



# Using Technology to Bridge Research and Practice

## Using Technology to Bridge Research and Practice

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

23rd Annual National Prevention Network Research Conference  
Friday, September 3, 2010  
10:30AM - 12:00PM

Sue Stine, Senior Manager Dissemination & Coalition Relations  
Andrea de la Flor, MA, Manager, Evaluation & Research

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## Workshop Objectives

Participants will:

1. Learn about how web-based technologies such as distance learning and social networking can be effectively utilized as tools to address cost, location and time barriers associated with successful coalition adoption and implementation of evidence-based programs, policies and practices;
2. Increase their awareness of the need and interest among community coalitions and substance abuse prevention researchers to close the growing gap between research and practice; and
3. Learn about an innovative approach to promote a community-based participatory research (CBPR) framework among community anti-drug coalitions and researchers in the field of substance abuse prevention.

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CADCA1  
 

## About CADCA

- International, nonprofit, member-based organization; located in Alexandria, VA, outside of Washington, D.C.
- Founded in 1992
  - Outgrowth of President's Drug Advisory Council
- **Mission:** To build and strengthen the capacity of community coalitions to create safe, healthy and drug-free communities

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### Slide 3

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**CADCA1** Don't know if slides 2-5 are necessary  
Default User, 8/18/2010

# Using Technology to Bridge Research and Practice

**co • a • li • tion (kō ˈ ə lish ˈ ən) v**

“A voluntary, strategic alliance . . . to enhance [our ability] to achieve a common purpose by sharing risks, responsibilities, resources and rewards.”

*Himmelman*

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**National Coalition Institute**

- Drug Free Communities Act reauthorization of 2002 provided for a national coalition institute
- CADCA was selected to create the Institute
- Institute Federal Partners
  - ONDCP
  - SAMHSA's Center for Substance Abuse Prevention

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**What is the National Coalition Institute?**

The branch of CADCA that is responsible for:



- Training & Technical Assistance
- Evaluation & Research
- Dissemination & Coalition Relations

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# Using Technology to Bridge Research and Practice

**Aims related to this session:**

1. Disseminate research on evidence-based programs, policies and practices;
2. Foster relationships among community coalitions and researchers, facilitating dialogue about evidence-based strategies in a way that utilizes community-based participatory research principles and practices; and
3. Increase communication and strategy sharing among community coalitions throughout the United States and around the world.

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**The Institute Helps Coalitions Become Strong Community Change Agents**

- Focus on population-level outcomes
- Develop coalition capacity for community problem solving
- Change local community conditions
- Emphasis on environmental/policy strategies

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**Multiple Delivery Modes**

- Face-to-Face Training
- Technical Assistance
  - Provided in many modes
- Webinars
- Blended e-Learning Experiences
- Publications
- Social Media/Online Resources



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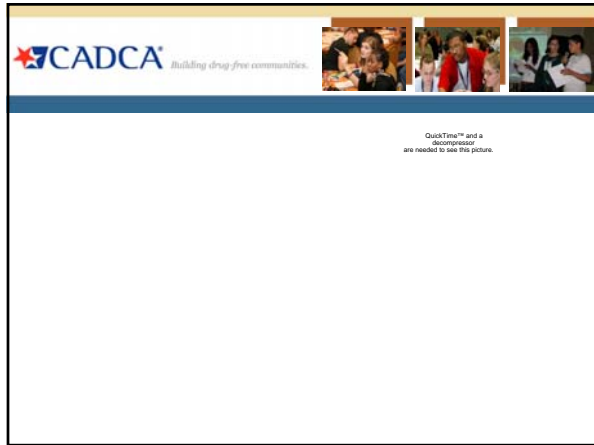
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# Using Technology to Bridge Research and Practice



