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?

EDC Education Development Center

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Building Community Capacity to Implement Prevention Efforts (Part 1)

Shai Fuxman, Training and Technical Assistance (T/TA) Specialist, EDC
Jessica Goldberg, T/TA Specialist, EDC

Rutgers School of Social Work

Northeast & Caribbean (HHS Region 2)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

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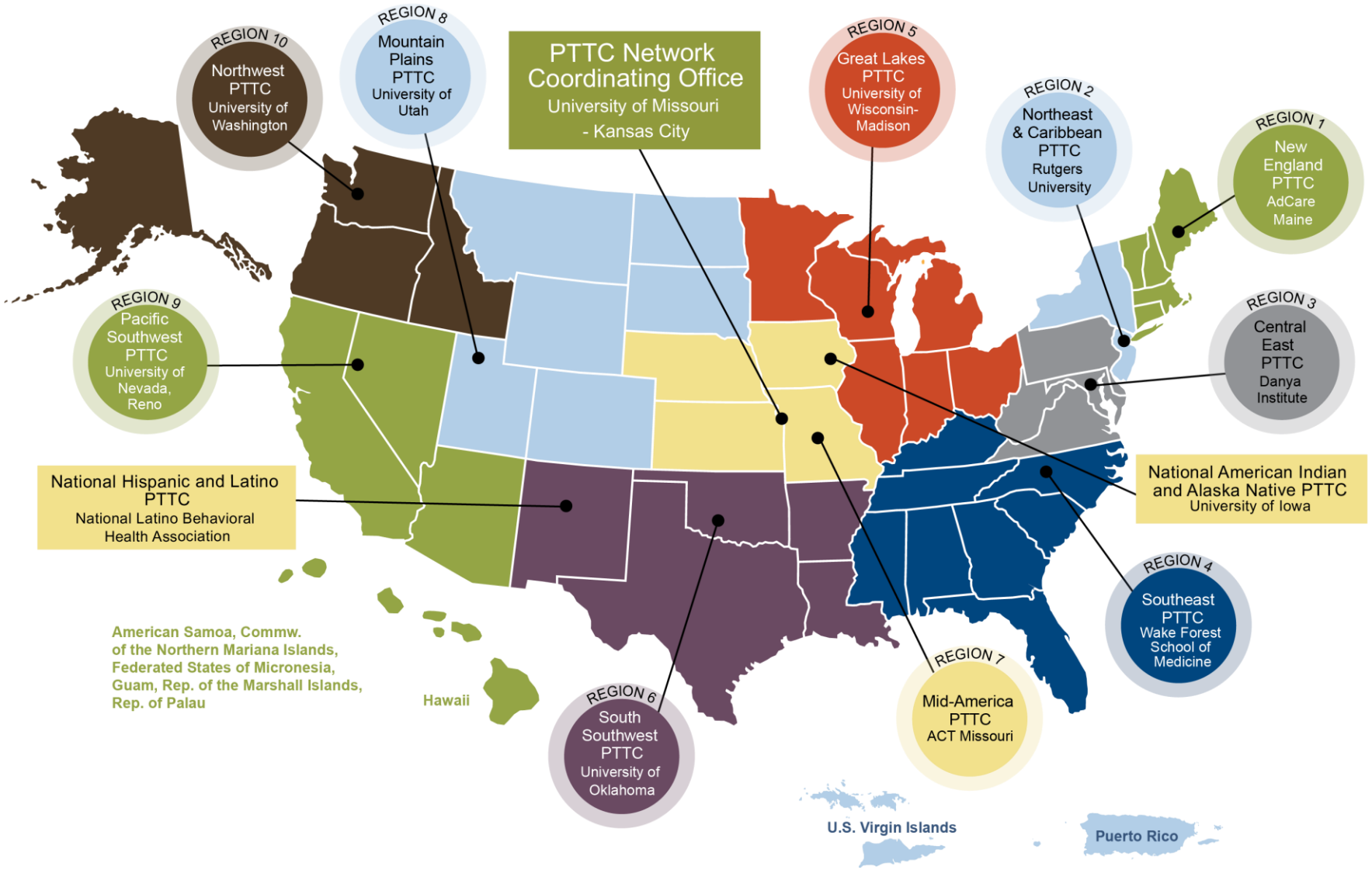
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



