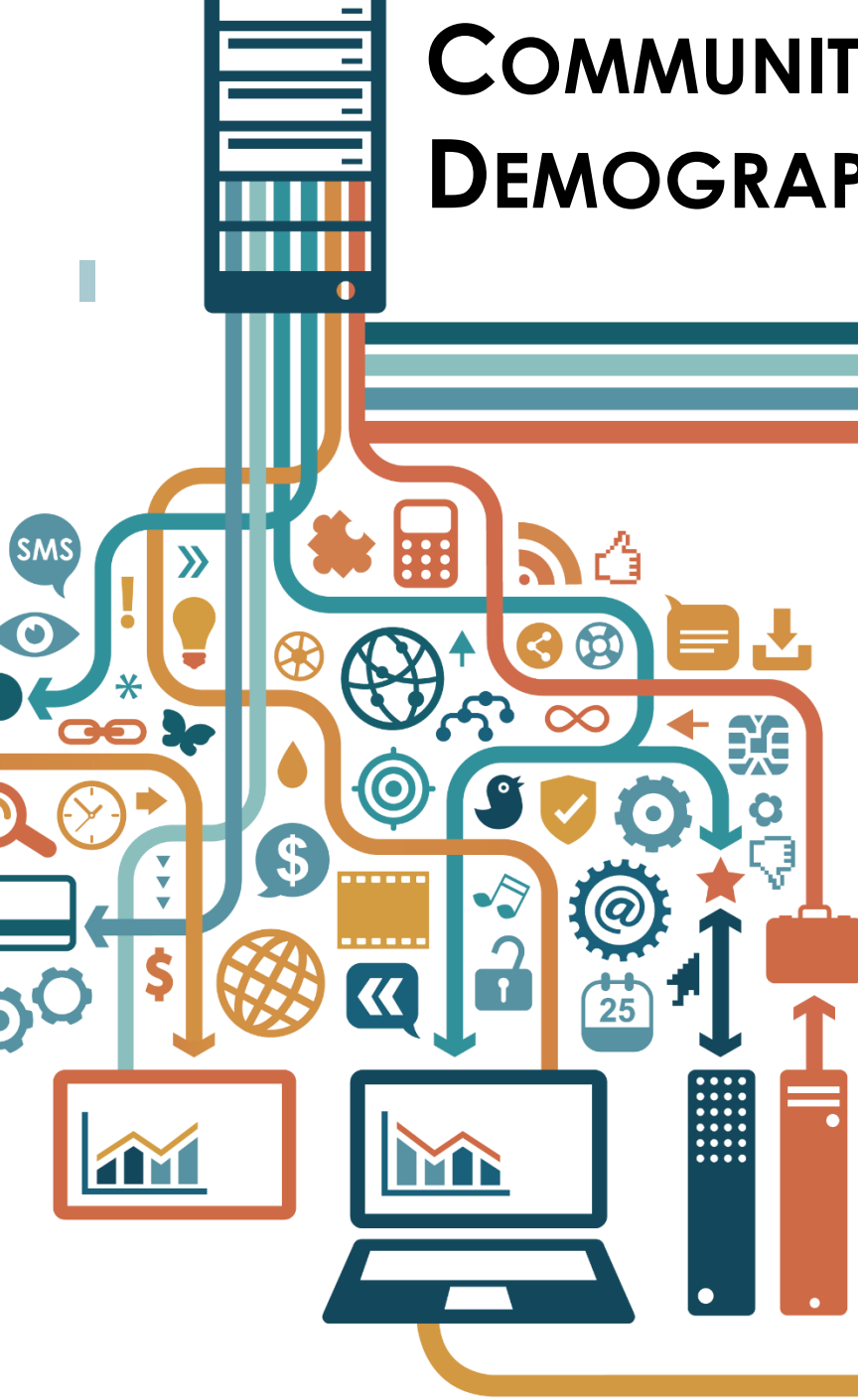
WHAT DOES COMMUNITY MEAN TO YOU?





