

Lobby Poll

- What is something interesting you learned from your most recent community needs assessment process?
- On a scale of 1 – 5 (1 being not at all and 5 being very), how ready is your community now to address its priority substance misuse problems?

The logo for the Education Development Center (EDC), consisting of the letters "EDC" in a bold, white, sans-serif font on a dark blue square background.

Education
Development
Center

May 21, 2019

Building Community Capacity to Implement Prevention Efforts (Part 1)

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Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

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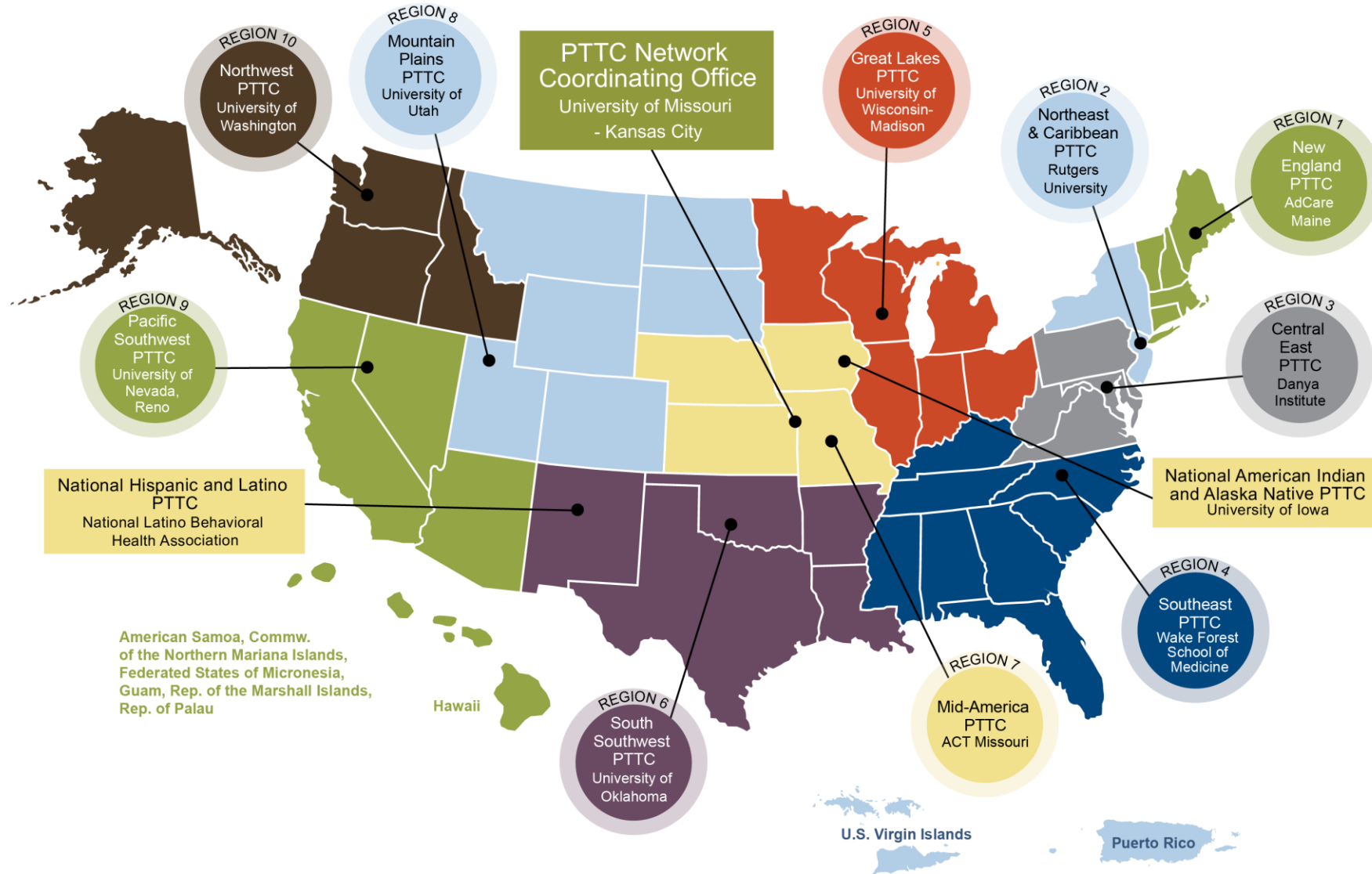
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PTTC

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PTTC Network



Presenters



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Learning Objectives

- Describe how a community can build its capacity to address the substance misuse problems identified during the assessment process.
- List the steps in creating effective messages to engage key stakeholders in prevention efforts.
- Identify opportunities for weaving cultural competence into capacity-building efforts.