Presenters

Shai Fuxman, EdD
T/TA Specialist
Region 2 PTTC

Jessica Goldberg, MSW, MPH, CPS
T/TA Specialist
Region 2 PTTC

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

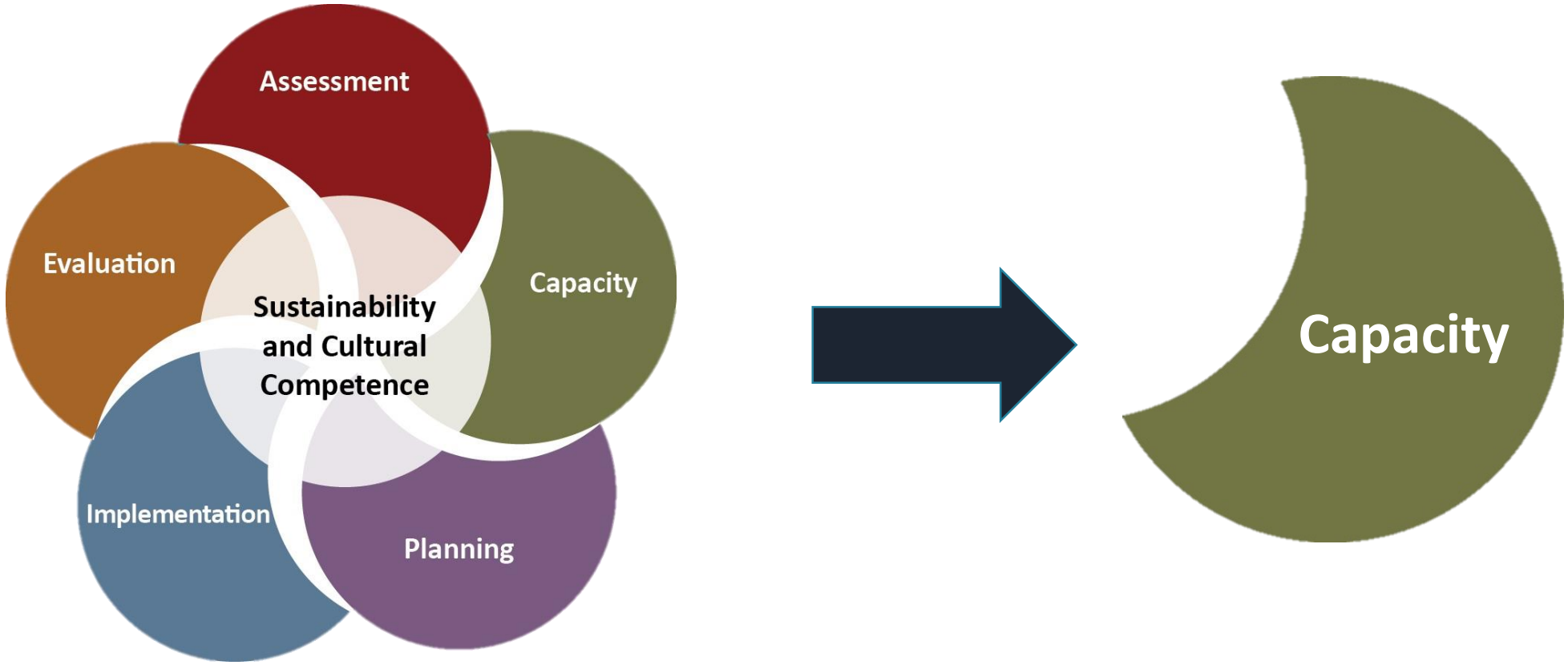
Why is assessing community capacity an important part of a comprehensive needs assessment process?

