



using this

TOOLKIT

Headline after headline indicate a rise in prescription (Rx) drug abuse among teens—second only to marijuana. Communities are alarmed, frightened and saddened by the tragedies and deaths associated with this drug abuse problem. They struggle to understand why teens are abusing prescription drugs and how the signals could have been missed.

ABOUT THIS TOOLKIT

The Rx Abuse Prevention Toolkit: From Awareness to Action

provides coalitions with the facts, approaches, strategies and messages that coalitions can use to move communities beyond that first stage of awareness. Created through a sponsorship from King Pharmaceuticals, its content is a result of online research, focus groups and one-on-one interviews. We talked with coalitions about the challenges they face in creating successful initiatives and brainstormed themes, strategies and tools.

MOVE BEYOND AWARENESS

CADCA affirms that in order to move communities from awareness to action, we need to incorporate a different approach in the writing and collateral development. To create a product that coalitions can use to help make environmental changes, we needed to incorporate the logic model and the seven strategies for community change as the **Toolkit** foundation. Discussions with coalition leaders affirmed that this approach is on target.

SET THE STAGE

Using this **Toolkit** introduces the community assessment, logic model and the seven strategies—acknowledging their roles in formulating Rx abuse prevention and intervention tactics and activities. Also supplied is the roadmap that defines each section of the **Toolkit** and resources that coalitions can use to learn more about community assessments, logic models and strategic planning.

the logic model

LOCAL SOLUTIONS

*There's a right way and a wrong way to address community challenges. Communities are sometimes under the mistaken impression that strategies and activities come first—a program looks good on paper, the community gets excited and the activities are launched without doing the research on whether the program is specifically geared to address the community's unique needs and conditions. The correct way to respond is exactly the opposite. Strategies and activities should be crafted **in response** to the problem and the desired outcomes.*

PROBLEM ❖❖❖ OUTCOME ❖❖❖ STRATEGIES ❖❖❖ ACTIVITIES

Like the correct sequence above, a logic model is a picture of how an initiative is supposed to work. It offers a straightforward approach to planning that ensures that no vital step will be overlooked—from goal setting to measuring outcomes—and explains why the strategy a coalition has chosen is a good solution to the problem the coalition has identified. Incorporating the logic model provides the opportunity to strategically and carefully address a problem and supplies the tools to confirm progress.

“The logic model, coupled with the seven strategies to affect community change, provide a structure to apply laser-like focus on teen Rx abuse.”

Jane Callahan

Director of CADCA's National Coalition Institute



the community ASSESSMENT

The fact is that teen Rx abuse is on the radar screen in most, if not all communities. It is recognized by many key players as a critical problem that must be addressed immediately. Coalitions know that it's not enough to say, "My community is experiencing a teen prescription drug abuse problem. Let's do something about it." This is because prescription drug abuse takes on different shapes and forms from community-to-community.

For example, the presence of a "pill mill" may create conditions that increase the availability of certain medications. While in other locations, teens may be obtaining medications through the Internet. Regardless, coalitions have the opportunity to create interventions that are specific to local conditions and data.

The community assessment is a process that coalitions use to learn as much as they can about a problem *before* they craft community-specific interventions. By completing an assessment, they confirm quantitatively and qualitatively why Rx abuse is a problem and why it is in the community. It places Rx abuse under the microscope to identify all of its "moving parts." Thus, the data should reveal:

- **Who is most affected by Rx abuse.**
- **Where the problem is occurring and if there are specific settings that are considered high-risk.**
- **The circumstances that typically surround Rx abuse.**
- **When it is occurring and if there are patterns.**
- **Specific patterns to be observed and/or changed.**
- **Perceptions of harm by youth and adult caregivers.**

Review the Community Assessment Checklist in this section for an overview of the type of data that should be collected. According to CADCA's National Coalition Institute (CADCA Institute), many coalitions agree that the best ways to obtain qualitative data is through student surveys, community forums or town hall meetings, focus groups, listening sessions and key informant interviews. Quantitative data is typically collected through partner surveys and archival survey data from hospitals, health and police departments and the school system.

