



Course Descriptions & Learning Objectives

Course 1: Community assessment as an anchor to cultural competence

This course will provide you with the tools, steps, and models you need to complete the first and fourth step in creating a community assessment with your coalition members – Creating a community definition and history. Specifically, the course will:

- (1) Explain the five parts of a complete community assessment.
- (2) Describe how to create a community description.
- (3) Explain how to identify relevant “community within a community.”
- (4) Define what aspects of a community’s history are relevant to a community assessment.
- (5) Provide templates that can be used with your coalition.
- (6) Provide examples of completed community definitions and histories.

Course 2: Community assessment and gaining needed resources

This course will provide you with the tools, steps, and models you need to complete the second and third step in creating a community assessment with your coalition members – Gaining needed resources. Specifically, the course will:

- (1) Explain the eight step process for a “question drive” needs and resource assessment.
- (2) Explain why a needs and resource assessment should be conducted together.
- (3) Define and describe the four principal means of collecting qualitative data.
- (4) Provide templates that can be used with your coalition.
- (5) Provide examples of completed community needs and resource assessments.

Course 3: Naming and framing issues and goals: Creating partnerships for change

This course will provide you with the tools, steps, and models you need to complete the fifth step in creating a community assessment with your coalition members – Naming and framing issues and goals. Specifically, the course will:

- (1) Explain the six criteria for effective problem statements.
- (2) Describe how to craft statements that meet the six criteria.
- (3) Provide templates that can be used with your coalition.
- (4) Provide examples of completed problem statements.

Course 4: Assessing community drug and alcohol issues

This course will provide you with the tools, steps, and models you need to complete a community assessment with your coalition members – Putting it all together. Specifically, the course will:

- (1) Explain the five parts of a complete community assessment.
- (2) Explain that community assessment is a process best accomplished with the participation of all coalition members.
- (3) Provide templates that can be used with your coalition.
- (4) Provide examples of completed community assessments.

Course 5: Analyzing community problems and goals

This course will provide you with the tools, steps, and models you need to analyze community problems with your coalition members. Specifically, the course will:

- (1) Define the goals for conducting a problem analysis.
- (2) Explain the three common techniques for analyzing social problems – Root Cause Analysis, ABC and Five Why's. Explain each element of an action plan.
- (3) Identify the strengths and weaknesses of each of the three problem analysis techniques.
- (4) Explain the rules for deciding what ideas from a group brainstorming session should be carried forward and placed in the group's resulting logic model.
- (5) Provide templates that can be used with your coalition.
- (6) Provide examples of a completed problem analysis.

Course 6: Creating logic models

This course will provide you with the tools, steps, and models you need to create a logic model with your coalition members. Specifically, the course will:

- (1) Explain the benefits logic models provide to coalitions.
- (2) Explain the four required element of any logic model.
- (3) Define "line logic" and critique a logic model's line logic.
- (4) Explain the five steps for creating a logic model.
- (5) Explain the two most frequent types of logic models.
- (6) Explain the three standard quality tests for logic models.
- (7) Provide templates that can be used with your coalition.
- (8) Provide examples of completed logic models.

Course 7: Leadership issues in selecting interventions

This course will explain why coalitions should seek interventions that will work, build community, and strengthen partners. Specifically, the course will:

- (1) Explain what a good intervention is.
- (2) Explain how to use their logic model as the starting point for designing or selecting interventions.
- (3) Provide examples of potential interventions.

Course 8: Designing, selecting, and sustaining interventions

This course provides specific criteria for how to select potential interventions. Specifically, the course will:

- (1) Explain the basic rules for adapting interventions.
- (2) Explain how to find evidence-based programs, policies and practices.
- (3) Provide templates that can be used with your coalition.
- (4) Provide examples of completed intervention maps.

Course 9: Intervention mapping: Policy change and the seven strategies

This course will provide you with the knowledge, steps, and tools needed to create a comprehensive intervention map for your coalition. Specifically, the course will:

- (1) Explain the seven behavior change strategies.
- (2) Provide templates that can be used with your coalition.
- (3) Provide examples of completed intervention maps.

Course 10: Introduction to coalition evaluation

This course will provide you with the tools, steps, and models you need to evaluate your coalition by introducing evaluation with your coalition members. Specifically, the course will:

- (1) Explain the five functions of coalition evaluation.
- (2) Define key audiences, their interests and related evaluation questions (“*Who cares? What do they care about?*”).
- (3) Explain how to find relevant information, collect data and report it meaningfully to their stakeholders (“*Where is the information? How will I get it? and How will I share it?*”).
- (4) Explain how to find and negotiate a relationship with a paid evaluator.
- (5) Explain how to actively include volunteers in evaluation planning and implementing.
- (6) Provide templates that can be used with your coalition.
- (7) Provide examples of completed evaluation reports.

Course 11: Evaluation’s role in increasing participation and sustainability

This course will provide you with the tools, steps and models you need to conduct an analysis of contribution with your coalition members. Specifically, the course will:

- (1) Explain the key challenges faced by coalitions when they engage in outcomes evaluation.
- (2) Define key differences between evaluation and research as applied to coalition evaluation.
- (3) Explain the five steps for conducting an analysis of contribution to outcomes.
- (4) Suggest where to look for comparison data and communities.
- (5) Provide templates that can be used with your coalition.
- (6) Provide an example of a completed analysis of contribution.

Course 12: Advocacy and evaluation: Measuring outcomes

This course will provide you with the tools, step and models you need to evaluate your coalition by measuring outcomes with your coalition members. Specifically, the course will:

- (1) Define and accurately report the four typical coalition outputs—community change, services provided, media coverage and resources generated.
- (2) Explain how to establish a monitoring system to collect these outputs.
- (3) Explain how to establish a quality control process for collected data.
- (4) Explain how to use these data to fulfill the five functions of evaluation.
- (5) Provide templates that can be used with your coalition.
- (6) Provide examples of completed outcome data sheets.

Course 13: Strategic planning for organizational effectiveness

This course will provide you with the tools, steps and models you need to strategically plan with your coalition members. Specifically, the course will:

- (1) Explain the key elements of a strategic plan.
- (2) Describe the unique role coalitions play in solving community health problems.
- (3) Explain the criteria for good objective statements.
- (4) Provide templates that can be used with your coalition.
- (5) Define the seven behavioral change strategies.
- (6) Explain the relationship between strategic plans and logic models.
- (7) Provide examples of completed strategic plans.

Course 14: Action planning for change

This course will provide you with the tools, steps and models you need to action plan with your coalition members. Specifically, the course will:

- (1) Explain what action planning is.
- (2) Suggest when coalitions might engage in action planning.
- (3) Explain each element of an action plan.
- (4) Provide templates that can be used with your coalition.
- (5) Provide examples of completed action plans.