Needs and Capacity Assessment: *A Review*



Review Question

Why is assessing community capacity an important part of a comprehensive needs assessment process?

The Role of Capacity Assessment and Capacity Building in Your Prevention Efforts

Nature and extent of substance use problems and related behaviors

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graph TD; A["Nature and extent of substance use problems and related behaviors"] --> B["Risk and protective factors that influence these problems and behaviors"]; B --> C["Existing resources and readiness of the community to address its problems"];
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Risk and protective factors that influence these problems and behaviors

Existing resources and readiness of the community to address its problems

Building Capacity

Increasing
Readiness

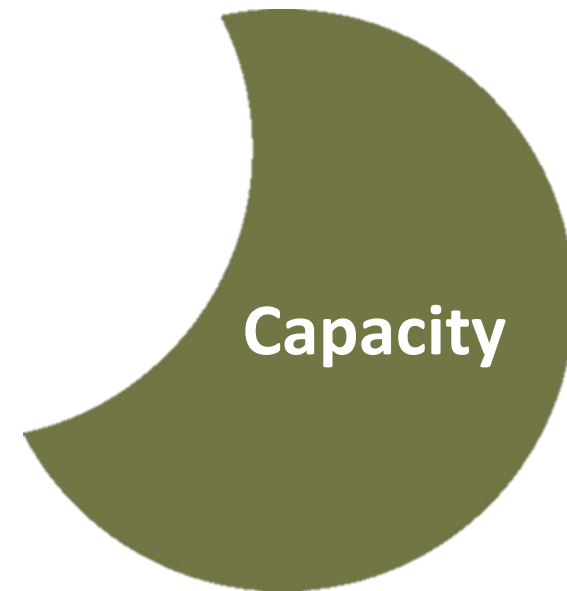


Increasing
Resources



A Look at Capacity Building





Building Capacity

Raising Awareness



Engaging Stakeholders



Forming Partnerships

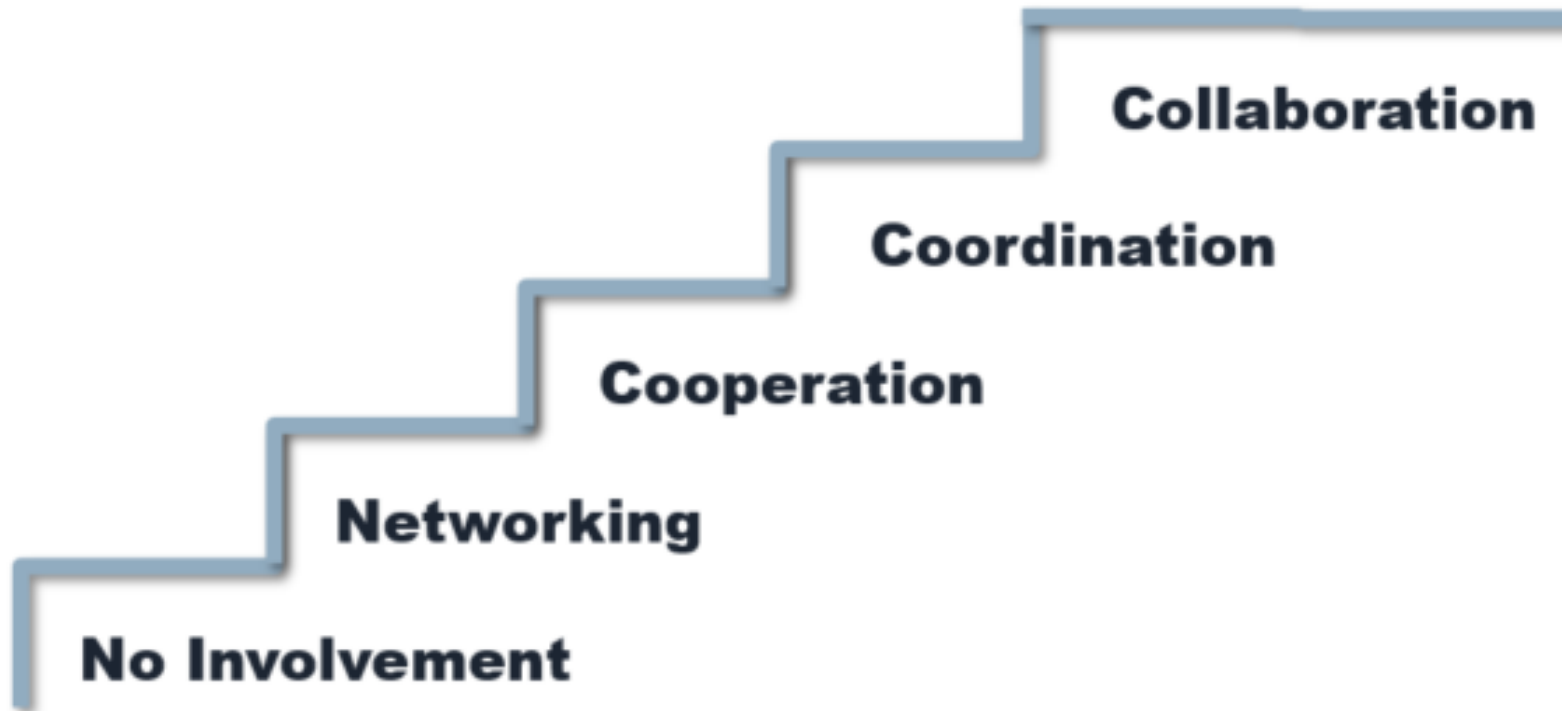


