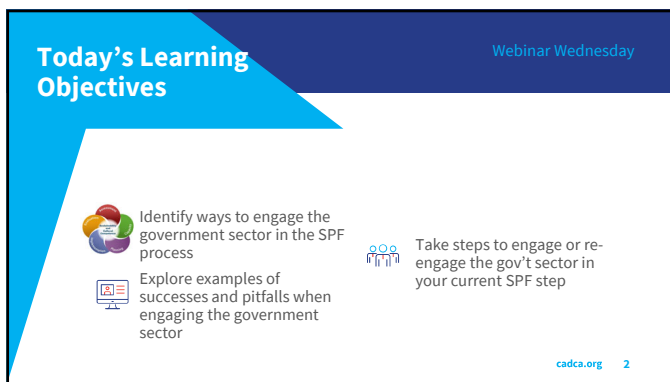


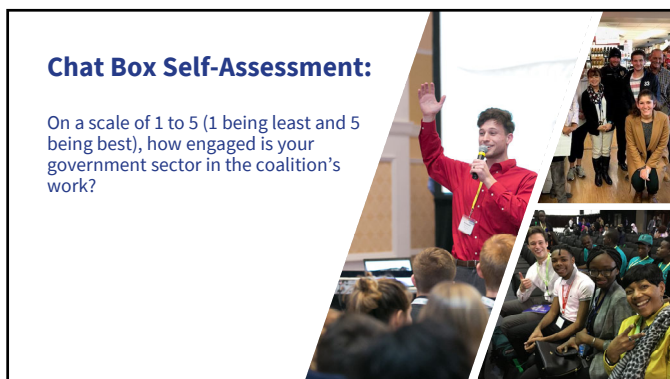
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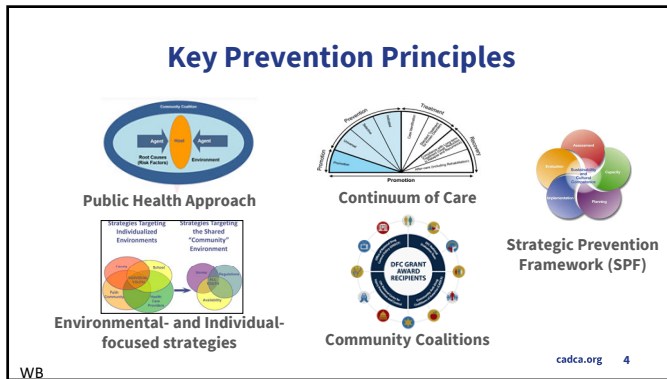
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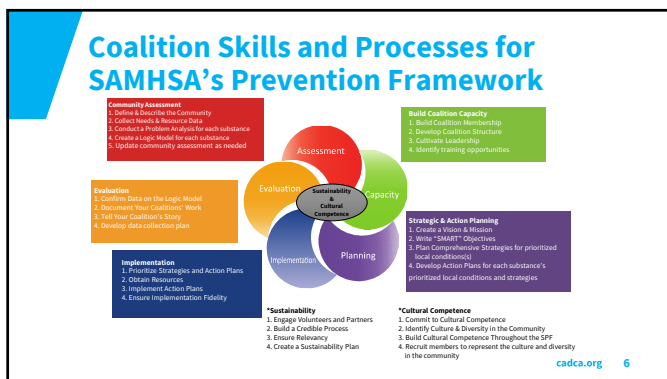
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Effective Ways to Engage the Local Government Sector into Your Coalition's SPF Process

Why the Government?

- Where big "P" policy happens
- Support
- Expertise
- Funding
- Organizational resources
- Fiscal sponsorship
- Develop partnerships
- Data support
- Enforcement and gov't are inter-connected

What do you hope to get out of partnering with the gov't sector?

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Case Study – The Maui Social Host Ordinance Campaign

The Background...