By completing a community assessment, prevention and intervention strategies directly correlate with the problem and desired outcomes. Typically, specific root conditions bubble up to the top, enabling coalitions to prioritize what needs to be tackled first. Thus, coalitions discover local patterns that lead to local solutions and are able to more effectively develop and implement logic models that yield desired outcomes.

seven strategies to affect **COMMUNITY CHANGE**

The seven strategies to affect community change—designed to create population-level transformation—are important components of the logic model. The first three strategies—provide information, enhance skills and provide support—raise awareness and help individuals make healthy choices. They do not make a large, environmental impact. The next four strategies—enhance/reduce access and enhance/reduce barriers, change consequences, change physical design and modify/change policies—are intended to achieve population-level change. When incorporated together, these seven strategies are at the foundation of creating comprehensive, multi-faceted strategies that can change beliefs and behaviors on a community level.



STRATEGIES IN ACTION

Coalitions quite comfortably incorporate the logic model and the seven strategies for community change as they address substance abuse problems that are specific to their communities. While this is true, they may not have the experience of adapting this model to prevent teen Rx abuse. Feel free to use the example on the next page as a starting point.

COMMUNITY ASSESSMENT CHECKLIST

The following checklist will help you complete a community assessment, a precursor to building logic models.

- ✓ Collect qualitative and quantitative data.
- ✓ Obtain data that reflects individual and environmental, risk and protective factors.

✓ **Individual factors include**

- Self-reported Rx abuse among youth and adults (school and community surveys)
- Police reports
- Rx abuse-related hospital/ER visits
- Rx treatment data
- Number and type of training opportunities that raise awareness of the issue

✓ **Environmental factors**

- Accessibility through advertising and other outlets (the number of pain clinics in a community)
- Presence of community protective factors such drug monitoring programs, take-back programs, zoning ordinances
- screening and brief intervention activities

