Engaging Sectors to Create and Update Ojectives

WORKING REMOTELY DURING A PANDEMIC

GLOBAL | COLLABORATIVE | INNOVATIVE | PASSIONATE | LEADER

CADCA®
Building Drug-Free Communities

cadca.org

COVID-19

The COVID-19 global pandemic has brought about some unique challenges for each sector in our community.

GET BACK TO THE BASICS

- Planning is important for coalitions
- It is a balance to dedicate time away from implementation for planning
- Identify ways to engage partners remotely

Sector Engagement

YOUTH
Provide entertainment
- Snap/Insta
- Tik Tok
- GroupMe

PARENTS
Be solution-focused
- Google Docs
- Zoom

LAW ENFORCEMENT
Be appreciative
- Thank you
- Encourage

SCHOOLS
Be champions
- Highlight remote opportunities
- Focus on staff with time

BUSINESSES
Be supportive
- Recruit businesses that are closed

MEDIA
Be influential
- Provide relevant content to offer variety

YOUTH-SERVING
Be strategic
- Offer ideas
- Recruit staff

RELIGIOUS
Be creative
- Brainstorm ways to connect
- Provide content

CIVIC
Be open to new ideas
- Orgs are being creative to connect

HEALTHCARE
Be sensitive
- Ask for support ONLY if they are laid off or not working

GOVERNMENT
Be proactive
- Find the right people

OTHER
Be aware
- Capitalize on opportunities

The Good News

We don't have to wait to meet in person

We can utilize technology to enhance some of our coalition products now.
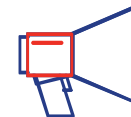
Coalition Products

Coalition Products

Community Assessment

Logic Model

Strategic and Action Plan

Evaluation Plan

Evaluation Communication Plan

Sustainability Plan

Free Platforms

Google Docs

https://docs.google.com/

Asana

https://asana.com/

Trello

https://trello.com/

Zoom

https://zoom.us/

Kahoot

https://kahoot.com/

Engaging Sectors to Update Products

As effective and sustainable coalitions, we should be continuously updating these products.

SOLICIT MEMBERS/VOLUNTEERS

- Work within committees
- Depending on capacity, operate multiple committees simultaneously
- Identify best method(s) of communication

Coalition Objectives

BASICS:
What do you need to write objectives?

1. Logic Model
2. Data mapped to each part of logic model

SHORT-TERM

INTERMEDIATE

LONG-TERM

Objectives

Spell out the specific, measurable results the coalition intends to achieve. Allows the coalition to set targets for changes in community conditions based on the problem, root causes, and local conditions.

TIMELINE

Long-term Objectives relate to the

Problem Statements (3 – 10 years)
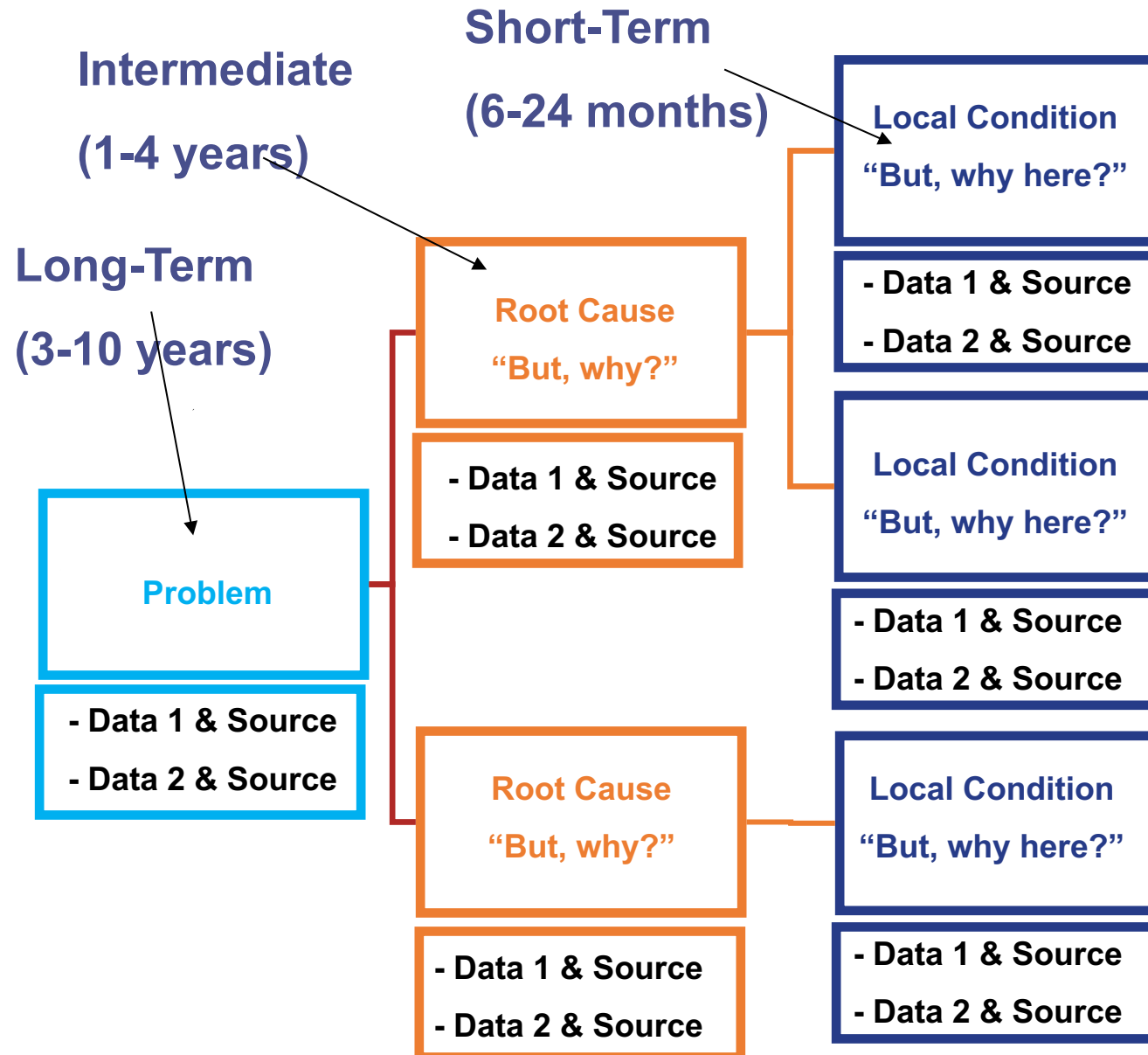
Intermediate-term Objectives relate to the

