COMMUNITY PREVENTION:
Working in partnership to help youth and families thrive

Coalition Building: A Prevention Primer

MISSION

To empower residents to make positive choices every day. Together we work to prevent substance misuse, to improve the quality of life for those impacted, and to support programs that help youth and families thrive.

TWO WISHES...

What do we really want for our kids?

What is a coalition?

An organization of diverse interest groups that combine their human and material resources to effect specific change that members are unable to bring about independently.

- Brown, 1984

Why a Coalition/Community Partnership?

Mutually beneficial

Address new issues

Solve emerging problems too big to solve alone

Work toward a common goal

Leverage expertise and resources

Widespread support for issues

Collaborative problem solving

Cost-effective, non-duplicative, and coordinated services
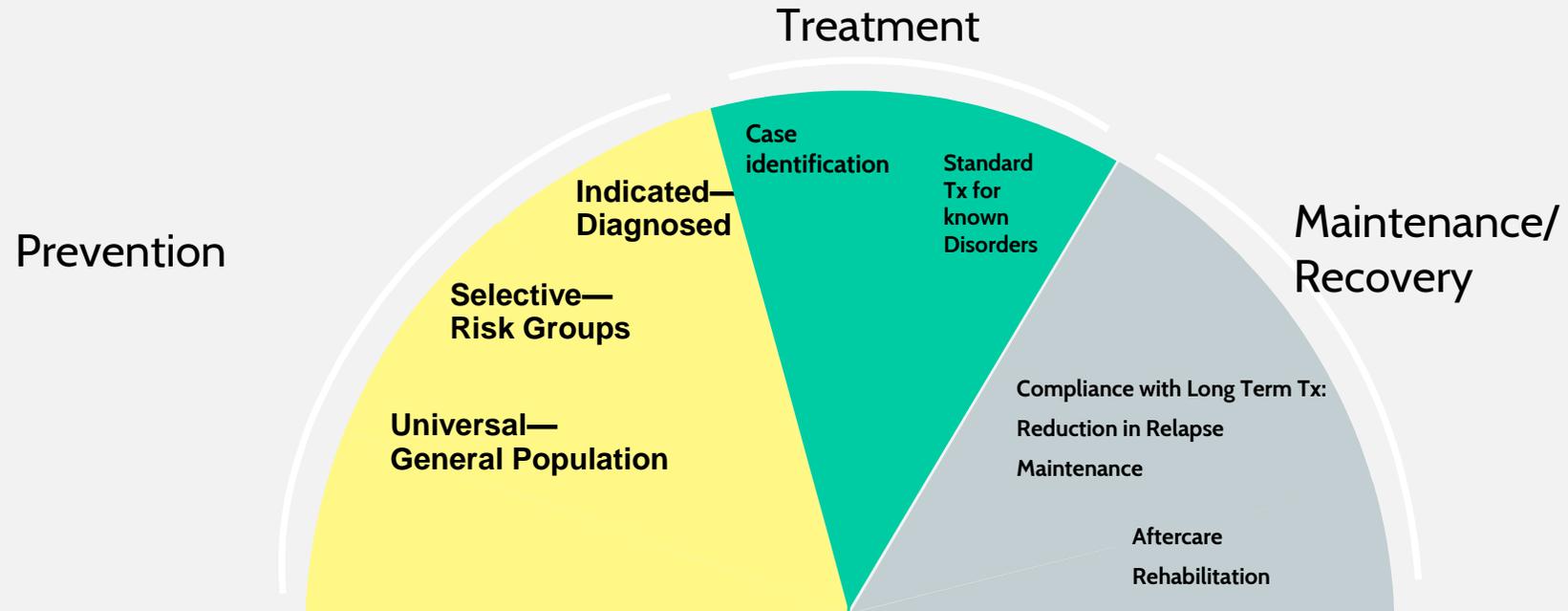
PREVENTION

