

ADAP Strategy/Activity Planning Tool

STRATEGY	REGIONAL CAPACITY BUILDING
Goal	Increase state, regional and community capacity to prevent underage drinking and prescription drug misuse by implementing a targeted regional approach
Evidence based?	N/A
IOM Category	N/A
CSAP Strategy type	N/A

KEY ACTIVITIES:
<i>Description of key activities (fidelity steps) that will be completed to fully implement the strategy</i>
1. Identify qualified project leader and support staff
2. Ensure organizational mission (of RPP lead organization) <u>and</u> RPP project goals are clear and well documented
3. Identify and recruit key partners ¹ needed for successful RPP implementation. Promote the benefits of and address the barriers to partner participation. Track number of partners from each sector over time.
4. Clarify the roles of project leader and stakeholders/partners in different levels of decision making (e.g. budgetary, strategic planning, implementation). Identify a process for stakeholders input to be solicited and considered in the process of making decisions when appropriate and feasible.
5. Formalize partnerships with key stakeholders and clearly designate roles of each via letters of support (appropriate only for partners <u>not</u> receiving RPP funds), memoranda of understanding, or other means.
6. Ensure that all important decisions made are recorded and all tasks are clearly assigned to individuals, work groups/committees, and/or community partners
7. Leverage or otherwise secure additional funding sources as needed to help ensure effective region-wide implementation of the RPP
8. Identify training and technical assistance (TTA) needs for successful RPP implementation (including leadership development) and who can provide needed TTA
9. Obtain needed TTA
10. Develop plan for RPP activities to be fiscally and operationally sustained after funding ends
11. Develop, monitor, and document progress of all RPP work plans at least quarterly.
12. Adjust plans and timelines as the project proceeds
13. Meet with key partners on regular (at least quarterly) basis to review progress and plan next steps to ensure follow-through on planned activities. Enhance cohesion and cross-learning among stakeholders/partners by facilitating networking opportunities.
14. Develop and maintain relationships, including in-person meetings, with local and state policy makers.
15. Track any new local/regional assessment and/or outcome data (e.g., biennial county and SU level YRBS reports) as such data become available and share/review this information with partner organizations.

16. Communicate information and data regarding RPP-related issues and goals to the general public and to diverse public sectors and groups through presentations, community events and forums, flyers and brochures, regularly updated web sites, blogs, social media, etc.
Media Advocacy
17. Review Media Advocacy Primer by Marin Institute (now called Alcohol Justice, link provided below)
18. Develop media contact list (community print and online news outlets, radio and television stations) and keep up to date.
19. Develop clear and concise talking points that frame alcohol, Rx drug misuse and marijuana prevention messages in preparation for contact with media. These talking points should 1) describe the issue at hand, 2) describe what you want to change and what to do to change the issues, 3) understand who can make the change and 4) use local statistics and data to tell the story when available.
20. Develop a press packet which includes contact information, one-pager about who you are, and a fact sheet on the problem and the solutions you are advocating for.
21. Contact local media (local newspapers, television and radio stations) through letters to the editor, Op-Ed pieces, press releases and media alerts to share information on your efforts to reduce underage drinking, prescription drug misuse and youth marijuana use. Outreach to media should occur at least twice per priority (substance) during each six month period. This step is reflected as a measure on the VDH Dashboard http://healthvermont.gov/hv2020/dashboard/alcohol_drug.aspx
22. Monitor and track media coverage related to the issues you are working on. Use media reports as springboards or opportunities for further communication regarding the issue.
Cultural Competency
23. Create opportunities for youth and young adults to engage in project planning and/or interventions, especially those who are LGBTQ, from military families, and/or of low socioeconomic status.
24. Incorporate a commitment to recognizing and supporting cultural diversity in statement of organizational mission, policies, and/or project goals and activities
25. Identify and include stakeholders that represent or serve culturally diverse subgroups, especially those that may experience health disparities or be difficult to reach, in forging community partnerships.
26. Identify and include culturally diverse subgroups in communications and community outreach activities
Statewide Media Campaigns
27. Complete required activities from VDH Media Toolkit for each campaign within the semi-annual toolkits.

¹Key partners could include: Youth groups/representatives, schools, other youth-serving organizations such as Boys and Girls Clubs, parents/family/caregiver groups, tribal leaders, business community, media, clergy/faith-based organizations, civic and volunteer groups, organizations serving LGBTQ individuals, military, law enforcement agencies, courts/judicial system, substance abuse treatment organizations, healthcare professionals, mental health professionals/agencies, other state and local (or tribal) government agencies and offices, and other organizations involved in reducing substance misuse.