- First policy campaign from start-to-finish
- First local social host ordinance for Hawai'i
- Took about 3 years from assessment to passage



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Initial Engagement: Person vs. Position


- Intentional ID of sector member
 - Who finds this work interesting?
 - Best to have someone who has access to decision makers, but generally advise against law makers as members (mayors, council, commissions)
 - If law makers engaged, have a process to ensure shared decision-making within the coalition
- One-on-one meetings to build rapport
- Introducing the coalition's role and public health approach to prevention at onset and revisit the topic often
- Build consensus of person's sector role
- Obtain supervisor permission for participation
- Recruit to specific tasks, not meetings

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Coalition Skills and Processes for SAMHSA's Prevention Framework



Community Assessment

1. Define & Describe the Community
2. Collect Needs & Resource Data
3. Conduct a Problem Analysis for each substance
4. Create a Logic Model for each substance
5. Update community assessment as needed

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SPF Step 1: Assessment Phase

A compelling case for our local condition of house parties

- 400+ youth surveys - Over 50% of UAD at house parties
- 100+ adult surveys - Over 90% of parents don't want their child drinking at someone else's house
- Dozens of interviews and listening sessions - youth, adult, and law enforcement

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Government Engagement in Assessment

- ✓ Connected coalition to key informants in the community
 - ✓ Law enforcement, parks dept., youth-serving orgs, liquor commission, county council, schools
- ✓ Provided archival data
- ✓ Participated in youth listening sessions to connect them to the process *and* the problem of youth substance use



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Sector into Your Coalition's SPF Process

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COLLAGES
MAY 20, 2009

SPACE KLEIN/REUTERS
The night before the May Day parade in New York City, a group of young people are seen at a party. The party is held in a room with a large window that looks out onto a city street. The room is dimly lit, and the people are seen in silhouette. The window shows a view of a city street with buildings and a car. The people are seen in various poses, some standing and some sitting. The overall mood is festive and social.


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The Coalition's Training Plan

Training plan focused on building policy-readiness

- ✓ Training on a public health approach to prevention
- ✓ Education vs. lobbying
- ✓ Clarify who can/is willing to lobby
- ✓ Training on policy options
- ✓ Leadership training
- ✓ Community organizing training
- ✓ Media advocacy training
- ✓ Coalition organization training



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Government Sector Engagement in Capacity Building

- Connected the Coalition to Youth Centers & Schools to develop PSAs
- Provided training funds to shift coalition work toward policy development
- Key gov't leaders attended local & national conferences
- Developed organizational partnerships to support the policy (law enforcement, community orgs)
- Authored media stories & LTEs

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Coalition Skills and Processes for SAMHSA's Prevention Framework



Strategic & Action Planning

1. Create a Vision & Mission
2. Write "SMART" Objectives
3. Plan Comprehensive Strategies for prioritized local conditions(s)
4. Develop Action Plans for each substance's prioritized local conditions and strategies

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SPF Step 3: Planning

Importance of Planning

1. Informed coalition of policy options
2. Obtained consensus and commitment to pass a SHO
3. Created a policy action statement
4. Developed an action plan



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Planning – Government Engagement

- Provided space & funding for meetings & trainings
- Met one-on-one to answer questions & any hesitation on the policy
- Onboarded organizational partners
- Connected coalition to key gov't departments & commissions



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Coalition Skills and Processes for SAMHSA's Prevention Framework



Implementation

1. Prioritize Strategies and Action Plans
2. Obtain Resources
3. Implement Action Plans
4. Ensure Implementation Fidelity

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Implementation of the Social Host Ordinance

Key Elements for the SHO:

- Created an issue brief
- Met with town council
- Drafted policy language
- Organized support
- Leveraged the media
- Passed the policy

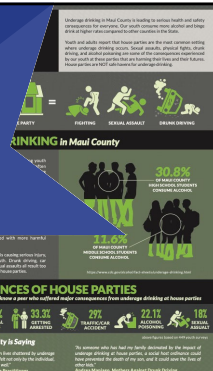


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Government Sector - Implementation