PREVENTION IS
"AN ACTIVE PROCESS OF
CREATING CONDITIONS
AND
PERSONAL ATTRIBUTES THAT
PROMOTE THE WELL-BEING
OF PEOPLE"

(WILLIAM LOFQUIST)

The New Yorker, Nov. 9, 1987, by Dana Fradon

THE INTERVENTION SPECTRUM FOR BEHAVIORAL DISORDERS

Treatment

Prevention

Maintenance/ Recovery

Case identification

Standard Tx for known Disorders

Indicated— Diagnosed

Selective— Risk Groups

Universal— General Population

Compliance with Long Term Tx:

Reduction in Relapse

Maintenance

Aftercare

Rehabilitation

Source: Mrazek, P.J. and Haggerty, R.J. (eds.), Reducing Risks for Mental Disorders, Institute of Medicine, Washington, DC: *National Academy Press*, 1994.
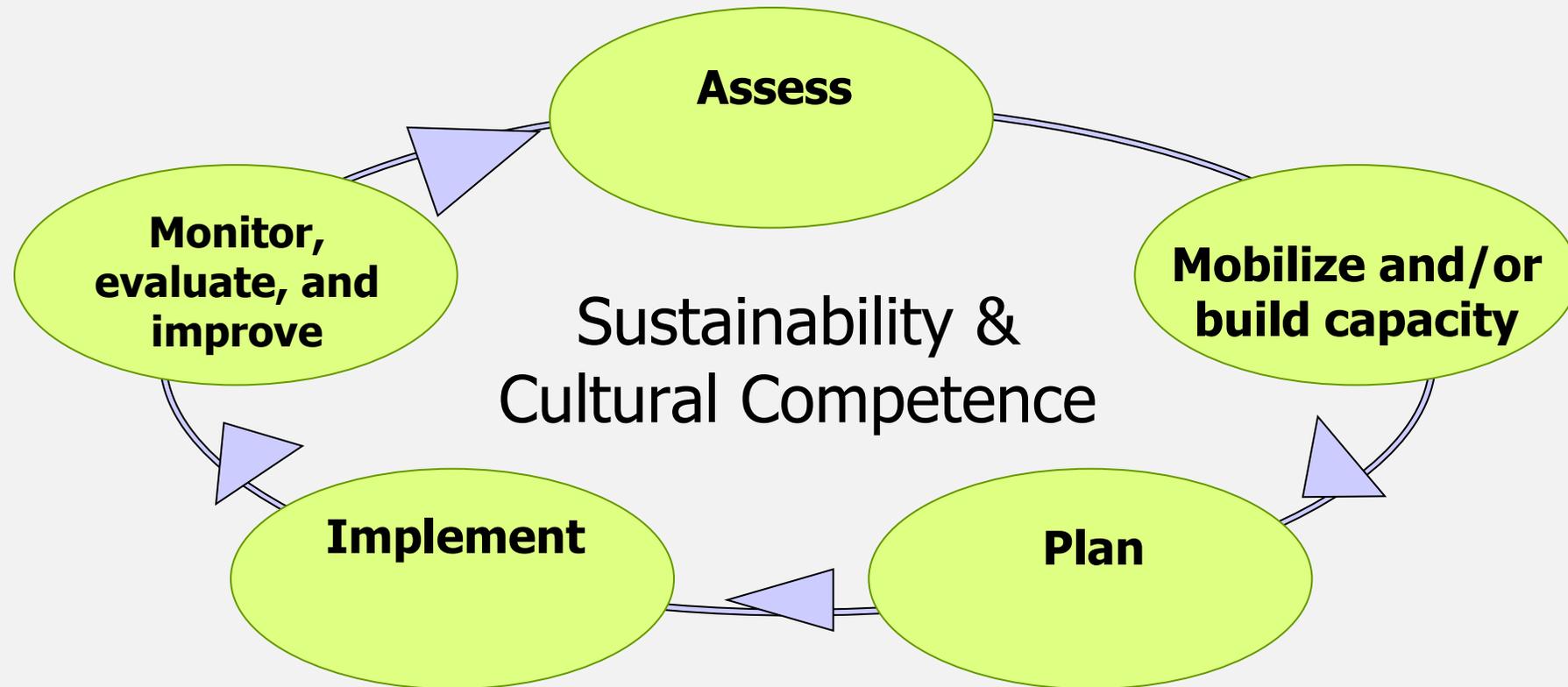
Frameworks

