The Power of Change

Think about one challenge in your life that...

I wish I could change, but know I can't no matter how hard I try.

I could probably change but will require a lot of help from others.

I am certain I can change if I put my mind to it.

Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Change as an Opportunity for Growth

What's Going On?

Part 2

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SAMHSA
Substance Abuse and Mental Health Services Administration

Technical Information

This webinar is being recorded. Following the event, we will share the recording with participants.

Please contact the facilitators if you have any concerns or questions.

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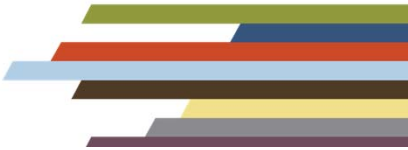

Presenters

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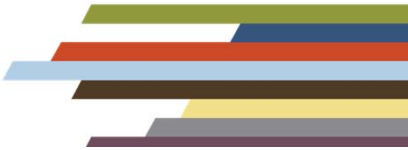
Learning Objectives

- Explore change as a normal experience – and goal – of life, and of prevention!
- Identify theories of change used to guide prevention efforts.
- Describe how to apply theories of change in prevention across multiple contexts, including at the community and societal levels.



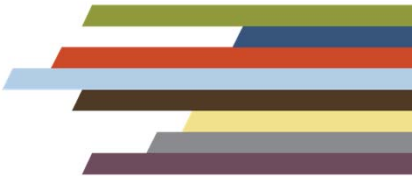
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Change

Why Talk About Change Now?