DESCRIBING THE COMMUNITY

COMMUNITY-WIDE DEMOGRAPHIC DATA SOURCES



US Census Bureau
<http://quickfacts.census.gov>

Data on Children in California
<http://www.kidsdata.org>

School Data
<http://www.cde.ca.gov/ds/sd>

Government Data
<http://www.abag.ca.gov>
<http://www.kingscog.org>
<http://data.ca.gov>

Be Healthy Sacramento



[FIND DATA](#)

[USE TOOLS + RESOURCES](#)

[EXPLORE PROMISING PRACTICES](#)

Welcome

Welcome to Be Healthy Sacramento. This site is designed as a hub, presenting public data on a variety of topics from education to health. Please browse the site and follow your data interest where ever they may take you. Whether you are just curious or are working on a project and have a need for specific data, you have found an excellent starting point with Be Healthy Sacramento.



[COMMUNITY DASHBOARD](#)

See how our community stacks up compared to California and the nation



[HEALTHY PEOPLE 2020 TRACKER](#)

Learn how we are doing based on national goals



[INDICATOR COMPARISON REPORT](#)

Select the indicators you want to compare across regions



[DEMOGRAPHICS DASHBOARD](#)

View demographic data by race, gender,



[PROMISING PRACTICES](#)

Learn about over 2000 health and



[SOCIOECONOMICS INDEX](#)

Compare the socio-economic need

BE HEALTHY SACRAMENTO: A LOCAL EXAMPLE




MOBILIZING THE COMMUNITY

A community coalition is a ***strategy*** to engage community members, partners, and stakeholders.





WHAT IS A COMMUNITY COALITION?

- Formalized arrangement for collaboration and collective impact
 - Work together toward the common goal of a safe and healthy community
 - Connections to local community serves as catalyst
 - Directed by a mix of local residents and sector representatives
 - Not delivering direct programs or services
- 



WHAT'S SO SPECIAL ABOUT A COMMUNITY COALITION?

- Engages all sectors of a community – including youth!
- Promotes community buy-in and participation
- Connects grassroots organizing to effective prevention strategies
- Effective for catalyzing community change



ENSURING DIVERSE REPRESENTATION

Reflect the demographics
of the community

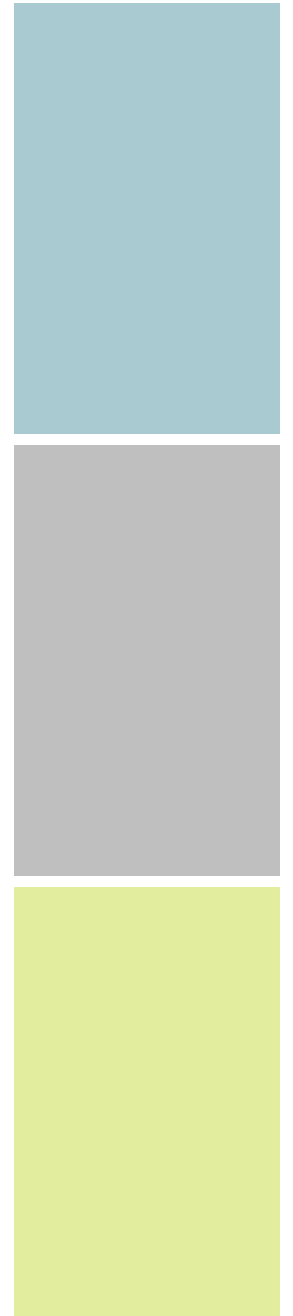


Impacted by AOD consumption,
contributing factors & consequences

Reflect cross-sector
participation



**Who should participate
in a community coalition?**



JUST A FEW EXAMPLES...

- Public Health
- Health Care
- County AOD Offices
- Education/Schools
- Housing
- Youth
- Low-Income
- Faith-Based
- Colleges
- People of Color
- Employment Agencies
- Parent Groups
- Mental Health Service Agencies
- Child Welfare/Social Services
- Neighborhood Associations
- Law Enforcement
- Judicial Community
- AOD Community-Based Organizations
- Businesses
- Local Activist Groups



COALITIONS ARE POWERFUL!

- Diverse coalitions are better suited to address complex issues, such as SUD prevention
- Coalitions can create “synergy”

- Coalitions provide a vehicle for creating a shared vision
- Coalitions foster individual and joint accountability



2.2 ENGAGING COMMUNITY PARTNERS & FOSTERING COLLABORATION



WHAT IS COMMUNITY CAPACITY BUILDING?