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

Building Capacity

Increasing Readiness = Increasing Resources

A Look at Capacity Building


Assessment
Evaluation
Capacity
Sustainability and Cultural Competence
Implementation
Planning
Capacity

Building Capacity

Raising Awareness

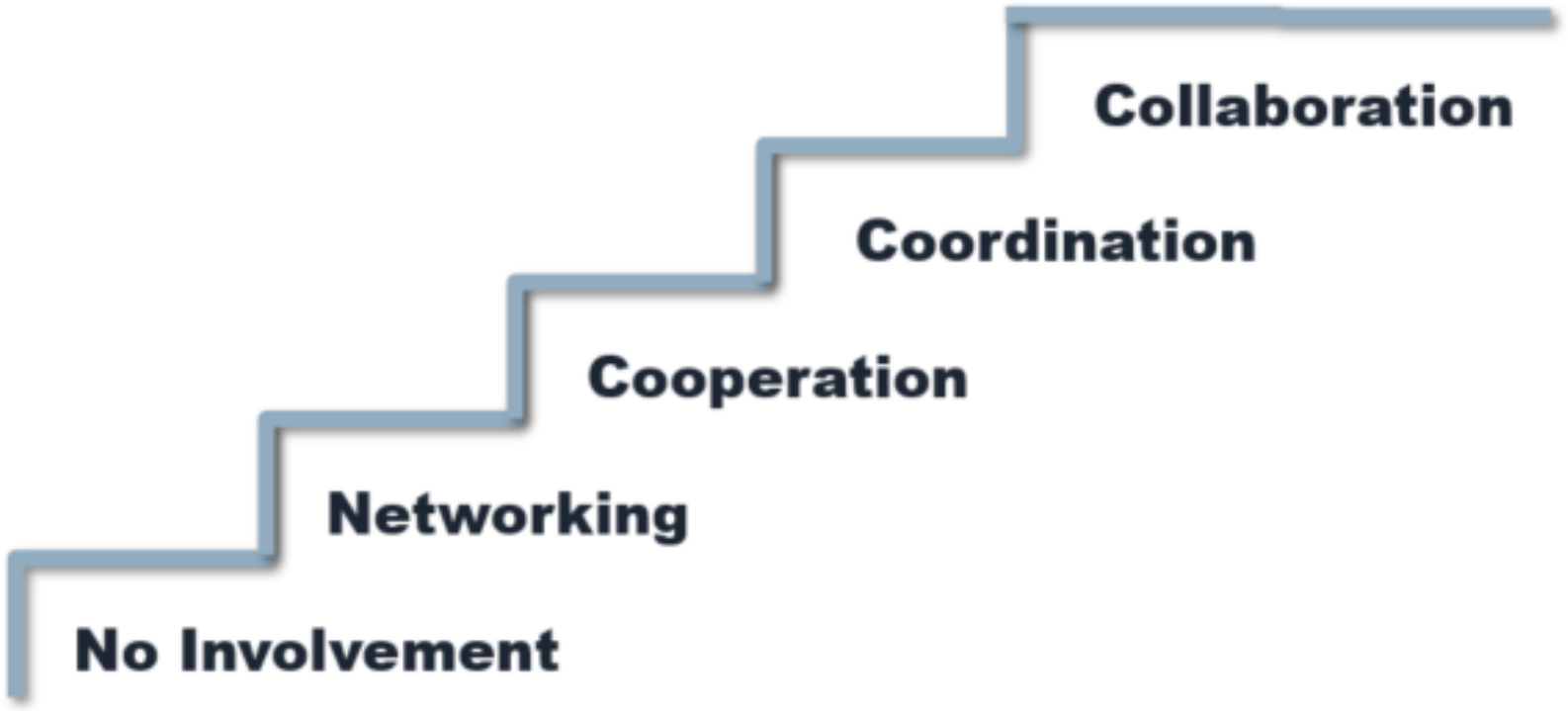
Engaging Stakeholders

Forming Partnerships

Engaging Stakeholders and Forming Partnerships

Who are the key stakeholders in your community?