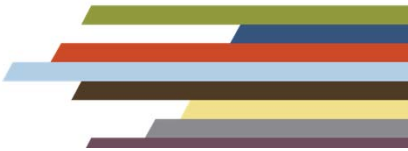
Change in Prevention

Communities identify needs → **We do stuff** → **Things Get Better**

- Consumption
- Consequences
- Risk and protective factors

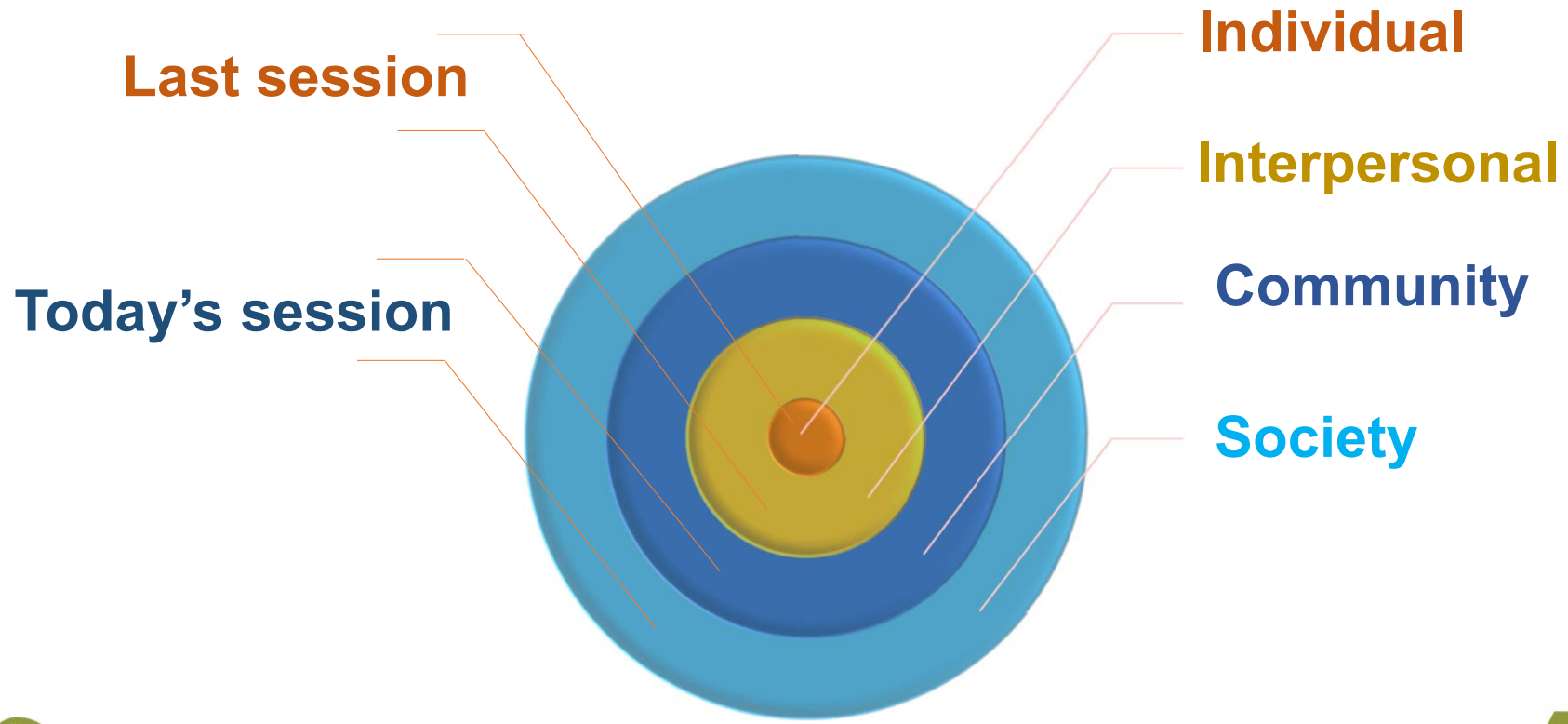
Strategies/ Interventions