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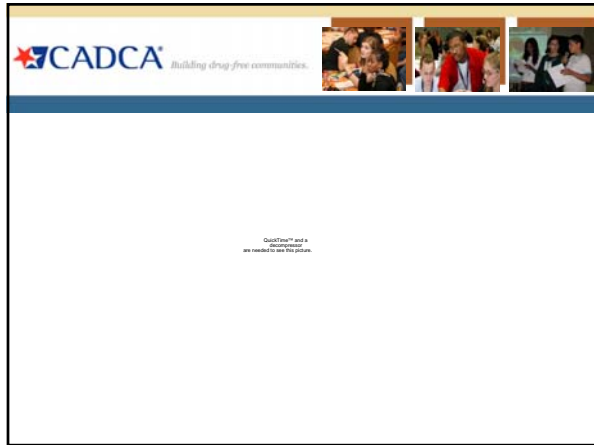
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# Using Technology to Bridge Research and Practice



CADCA® *Building drug-free communities.*

Quartz™ and a  
decompressor  
are needed to see the picture.

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CADCA® *Building drug-free communities.*

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CADCA® *Building drug-free communities.*

The **mobile device** will be the world's primary  
connection tool to the Internet in 2020.



2:46 / 4:46 2009

xplanevisualthinking — September 14, 2009 — This is another official update to the original "Shift Happens" video. This completely new Fall 2009 version inc... **1,497,722** views

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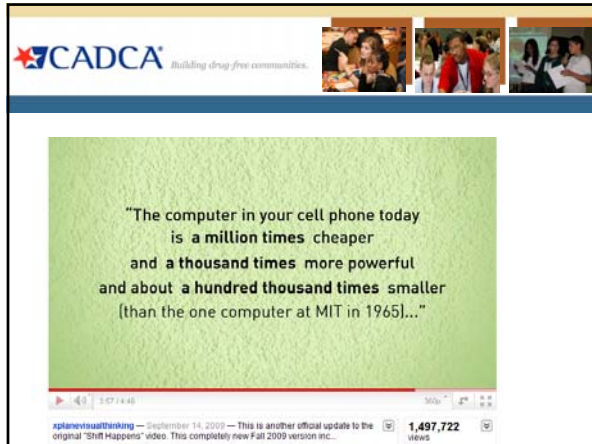
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# Using Technology to Bridge Research and Practice



CADCA Building drug-free communities.

“The computer in your cell phone today is a million times cheaper and a thousand times more powerful and about a hundred thousand times smaller (than the one computer at MIT in 1965)...”

xplanetvsaathinking — September 14, 2009 — This is another official update to the original “Shift Happens” video. This completely new Fall 2009 version inc... 1,497,722 views

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CADCA Building drug-free communities.

“So what used to fit in a building now fits in your pocket, what fits in your pocket now will fit inside a blood cell in 25 years.”  
— Ray Kurzweil



xplanetvsaathinking — September 14, 2009 — This is another official update to the original “Shift Happens” video. This completely new Fall 2009 version inc... 1,497,722 views

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CADCA Building drug-free communities.

**How can we use new media opportunities to better serve coalitions and help them implement evidence-based strategies to achieve population-level change?**

