

Lobby Question

- When was the last time you engaged in a planning process?
- Use a couple of words to describe your experience.



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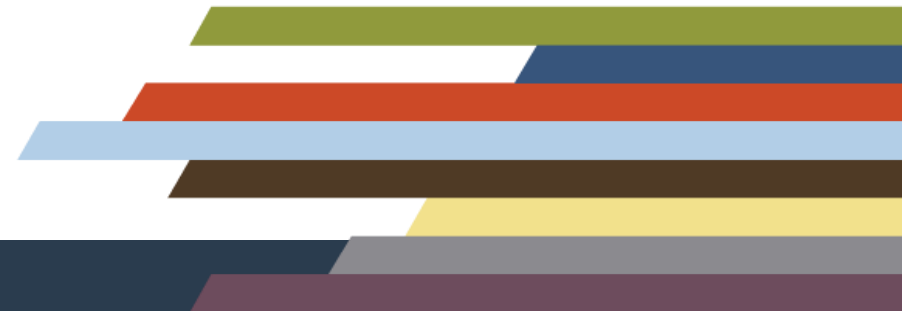
Sharpening Your Prevention Tools: Strategic Planning

Session 2: March 15, 2023

Carol Oliver, MA, CPS, Training and Technical Assistance (T/TA) Director, EDC

Jessica Goldberg, MSW, MPH, CPS, T/TA Specialist, EDC

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Technical Information

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration. The opinions expressed herein are the view of the presenters from the Northeast & Caribbean PTTC and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grant 5H79SP081033-05 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.

Presented in 2023.

This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.

Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=315149>



Your feedback is appreciated!

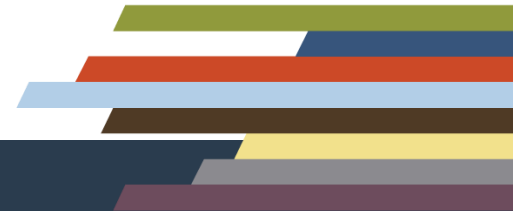
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

