



Sustaining Positive Outcomes

October 16, 2013

Southwest Resource Team

SAMHSA's Center for the Application of Prevention Technologies

Presenter:

Dodi Swope, CAPT Associate

This training was developed under the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for the Application of Prevention Technologies contract. Reference # HHSS277200800004C.

For training use only.

Recording

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This webinar is being recorded and archived, and will be available to all webinar participants. We may also share this recording with individuals who were unable to participate in this event. Please contact the webinar facilitator if you have any concerns or questions.

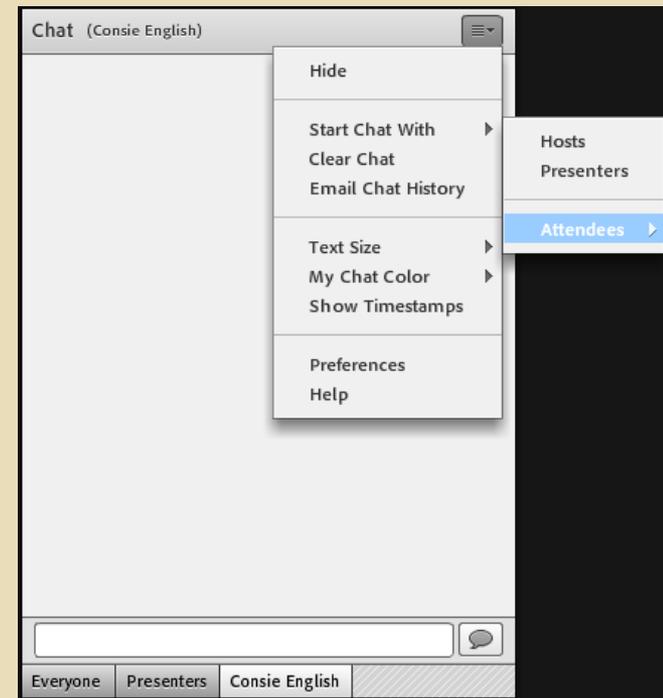
Introduction to Connect Pro

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Two ways to ask questions:

1. By typing in the chat box:

- Type question in the chat window
- Press enter or press the thought bubble
- Everyone will see the question
- To ask a question privately, click the icon on the top right of the chat window, click start chat with host, presenter or individual attendees



Introduction to Connect Pro

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2. By “raising your hand” during the question and answer period:

- Raise your hand by clicking the icon at the top middle of your screen.
- You will see your status change in the attendee list.
- To mute/unmute your phone, press *6
- Remember to mute your phone again once you have finished speaking.
- Click the icon again to lower your hand.



CAPT Approach to Webinars

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- Audience engagement throughout
- Use of interactive techniques, including chat boxes, polls, “hand raising”, white boards, and small break-out groups
- Opportunities for information dissemination, application of concepts, and skills building

Primary Audience and Purpose

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The purpose of this webinar is to provide Oklahoma SPF SIG State and Community Block Grantees with an overview of sustainability planning to maintain community level reductions in underage drinking and other substance abuse behaviors.

Facilitator

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Nicole Luciani

Nicole provides training and technical assistance (T/TA) designed to help substance abuse prevention grantees translate current prevention research to practice. Prior to joining the CAPT, Nicole coordinated prevention services and T/TA among Block Grant sub-recipients across eight of Arizona's fifteen counties.

Presenter

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As a CAPT Associate Dodi provides curricula development and training and technical assistance in the implementation of effective solutions to substance abuse. She also works as a coach, facilitator and trainer for community groups and non-profit agencies planning and implementing healthy community approaches.



Dodi Swope

Learning Objectives

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Participants will...

- Define sustainability
- Describe the importance of sustainability in the SPF process
- Identify the basic elements of a sustainability plan
- Begin completing the first steps of a sustainability plan to support community SPF SIG outcomes

Sustainability is...

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...a community's ***ongoing*** capacity and resolve ***to work together*** to establish, advance, and ***maintain effective strategies*** that ***continuously improve*** health and quality of life for all.

Sustainability Planning: Parallel Tracks

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The Strategic Prevention Framework (SPF)

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Why sustain the SPF Process?