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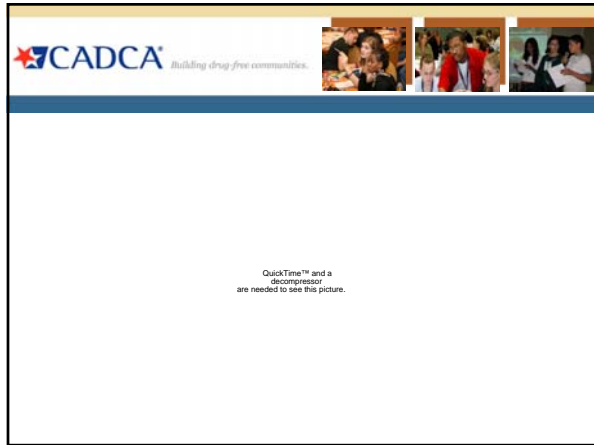
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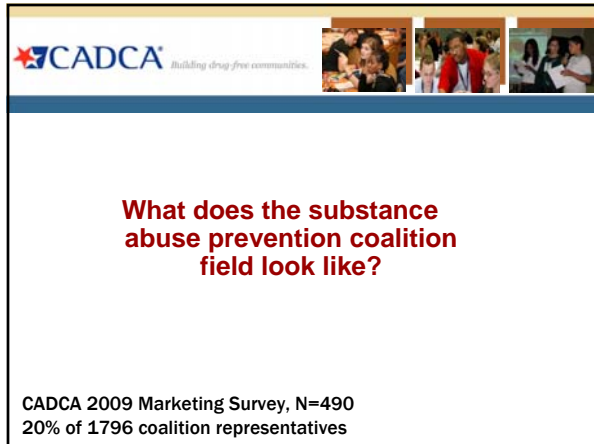
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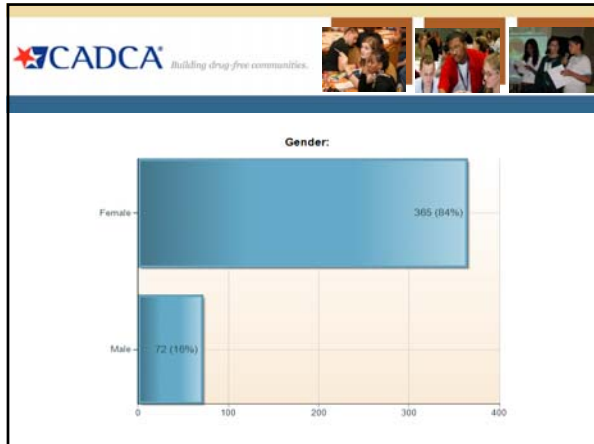
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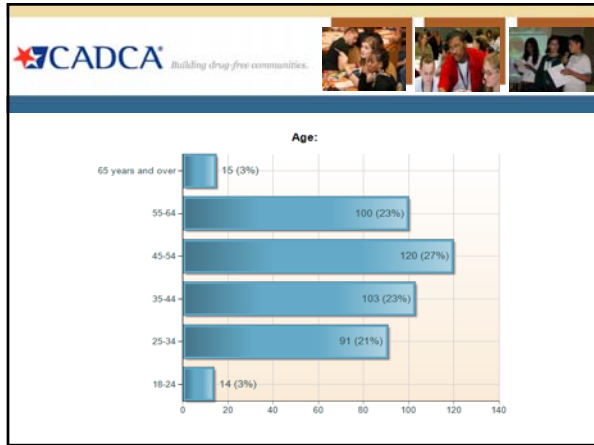
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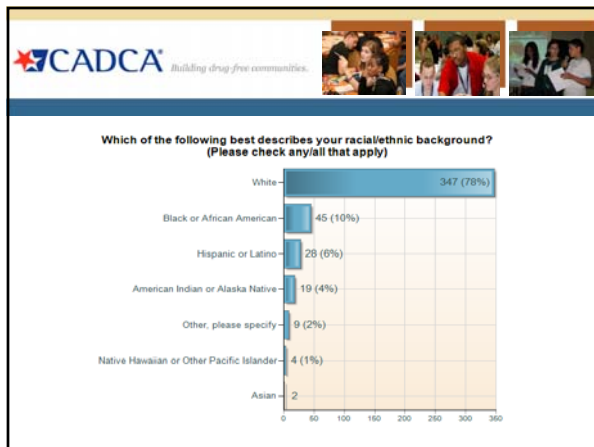
