Micro Academy: Policy Steps and Equity Training Process, Session 1

March 21, 2024
Acknowledgement

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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 PTTC Network 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.

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Learning Objectives

Draft a policy action statement utilizing principles and examples of well-articulated statements.

Identify strategies for building organizational connections for compliance and enforcement.

Identify data collection strategies that support policy implementation.

Practice strategies for framing issues and solutions in policy issue briefs.
Participation Expectations

- Both team members attend all three training events.
- If possible, initiate the policy process by working the policy steps.
- Actively engage in the group discussions and breakout sessions.
- Practice strategies for framing issues and solutions in policy issue briefs.
Training Team Commitments

- Provide three policy step training events lasting 2 hours each.
- Create space for discussion and examination of coalition readiness to engage in policy work.
- Provide materials to work on policy steps between training sessions; including trainer feedback.
- Hold at least 3 voluntary office hours for participants.
Our Roadmap Today

- Introductions
- Recap Overview
- Overview of Policy Work
- 10-Step Policy Process (Steps 1-4)
- Equity Considerations
- Evaluation
South Southwest PTTC Support Team

Derrick Newby
T/TA Specialist

Michael Sparks
Alcohol Policy Consultant

LaShonda Williamson-Jennings
Co-Director
Alcohol and Inequities: A Recap

Lower-income, indigenous people and people of color are less likely to drink than White people but suffer higher levels of harm.

The same amount of alcohol, in a lower income family, community or country, will cause far more damage than in a wealthier setting.

Collins SE. (2016)
Rehm J, (2017)
Anti-Blackness

- Anti-blackness is deeper than *racism*
- Privileges are not equitably distributed
- Bias against black people within communities of color
- Pro-whiteness
- Benefit from and complicity with anti-blackness
Foundational Values for Community Work

Before We Begin - Does your coalition...

- Reflect diverse resident representation?
- Have shared decision making?
- Address unjust conditions?
- Reflect a commitment to transparency?
- Inflict no harm?
Values Discussion
Three Critical Elements of Successful Policy Work

Coalition Facilitator

Coalition Membership

Coalition Leadership
Question 1: What skills make a strong facilitator that supports policy development?

Enter your thoughts in the chat box
Coalition Facilitator

Lessons Learned

• Some (but not all) tend to be **conflict adverse** limiting their motivation to engage in a policy campaign.

• Struggle to see their work in the context of a **political process**.
Coalition Membership

Lessons Learned

• Mix of grassroots + grasstops

• Training and technical assistance (TA) can increase a coalition’s policy capacity but….

• Must have members **not** constrained from doing policy work

• Must have members who share an advocacy agenda and interest

• Must be comprised of “doers” not just “advisors”
Coalition Leadership
Lessons Learned

• Need the *explicit* support of their executive director and/or board to move policy.

• Must be willing to take positions on alcohol, tobacco, and other drug (ATOD) policy campaigns.

• Use individual and organizational political capital.

• Support policy work with unrestricted funds.
Large Group Discussion
Coalition Readiness for Policy Work

1. Discuss your coalition’s experience with policy...

2. What is your coalition’s biggest barrier to engaging in policy work?
Large Group Discussion

What policy are you working on or considering?
The 10 Step Process

1. Draft Policy Action Statement
2. Engage Compliance Organizations
3. Collect Data
4. Develop Issue Brief
5. Draft Policy Language
6. Utilize Media Advocacy
7. Organize and Mobilize Support
8. Prepare & Present Policy for Adoption
9. Support Implementation & Enforcement
10. Evaluate
Drafting a Policy Action Statement
Step 1: Draft a Policy Action Statement:

• Clarifies the overall scope of the policy effort
• Enables all partners to agree on the problem and proposed policy solution
• Used to educate other collaborative and community members
Step 1:
Policy Action Statement

- Brief ~30 words
- Include:
  - A brief description of the actual problem to be addressed
  - States the policy solution
  - States what the policy will do and briefly describes the impacts
  - Identifies who will be positively impacted
  - States the decisionmakers that can make it happen

Racial and socioeconomic impacts can be minimized with equitable policy solutions.
Step 1: Policy Action Statement Template

The [target] will [do this solution] that will address [this problem] which will reduce/limit these [impacts] so that [these people/this place will benefit].
Step 1: Policy Action Statement Example

The [target] will [do this solution] that will address [this problem] which will reduce/limit these [impacts] so that [these people/this place will benefit].