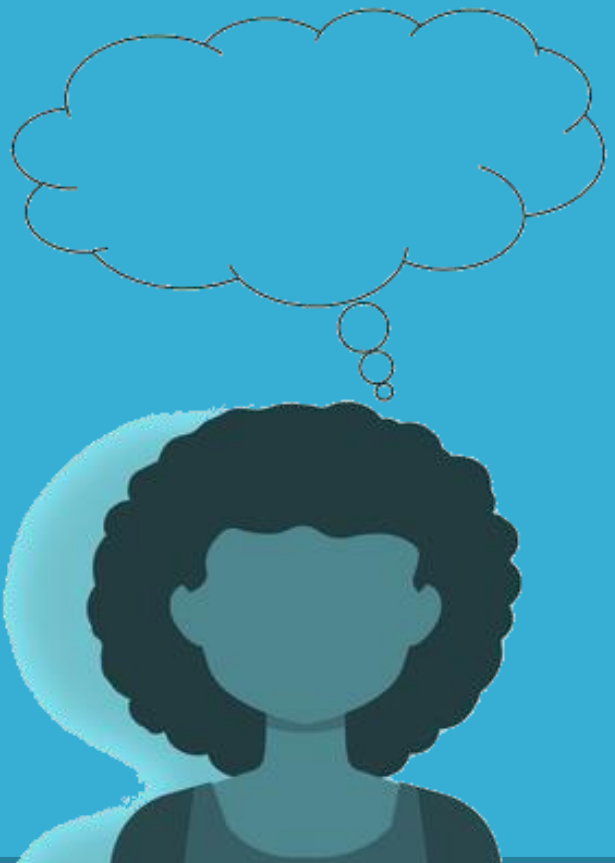
Levels of Involvement



Levels of Involvement: A Deeper Look

	Networking
What Is It?	Partners share information and talk with one another for their mutual benefit.
Key Features	• Loosely defined roles • Loose/flexible relationships • Informal communication • Minimal decision-making • No risk

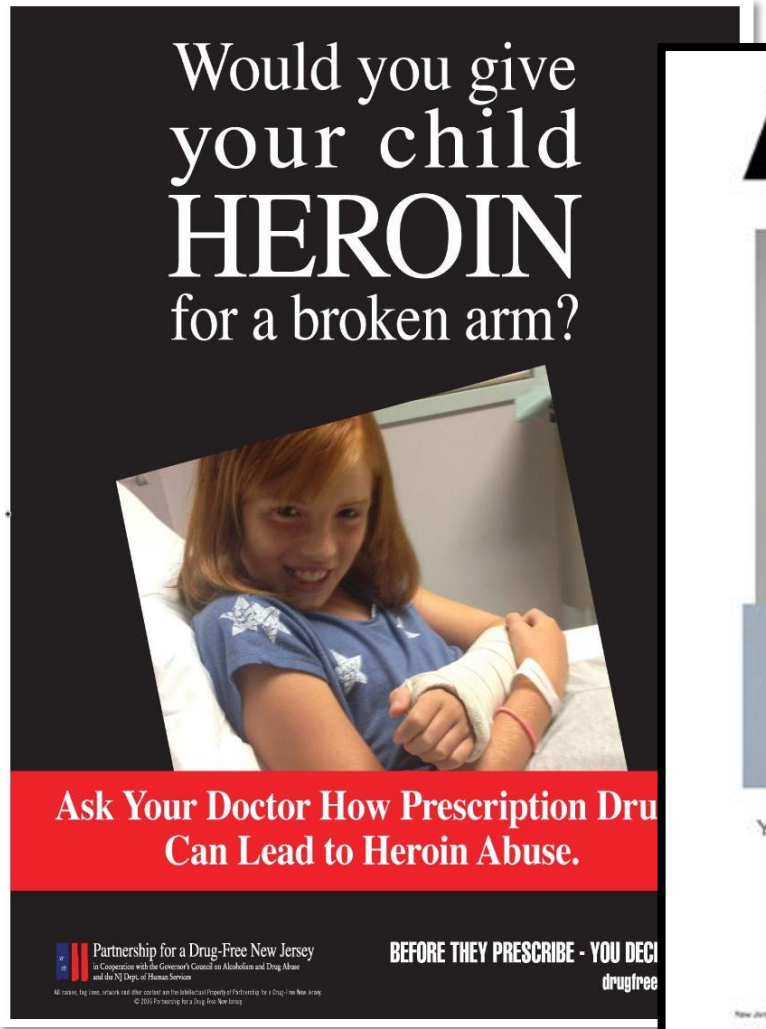
Poll Questions



- 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?