- Participated in ad hoc issue brief workgroup
- Integral in drafting the policy language – ensured language aligned with current systems
- Met with key council members & mayor to garner support
- Authored LTEs & connected coalition to local radio & newspaper
- Testified in support of the measure



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Coalition Skills and Processes for SAMHSA's Prevention Framework



Evaluation

1. Confirm Data on the Logic Model
2. Document Your Coalitions' Work
3. Tell Your Coalition's Story
4. Develop data collection plan

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SPF Step 5: Evaluation

Key Elements

- Confirmed our baseline data
- Created systems for law enforcement data collection
- Developed a data collection & evaluation plan
- Will share evaluation data with our community

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Gov't Sector Involvement in Evaluation

- ❖ Connected the coalition with the police department's data analyst to develop the data collection system
- ❖ Currently developing new internal processes to assess and evaluate prevention services
- ❖ Leveraged their relationships with key partners who can assist in collecting data on SHO
- ❖ Will use evaluation findings to inform their funding & prioritize future needs

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Coalition Skills and Processes for SAMHSA's Prevention Framework



*Cultural Competence

1. Commit to Cultural Competence
2. Identify Culture & Diversity in the Community
3. Build Cultural Competence Throughout the SPF
4. Recruit members to represent the culture and diversity in the community

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Cultural Competence

Key Elements for the Social Host Ordinance

- Commitment to ensuring equity in the policy
 - Got community input on fine structure
 - Included a community service option
 - Created an appeals process
 - Demographic data collection to ID any disparities, harms
- Created culturally relevant messaging
- Recruited members that represented the culture and diversity in the community
- Developed leadership of individuals representative of populations of focus (youth, parents, Native Hawaiians, etc.)

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Gov't Sector Involvement in Cultural Competence

- Provided funding for youth training & engagement – CADCA training & ongoing youth development coaching
- Connected the coalition to youth groups such as SADD, Key Clubs, school media club
- Connected the coalition to cultural & community groups
- Provided feedback on policy language to reduce unintended harms and potential pitfalls related to the gov't administration of the law

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Coalition Skills and Processes for SAMHSA's Prevention Framework



*Sustainability

1. Engage Volunteers and Partners
2. Build a Credible Process
3. Ensure Relevancy
4. Create a Sustainability Plan

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Sustainability Throughout the SPF

Key Elements

- Engage volunteers and partners
- Build a credible process
- Ensure relevance
- Create a sustainability plan



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Gov't Sector Support - Sustainability for the Social Host & Beyond

- Wrote an evaluation component into the law
- Changed practices within the gov't division to ensure community-level prevention included in prevention system
- Leveraged local funding to support coalition activities
- Dedicated staff time to increase prevention services
- Provided free meeting space
- Created opportunities for leaders to show support for the coalition (proclamations, media pieces)

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Tips for Engaging Local Government

- Know your government structure
- Know who is important and what is important to them
- Build relationship with permanent staff
- Take the advice given
- Have integrity and follow through on your commitments
- Find and cultivate champions who will leverage their power to influence others

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Possible Pitfalls to Avoid

- Don't assume support or assume that your coalition's initiative is a priority for them
- Use the system that's in place
- Stay on the "good side" of the funder
- Plan ahead and expect delays - the gov't does not move fast, and it's no one person's fault
- No talk stink about nobody! You could lose access to key gov't partnerships for years

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Coalition Development Support

The Coalition Development Support Team:

- Jesus Rodriguez, Senior Associate
- Alexis Robinson, Associate

Email: training@cadca.org
Phone: 1-800-54-CADCA ext: 240

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SPF Resources and Guides

- CADCA SPF Primers - CADCA has a primer for each step of the SPF process at the following link - <https://www.cadca.org/resource-types/primer>
- SAMHSA's Strategic Prevention Framework Guide - <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>
- CADCA Milestones Assessment - A guide to assessing your coalition's work within each of the SPF steps, added as an attachment to the presentation

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Q&A Time

To ask a question, you may:

- use the Q&A button on your zoom toolbar to send your question
- raise your hand and we can unmute you



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Thank you!

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