The City Council will pass a social host ordinance holding accountable those who host a gathering where alcohol is consumed by minors which will reduce the negative consequences teens experience such as impaired driving and violence.
Step 1: Equity Considerations

When Drafting the Policy Action Statement ensure that:

| The group developing the policy action statement has active representation from the community of focus. |
| The information used to identify a set of community issues reflect the concerns of the residents from the community. |
| Issues/concerns identified by the community that lie outside the scope of the coalition’s/group’s policy agenda are acknowledged and adequately addressed. |

| The potential list of policies to address the priority issues was generated with broad community input. |
| There is a community consensus regarding how to prioritize identified issues/concerns. |
| Potential policy solutions have been researched to determine if they have a history of unjust enforcement or created any further disparity/harm. |
| The broader community will consistently be engaged and informed about the selection of the final policy agenda. |
Step 1: Breakout Groups

- Talk about how you arrived at your proposed policy
- Who from your community was involved in choosing your policy?
Step 1:
A Few Take-Aways

The policy action statement…

• Facilitates early coalition clarity on the policy.

• Ensures early community engagement and buy-in.

• Serves as a guide later in the campaign – “what are we doing again?”

• Makes it easy to communicate the policy approach to community.
Engage Compliance Organizations

Internal Steps

1. Draft Policy Action Statement
2. Engage Compliance Organizations
3. Collect Data
4. Develop Issue Brief
5. Draft Policy Language
Step 2: Compliance Organization

The agency or individual with the authority to ensure compliance (enforcement) with the policy, zoning restriction, order, or law.
Step 2: Benefits of Early Engagement

- Data collection and/or access to existing data
- Identification of enforceability
- Assistance crafting policy language
- Increased likelihood of policy implementation
Step 2: Possible Compliance Organizations

*Policy and jurisdiction-dependent*

- Police
- Code enforcement
- Parks and Rec (Rangers)
- Public health officer
- Private contractor
- *Other ideas?*
## Step 2: Equity Considerations

<table>
<thead>
<tr>
<th>The compliance organization has committed to jointly developing policy language that ensure fair and just enforcement.</th>
<th>Explore the history of implementation of enforcement policies and practices that may have had a detrimental impact on the community.</th>
<th>The compliance organization is transparent in sharing data related to past enforcement efforts associated with the policy under consideration or other public health related policies.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The compliance organization has assigned someone with a direct relationship to the community involved to serve as a representative to work with the coalition.</td>
<td>There is a community consensus regarding how to prioritize identified issues/concerns.</td>
<td>The compliance organization has assigned a representative/staff to work with the coalition/group that has the authority to share compliance data and promote the proposed policy internally.</td>
</tr>
</tbody>
</table>
Step 2:
A Few Take-Aways

1. Determine the best person from your coalition to be the liaison

2. Ensure you are working with the “right” person - consider the organizational hierarchy

3. Seek to build a trusting relationship

4. Make the relationship win/win- consider W.I.I.F.M. (what’s in it for me)
Collect Data in 3-Tier Framework

We will revisit your data collection in Step 10 - Evaluation. Why?
Step 3: Data establishes a link between the problem and proposed solution

- **Data Tier 1 - 5000’ Level Data**
  Prevalence of the problem data

- **Data Tier 2 - 1000’ Level Data**
  High-risk setting data (links to *where* behavior happens)