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

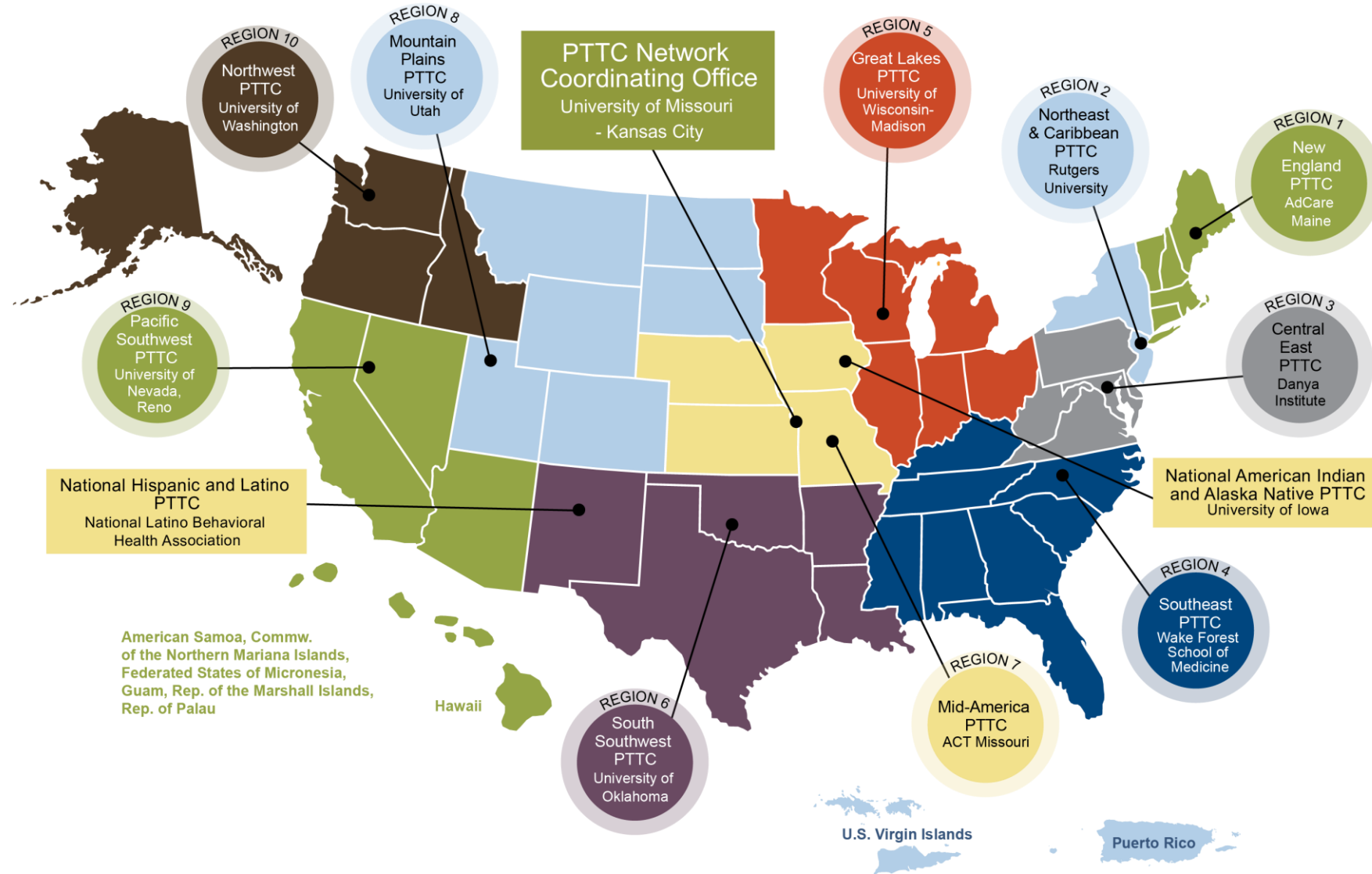




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Facilitator & Panelist



Jessica Goldberg
T/TA Specialist
Region 2 PTTC, EDC



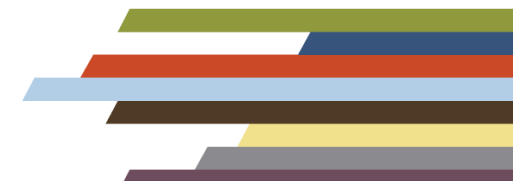
Carol Oliver
T/TA Director
EDC



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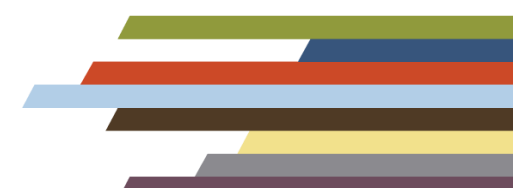
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Road Map

- Defining Language
- When to Use Strategic Planning
- Strategic Planning Tips and Tricks
- Interview with an Expert
- Next Steps



Defining Our Language



**What Types of
Planning Have
you Been
Involved In?**

Sample Types of Planning

- Event
- Project
- Financial
- Travel/Vacation
- Moving
- Logistical
- Other (write in chat)

Common Elements of Planning

01

Collect and
organize
information

02

Determine
options based
on the data

03

Develop and
use criteria to
selecting
options

04

Determine action
steps,
responsibilities
and timelines

Common Elements of Planning: Live Case Study



I need Volunteer From
the Audience

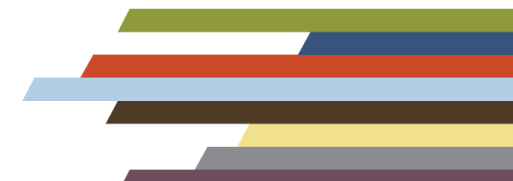
1. Collect and organize information
2. Determine options based on the information collected
3. Select options using criteria you develop
4. Determine action steps, roles and responsibilities and timelines



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Strategic Planning Defined

- Strategic planning is a process in which an organization's leaders define their vision for the future and identify their organization's goals and objectives.
- The process includes establishing the sequence in which those goals should be realized so that the organization can reach its stated vision.