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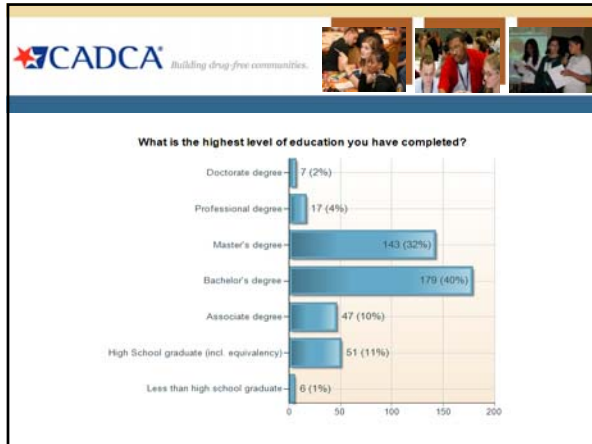
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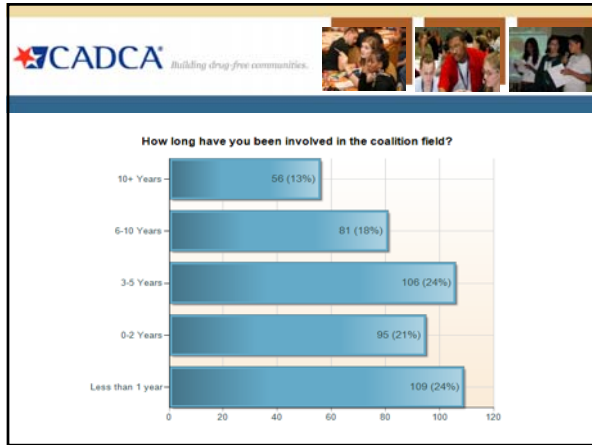
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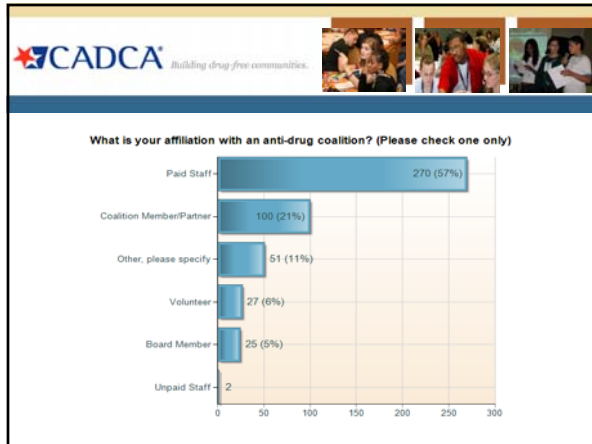
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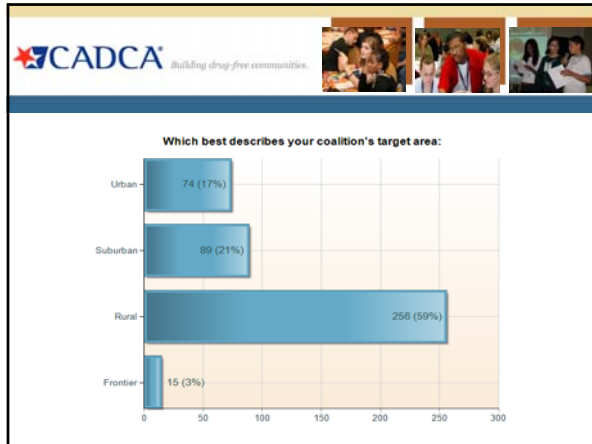