Strengthening the skills, knowledge and abilities of individuals and leaders to act on behalf of their community to promote the well-being of their members.

Strengthening the community's ability to work collaboratively to achieve and sustain prevention goals



BUILDING CAPACITY



Partnerships



Resources



Readiness and Leadership



Education and Training



Social Marketing

Defining Community Linkages

	Spectrum of Linkages		
Linkage Types → and Areas ↓	Networking groups and Cooperatives are mostly aligned w/ this category	Alliances and Partnerships are mostly aligned w/ this category	Coalitions, Collaborations, Advisory Boards are mostly aligned w/ this category
Leadership	Few key leaders, facilitative leaders	Independent/ad-hoc/issue driven leadership	Shared and defined leadership with high level of trust and responsibility
Decision Making/Potential for Conflict	Minimal decision making, not sought for opinions or stances on issues collectively, low level of conflict or controversy	Complexity of decision making grows to include committees that report to leadership structure, decisions may be by consensus. Potential for conflict increases with nature of issue.	More decision makings tasks, formalized structure and responsibility is defined for levels of decisions. Conflict of interest parameters for participants are common defined. Potential for controversy is high and needs to be mitigated.
Communication	Informal, participation optional communication	Lines of communication are set and managed, with participation expected	Communication has a structure, formality and protocol. There is an expectation for accuracy (vetted shared information) and involvement by members.
Functions & Purpose	<ul style="list-style-type: none"> * Dialog and common understanding * Clearinghouse for information * A base of support * Share resources to address common issues * Merge resource base to create something new 	<ul style="list-style-type: none"> * Match needs and provide coordination * Limit duplication of services * Accomplishes tasks that require multiple voices and perspectives to further policy and system level changes * Share ideas and be willing to pull resources from existing systems 	<ul style="list-style-type: none"> * Commitments from participants required for a minimum of time. * Accomplish shared vision and impact benchmarks, typically a strategic plan and/or goals and objective developed for group. * Build interdependent system to address issues and opportunities * By-laws in place * Links to formal structures for running programs and applying for and receiving funding in place.
Structure	Loose and flexible with lightly defined roles. Central body of regular participants. Participation on individual, organizational/agency level acceptable.	May play unofficial advisory role. Participants may have to meet certain requirements and commitment. Scope of work may be developed to address issues. Minimal resource development.	<ul style="list-style-type: none"> * May have official advisory role or ability to approve decisions on a broader scale. * Roles are defined by professional affiliation or agency/organizational representation. * Resource development a regular and important focus.

Adapted from "Collaboration Framework: Addressing Community Capacity" (found at nncoinfo@extension.umn.edu <http://www.cyfernet.org/>) by the Center for Applied Research Solutions www.cars-rp.org



WHY ENGAGE THE COMMUNITY?



ENGAGING THE COMMUNITY

- Crucial to success of planning and implementation of initiatives
- Provides “out of the box” input
- Inspires a sense of ownership and empowerment
- Engages existing skills and knowledge of community members
- Influences additional community participation






WHY COMMUNITY MEMBERS PARTICIPATE

- A personal “want” or “need” in their own neighborhood/ community
 - Examples: fewer liquor stores, fewer DUIs, less neighborhood violence)
- Asked by someone they have a reason to respect and trust
- Feels comfortable and able to participate (skill set, other people involved, accessibility)





WHY COMMUNITY MEMBERS CHOOSE NOT TO PARTICIPATE

- Doesn't perceive that prevention will benefit the community
 - Unfamiliar with who is asking for their participation and unclear why they are being asked
 - Feels uncomfortable participating
- 

POLL:

What motivates people to participate in community collaboratives and activities?

- a. Interest in or passion related to the issue
- b. Asked to participate
- c. It relates to their job
- d. All of the above

2.3 STRATEGIES TO BUILD COMMUNITY CAPACITY

RAISE COMMUNITY AWARENESS



Distribute information



Make public presentations



Tap the media



Convene town hall meetings



SOCIAL MEDIA

TOWN HALL MEETINGS





ENGAGE DIVERSE STAKEHOLDERS

Identify traditional
and
non-traditional
prevention partners

Provide
opportunities for
networking and
leadership

Recruit to
participate
in formal planning



MOBILIZE YOUNG PEOPLE

- School presentations on consumption and contributing factors among youth
- Support youth leadership (e.g., FNL)
- Recruit to participate in planning
- School-based awareness campaigns