Additional indicators to be reported to ADAP:

- a. How many times did your RPP group contact the media during the past quarter, including letters to the editor, Op-Ed pieces, press releases, etc.?
- b. Of those times that you contacted the media during the past quarter, how many were related to each of the following priorities: underage drinking, Rx misuse, youth marijuana use, other. If you were addressing more than one priority, please count the priority that was the main focus of your communication.
- c. How many instances of media coverage did you earn in the past quarter? Earned media includes any time a media channel (newspaper, tv station, or radio station) picks up information about your work (from a press release, media alert, op-ed, letter to the editor) and publishes it, or writes their own story or conducts an interview about your work.

The following questions will be asked semi-annually in the reports completed in January and July:

- d. Did you complete all of the required activities from the VDH media toolkit during the past six months? Yes/No

The following questions will be asked annually in the report completed at the end of the fiscal year in July.

- e. Please provide information on the key stakeholders, partners, and partner organizations that collaborated with your organization’s RPP activities **during the past year (July through June)**. Stakeholders or community partners refers to different community organizations or institutions that are represented as opposed to individuals. So each organization/institution would count once, even if more than one individual participates from that organization. For youth, young adults and parents there is also a category for individual representatives so for those rows you can count individuals who are involved if their primary affiliation is that sector **and** they are not representing a specific organization. If you have no partners in a given sector, then enter “0”.

Sector	How many key stakeholders. partner organizations or partners from this sector are involved in your RPP activities?	How many of these key stakeholders or partners were <u>active</u> during the past year? Active partners are those with whom you have frequent communication, share information and resources, and involve in at least some joint decision making.
a. Youth-serving organizations (not including schools)		

b.	Individual youth (if not representing an organization)		
c.	School districts or schools		
d.	Colleges/universities		
e.	Individual young adults (if not representing an organization)		
f.	Parent, family, or caregiver groups		
g.	Individual parents (if not representing an organization)		
h.	Business community		
i.	Tribal leaders or elders		
j.	Media (radio/TV stations; newspapers)		
k.	Clergy or faith-based organizations		
l.	Civic or volunteer organizations		
m.	Organizations/individuals serving or representing LGBTQ individuals		
n.	Military organizations or service members		
o.	Law enforcement agencies		
p.	Courts or judiciary system agencies		
q.	Substance abuse treatment organizations		
r.	Substance abuse prevention organizations		
s.	Health care professionals, agencies, or organizations		
t.	Pharmacists/pharmacies		
u.	Mental health professionals, agencies, or organizations		
v.	Other State, local, or tribal government agencies		
w.	Other organizations (<i>Describe.</i>)		

f. During the past year (July through June), how have you worked to increase the availability of substance use prevention services to youth and young adults who identify as GLBTQ?

g. During the past year (July through June), how have you worked to increase the availability of substance use prevention services to youth and young adults who are of low socio-economic status?

h. During the past year (July through June), how have you worked to increase the availability of substance use prevention services to youth and young adults who are in the military or from military families?

i. During the past year (July through June), how have you worked to ensure that RPP-funded prevention intervention activities continue after RPP funding has ended? (*Select all that apply.*)

- Worked on maintaining and/or enhancing a partnership structure in ways that will help ensure its sustainability beyond the end of the RPP grant period
- Worked to identify other funding sources that could potentially be leveraged or otherwise secured to help support the continuation of these activities
- Succeeded in leveraging or otherwise securing other funding sources to help support the continuation of these activities
- Worked to ensure that prevention intervention activities are incorporated into the missions/goals and activities of other organizations (e.g., school districts, law enforcement agency)
- Succeeded in ensuring that prevention intervention activities are incorporated into the missions/goals and activities of other organizations (e.g., school districts, law enforcement agency)
- Other (*Describe.*) _____
- Not applicable; no work was done to ensure that RPP-funded prevention intervention activities continue after RPP funding has ended.

Sources:

CADCA (2010). Capacity Primer: Building Membership, Structure, Leadership, and Cultural Competence. <http://www.cadca.org/sites/default/files/resource/files/capacityprimer.pdf>

CADCA (2009). Implementation Primer: Putting Your Plan Into Action. <http://www.cadca.org/sites/default/files/resource/files/implementationprimer.pdf>

Treno and Holder (1997). Community mobilization: evaluation of an environmental approach to local action. *Addiction*, 92(S2): S173-S187.

Marin Institute's Media Advocacy Primer <https://files.ctctcdn.com/7b420e7c401/616e97ea-3214-4a90-9fb1-303cc6ce8d89.pdf>

PIRE (2015). Vermont PFS: Summary of Qualitative Assessment of Regional Implementation and Changes in Regional Capacity. Report submitted to Vermont Department of Health. November 2015. http://www.healthvermont.gov/sites/default/files/documents/2017/01/ADAP_PFS_Qual_Capacity_Assessment_Exec_Sum.pdf

Flewelling, R. and Hanley, S. Assessing Community Coalition Capacity and its Association with Underage Drinking Prevention Effectiveness in the Context of the SPF SIG. Prevention Science, October 2016, Volume 17, [Issue 7](#), pp 830–840.

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