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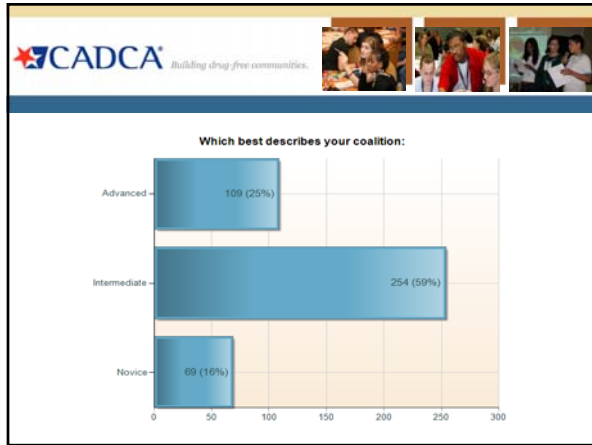
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**CADCA** Building drug-free communities.

**Coalitions often experience barriers to attending face-to-face trainings**

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# Using Technology to Bridge Research and Practice



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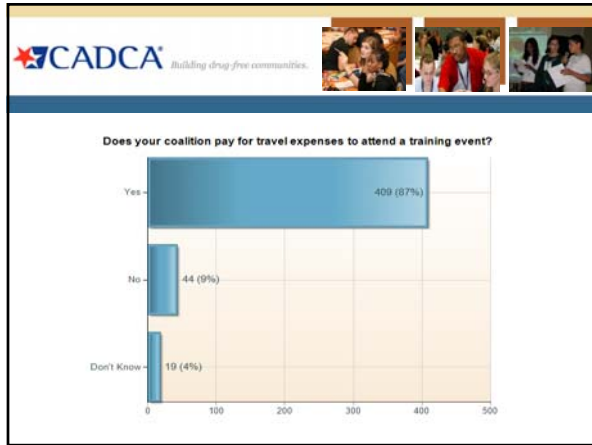
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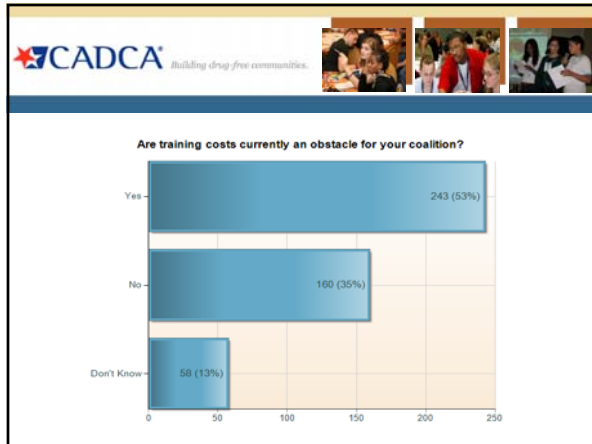
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# Using Technology to Bridge Research and Practice

**Mid-Year Training Institute 2010: Overall Survey**

Do you plan to attend the 2011 Mid-Year Training Institute? (N=450)	
Yes	194 (43 %)
No	22 (5 %)
Not sure	234 (52 %)

If no or not sure, why? (N=109)

**Cost, budget and funding issues (N=80)**

- "We can afford it only every few years."
- "Not in our budget - can only go if we can find the money elsewhere."
- "May not have the funding, although it is superb and relevant to my work!"

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**DFCSP New Grantee Meeting 2009: Year 1 & Year 6 Grantees**

What kinds of additional support would be helpful as you continue in your future work?: (N=120)

**Provide Regional Trainings and other Low Cost Alternatives (N=22)**

- "Regional training as opposed to national – for budgetary reasons as well as time involvement as a volunteer".
- "Local training would better equip coalitions due to costs of trainings."
- "More trainers or web cast trainings available at a reasonable cost to our communities – we need to get this into our communities."
- "Webinars that would be saved for future access."

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**How does the Institute overcome the barriers to help coalitions better implement evidence-based strategies?**

**Initiative 1: Build a network for coalition members, staff, leaders, volunteers, researchers, etc.**

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# Using Technology to Bridge Research and Practice

## Networking

**DFCSP New Grantee Meeting 2009: Year 6 Grantees**

What is the most important thing you will take away from this training and why? (N=118)

**Networking (N=17)**

- "Other coalitions - networking was the most valuable. I learned so much from others in the field."
- Learning what others are doing. What issues they have and how they're addressing them - seeing differences and similarities."
- "Networking because it's always a good way to bring new ideas to the coalition."