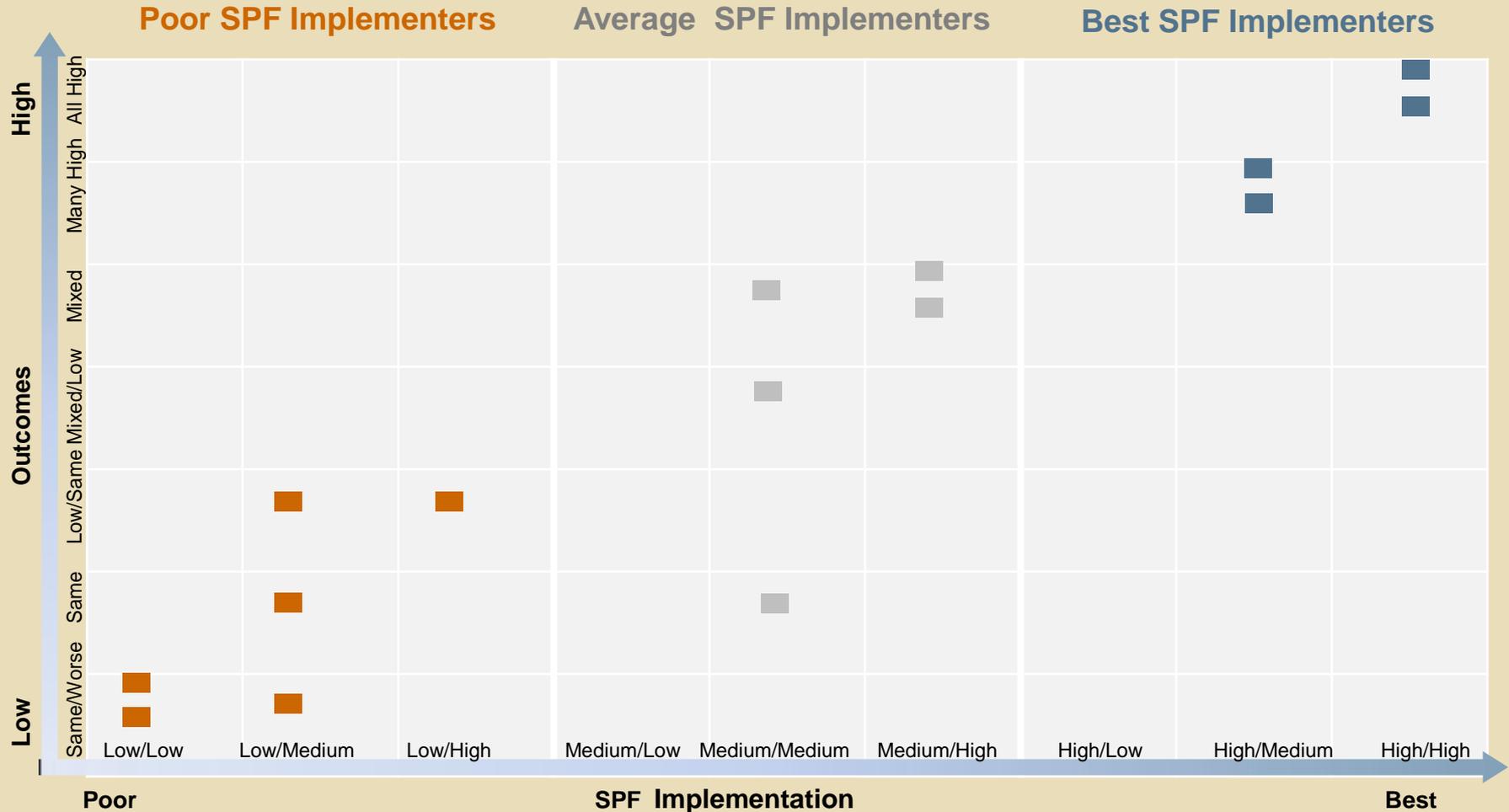
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- To maintain a data-driven decision-making process
- To position your community to receive additional funding
- To preserve the proven process that got you this far

SPF SIG Cross-site Workgroup. (October 11-12, 2006). *Common measures of implementation fidelity: SPF SIG Cross-site Workgroup*. Progress report presented at SPF SIG Evaluation Conference, Gaithersburg, Maryland.

Green, L., & Kreuter, M. (2005). *Health program planning: an educational and ecological approach*. (4th Edition). Boston: McGraw-Hill.