Engaging Stakeholders and Forming Partnerships

Who are the key stakeholders in your community?



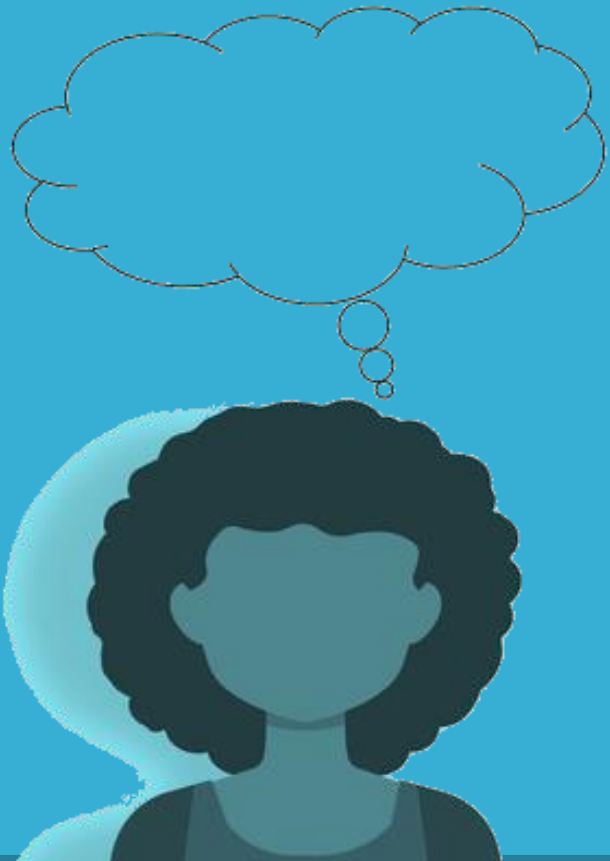
Levels of Involvement



Levels of Involvement: A Deeper Look

	Networking
What Is It?	Partners share information and talk with one another for their mutual benefit.
Key Features	<ul style="list-style-type: none">• Loosely defined roles• Loose/flexible relationships• Informal communication• Minimal decision-making• No risk

Poll Questions



- Who might be involved at the level of “collaboration” if the goal is to reduce underage drinking?
- Generally speaking, at what level of involvement would you want representatives from your focus population?

Building Capacity: Raising Awareness



Media Campaigns

Would you give your child **HEROIN** for a broken arm?



Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.

Partnership for a Drug-Free New Jersey
in Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services


BEFORE THEY PRESCRIBE - YOU DECIDE

drugfree

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Addiction

Does Not Discriminate...