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**2009 CADCA National Leadership Forum**  
What Forum features do you consider to be the most important in deciding to attend the Forum?  
(Rank in order of importance; 1 = Most Important; 7 = Least Important)

	Most Important	2	3	4	5	6	Least Important
Inspirational/Interesting Keynote Speakers	32 (9 %)	75 (22 %)	67 (20 %)	52 (15 %)	58 (17 %)	38 (11 %)	16 (5 %)
Workshop Content	185 (49 %)	58 (15 %)	30 (8 %)	27 (7 %)	15 (4 %)	25 (7 %)	35 (9 %)
Capitol Hill Day Activities and Advocacy	34 (10 %)	43 (13 %)	64 (19 %)	64 (19 %)	45 (13 %)	46 (14 %)	39 (12 %)
Networking Time with Colleagues	43 (12 %)	74 (20 %)	72 (19 %)	67 (18 %)	66 (18 %)	38 (10 %)	13 (3 %)
Connecting with Federal Leaders	32 (8 %)	76 (19 %)	74 (18 %)	73 (18 %)	73 (18 %)	48 (12 %)	26 (6 %)
Special Events (Receptions, Awards Luncheon)	40 (10 %)	27 (7 %)	35 (8 %)	50 (12 %)	55 (13 %)	86 (21 %)	119 (29 %)
Youth Track and National Youth Leadership Initiative	67 (14 %)	68 (15 %)	68 (15 %)	67 (14 %)	48 (10 %)	66 (14 %)	83 (18 %)

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## Networking

**DFCSP New Grantee Meeting 2010: Year 1 & Year 6 Grantees**

Please describe two ways in which this meeting could be improved to better meet your needs: (N=173)

**Allow more opportunities for networking and sharing information (N=33)**

- "It would be nice to put state names on tables so coalitions in the same state could network."
- "More sharing about other grantees environmental strategies."
- "More time for networking - find out what others are doing in their communities."
- "Two types of networking opportunities: 1) By geographical region, 2) By issue (Rx, Workplace, etc)."

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# Using Technology to Bridge Research and Practice

QuickTime™ and a decompressor are needed to see this picture.

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### A Social Network By and For Coalitions

Membership is free but requires registration by providing a name, password and birthdate and passing a SPAM blocker. Profile pages include coalition name (some members log-in as the name of their coalition), role in the coalition, location and URL, if available). Members also may post a coalition description on their individual profile pages.

QuickTime™ and a decompressor are needed to see this picture.

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### Site Analytics

August 1, 2009 - July 31, 2010 (Collected using Google Analytics)

Visits	19,903
Page Views	92,408
Pages/Visit	4.64
Bounce Rate	55.38%
Average Time on Site	3:19
New Visits	53.53%

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# Using Technology to Bridge Research and Practice

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# Using Technology to Bridge Research and Practice

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# Using Technology to Bridge Research and Practice

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**If we build it, they will come**

**But...**

**Will they engage?**

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Source: <http://www.90-9-1.com/>

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# Using Technology to Bridge Research and Practice

Member survey: March 2010 (7 months)

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**Next Steps for Connected Communities**

- Increase engagement
- Continue the conversation
- Ideas for future webinars/trainings

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**Questions?**

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# Using Technology to Bridge Research and Practice