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Strategic Planning in Substance Misuse Prevention

Why is Strategic Planning Important in Substance Misuse Prevention

- Comprehensive prevention involves multiple strategies across multiple systems and multiple populations
- Successful substance misuse prevention efforts engage many sectors of the community to work together
- Effective teams require a common vision and a plan to reach their vision



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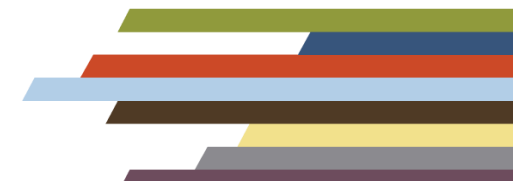
When to Engage in Strategic Planning

- Initiating a New Planning Table
- Annual Strategic Planning Check –up
- Trouble Shooting Organizational Challenges
- A New Initiative, Grant or Topic is Added to Your Planning Table
- A Significant Change in Leadership and or Membership



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Strategic Planning Tips and Tricks

Tip 1: Developing a Safe Space Where all Voices are Heard

- Acknowledge power differentials
- Clarify who and how decisions are made
- Ensure members understand expectations
- Recognize differences in thinking and learning styles
 - Doer vs Planner
 - Internal Processors versus External Processors



TIP 2: Making the Process Concrete and Provide a Road Map

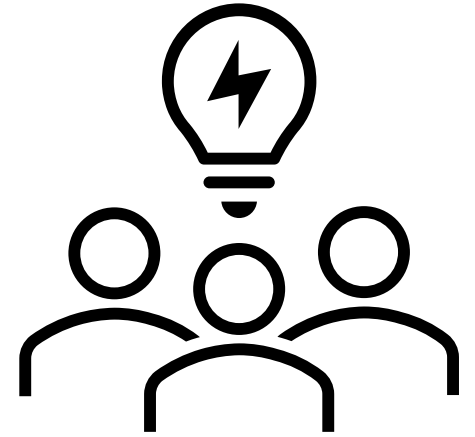
- Provide a road map of the process
- Orientate members to where they are in the process
- Be clear on purpose and outcomes of each planning session
- Provide context for discussions
- Provide participants the opportunity to see the discussion



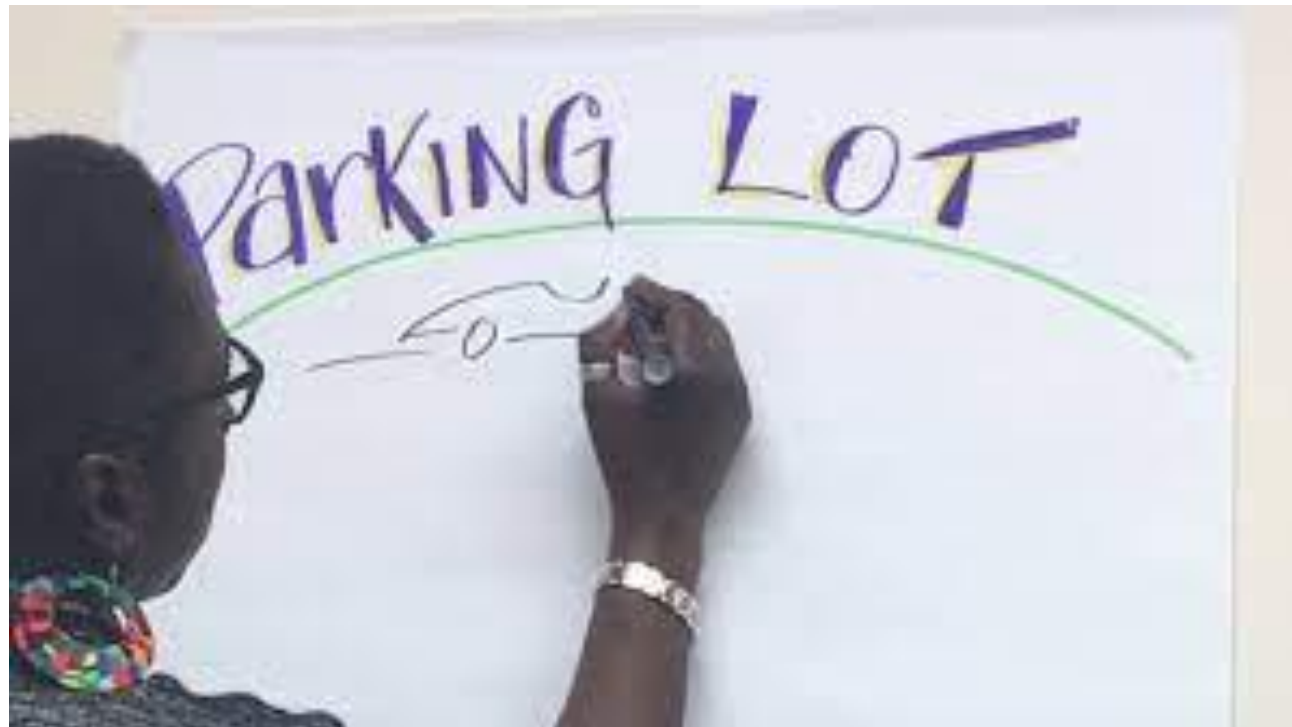
Tip 3: Don't Miss Opportunities for the Group to Think Through Issues Together