- **Data Tier 3 - ‘On the Ground’ Data**
  Data on the *Consequences* of behavior in setting
Step 3:
Data Tier 1

Data Tier 1 - 5000’ Level Data
Prevalence of the problem data

5000-foot level data
- Kids under 21 who use alcohol for the first time
- Youth rates of binge drinking
- Adult rates of binge drinking
- DUI rates
- Number of alcohol outlets in your city vs other like cities
Step 3:
Data Tier 2

Data Tier 2 - 1000’ Level Data
High risk setting data (links to where behavior happens)

1000-foot level
Place of last drink data about where DUI originated
Number of calls for service for home parties
Resident complaints for youth drinking in the park
Families reporting not wanting to go downtown after 10:00 pm due to intoxicated people in the area
Environmental scans showing over-concentration high-risk alcohol products in specific communities
Stores in proximity to school or park – surveillance for price and/or advertising density
Chat Box: Tier 2 Data

In the chat, name your policy and one piece of important data from Tier 2 (high risk setting data) that you think is important to make the case for your policy.
Step 3: Data Tier 3

“On the Ground” Data

- Residents in neighborhoods reporting they can’t sleep on weekends due to house parties
- Interview with parents who shift route to school or walks to avoid exposure to heavy advertising and issues with liquor stores
- Youth reports of harms occurring at home parties
- Interviews with law enforcement who have responded to complaints about fights in the downtown area
- Police reports of specific illegal activity occurring at alcohol outlets

Data Tier 3 - ‘On the Ground’ Data

Consequence of behavior data
Available Resource (alcohol)

Data Collection for Alcohol Policy Change
A Toolkit for Local Coalitions

Resources and Research | US Alcohol Policy Alliance (alcoholpolicy.org)
Poll

Rates of teen binge drinking in my county are the highest in ____________

A. Tier 1 - 5000’ prevalence/problem data?
B. Tier 2 - 1000’ high risk setting data
C. Tier 3 – on the ground consequence data?
Poll

Teens reported blacking out, getting sick in the yard and witnessing fights among friends who consumed alcohol at house parties.

A. Tier 1 - 5000’ prevalence/problem data?
B. Tier 2 - 1000’ high risk setting data
C. Tier 3 – on the ground consequence data?
Poll

“60% of adults interviewed expressed a concern over the increase in underage house parties in their neighborhood.”

A. Tier 1 - 5000’ prevalence/problem data?
B. Tier 2 - 1000’ high risk setting data
C. Tier 3 – on the ground consequence data?
Chat Box: Tier 2 Data

Name your policy and 1 piece of Tier 3 consequence data that would be critical to capture.
Step 3: Equity Considerations

The data collected reflects information from geographic areas most heavily impacted.

The data reflects 1-1 conversations or listening sessions with residents from geographic areas most heavily impacted and captures local concerns.

The data captures intended and/or unintended indicators of structural inequality as a result of local policies.

The data is being collected and disseminated and is approved and framed by residents from geographic areas most disproportionally impacted.

GIS mapping of community level impacts is used whenever possible.
Step 3:
A Few Take-Aways From Step 3

• Data is necessary but *not sufficient* to pass policy.

• Data may fit in two categories, that’s ok.

• Data should tell a “story” about your community problem.

• Data from all three tiers are important but **Tier 3 is most compelling** and most difficult to collect.
The 10 Step Process

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5. Draft Policy Language
6. Utilize Media Advocacy
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8. Prepare & Present Policy for Adoption
9. Support Implementation & Enforcement
10. Evaluate
Session 2

Join us!

Policy Steps 5-8, Creating a Substance Misuse Policy and Building Support for Adoption

Friday, April 12, 2024
Policy Steps Office Hours

March 28, 2024

2:00pm-3:00PM Central Time

Derrick Newby SSW PTTC is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting
https://oklahoma.zoom.us/j/92868536427
Let's hear from you!
What are your questions?
Derrick Newby, T/TA Specialist
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