SPF – Through COVID-19 and Beyond!

Webinar Wednesday

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CADCA
Building Drug-Free Communities

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31ª Annual
NATIONAL LEADERSHIP FORUM
& SAMHSA's 17th Prevention Day

February 1–4, 2021 VIRTUAL

Every Day CADCA Trains

COMMUNITY COALITION ADVOCATES

This tailored training event is comprised of:

3,000+ Prevention Specialists
Keynotes from the Prevention Field
150+ Youth and Adult Tracks
Capitol Hill Day Activities
Networking

Exhibits
Intercultural Exhibition
National Leadership Awards
Ideas Fair
And More!

All federal agencies involved in substance misuse prevention, treatment, interdiction and research will play a role

Countdown to Forum

Special Events | Featured Speakers | Exhibits and Partnerships
SAMHSA's Prevention Day | Registration | Capitol Hill Appointments
Youth Leadership | FAQs | Schedule of Events

Learn More and Register Today: cadca.org/forum2021

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Wednesday Webinars Member Perk

Webinar presenters will be on the members-only CADCA Community for 1 hour after each webinar. Members can ask questions, interact, and engage for a more in- depth experience on what you have just learned.

This is a members-only benefit. You can learn more and join.

Questions? Contact Lauren Blackwell at lblackwell@cadca.org or 703-706-0560 x261

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CADCA Member Benefits

- Advocacy on Capitol Hill including emailed legislative alerts and updates regarding CADCA's public policy efforts and time-sensitive legislative issues

- Discounted registration rates up to $200 for CADCA's National Leadership Forum and Mid-Year Training Institute

- Electronic newsletters and 2 printed newsletters per year

- Unlimited postings to the CADCA's Prevention Job Board

- Volunteer request referrals

- Unlimited Roster

- CADCA Community

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Today's Learning Objectives

Webinar Wednesday

Describe the Strategic Prevention Framework (SPF)

Identify ways to adapt your SPF processes during the pandemic

Take steps to engage or re-engage your coalition in the SPF process

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What is your SPF knowledge?

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Strategic Prevention Framework (SPF) Overview

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To what degree does your coalition utilize the SPF process?

Possible Answers:
1. We intentionally implement each step of the SPF process
2. We implement some steps of the SPF process, but not all steps
3. We utilize a different framework other than the SPF
4. We do not implement the SPF process or any other framework at this time

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SPF Step 1: Assessment

Why is an assessment important?

- Identify substance use problems occurring in your community
- Establish priorities
- Pinpoint community resources and gaps
- Diagnose root causes and ID local conditions
- Educate your community

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Key Elements of the Assessment

1. Define & describe your community

2. Collect needs and resource data

3. Conduct a problem analysis for each substance

4. Create a logic model for each substance

5. Update the assessment, as needed

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Assessment During COVID

1. Engage youth and coalition in virtual "draw your community" activity

Step 1: Geographic boundaries & description
➢ Main roads & streets
➢ Residential areas
➢ Schools, hospital, library, grocery stores, police, etc.
➢ Parks, recreational areas, other community spaces

Step 2: Community "hotspots"
➢ Sales, access, places where use occurs
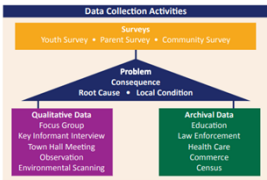
Source: guides.womenwin.org

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Assessment During COVID

2. Take time to collect data on the problems!

• Quantitative Data
➢ Surveys, archival data

• Qualitative Data
➢ Key informant interviews, listening sessions, focus groups, town hall meetings, environmental scans

Data Collection Activities
Surveys
Youth Survey • Parent Survey • Community Survey
Problem
Consequence
Root Cause • Local Condition
Qualitative Data
Focus Group
Key Informant Interview
Town Hall Meeting
Observation
Environmental Scanning
Archival Data
Education
Law Enforcement
Health Care
Commerce
Census

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Data Collection During COVID

➤ Virtual key informant interviews, listening sessions, town hall meetings, surveys

➤ Window scans
  ➤ Alcohol takeout & delivery
  ➤ Promotion, density, access
  ➤ Areas where youth are gathering

➤ Archival data, enforcement data

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Data Collection Tip to Consider…

To identify priority root causes and local conditions, make sure to collect the following information:

1. What substances are youth using? (30,000 ft level)

2. How are they accessing the substance(s)? (20,000 ft level)

3. Where do they use/consume the substance(s)? (10,000 ft level)

4. What are the consequences associated with use? (in the weeds)

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Consider the Impact of COVID on Substance Use

• How have local conditions changed?