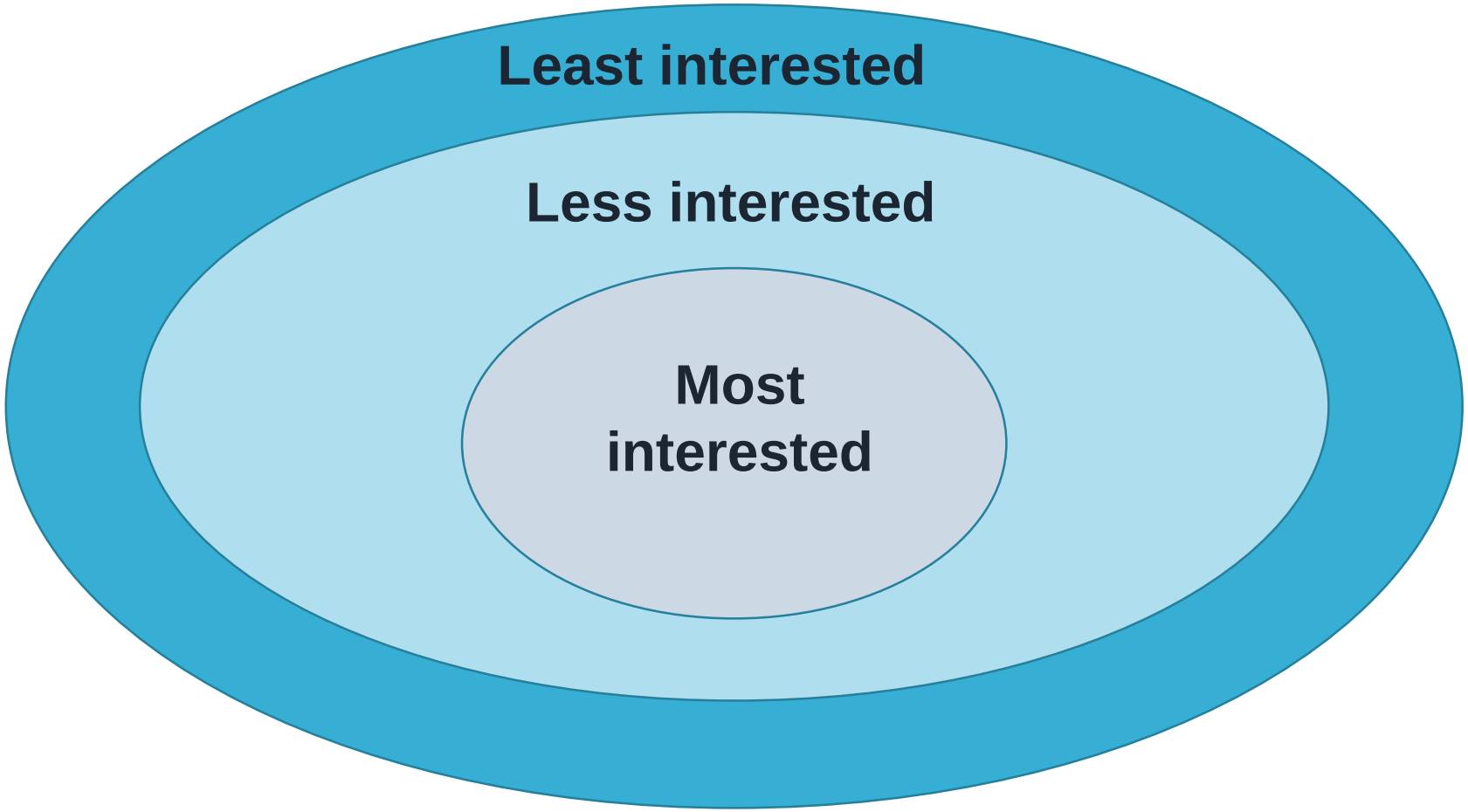
Building Capacity: Raising Awareness

Media Campaigns



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?