INFLUENCE DECISION-MAKERS

- Support policy change
- Provide presentations in public decision-making venues (such as a Board of Supervisor's meeting)
- One-on-one meetings with decision-makers and concerned citizens






STRENGTHEN COLLABORATIVE EFFORTS

- You can't do it alone. Utilize partnerships to address complex community substance use disorder problems
 - Strategic planning is necessary to initiate, maintain, or strengthen existing partnerships or collaboratives
 - Make sure that partners have a clear understanding of their role and check in regularly
- 



PREPARE THE PREVENTION WORKFORCE

- Provide information on prevention strategies
 - Promote evidence-based practices
 - Provide tools, trainings and resources
 - Encourage communication & peer sharing
- 



MOBILIZING THE COMMUNITY THROUGH RECRUITMENT AND ENGAGEMENT STRATEGIES





OUTREACH TO TARGETED POPULATIONS

- Include those affected by the issue
- Outreach where and when clients gather
- Develop clear outreach messaging
- Screen participants






OUTREACH TO COMMUNITY MEMBERS

- Develop outreach messaging
- Outreach in diverse neighborhoods
- Mirror your community thoughtfully






PARTNER AGENCIES AND PUBLIC OFFICIALS

- Identify the right agencies
 - Start with “who you know”
 - Have an idea of their role
 - Identify key decision-makers and trusted leaders
 - Develop necessary MOUs
- 



INPUT: SURVEYS AND QUESTIONNAIRES

- Explain the importance of the input and how it will help the planning process
 - Provide in primary language
 - Avoid using acronyms and jargon
 - Ensure anonymity
- 




ENGAGING PARTICIPATION IN EVENTS

**Community
Groups**

Meetings
(Community
Dialogues,
Town Halls)

**Focus
Groups**

- Date, time and location accommodating to typically under-represented participants
 - Well-designed outreach strategy materials (flyer, letter, canvassing)
 - Refreshments
- 

AN EFFECTIVE ENGAGEMENT PLAN...



Builds Capacity



Empowers



Educates




IT'S ALL ABOUT RELATIONSHIPS!





MODELING COLLABORATION

- Reach out: “Hi, I’m Angie. Tell me about what you do.”
 - Build personal relationships; engender trust and confidence
 - Collaboration happens between people, not agencies
 - Ask: “How can I increase the benefit of what others do?”
- 


BE AN INSPIRATION



- Promote participants' discovery and development of their talents
- Enable others to feel and act like leaders
- Stimulate creative thinking
- Recognize the contributions of participants and how the further the vision/mission of the work




BE A CONFIDENT EXPERT

- Educate yourself and understand current trends, the latest information, local data and programs
 - Have a clear vision for the purpose of the planning group
 - Demonstrate enthusiasm, decisiveness and commitment
 - Exercise patience, yet persistently push ahead
- 



EXERT LEADERSHIP

- Know your strengths and weaknesses
 - Hold the “big picture” when an essential piece is getting lost
 - When obstacles arise, take responsibility for getting back on track
 - Be reliable, punctual, responsive, communicative
 - Summarize group opinions with clarity
- 

2.4 GATHERING INFORMATION ALIGNED WITH PREVENTION THEORY



Consumption

Contributing Factors

Consequences

THE THREE CS OF PREVENTION DATA



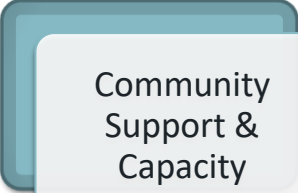
WHAT DOES THE COMMUNITY NEED TO KNOW?

- What is the extent of the substance use problem in my community?
- What resources does my community already have that address substance abuse?
- What is contributing to substance abuse problems?
- How ready is my community for prevention?