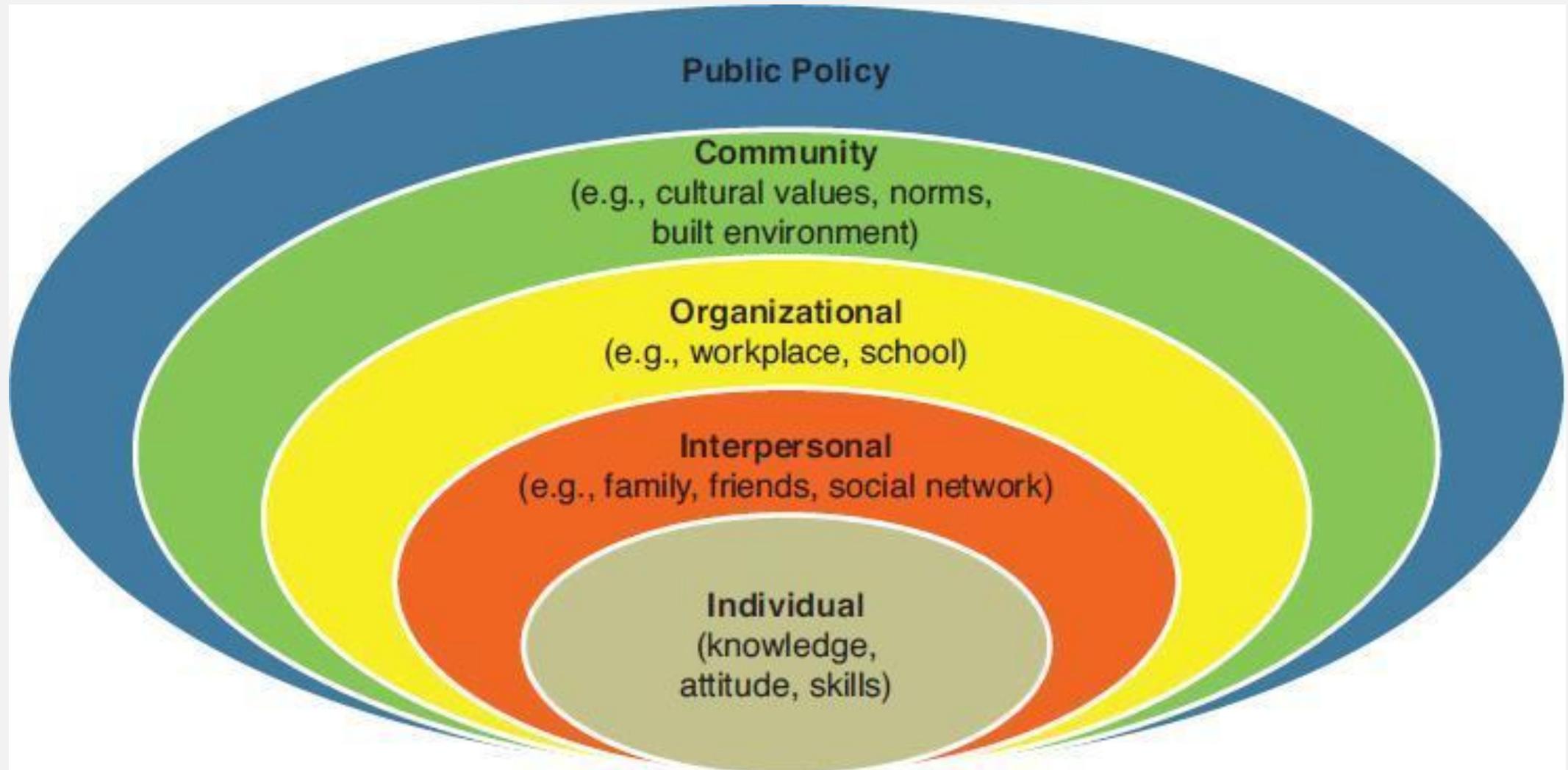Strategic Prevention Framework

Socio-Ecological Model

Risk & Protective Factors (Handout)