Short, Intermediate and Long-Term Outcomes

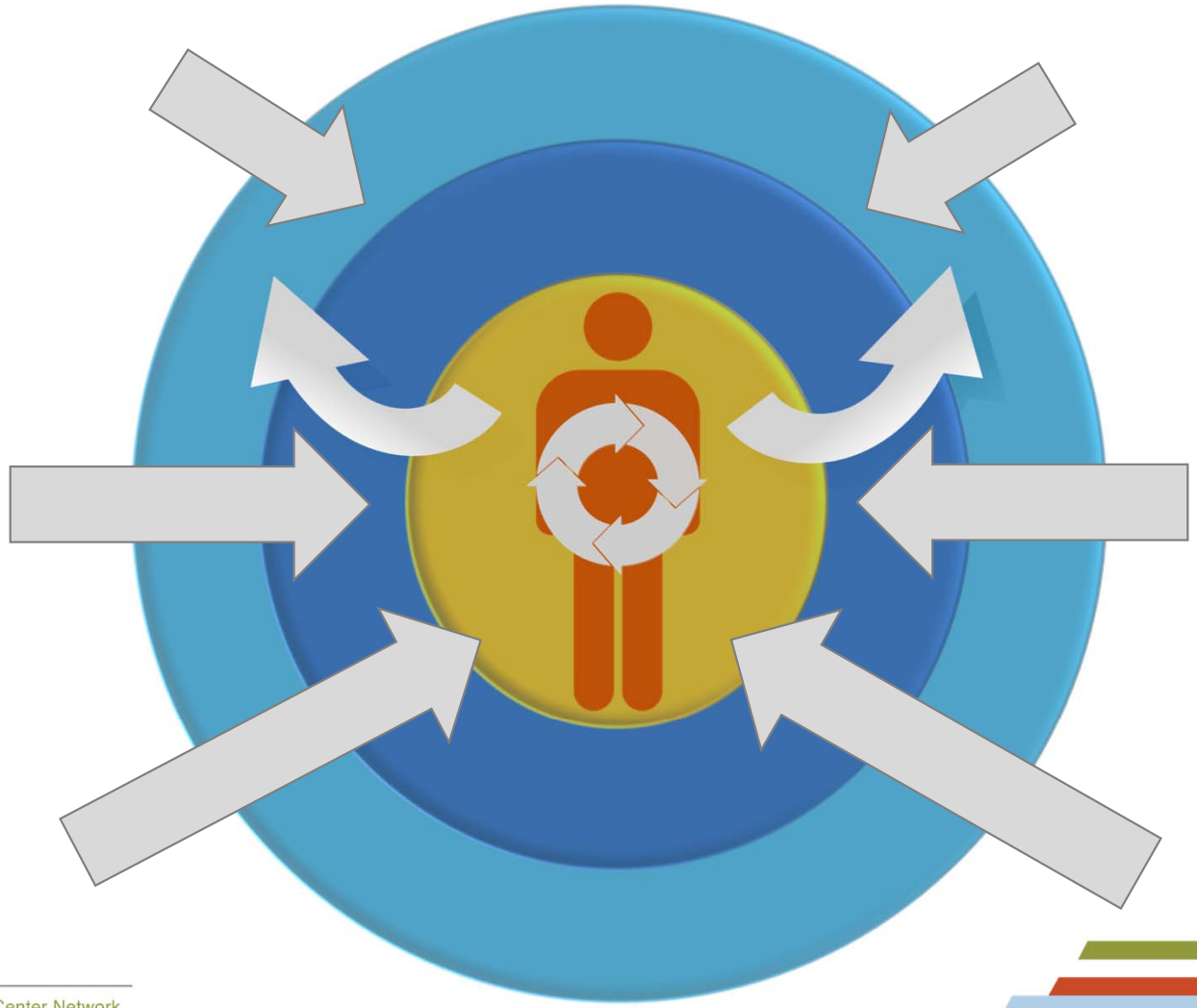


One Theory of Change (TOC)

The Socio-Ecological Model



The Prevention Practitioner and Change



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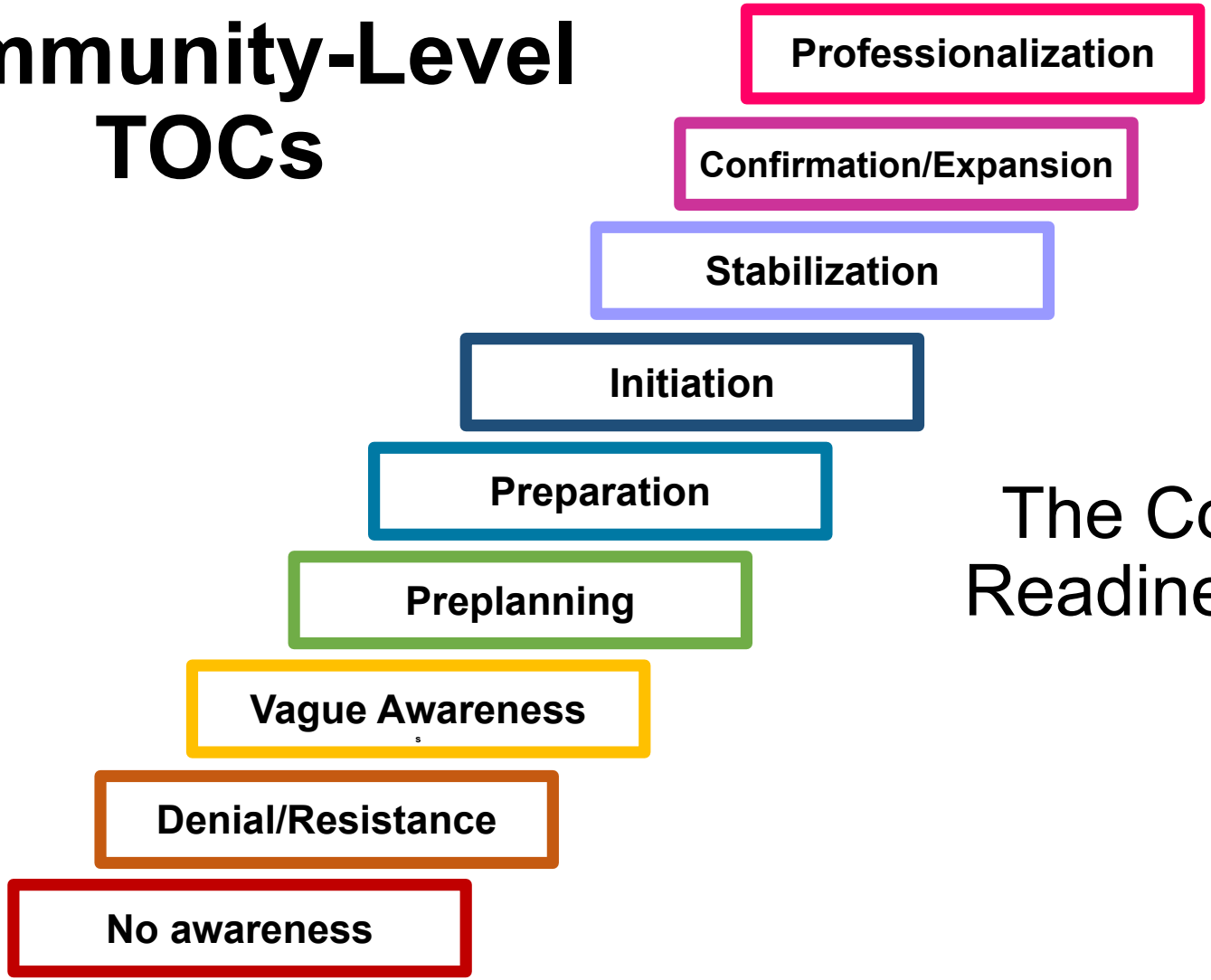
At the Community Level

