



Coalition of Excellence Award Application Directions

PHASE I

Deadline: Wednesday, June 30, 2010

The following directions are for Phase I of a two-phase application process. Coalitions selected for Phase II will be asked to expand and refine their Phase I application, emphasizing assessment and outcome data. All applicants receive feedback and technical assistance throughout this process.

★ STEP 1: Select an award category for your coalition.

Coalitions must nominate themselves in one of the following three award categories:

1. **Milestones (intermediate outcomes)**
2. **Coalition in Focus (long-term outcomes for a single substance)**
3. **Coalition of the Year (long-term outcomes for multiple substances)**

★ STEP 2: Provide your coalition's logic model. This serves as the framework for your application.

By itself, your logic model should present a clear picture of the following:

- Your community's identified substance abuse problem(s)
- The root causes of the problem(s) and the local conditions contributing to the root causes
- The strategies and activities planned to address each identified local condition
- Expected/Intended outcomes (short-term, intermediate, long-term)

A strong logic model also includes community-level data and data sources to enhance the picture such as:

- Community-level data and data sources to describe the problem(s), root causes and local conditions contributing to each root cause.
- Specific and measurable changes expected/intended in short-term, intermediate and long-term outcomes at the community-level (e.g. 10% reduction in binge drinking by 2015 – long-term)
- Data sources to measure success/progress in short-term, intermediate, and long-term outcomes

Note: Coalition of the Year applicants may have multiple logic models (one for each substance). In this case, please provide each logic model. If your coalition does not have a logic model, please refer to the logic model templates provided on the Got Outcomes! website or contact CADCA at evaluation@cadca.org or 1-800-54-CADCA, ext. 245.

★ STEP 3: Tell us your coalition story – 10 PAGE LIMIT

Your coalition story is the narrative to compliment your logic model. Please follow the outline below to tell your coalition story. Each section is organized under the following broad headings: Assessment, Capacity, Planning, Implementation and Evaluation. It is important that you address each bullet point in your application.

Note: Strong applications **incorporate local assessment data** to back up the narrative whenever possible. By utilizing data throughout the application you make the case that your coalition has a strong understanding of the local problems and made feasible data-driven decisions to achieve their stated outcomes.

A. **ASSESSMENT** – Describe your assessment and findings using data to support your narrative.

- Provide an overview of the community your coalition serves. Provide relevant geographic and demographic information and historical information to set the stage for the rest of your application. *For example, is there anything about your community that makes it especially prone to your identified substance abuse problem(s)? If so, discuss and provide supporting data.*
- Cite the local data sources used to identify the local substance abuse problem(s). Demonstrate your coalition used a wide variety of data sources (e.g., school surveys, focus groups, interviews, social indicator/archival data, etc.) *The majority of data should be presented at the community-level (e.g. county-level data if coalition serves a county). If surveys are used, please provide a brief description of the survey(s).*

- What specific problem(s) did the coalition decide to address based on the assessment?
- Describe the root causes and local conditions that contribute to each identified problem in your community. *For example, if alcohol is easily accessible to minors (root cause), why this is happening in your community (local conditions)? Provide local data to describe.*
- What did the community assessment identify as available community resources (expertise, funding, technology, etc.) to address the identified community problem(s)?

B. CAPACITY – Describe the capacity of your coalition.

- Describe your coalition’s leadership and the make-up of your coalition’s membership.
- How long has your coalition been in existence?
- How has your coalition fostered leadership development at all levels of the coalition (i.e., built “bench strength”)? *Please provide as much detail as possible. For example, when discussing trainings, cite who received the training and what type of training it was.*
- What steps has your coalition taken to make sure it sustains not only the coalition but also the changes it has helped bring about?
- How is your coalition attuning to issues of cultural competence? *Your coalition should be addressing cultural competence in some way. In particular, if you describe a breadth of ethnic diversity in your assessment section, it is important to describe how you involve these groups.*

C. PLANNING – Describe how you determined what your coalition needed to do to address your problems/meet your goals.

- Describe the coalition planning process involved in developing its logic model/strategic plan. *What community groups were brought to the table? What was the thinking around the decisions?*
- How did the coalition use local assessment data to inform the planning process (*cite key data*).
- What were the broad strategies chosen to address each identified local condition? *Strategies are approaches, not specific activities (see 7 behavior change strategies below and link to logic model).*
- How did the coalition ensure that the chosen strategies aligned with the assessment and coalition capacity in a feasible way?

D. IMPLEMENTATION – Explain what your coalition has done to implement its strategic plan/logic model.

- Describe how the coalition has ensured a truly comprehensive response to your community’s identified substance abuse problems. *Do this by linking back to the local conditions identified for each root cause (supported by local data) in your logic model and assessment section.*
 - What activities (specific programs, policies, practices, mobilization efforts, or additional actions) is your coalition taking to address the local conditions contributing to the root causes?
 - Why are these chosen activities/initiatives likely to be effective?
- Organize your coalition’s initiatives/interventions under the 7 behavior change strategies below.