Your *medicine cabinet* could be a *gateway* to *heroin*.

GGCADA Governor's Council on ALCOHOLISM & DRUG ABUSE
Visit us at www.ggcada.nj.gov or [facebook.com/ggcada.newjersey](https://www.facebook.com/ggcada.newjersey)

KnowAddiction.nj.gov

Campaign Partners
New Jersey Office of the Attorney General • Division of Consumer Affairs, Division of Criminal Justice, Office of the Insurance Fraud Prosecutor, Division of State Police
New Jersey Department of Human Services, Division of Mental Health and Addiction Services • New Jersey Department of Education • Partnership for a Drug-Free New Jersey
Department of Justice, S&B Attorney's Office, District of New Jersey



"I SAVED MY NEIGHBOR'S LIFE"

"I took a different way home from work one night and found my neighbor on the ground. He was blue and not breathing. I gave him naloxone, which I always carry, and in 2 minutes he was breathing again. As we waited for the ambulance, it hit me that if I hadn't come home this way, his family would be getting a very different phone call that night."

-Evelyn, Manhattan

NALOXONE is an emergency medicine that prevents overdose death from prescription painkillers and heroin.

To find out more about naloxone and where to get it, call **311** or visit nyc.gov/health/naloxone.

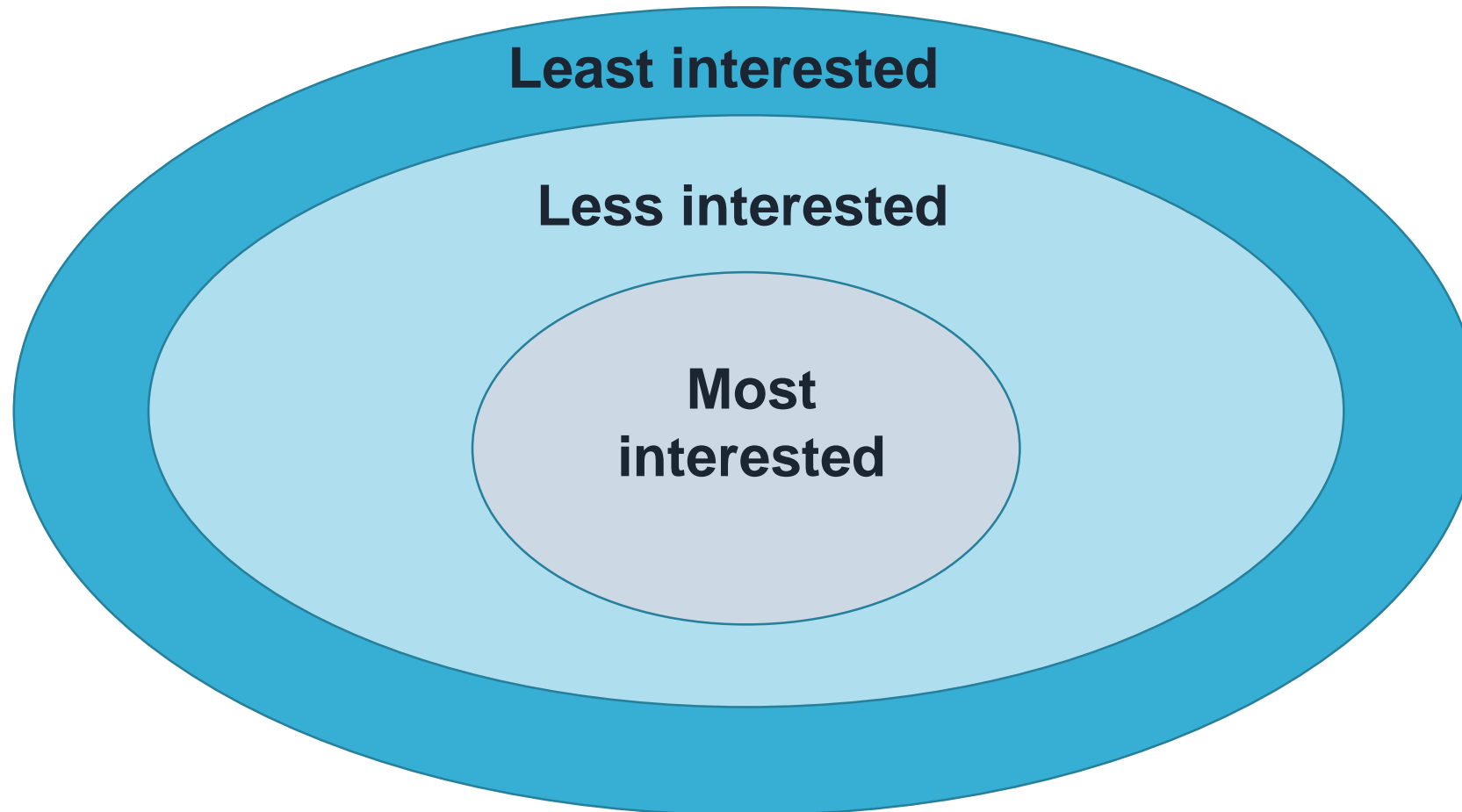
If you need help or referral to treatment call, **888-NYC-Well**.