Question

On a scale of 1-9, how ready do you think your community is to address substance misuse

The Role of Environment

Community-Level TOCs

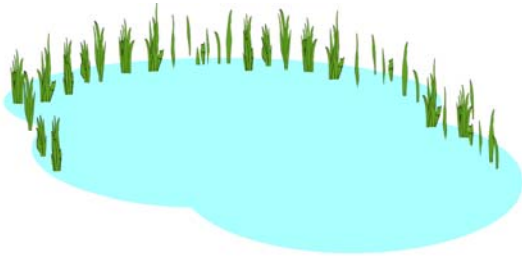


The Community Readiness Model[1]

Community-Level TOCs

Change management models[2, 3]

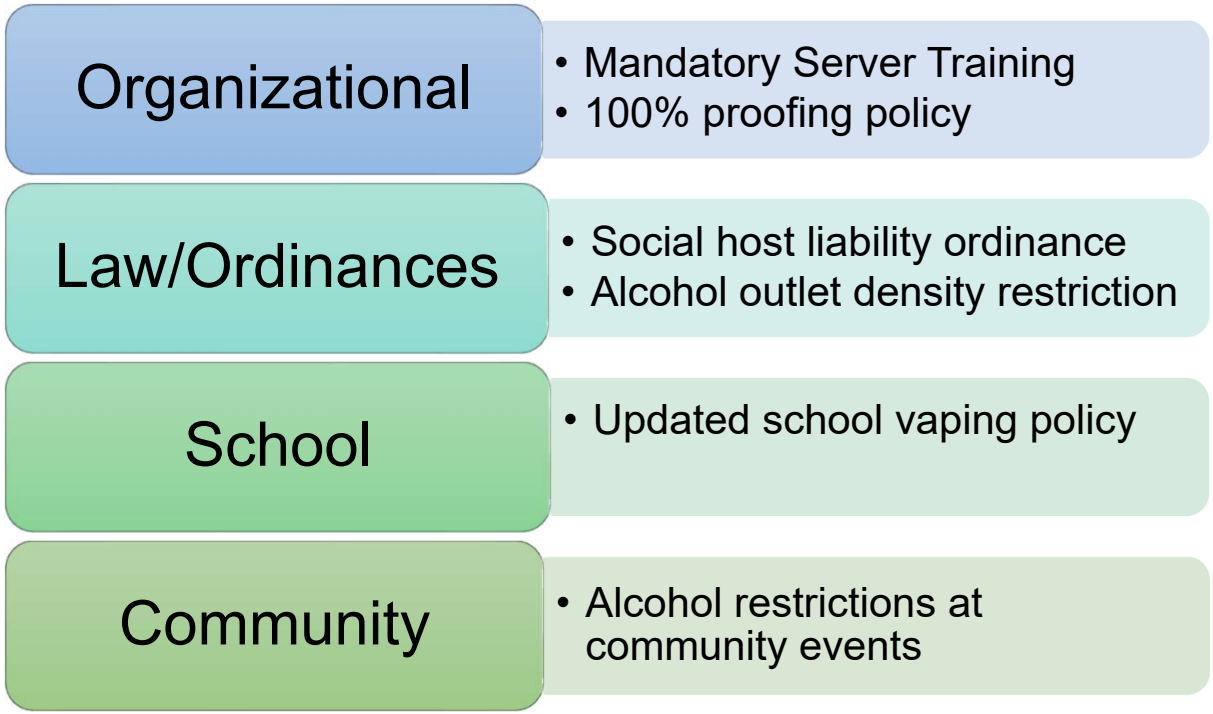
Examples of Community-Level Prevention Strategies