Summary Plot: Washington SIG Community Outcomes by Implementation Level



Correlation between higher levels of implementation and better outcomes (substance abuse decreases) was **.94**

SPF SIG Cross-site Workgroup. (October 11-12, 2006). *Common measures of implementation fidelity: SPF SIG Cross-site Workgroup. Progress report presented at SPF SIG Evaluation Conference, Gaithersburg, Maryland.*

What is meant by “outcomes”?

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- Documented reductions in substance abuse behaviors
- Linked to community-level changes in risk factors that can be attributed to the strategy
- For example: “Less youth have access to alcohol through social access.”

Frame Outcomes for Sustainability

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- Link outcomes to community health and well-being, beyond just substance abuse prevention
- Show how the coalition's work led to the stated outcomes
- Phase out components of work when necessary

Birckmayer, J., Holder, H., Yacoubian, G., & Friend, K. (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *J. Drug Education*, 34(2), 121-153.

Johnson, K., Hays, C., Center, H., & Daley, C. (2004). Building capacity and sustainable prevention innovations: A sustainability planning model. *Evaluation and Program Planning*, 27, 135-149.

Remember the SAPST?

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- **Three Keys to Sustainability**
 - Build Community Support
 - Enhance Organizational Capacity
 - Ensure Effectiveness
- **Start applying**



Consider Your Plan's Audience

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- Who would care about the plan?
- Who *needs* to know? Why?
- Consider new partnerships & funding sources



Photo Source: <http://www.flickr.com/photos/glenbledsoe/4858103965/>

Components of a Plan

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- Executive Summary
- Community Sustainability Analysis
- The Current Picture
- Sustainability Goals
- Resource Analysis
- Strategic Collaborations and Partnerships

Executive Summary

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- Who your coalition is
- What the focus is and why it matters
- What has been accomplished
- Core prevention strategies
- Your sustainability goals and initial strategies