Thrive NYC **NYC** Health

Building Capacity: Engaging Stakeholders and Forming Partnerships



Recruiting Stakeholders



Crafting an Effective Prevention Message



Making Your Pitch



The **three W's** – the “who,” “why” and “what” of your message or request



A **call to action** that clearly identifies what you are asking potential stakeholders to do if they say “yes.”



The **benefits** of and **barriers to** collaboration – for both you *and* your partner.

The 3 W's

- **Who** are you and who do you represent?
- **What** do you or your organization do?
- **Why** is your organization doing this work? What need are you serving?



My name is Terry Jones and I'm the coordinator for the Everytown Substance Abuse Coalition. Our mission is to reduce growing rates of alcohol use among the young adults in our community. These rates are particularly alarming for young adults who are in the workforce, where problem alcohol use often leads to poor job performance and onsite alcohol-related injuries.

An Effective Call to Action

What are you trying to achieve?



Goal

Why is this collaboration important?



Compelling reason

What other details are needed?



Explanation

What steps need to be taken to achieve the goal?



Desired action(s)

Example: Reaching Out to Business Leaders

- **Goal**
- **Compelling reason**
- **Explanation**
- **Desired action(s)**
- **Barriers and Benefits**

To prevent substance use in this group, **we need to go where the young people are** – and that's where you can help us. You are a major employer of young people, so you can really help us reach them.

Prevention efforts are most effective when we work with the right partners, and all of us in this community are responsible for keeping kids safe.

I understand that as a business owner, **you have limited time**. However, I think that engaging in this work could prove good for business, by **reducing staff turnover as well as alcohol-related injuries at your stores**. Would you be willing to **partner with us to host a series of trainings** that we could offer to the young workers in your stores?