Developing a Mission Statement

- Don't assign a mission statement to one person to write and have group members respond
- Break the membership into small groups and have each group think through the Who, What, Why and Where of the Mission



TIP 4: Use A Parking Lot When the Group Can't Reach Consensus or is Stuck



TIP 5: Develop Criteria with Group For When They Making Decisions

Sample Criteria:

- Feasible
- Cost Effective
- High Importance
- At least two people willing to lead the project



TIP 6: Think Through the Planning Process

1. Discuss Each Priorities

What is the level of Need

What are the Resources

Resource Gaps

What is the level of Readiness?

Priority A

Priority B

Priority C

2. Compare and Contrast the Priorities

Priority A Brainstorm

- Needs
- Resources
- Challenges.....
- Readiness

Priority B : Brainstorm

- Needs.....
- Resources.....
- Challenges
- Readiness.....

Priority C: Brainstorm

- Needs.....
- Resources.....
- Challenges
- Readiness

Think Through the Planning Process

- What is the group going to be doing? (review, brainstorm, discuss, select)
- How can I provide structure to their conversation?
 - Questions to consider
 - Criteria to consider
 - Visual Organization of the Information
- What are we going to do with the information generated?
 - Make a decision
 - Develop an action plan
 - Prioritize

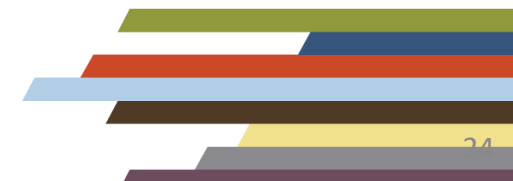


**Leads you to your next
planning activity**



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A grayscale photograph of a man standing at the front of a room, holding a tablet and gesturing towards a group of people seated in chairs. The scene is dimly lit, with the man and the text being the primary focus.

Interview-Style Conversation

**Questions
for
Panelist:
Carol
Oliver**

Please unmute and ask your questions verbally or write them in the chat and we will address questions in the order they are received.

Questions?



Resources

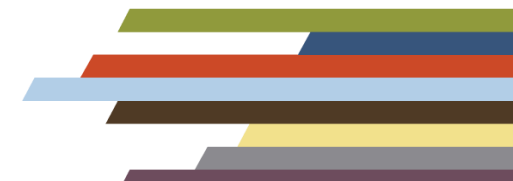
- Community Toolbox: [Developing a Strategic Plan](#)
- Community Prevention Initiative: [Guide to Writing a Strategic Prevention Plan](#)
- [Getting Them to Say Yes! Bringing Potential Partners to Your Prevention Table](#)
- [It's Not about Me...It's about Us: Engaging and Retaining, Part 3: What's Next: Applying the Knowledge and Skills Lab](#)



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Thank You!

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

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