**CADCA** *Building drug-free communities.*



**Coalitions are interested in distance learning and have the capacity to participate**

**Initiative 2: Develop distance learning program utilizing webinars**

CADCA 2009 Marketing Survey, N=490  
20% of 1796 coalition representatives

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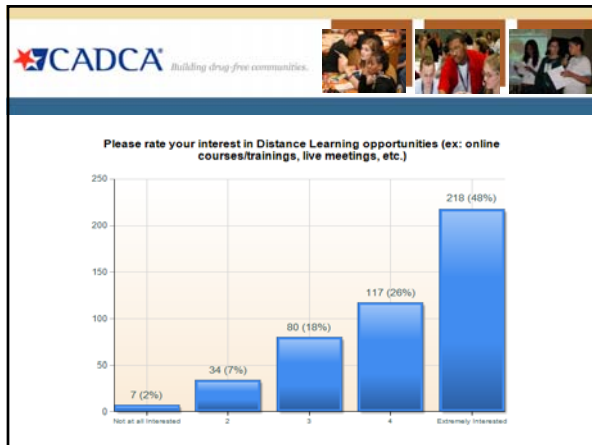
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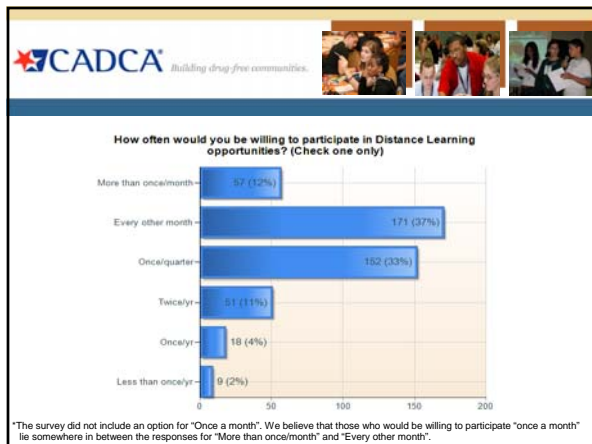
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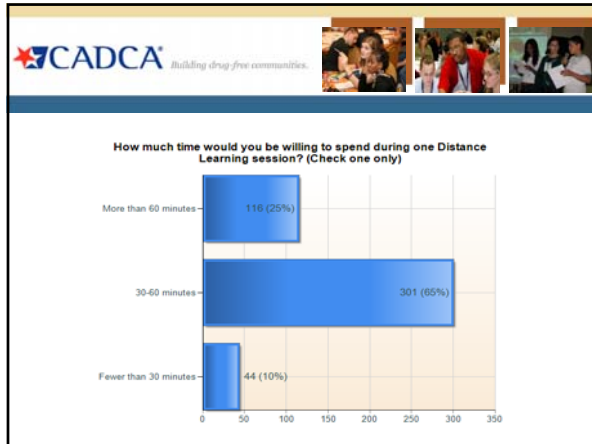
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# Using Technology to Bridge Research and Practice



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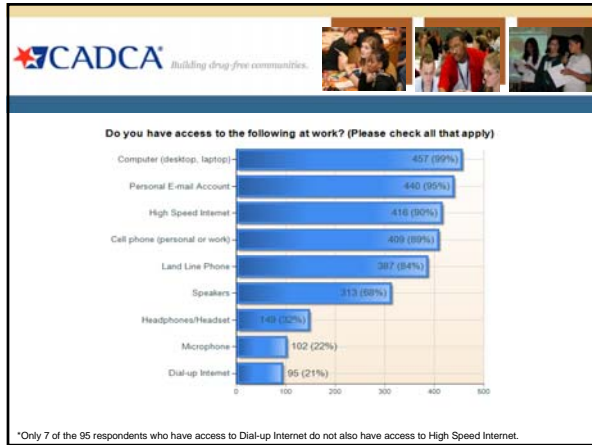
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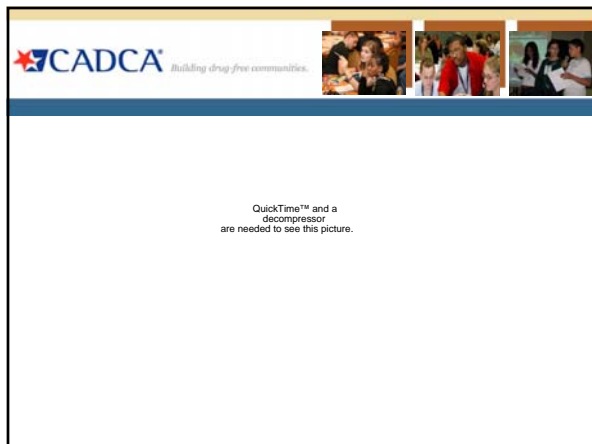
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# Using Technology to Bridge Research and Practice