• What has changed in your alcohol and/or drug environment?

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

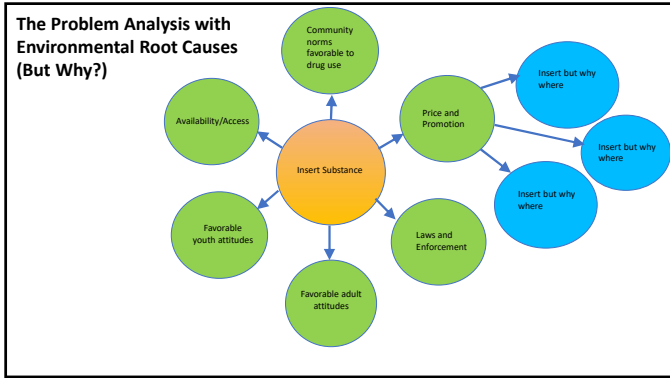Overdose Deaths Accelerating During COVID-19
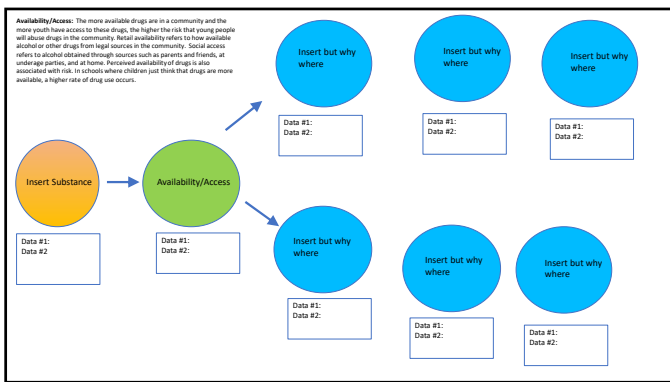Expanded Prevention Efforts Needed

Source: CultureMap Dallas

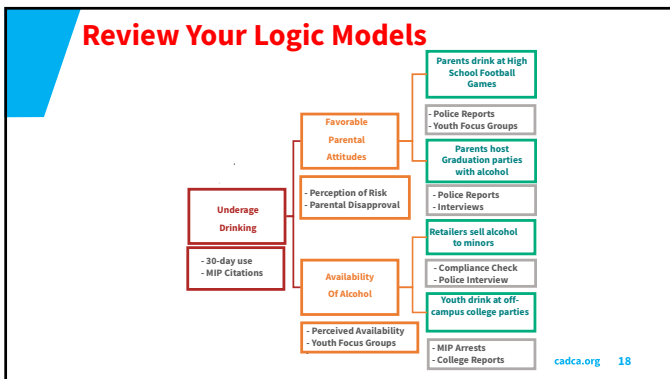Source: Drizly.com

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The Problem Analysis with Environmental Root Causes (But Why?)

Community norms favorable to drug use

Availability/Access

Price and Promotion

Insert but why where

Insert but why where

Insert Substance

Favorable youth attitudes

Laws and Enforcement

Insert but why where

Favorable adult attitudes

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Availability/Access: The more available drugs are in a community and the more youth have access to these drugs, the higher the risk that young people will abuse drugs in the community. Retail availability refers to how available alcohol or other drugs from legal sources in the community. Social access refers to alcohol obtained through sources such as parents and friends, at underage parties, and at home. Perceived availability of drugs is also associated with risk. In schools where children just think that drugs are more available, a higher rate of drug use occurs.

Insert but why where

Insert but why where

Insert but why where

Data #1:
Data #2:

Data #1:
Data #2:

Data #1:
Data #2:

Insert Substance

Availability/Access

Insert but why where

Insert but why where

Insert but why where

Data #1:
Data #2

Data #1:
Data #2:

Data #1:
Data #2:

Data #1:
Data #2:

Data #1:
Data #2:

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Review Your Logic Models

Parents drink at High School Football Games

- Police Reports
- Youth Focus Groups

Favorable Parental Attitudes

Parents host Graduation parties with alcohol

- Perception of Risk
- Parental Disapproval

- Police Reports
- Interviews

Underage Drinking

Retailers sell alcohol to minors

- 30-day use
- MIP Citations

- Compliance Check
- Police Interview

Availability Of Alcohol

Youth drink at off-campus college parties

- Perceived Availability
- Youth Focus Groups

- MIP Arrests
- College Reports

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SPF Step 2: Capacity

Importance of Capacity Building

1. Build coalition membership
2. Develop coalition structure
3. Cultivate leadership
4. Identify training opportunities

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Capacity Building During COVID

➢ 100 (virtual) cups of coffee – one-on-ones & meetings with key leaders
➢ Host a weekly break time with energizer or team-building activity
➢ Virtual strategic planning
➢ Hold coalition office hours
➢ Create or revise by-laws, org charts
➢ Create member orientation packets, improve your web presence, branding
➢ Host a virtual townhall meeting
➢ Offer virtual trainings to coalition members
➢ Celebrate with a virtual appreciation luncheon

Zoom meeting, audio only   Zoom meeting with video

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SPF Step 3: Planning

Importance of Planning

1. Creating a vision & mission
2. Writing "SMART" objectives
3. Planning comprehensive strategies for local conditions
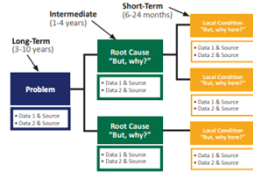4. Developing action plans for local conditions

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Planning During COVID

➢ Write or revisit your "SMART" objectives in light of COVID

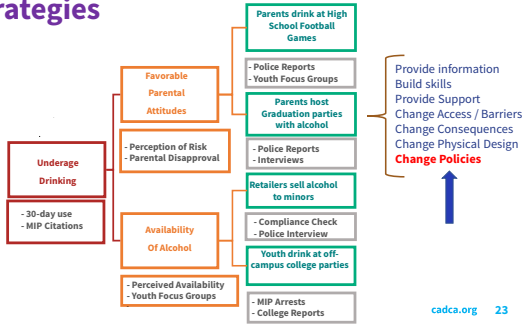➢ Specific, measurable, achievable, relevant, timed

Local condition example: Youth drink at house parties on the weekends

"Decrease by 25% youth underage drinking at house parties from 50% in 2020 to 25% in 2021, as measured by the youth survey."

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Strengthen Your Comprehensive Strategies

Provide information
Build skills
Provide Support
Change Access / Barriers
Change Consequences
Change Physical Design
Change Policies

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Conduct Virtual Planning Sessions

➢ Conduct virtual planning sessions at coalition meetings

➢ Adapt your action plan to implement activities virtually

➢ Create an action team!

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Sources for Evidence-Based Strategies

➢ Research evidence-based environmental strategies and present at coalition meetings
➢ Resources for Environmental Strategies:
  ❖ CADCA Environmental Strategies Guide
  ❖ CDC: The Community Guide
  ❖ Wisconsin Catalog of Environmental Prevention Strategies
  ❖ *Alcohol: No Ordinary Commodity*
  ❖ World Health Organization

The Coalition Impact: Environmental Prevention Strategies

Beyond the Basics: Topic-Specific Publications for Coalitions

Community Anti-Drug Coalitions of America
National Community Anti-Drug Coalition Institute

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SPF Step 4: Implementation

Key Elements:
➢ Prioritize strategies & action plans
➢ Obtain resources
➢ Implement action plans
➢ Ensure implementation fidelity

Time for Action!

Source: www.baseline-stm.nl

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Implementation During COVID

➢ Prioritize strategies that tie to what people care most about right now – public health, mental health, resilience, connectedness, etc.
➢ Less meeting, more action!
➢ Engage others with specific, time-sensitive tasks
➢ Use the CADCA Community to gather new ideas from others
➢ Create PSAs for social media and local media outlets

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Implementation During COVID

- Get creative with the virtual space
  - Hold mid-day breaks and stretch breaks
  - Include team-building activities
  - Drop off "goodies bags" for your members
  - Host a network meeting

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SPF Step 5: Evaluation

Key Elements
- Confirm data on your logic model
- Document your work
- Tell your story
- Collect and share evaluation data with your community

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Evaluation During COVID

- Take time to review your logic model data
- Create or revise your evaluation plan
- Share your data and your story through social, print media, CADCA Community, radio

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Cultural Competence

Key Elements
- Commit to Cultural Competence
- Identify Culture & Diversity in the Community
- Build Cultural Competence Throughout the SPF
- Recruit members to represent the culture and diversity in the community