Building Capacity: The Role of Cultural Competence

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

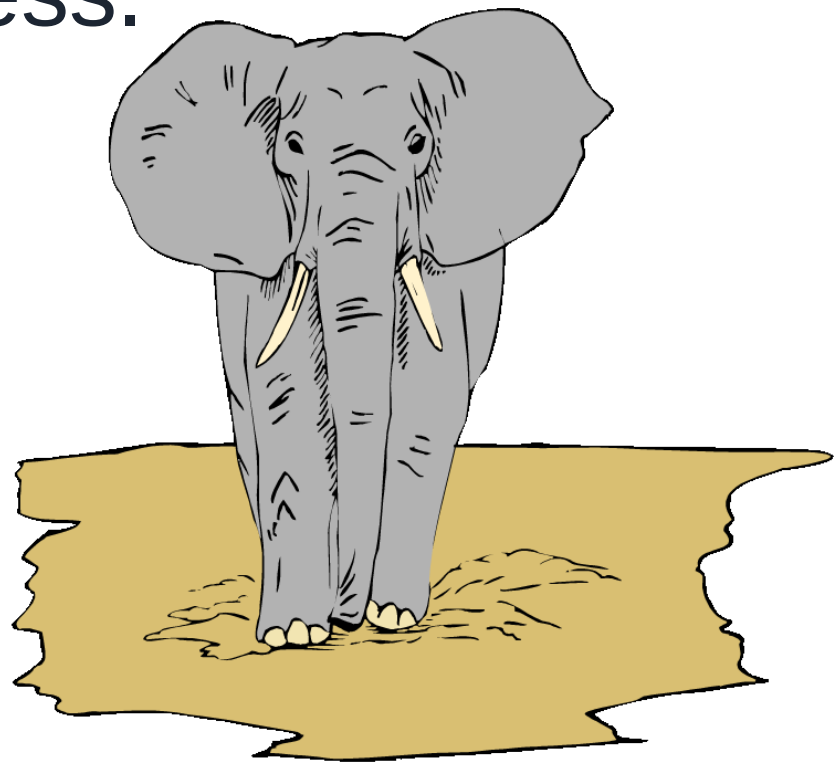
Cultural Competence

Infusing Cultural Competence

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

Case Study Activity

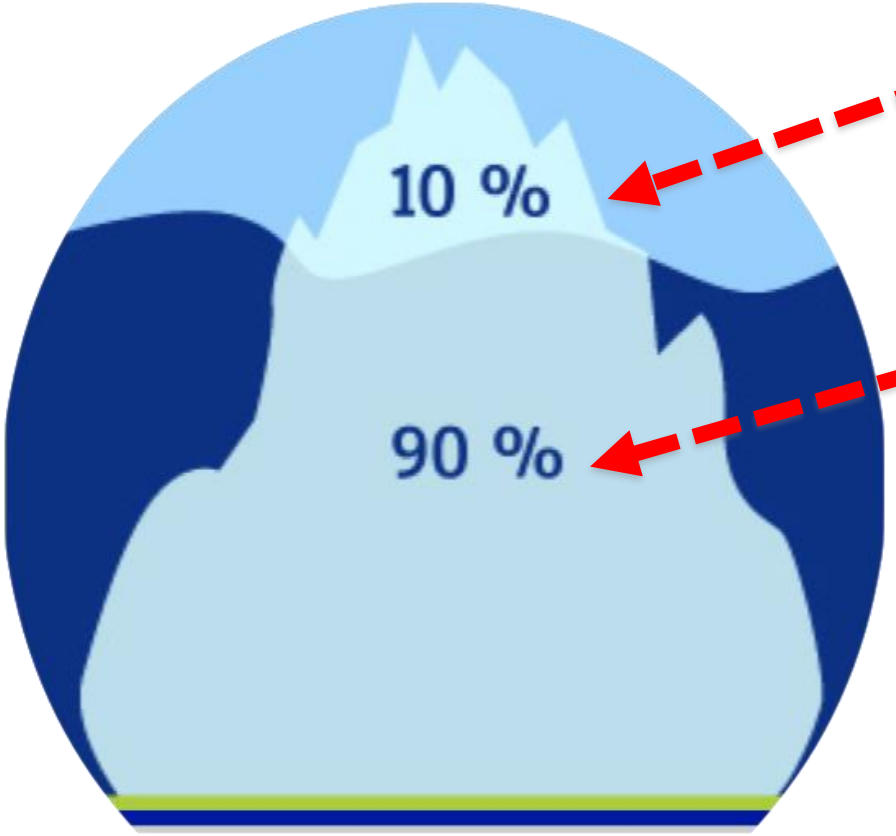
Listen to the analogy and think about how to develop or boost each stakeholders' level of readiness.