Socio-Ecological Model

Public Policy

Community
(e.g., cultural values, norms,
built environment)

Organizational
(e.g., workplace, school)

Interpersonal
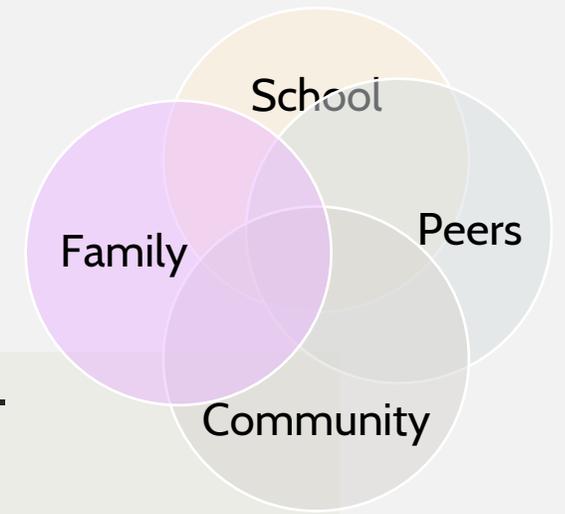(e.g., family, friends, social network)

Individual
(knowledge,
attitude, skills)

EFFECTIVE PREVENTION STRATEGIES

Handout

Individual Strategies-Direct

- Provide Information/Education
  - Critical thinking, social and resistance skills
- Enhance Skills/Early Intervention
  - Parenting skills, families at risk
- Provide Supports/Healthy Alternatives
  - Mentoring, recreation, service

Environmental Strategies-Community/Indirect

- Change Norms
- Alter Access
  - Reduce Access to risk factors/drugs
  - Enhance access to assets, opportunities, protective factors
- Change Physical Design
- Modify/Change Policies

School

Family

Peers

Community

Intervening Variables

1. Easy Commercial Access
2. Easy Social Access
3. Price
4. Low Enforcement (Low Visibility)
5. Laws (Underage Use: Penalties/Incentives)
6. Community Norms
7. Product Promotion

Activity:
Why/Why <u>Here</u>?

1. What factors puts our youth/young adults at risk?

1. What is specific to Lynnfield that creates the conditions in which youth and young adults choose to misuse substances?

2 parents work-Wealthy Community-beyond sports, not many OST activities for youth, lack of space for youth programming

Consequences are not "real"

Parents think it is safe at home

Unsupervised out of school time

House Parties

Underage Alcohol Use

Parents Drink

Negative Modeling: 5 o'clock cocktail Normative way to cope with stress

Increased numbers places to drink socially

THRIVING COMMUNITIES SUPPORT THE WELLBEING Of YOUTH & FAMILIES

- Develop and Maintain Partnerships for Success
  - Representation from all parts of the community
  - Involve youth, families & community in decision-making
  - Leverage resources toward common goals
  - Act as a change agent and coordinating entity
- Use data to inform change
- Are informed about best practices and invest wisely to maximize health impact
- Employ culturally relevant approaches
- Have policies, practices & norms that support young people
  - *"The healthy choice is the easy choice"*
- Look at a population level change (all youth)

Identify 5 Goals for the Next 3-5 Years
What Will Change as a Result of Our Work?

Individual Change

Knowledge

Attitudes

Skills

Behaviors

Community Level Change

Population Health

Partnerships

Resources

Norms

Contributions by Next Meeting

1. One-On-One Interviews

2. Readiness Survey

3. Ethics Paperwork

4. Coalition Involvement Agreements