Note: We are looking for comprehensiveness across all your activities. However, given that the goal is to contribute to community-level reductions in substance abuse problems, we would like to see more work accomplished in the last 4 categories:

1. Providing Information – Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).
2. Enhancing Skills – Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).
3. Providing Support – Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).
4. *Enhancing Access/Reducing Barriers – Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).

5. *Changing Consequences (Incentives/Disincentives) – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).
6. *Physical Design – Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).
7. *Modifying/Changing Policies – Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

E. EVALUATION – Provide evaluation data to demonstrate your coalition’s contribution to community-level outcomes.

- Describe the data sources and information your coalition tracks to measure their impact. *Coalitions should be looking at a variety of data sources including school surveys, focus groups, interviews and social indicator/archival (e.g. hospital, police, treatment center, etc.) data.*
 - If your coalition tracks survey data, briefly note how many surveyed and demographics.
- What changes in community programs, policies and practices has the coalition helped bring about?
- Describe the targeted short-term, intermediate and long-term outcomes achieved to date. *Present trend data here when possible. Basic data tables and/or graphs are helpful.*
- Please provide some evidence of the results of your coalition’s efforts, e.g., reductions in substance abuse rates (*in percentages*), reductions in intermediate outcomes, # of new/modified programs, policies and practices, reductions in risk and increases in protective factors, etc.

APPLICATION TIPS: Be as concise and clear as possible. You are free to provide information in any format that you choose. However, utilizing bullets, underlining and bolding along with descriptive paragraphs and tables is strongly advised. Your goal is to provide evidence (data) that your coalition has contributed to successful outcomes in a strategic manner. Think of your logic model as the framework for your narrative (Logic model ← → Coalition story).

★ **Questions and Technical Assistance**

Andrea de la Flor, Manager, Evaluation and Research Department
 CADCA’s National Coalition Institute
adelaflo@cadca.org
 800-54-CADCA, ext. 245

Andrea, along with special guests (2009 Got Outcomes! winners) will conduct online application workshops to walk coalitions through this application and answer questions. The online sessions are scheduled for:

- Wednesday, May 5 at 3pm EDT (Must register by May 4th at 5PM EDT)
- Thursday, May 13 at 12pm EDT (Must register by May 12th at 5PM EDT)

Click here to register for a workshop: <http://www.zoomerang.com/Survey/WEB22AFY6VJZNT>

Registrants will receive an e-mail explaining how to access the session after the registration deadline.

★ **Instructions on submitting your Phase I application materials**

Applications must be received by **6pm (EDT) on Wednesday, June 30, 2010** in order to be reviewed. You may fax, email or mail* your application form, logic model and coalition story to:

Attn: Andrea de la Flor, Evaluation and Research Manager
 Re: Got Outcomes! Coalition of Excellence Awards
 CADCA
 625 Slaters Lane, Suite 300
 Alexandria, VA 22314
 Email: adelaflo@cadca.org Fax: 703-706-0565

*Mailed applications must be received by **Wednesday, June 30, 2010**.





Coalition of Excellence Award Application Form - Phase I

Name of Coalition: _____

Address: _____

Phone: _____

Respondent Name: _____

Title: _____

Phone: _____

Email: _____

AWARD CATEGORY (Choose One)

I am nominating my coalition for the following Got Outcomes! Coalition of Excellence Award:

____ Milestones Award (intermediate outcomes)

This category is for coalitions that have implemented a set of comprehensive strategies/initiatives toward the community-level reduction of a substance abuse or substance abuse-related problem(s). These coalitions have not yet achieved reductions in their long-term outcomes but can show that they are on the right path by demonstrating measurable, community-level changes in intermediate outcomes. Newer coalitions (in existence for less than 5 years) or established coalitions with a new focus/initiative may apply. At least 2 years of trend data is required.

____ Coalition in Focus Award (long-term outcomes for a single substance)

This category is for coalitions that have successfully implemented a set of comprehensive strategies/initiatives toward the community-level reduction (measurable changes in long-term outcomes) of a single substance abuse or substance abuse-related problem. Coalitions addressing a single substance or multiple substances that want to highlight success with one substance may apply. At least 3 years of trend data is required.

____ Coalition of the Year Award (long-term outcomes for multiple substances)

This category is for coalitions that have successfully implemented multiple strategic plans to address multiple substance abuse or substance abuse-related problems. Their approach incorporates a set of comprehensive strategies/initiatives toward the community-level reduction (measurable changes in long-term outcomes) for each substance abuse or substance abuse-related problem. Established coalitions addressing multiple substances may apply. At least 3 years of trend data is required.