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Cultural Competency During COVID

- Assess your coalition's makeup and develop a plan that creates more cultural inclusivity and representation
- Find opportunities to support non-traditional partners
- Build internal structures that make cultural competency an intentional and ongoing process
  - Examples – Membership, creating meaningful roles, host cultural events & holidays, build a cultural component into each SPF step

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Sustainability Throughout the SPF

Key Elements
- Engage volunteers and partners
- Build a credible process
- Ensure relevance
- Create a sustainability plan

Source: Edx.org

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Sustainability During COVID

➢ Create or revise your sustainability plan, then put it to work now!
  ➢ Why is the coalition worth sustaining?
  ➢ What resources do you have?
  ➢ What needs to be sustained?
  ➢ Where will you find the resources?
  ➢ Who needs to do what, by when to accomplish your plan?

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Sustainability During COVID

Develop leaders and ownership
➢ Host trainings that develop leadership skills
➢ Create a volunteer program
➢ Do 1on1s with "no asks"
Start implementing the SPF process!

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Tips for Member Engagement

➢ Create specific, time-sensitive tasks
➢ Take time to know their interests/visions/ideas 1on1
➢ Recruit to tasks, not meetings
➢ Recognize their work
➢ Find opportunities to give back
➢ Celebrate your successes (even small ones)!
➢ Let others take the lead

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CADCA's Coalition Skills and Processes for SAMHSA's Prevention Framework

Community Assessment
1. Define & Describe the Community
2. Collect Needs & Resource Data
3. Conduct a Problem Analysis for each substance
4. Create a Logic Model for each substance
5. Update community assessment as needed

Build Coalition Capacity
1. Build Coalition Membership
2. Develop Coalition Structure
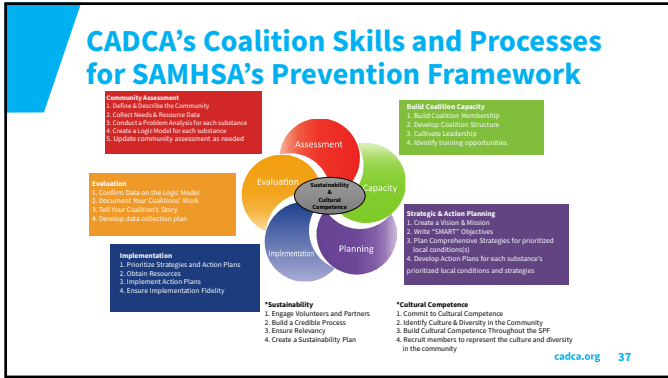3. Cultivate Leadership
4. Identify training opportunities

Evaluation
1. Confirm Data on the Logic Model
2. Document Your Coalitions' Work
3. Tell Your Coalition's Story
4. Develop data collection plan

Strategic & Action Planning
1. Create a Vision & Mission
2. Write "SMART" Objectives
3. Plan Comprehensive Strategies for prioritized local conditions(s)
4. Develop Action Plans for each substance's prioritized local conditions and strategies

Implementation
1. Prioritize Strategies and Action Plans
2. Obtain Resources
3. Implement Action Plans
4. Ensure Implementation Fidelity

Assessment / Capacity / Planning / Implementation / Evaluation

Sustainability & Cultural Competence

*Sustainability
1. Engage Volunteers and Partners
2. Build a Credible Process
3. Ensure Relevancy
4. Create a Sustainability Plan

*Cultural Competence
1. Commit to Cultural Competence
2. Identify Culture & Diversity in the Community
3. Build Cultural Competence Throughout the SPF
4. Recruit members to represent the culture and diversity in the community

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Coalition Development Support

The Coalition Development Support Team:

➤ Cassandra Robledo, Manager, Coalition Development
➤ Moneeb Khokhar, Coalition Develop Support Associate

Email: training@cadca.org
Phone: 1-800-54-CADCA ext: 240

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SPF Resources and Guides

➤ CADCA SPF Primers - CADCA has a primer for each step of the SPF process at the following link - https://www.cadca.org/resource-types/primer

➤ SAMHSA's Strategic Prevention Framework Guide - https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf

➤ CADCA Milestones Assessment – A guide to assessing your coalition's work within each of the SPF steps, added as an attachment to the presentation

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Thank you!

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