



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Step Two: Capacity Building

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Strategic Prevention Framework (SAMHSA)

- Step 1: Needs Assessment
 - **Step 2: Build Capacity**
 - Step 3: Planning
 - Step 4: Implementation
 - Step 5: Evaluation
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- Be mindful throughout of:
 - Sustainability
 - Cultural Competence
 - Ethical Behavior



Learning Objectives

- Review the **IMPORTANCE** of capacity building
- Review the **METHODS** to build capacity
- Describe an **ELEVATOR PITCH** and how it relates to capacity building
- **CREATE** an elevator pitch



Why is Capacity Building Important? (SAMHSA)

- Expands the scope and reach of prevention
- An ongoing process, but especially important prior to planning new activities
- Three main types:
 1. Strengthening organizational staff and resources
 2. Raising community awareness about an issue
 3. Collaborating with diverse stakeholders



Strengthening Organizational Capacity

- Strengthening internal organizational capacity for prevention can be the most straightforward path but is not always feasible. It includes:
 - Hiring additional staff
 - Receiving training and technical assistance
 - Engaging with volunteers
 - Obtaining additional funding



Community Awareness

- Two intertwined aspects of awareness
 1. Understanding the scope and severity of the problem
 2. Readiness to address relevant issues
- Raising awareness can
 - Build support for new prevention initiatives
 - Reveal additional partners and resources
 - Expand the potential outreach of prevention
 - Reduce stigma against people who use substances and improve access to treatment



Collaborating with Stakeholders

- Allows greater sharing of data and knowledge
- Expands capacity for engaging in services
- Provides access to wider array of skills
- Increases stakeholder buy-in of services
- Promotes opportunities for diverse perspectives
- Improves service access to hard-to-reach populations

Collaboration is important in all phases of prevention planning!



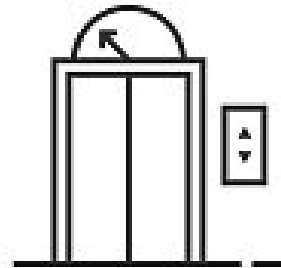
Steps to Beginning a Collaboration

- Determine your goals for a collaboration
- Identify potential partners to support those goals
- Research potential partners to learn their needs
- **Create and present an elevator pitch to potential partners**
- Build the relationship and develop a shared vision of the collaboration
- Promote open communication, transparent decision making, and be responsive to partner needs



What is an Elevator Pitch?

- Short, persuasive explanation of:
 - Who you are (if no relationship already exists)
 - Why you want to collaborate
 - What the collaboration would accomplish
 - What benefits **THEY** would see from collaborating
- Be concrete but brief



Three Steps to an Elevator Pitch

- **Step One: The Three W's**
 - Who you are
 - What you do
 - Why you do it
- **Step Two: Benefits and Barriers**
 - What you want to collaborate on
 - What are the benefits to you and them
 - What are the barriers to collaboration
- **Step Three: Call to Action**
 - What are the next steps
 - What do you need from them



Other Tips

- Avoid jargon
- Consider including recent news or developments
- Practice and time yourself to stay brief
- Reach out in an appropriate manner
 - Formal vs. informal request
 - In-person vs. call vs. email
 - One-on-one vs. group environment
 - Additional details vs. just the elevator pitch



Example Elevator Pitch, Pt 1

- I am Josh Esrick and I am the Prevention Lead for the County Department of Public Health. Our mission is to prevent and reduce rates of alcohol, tobacco, and illicit drug use. As you know, rates of prescription stimulant misuse and problem alcohol use are particularly alarming right now among older high school students. This is hindering their ability to successfully continue their education or join the workforce.
- **Who I Am; What I Do; Why I Do It/What It is Important**



Example Elevator Pitch, Pt 2

- We need to reach these students where they are if we are going to properly support them and prevent substance use. That's why we want to work with you to provide trainings on drug awareness and peer refusal skills. As the school district athletic director, you, and your coaches, are in close contact with many students on a daily basis. I understand that time is limited for both you and your players, and we certainly do not want to cut into practice time by interfering with their schedules. – **What I Want to Collaborate On; Understanding Your Concerns**



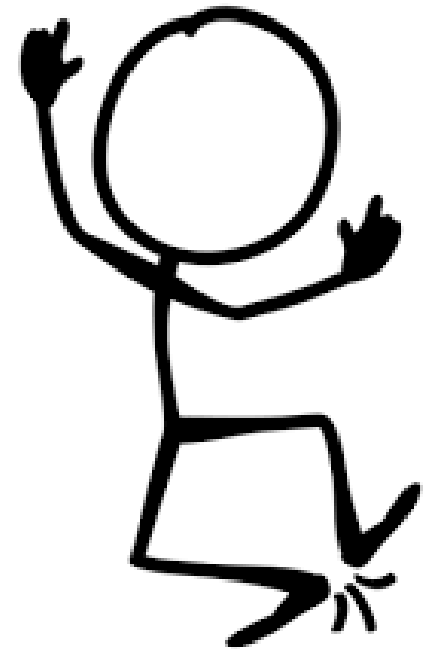
Example Elevator Pitch, Pt 3

- However, by working with us, we can help ensure that student athletes are happier and healthier, and able to learn the life lessons that come from participating in high school sports. – **Benefits of Working Together**
- We would do the content development and delivery; all we ask is that you set aside time and space for two trainings for each team at the start of each season, beginning with this fall semester. And to promote the importance of the training among your coaches. – **Next Steps; What I Need**



Example Elevator Pitch, Pt 4

- By working together, we can do a lot of good for these students and reinforce other prevention work we're seeking to implement in the school district. – **Closing Statement Using the Broader Context**



Things to Consider

- Is this pitch short enough to complete in 1-2 minutes?
- Did you cover the Three W's?
- Are you aware and understanding of the listener's responsibilities, goals, and values?
- Is there any jargon that can be simplified or cut?
- Are there any additional current events that can be linked to the pitch?



Conclusion

- Capacity building is **IMPORTANT** for expanding the scope and reach of prevention
- There are three main **METHODS** to build capacity
- Elevator pitches are the **FIRST STEP** to building capacity through collaboration
- We are now going to **PRACTICE** writing an elevator pitch