Source: CADCA Institute Assessment Primer



provide information



enhance skills

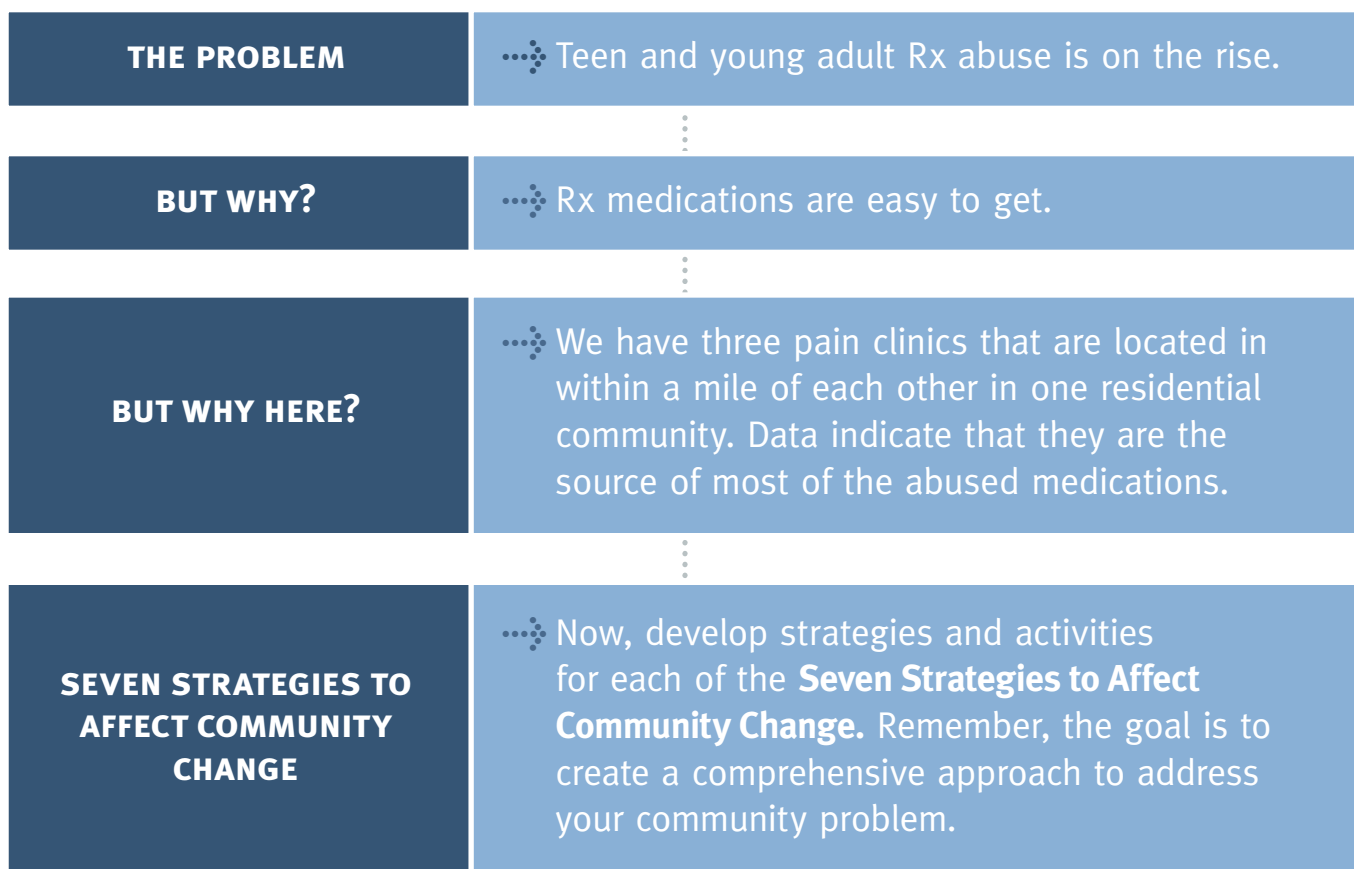


provide support

Sample Rx Abuse Prevention Logic Model using the Seven Strategies

This logic model tells the story of a community that is experiencing a significant rise in Rx abuse among teens who live in an economically-challenged, residential neighborhood. After completing a community assessment, the coalition quickly discovered that since the opening of three pain clinics in this community, there has been a rise in crime and a substantial increase in adolescent, Rx-related ER visits. The coalition decided that the pain clinics had to go. This particular logic model addresses only

one root cause. Additional logic models need to be developed that will address other root conditions. As you review the logic model, think about the causes of Rx abuse in your community. Remember that when you build your logic model and create interventions based on the seven strategies to affect community change, you should consider a combination of strategies—not just one. You’ve got to move beyond “providing information” in order affect long-term, environmental transformation.



*enhance access/
reduce barriers*



change consequences



*change
physical design*



*modify/change
policies*

toolkit roadmap

If the logic model and the seven strategies to affect community change form the Toolkit's foundation, then the rest of the content creates the pathways to guide product and program development. The Toolkit is organized into three parts:

PART 1: COMMUNITY OUTREACH

Consists of communication approaches organized according to the seven strategies to affect community change. Provided are prevention and intervention approaches, collateral, event ideas and links to additional resources. Some of the ideas fit into more than one strategy. That's perfectly alright because the strategies are interconnected.

PART 2: FACTS & TOOLS

Includes the Rx Abuse Fact Book, tutorials, and a CD that contains a PowerPoint presentation and other adaptable tools that you can use to enhance your Rx abuse prevention campaigns.

PART 3: MEDIA OUTREACH

Provides public service announcement scripts, short media clips that can be used on websites and collateral, and opinion editorial/media alert templates.

resources

CADCA Institute, *Assessment Primer: Analyzing the Community, Identifying Problems and Setting Goals*
www.cadca.org/resources/detail/assessment-primer

CADCA Institute, *Planning Primer: Developing a Theory of Change, Logic Models and Strategic and Action Plans*
www.cadca.org/files/PlanningPrimer-06-2009.pdf

CADCA Institute, *The Coalition Impact: Environmental Prevention Strategies*
www.cadca.org/files/Beyond_the_Basics_EnvironmentalStrategies.pdf

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Community Anti-Drug Coalitions of America
625 Slaters Lane, Suite 300
Alexandria, VA 22314
Tel: 1.800.54.CADCA
Fax: 703.706.0565
www.cadca.org
www.PreventRxAbuse.org



King Pharmaceuticals, Inc.
501 Fifth Street
Bristol, Tennessee 37620
Tel: 1.800.776.3637
Fax: 1.866.990.0545
www.kingpharm.com