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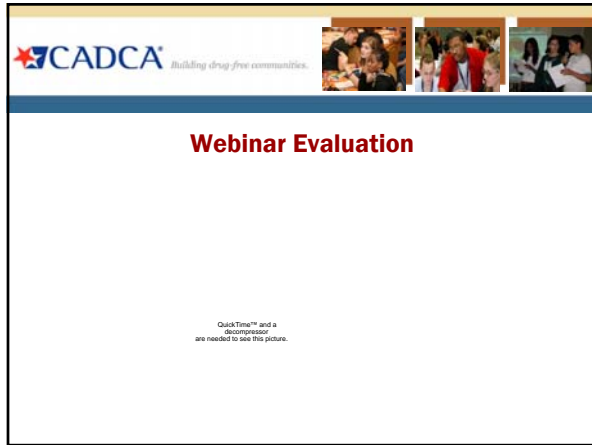
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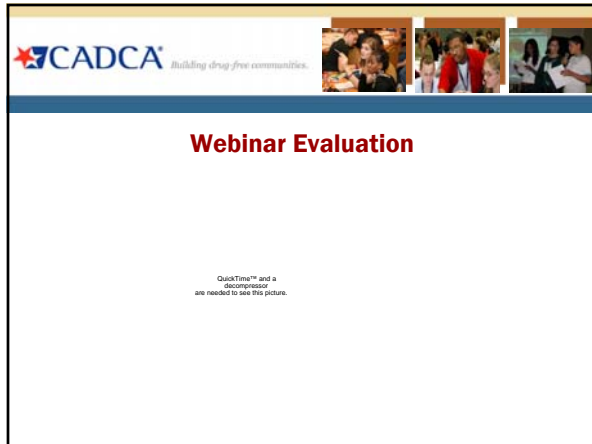
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# Using Technology to Bridge Research and Practice

## STOP Act Webinar Series

Address research to practice divide

- Collaboration between coalitions/researchers
- Access
- Translation

- Part of a larger initiative to promote CBPR (surface shared research questions)

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## STOP Act Webinar Series

Why STOP (Sober Truth on Preventing Underage Drinking) Act Grantees?

- Current or former DFCSF grantees
- Strategic / data driven
- Receive grant funding (competitive) to focus on underage drinking prevention
- Required to implement environmental /policy change
  - (norms, access, enforcement, consequences, etc.)

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## STOP Act Webinar Series

- 108 STOP Act Grantees invited
- Feature key researchers
- Highlight evidence-based approaches
- Moderated by community expert

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# Using Technology to Bridge Research and Practice

## STOP Act Webinar Series

- June 24, 2010
  - “Understanding Social Host Ordinances and Determining if they are Right for Your Community”
  - Dr. Kimberly G. Wagoner (Wake Forest Univ. School of Medicine)
  - Erica Leary (North Coastal Prevention Coalition)
  - Captain David Sears (Petaluma Police Department)

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## STOP Act Webinar Series

Does your state have a social host law?



Response	Count
Not sure	7
No	15
Yes	12

N=36

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## STOP Act Webinar Series

Does your community or a community you work with have a social host ordinance?



Response	Count
Not sure	7
No	19
Yes	9

N=36

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# Using Technology to Bridge Research and Practice

### Next Steps

- September 23<sup>rd</sup> – Responsible Beverage Service w/Traci Toomey
- November 18<sup>th</sup> – Enforcement
- Broader reach / Different audiences
- Specific components associated w / successful implementation
- Ultimately impact the research agenda
- Strategic linking to Connected Communities
- Recordings available on website

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### Questions?

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**For more information:**  
Sue Stine  
Phone: 1-800-54-CADCA (1-800-542-2322), ext. 260  
[sstine@cadca.org](mailto:ssstine@cadca.org)

Andrea de la Flor  
Phone: 1-800-54-CADCA (1-800-542-2322), ext. 245  
[adelaflo@cadca.org](mailto:adelaflo@cadca.org)

[www.cadca.org](http://www.cadca.org)

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