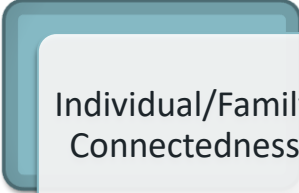




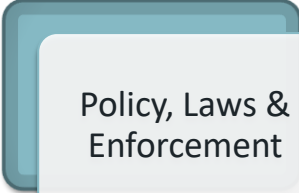
CAPACITY BUILDING TOPICS FOR PREVENTION



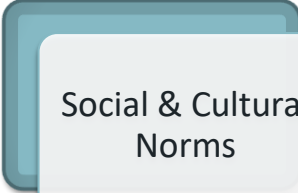
Community
Support &
Capacity



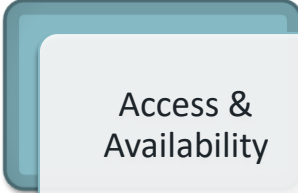
Individual/Family
Connectedness



Policy, Laws &
Enforcement



Social & Cultural
Norms



Access &
Availability

PRIORITIZE LEARNING OBJECTIVES



Particular issues that are most urgent and/or pervasive



Evidence-based strategies that may most effectively address the issues



Issues that have the highest inequity/disparities in the community



ADDITIONAL RECOMMENDED RESOURCES

- COUNTY HOME
- BOARD OF SUPERVISORS
- CONTACTS
- DEPARTMENTS
- JOB POSTINGS
- MY MARIN
- SERVICES & INFORMATION
- DOING BUSINESS
- GOVERNMENT
- LIVING HERE
- ONLINE SERVICES
- VISITING
- Calendar
- County News
- Forms
- Subscribe
- Give Us Feedback



Health and Human Services - Larry Meredith, Ph.D., Director



[Aging and Adult Services](#) | [Alcohol, Drug and Tobacco](#) | [Public Health](#)
[Mental Health](#) | [Social Services](#) | [Key Initiatives](#) | [Events Calendar](#)
Health, Well-being & Safety [HHS Home](#) | [Find Services](#) |

Prevention Hub

What is the Prevention Hub?

- A cross divisional effort within the County
- Improved partnerships with schools, communities and organizations
- Working smarter with existing resources
- Changing the landscape of where we live, learn, work and play

Prevention Hub - Mission

Working together to advance effective prevention practices to improve the health of all people and communities in Marin County.

Prevention Hub - Outcomes

- Prevention is recognized as a core strategy for healthy communities and is well-resourced
- Powerful teams and networks promote prevention.
- Pipeline of well-prepared youth and community leaders utilizing effective prevention practices.

Resources & More Information

[Healthy Eating / Active Living \(HEAL\) Strategic Planning Process](#)

Presentations:

- [Kids Healthy Eating Community Factors](#)
- [Kids Active Living Community Factors](#)
- [Adults Healthy Eating Community Factors](#)
- [Adults Active Living Community Factors](#)

[HHS Launches New Prevention Strategy](#)

Partnerships for Prevention 12/1/2011

Training Resources:

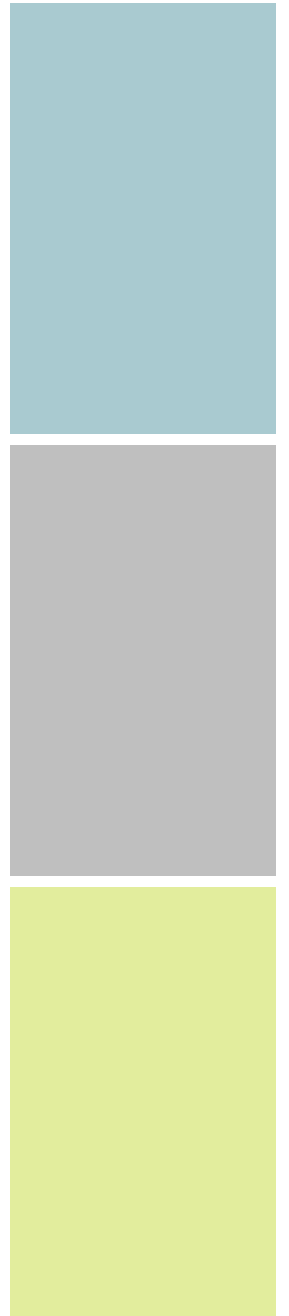
- [Center for Applied Research Solutions Presentation and Handout](#) on the Types of Community Partnerships
- [Prevention Institute Presentation & Handout](#) on Collaboration Multiplier
- [Evaluation Summary](#)