Assessing and Building Capacity

The **resources** you have AND still need to address the identified problem



How **ready** you AND your funded communities are to address this problem



CAPACITY to address the problem

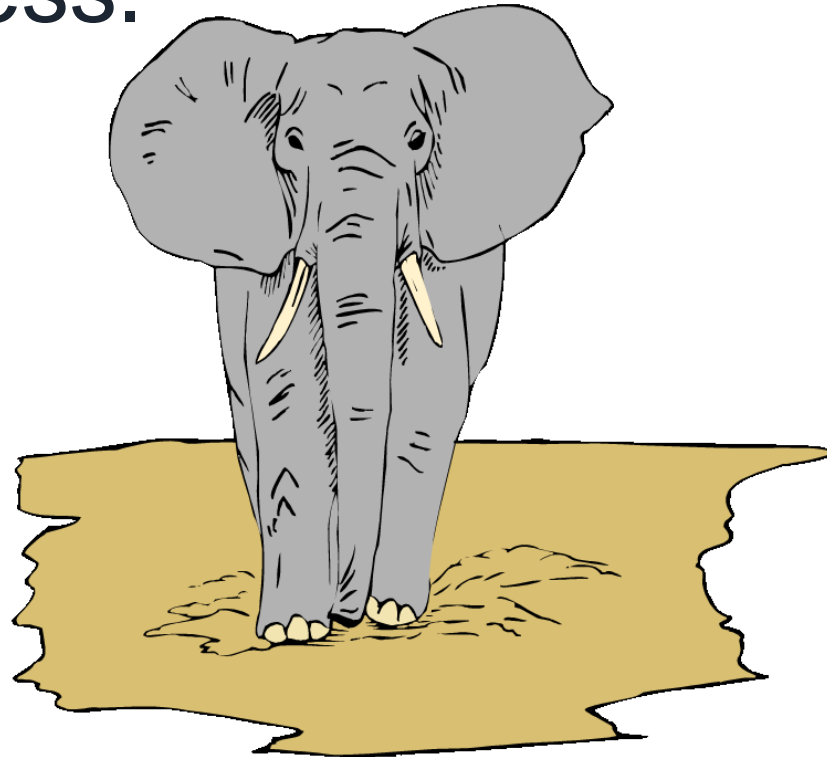
Cultural Competence

Infusing Cultural Competence

Involve the priority population in efforts to raise awareness, engage stakeholders, and strengthen collaborative groups

Case Study Activity

Listen to the analogy and think about how to develop or boost each stakeholder's level of readiness.

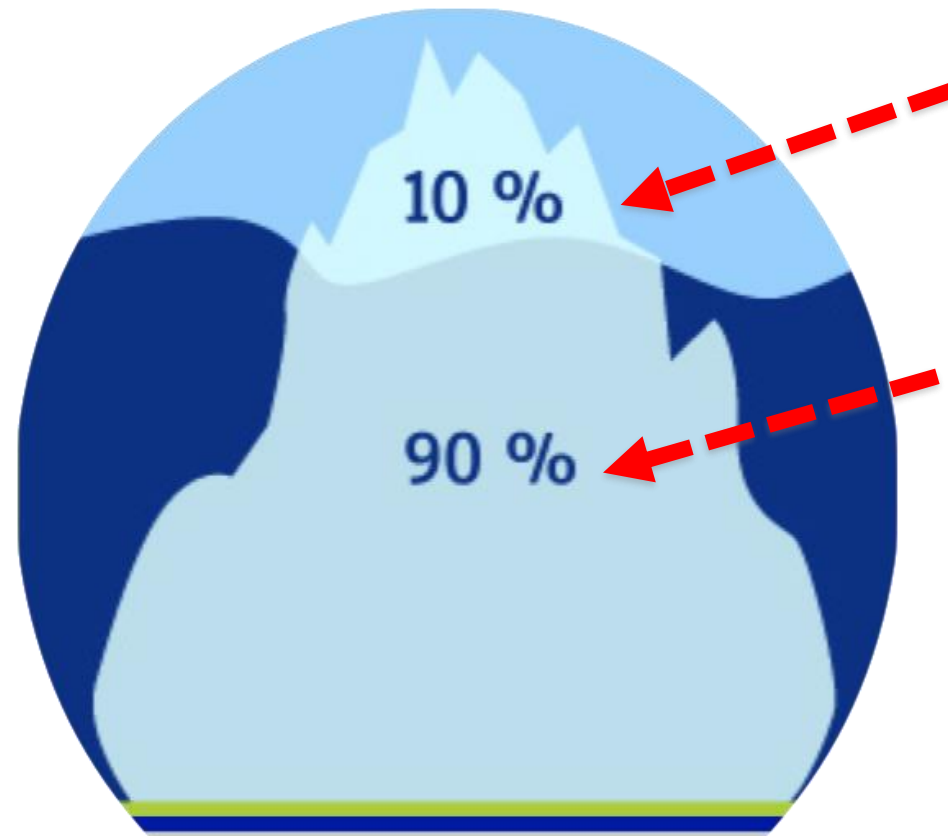


Poll Questions

- What comes to mind when you hears the term “cultural competence”?
- What are some of the cultural groups or identities in your community?



