

# **CADCA National Coalition Institute**

## **Example Topics from our Training Catalog**

### **Community Assessment...Data Driven Decision Making**

This course illustrates the need for collecting and analyzing local data with an emphasis on ongoing data collection to monitor the nature and extent of substance abuse in the community, to inform and educate the community on pertinent local issues and to provide short- and long-term information for the coalition evaluation.

### **Building Community Capacity...Overcoming Community Resistance**

A strong relationship between a coalition's ability to develop “bench strength” and overcoming cynicism and resistance in the community exists. This course moves beyond the “stages of community readiness model” and examines ways that a small group of community leaders can quickly and efficiently set off a chain reaction that results in significant community involvement and support for the coalition's plan to reduce substance abuse.

### **Implementation...Moving From Planning To Action**

This training builds the capacity of the coalition to move from planning to action. Participants deepen their understanding of the complexities involved in implementing comprehensive behavior change strategies to bring about population-level change. Participants learn tools and techniques critical to successful implementation with emphasis placed on: developing solid action plans, moving coalition members from advisors to actors, engaging the community in implementation and tracking the implementation of the plan to monitor process outcomes. The training offers an interactive opportunity for participants to both learn new skills and hone existing ones.

### **Coalition Evaluation...Detecting Outcomes at the Community Level**

This course looks at how to develop and carry out a coalition evaluation plan using the coalition's logic model and various community data. Attention is paid to designing evaluations that emphasize short- and long-term outcomes that can be detected on the community (not program) level. The course also covers selecting and working with professional evaluators.

### **Sustainability...Don't Leave Your Future to Chance**

Building on the “don't leave your future to chance” paradigm, this course focuses on how to develop and carry out a plan that ensures that the coalition's core functions will be supported over the long term and that the coalition's key community initiatives and activities (programs, policies and practices) will continue long after current leaders have moved on.

### **Cultural Competence for Coalitions**

This course will provide participants with an understanding of the key principles of cultural competence and outline ways that cultural competence impacts the five key areas of the SAMHSA Strategic Prevention Framework: assessment, capacity, planning, implementation and evaluation. It also provides participants with strategies they can employ to ensure that their coalition can enhance its work with diverse populations.

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### **Advocacy...A Powerful Force**

Is your coalition missing its chance to obtain additional funding and support? If it is not engaging in advocacy strategies, then it is! Advocacy is the business of coalitions. This course provides the fundamentals of effective advocacy at different levels of government and describes how legislation and policy form part of a strategic framework to effect changes in your community prevention efforts.

### **Environmental Approach to Alcohol and Other Drug Problems**

This workshop provides an overview of the principles of the environmental approach to preventing alcohol and other drug problems. Through presentations and interactive activities, participants explore evidence-based strategies shown effective in preventing AOD problems. The training also presents promising new environmental strategies focusing on preventing illicit drug problems. Participants examine strategies that may have relevance to their local communities through exploration of their unique local conditions that serve as contributing factors to AOD problems. Special emphasis will be placed on exploring strategies that impact community systems as well as those that impact problems at the neighborhood level.

### **Community Mobilizing and Organizing for Coalitions**

This workshop provides participants with step-by-step information on mobilizing neighborhoods and practical tips and tools to help coalitions communicate effectively with diverse audiences. Participants learn the different forms of advocacy, why it's important to research issues and build capacity to implement specific strategies, how to recruit allies and the different campaigns that coalitions may use in their communities. Participants will leave this session equipped with the tools and knowledge to gain support from many sectors of their communities.

### **Media Advocacy and Literacy**

This course reviews the essential steps to developing a successful communication plan to raise public awareness and ensure community buy-in. Course highlights include how to work with the media to further your coalition's goals, how to gain public support for coalition efforts, how to market your coalition to various audiences and how to deal with crisis situations. Participants receive the framework to produce media relations and marketing plans and an overall communication strategy.

### **Community Approaches to Impaired Driving and Underage Drinking**

Comprehensive community interventions have shown significant reductions in alcohol problems including driving after drinking among adolescents and adults. In this interactive workshop, participants review current research about the problem of impaired driving and the strategies found to be most effective in addressing it. Discussion centers on the different levels of policy change, and what to consider when selecting strategies to match specific local conditions.