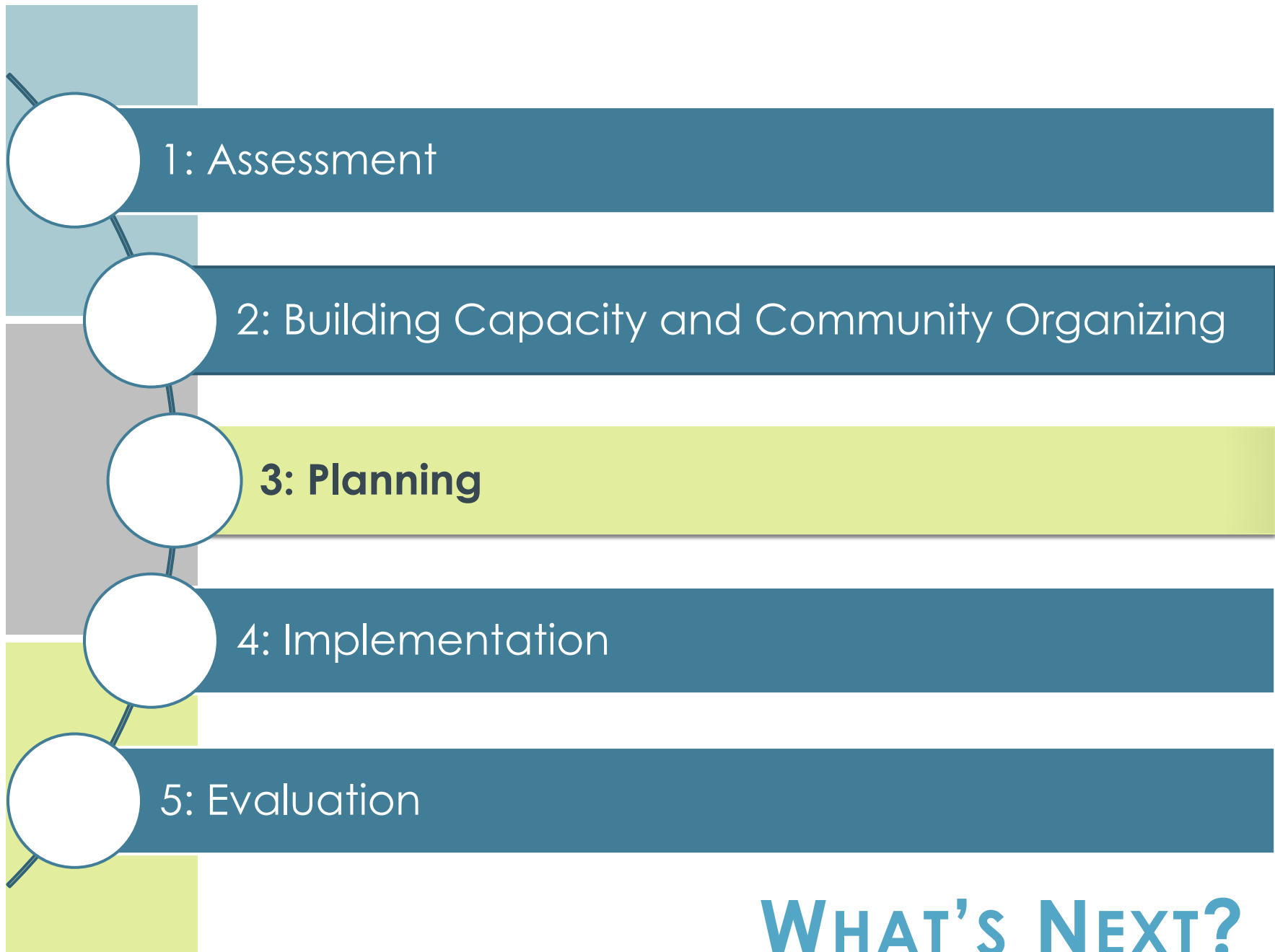
ADDITIONAL RECOMMENDED RESOURCES

**QUESTIONS
OR COMMENTS?**

PRESENTER INFORMATION

Angela Da Re
dare.email@gmail.com





WHAT'S NEXT?

Visit the CPI website for more
no-cost resources, webinars, and
trainings on prevention topics:

www.ca-cpi.org

MORE IS AVAILABLE FOR YOU!



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707.568.3800 Phone
707.568.3810 Fax
www.cars-rp.org