Cultural Iceberg



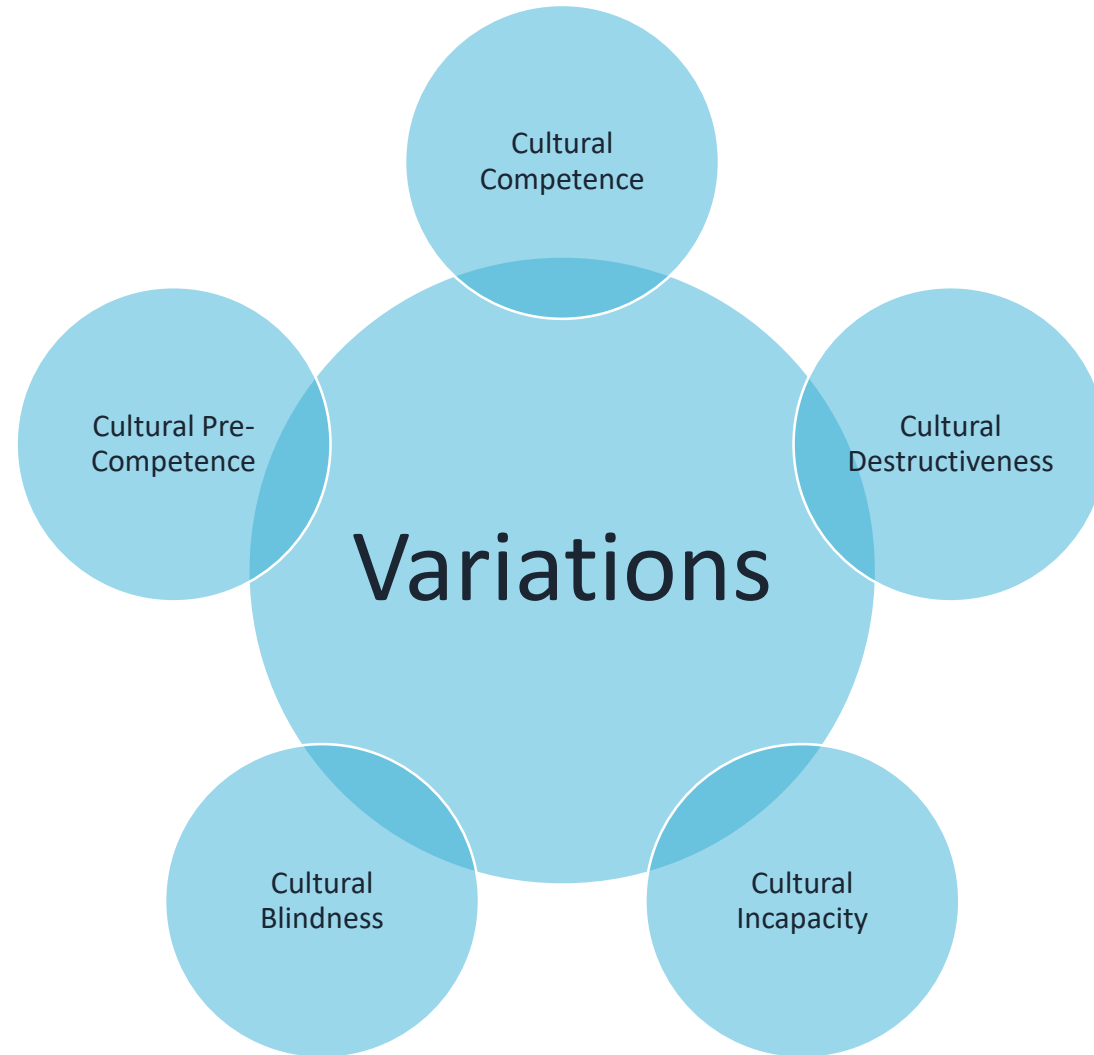
Visible

- Symbols (art, dress)
- Practices/Customs

Invisible

- Values
- Beliefs
- Norms

Practicing Cultural Competence



Cultural Humility

A humble and respectful attitude toward individuals of other cultures that pushes one to challenge their own cultural biases, realize they cannot possibly know everything about other cultures, and approach learning about other cultures as a lifelong goal and process.”

Activity

Your community coalition has been in existence for many years. Despite large numbers of Latinos and Asians living in your area, neither community is represented on your coalition. You have invited representatives from both communities, but still struggle to engage them and get them to join your coalition.

Handout: Cultural Considerations for Implementing the Strategic Prevention Framework



Sustainability Check



Questions?



Resources

- Handout: Cultural Considerations for Implementing the Strategic Prevention Framework
- Culturally and Linguistically Appropriate Services (CLAS) Standards: <https://www.mass.gov/service-details/clas-national-standards>

Take Aways

- What is something you learned or relearned during today's call that you can apply to your work over the next month?
- Who is someone in your organization that you could practice framing your message with?

Thank You!

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

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