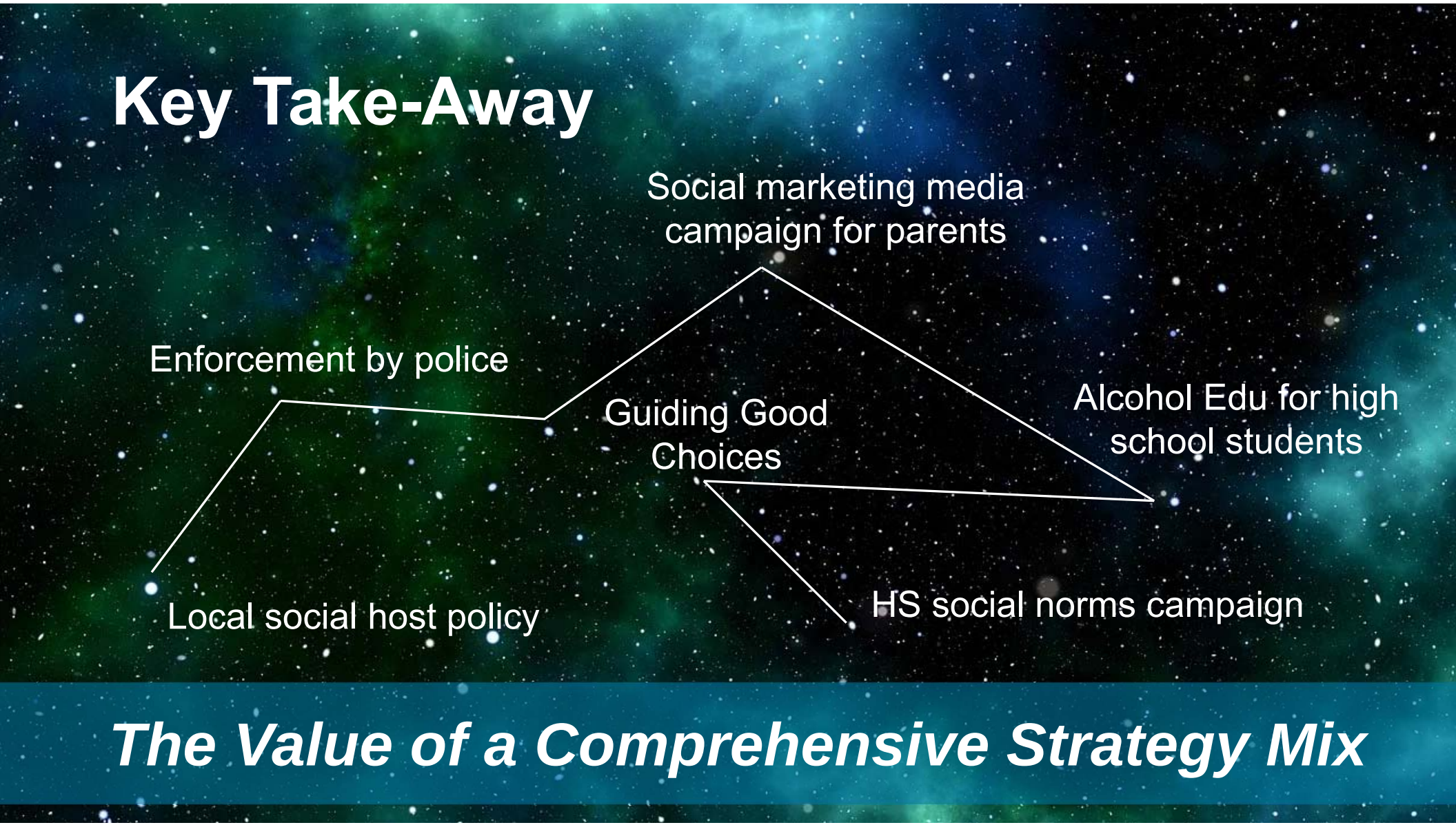
- Environmental Strategies
  - Policy development + implementation
  - Enforcement
  - Media strategies
- Efforts to change culture/norms
  - Community norms
  - School climate