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



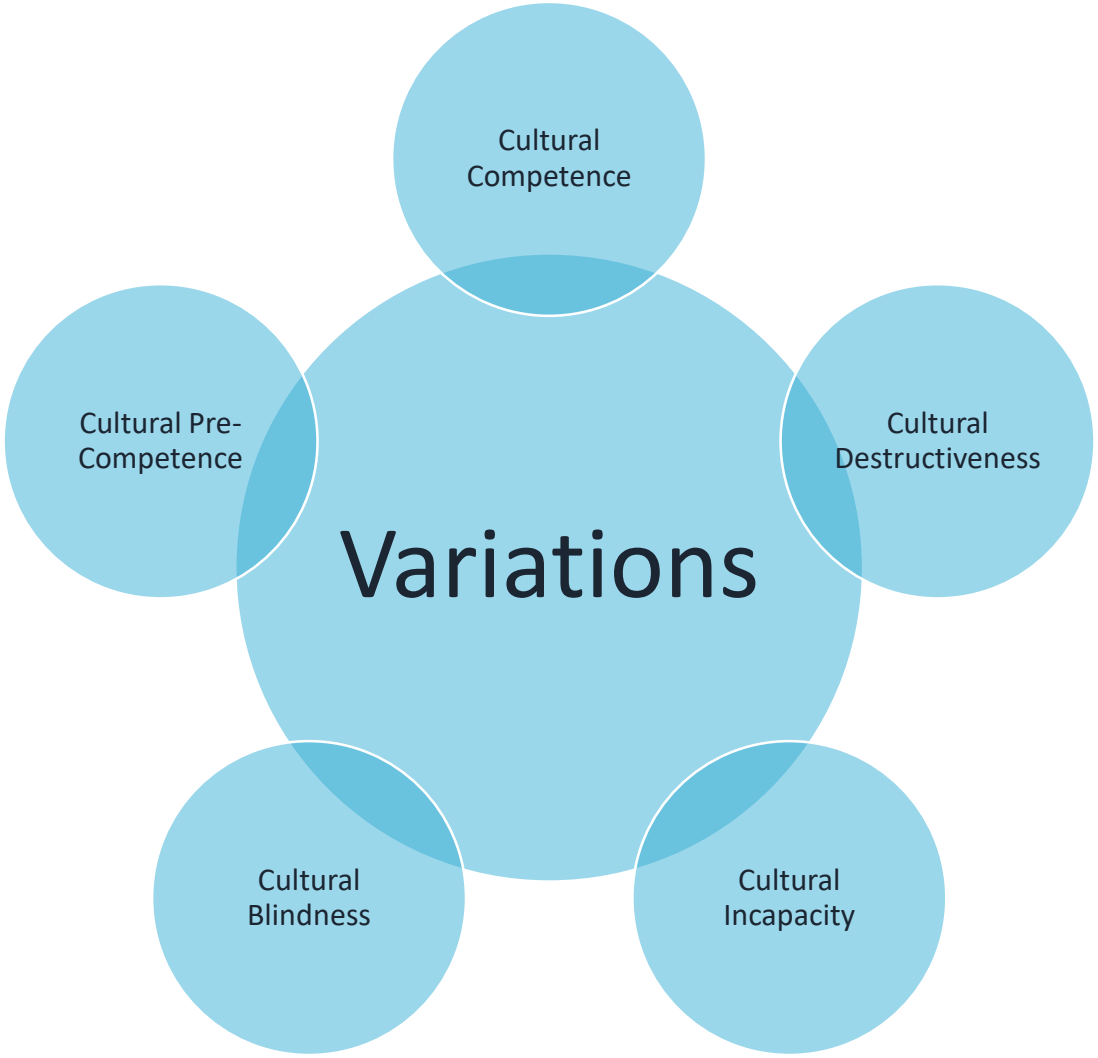
Visible

- 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:

Jessica Goldberg, MSW, MPH, CPS
T/TA Specialist
Region 2 PTTC, EDC
jgoldberg@edc.org

Shai Fuxman, EdD
T/TA Specialist
Region 2 PTTC, EDC
sfuxman@edc.org

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