Root Causes (1 – 4 years)

Short-term Objectives relate to the

Local Conditions (6 – 24 months)

Objectives

Short-Term
(6-24 months)

Intermediate
(1-4 years)

Long-Term
(3-10 years)

Problem
- Data 1 & Source
- Data 2 & Source

Root Cause
"But, why?"
- Data 1 & Source
- Data 2 & Source

Root Cause
"But, why?"
- Data 1 & Source
- Data 2 & Source

Local Condition
"But, why here?"
- Data 1 & Source
- Data 2 & Source

Local Condition
"But, why here?"
- Data 1 & Source
- Data 2 & Source

Local Condition
"But, why here?"
- Data 1 & Source
- Data 2 & Source

Objectives

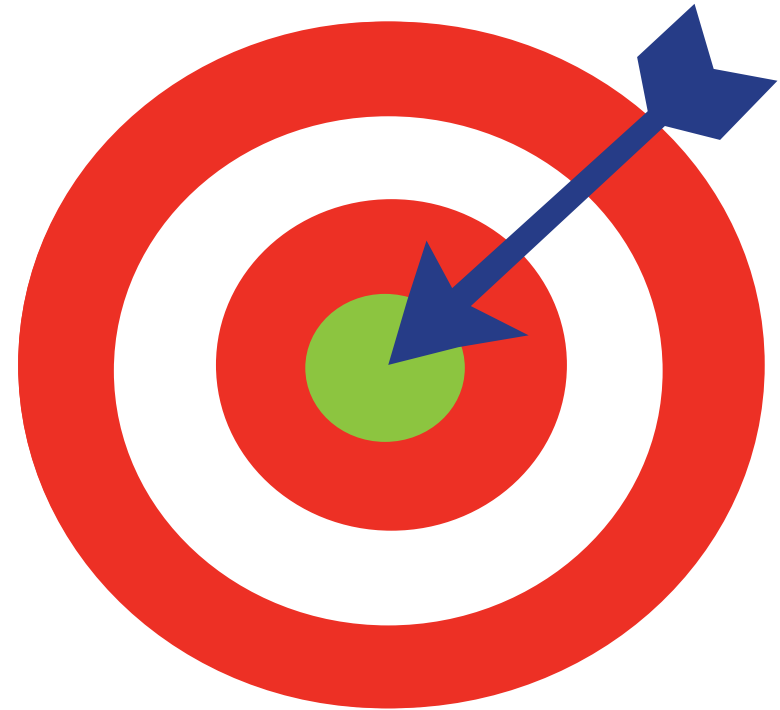Coalition Objectives should clarify:

- What will be changed?

- By how much?

- How will it be measured?

- By when?

- What is the baseline (starting point)?

Objectives should be:

Coalition Objectives Should Be:

1. Specific   S

2. Measurable   M

3. Achievable   A

4. Relevant   R

5. Timed   T

6. Community Level   +C

Sample

To [increase/decrease] [indicator] by #/% by [month/date/year] as measured by [data collection instrument/question or measure] from [baseline/year] to [target/year].

Examples

Short-term:

To decrease retail alcohol sales to minors by 12% by July 31, 2021 as measured by County Sheriff Alcohol Compliance Checks from 38% failure rate in 2020 to 26% failure rate in 2021.

Intermediate:

To decreased youth perceived easy access to alcohol by 4% by August 20, 2023 as measured by perception of easy access to alcohol from Pride Student Survey from 36% easy/very easy to 32% in 2023.

Long-term:

To decrease underage drinking by 3% by October 30, 2027 as measured by 30-day use of alcohol from Pride Student Survey from 24% in 2020 to 21% in 2027.

Take a moment to brainstorm how you might engage coalition partners to collaborate on your objectives.

1. Who will be involved?

2. What platform could you use?

3. When should you begin?

4. What is the deadline?

5. What resources does the team need?