A Closer Look: Policy

Policies are "standards for behavior that are formalized . . . And embodied in rules, regulations, and procedures."



Key Take-Away



The Value of a Comprehensive Strategy Mix

At the Societal Level

Question

Have you been a part of any societal level change efforts? If so, which one(s)?

The times they are a-changing

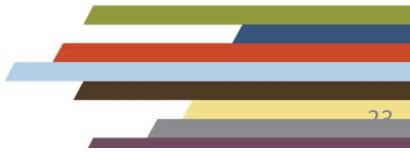
Societal-Level TOCs

Social Change Theories [4, 5]

Multi-Linear

Homeostasis

Conflict

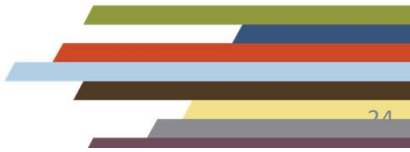


Relevant Societal-Level TOCs

Collective Impact [6]

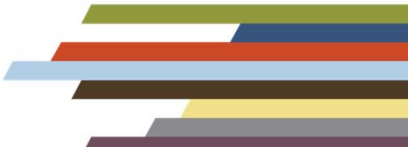
"The complex nature of most social problems belies the idea that **any single program or organization**, however well managed and funded, can singlehandedly create **lasting large scale change**."

- Fay Hanleybrown, John Kania, & Mark Kramer[7]



Examples of Societal-Level Prevention Strategies

- Public awareness-raising
- Education
- Advocacy
- Community organizing
- Social action



A Closer Look: Advocacy

Advocacy = Taking action to support an idea or cause

People advocate to:

- Raise awareness
- Increase understanding of key issues
- Mobilize support to create positive change

Key Take-Away

Preventionists have an ethical responsibility to walk the walk, and talk the talk.

Recap

Change is **normal.**

Change is **necessary for progress.**

Change takes **time** and **intention**.

Understanding the theory behind change processes can help you to more effectively lead change efforts in your community.

Reflections

Think back to one change effort you've been a part of…

If it was successful, what do you think contributed to its success?

If is was not successful (or hasn't been successful yet), what do you think could be done to make it more effective?

Evaluation

Please take the time to complete a brief evaluation:

https://ttc-gpra.org/P?s=452973

Your feedback is appreciated!

Thank You!

If you have questions or comments, don't hesitate to contact:

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