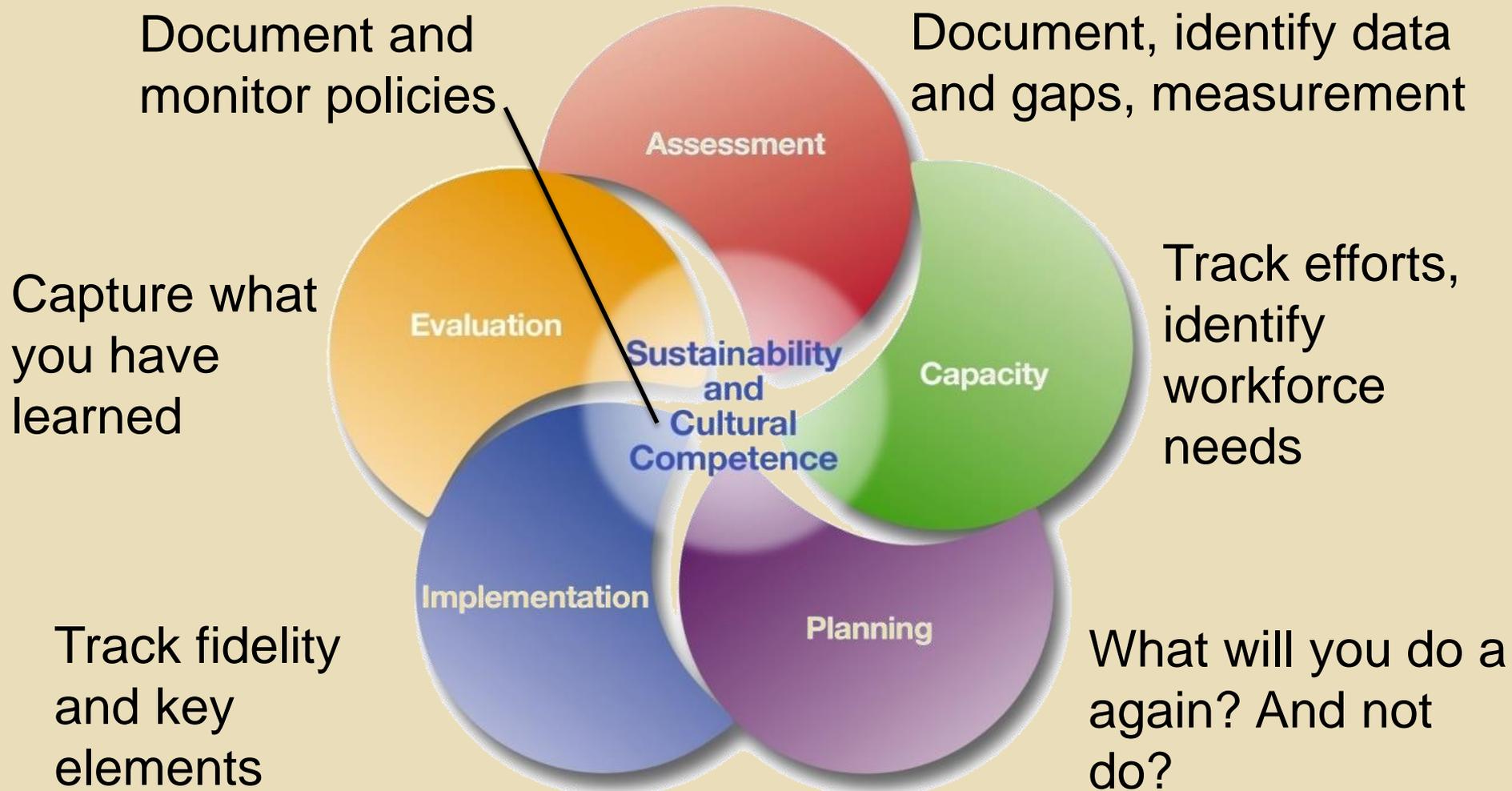
Community Sustainability: A Process

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So what can you do right now?

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Sustaining Community Outcomes: First, the Current Picture

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- Coalition's accomplishments
- Yet to be accomplished
- Criteria for strategy continuation



Photo Source: http://commons.wikimedia.org/wiki/File:Polaroid_poitiers.jpg

Suggested Criteria for Deciding Which Outcomes to Sustain

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- Available resources
 - Fiscal
 - Organizational
 - Human
 - Other (e.g. community awareness, knowledge of local politics/policies)
- Level of community support
- Evidence of strategy effectiveness
- Existing need for the effort in question

Linking Strategies Back to Outcomes

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Strategies	Process Data	Outcome Data
Compliance Checks	# of checks, enforcement data	Reduction in retail access
Party Patrols	# of parties	Reduction in social access

...so reviewing your strategic plan(s) is encouraged

Sustainability Goals

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- These are different from your prevention goals (but related!)
- Goals should be clear, concrete, doable, and measurable
- Consensus on goals is important

Center for Civic Partnerships, Public Health Institute (2011). Sustainability Toolkit: 10 Steps to Maintaining Your Community Improvements. Oakland, CA: Public Health Institute

Your Turn

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- Please consider the prevention work currently going on in your community/ies
- Think about *dosage* and *fidelity*



How much
and how often

How identical it is
to what was
originally intended

- Draft a sustainability goal and write it in the chat box

Why do a resource analysis?

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Helps to identify:

- Fundraising/grant development goals
- Local requests for donations
- In-kind support requests



Center for Substance Abuse Treatment, *Sustaining Grassroots Community-Based Programs: A Toolkit for Community- and Faith-Based Service Providers*. HHS Publication No. (SMA) 08-4340. Rockville, MD: Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services, 2008.

Photo Source: <http://mimmi-michaela.com/2013/03/>

Key Components of a Resource Analysis

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- Goal
- Objective
- Requirements
- Costs

Center for Substance Abuse Treatment, *Sustaining Grassroots Community-Based Programs: A Toolkit for Community- and Faith-Based Service Providers*. HHS Publication No. (SMA) 08-4340. Rockville, MD: Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services, 2008.

Collaborations and Partnerships

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- In your coalition and its partners...
 - Media contacts
 - Communication experts
 - Fiscal management
 - Local philanthropic organizations
- In your community...
 - Champions
 - Stakeholders



Questions?

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References

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- Birckmayer, J., Holder, H., Yacoubian, G., & Friend, K. (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *J. Drug Education*, 34(2), 121-153.
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Next Steps

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- Consider what you can start doing right now... and do it!
- In-depth training early 2014
- Oklahoma's directive



Photo Source: http://upload.wikimedia.org/wikipedia/commons/f/fb/Healthy_feet.JPG

Thank You

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Nicole Luciani
nluciani@ou.edu
405-325-2406