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Workshop B-2

**Kicking it up a Notch, Increasing your
Community's Readiness to Prevent
Youth Drug Abuse**



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Workshop Agenda

- **Introductions and review of agenda and learning objectives**
- **Overview of the Tri-Ethnic Center for Prevention Research model of Community Readiness.**
- **Readiness assessments by community sector**
- **Community readiness building small group work**
- **Discuss common barriers to increasing community readiness. Brainstorm solutions**
- **Taking it home**



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LEARNING OBJECTIVES

Objective 1: Using the Tri-Ethnic Center's Community Readiness model, workshop participants will be able to assess the readiness of their coalition.

Objective 2: Participants will explore strategies to increase their community's readiness, using the Tri-Ethnic Center readiness levels as benchmarks for success.

Objective 3: Participants will identify barriers to increasing readiness they've encountered in their community and consider solutions to these barriers.

Objective 4: Participants will develop and practice skills in designing interventions to increase the readiness of their coalition and community.



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Stage 1: Community Tolerance/No Knowledge

Stage 1 strategies include:

- **Small-group and one-on-one discussions with community leaders to identify perceived benefits of substance abuse and how norms reinforce use.**
- **Small-group and one-on-one discussions on the health, psychological, and social costs of substance abuse with community leaders to change perceptions with those most likely to be part of the group that begins development of programs.**



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Stage 2: Denial

Stage 2 strategies include:

- **Educational outreach programs on the health, psychological, and social costs of substance abuse to community leaders and community groups interested in sponsoring local programs.**
- **Use of local incidents and data that illustrate harmful consequences of substance abuse in one-on-one discussions and educational outreach programs.**



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Stage 4: Pre-planning

Stage 4 strategies include:

- **Educational outreach programs that include prevalence rates and correlates or causes of substance abuse to community leaders and sponsorship groups.**
- **Educational outreach programs that introduce the concept of prevention and illustrate specific prevention programs adopted by other communities with similar profiles.**
- **Local media campaigns emphasizing the consequences of substance abuse and ways of reducing demand for illicit substances through prevention programming.**



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Stage 6: Initiation

Stage 6 strategies include:

- **In-service educational training for program staff (paid and/or volunteer) on substance abuse consequences, correlates, and causes and the nature of the problem in the local community.**
- **Publicity efforts associated with the kickoff of the program.**
- **A special meeting to provide an update and review of initial program activities with community leaders and local sponsorship groups.**



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Stage 8: Confirmation/Expansion

Stage 8 strategies include:

- **In-service educational programs on conducting local needs assessments to target specific groups in the community for prevention programming. Either trainers are brought in from the outside or staff members are sent to programs sponsored by professional societies.**
- **Periodic review meetings and/or special recognition events for local supporters of prevention programs.**
- **Results of research and evaluation activities of the prevention program are presented to the public through local media and/or public meetings.**



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COALITION MEMBERSHIP DEFINED: SAMHSA's 12 COMMUNITY SECTORS

- Youth
- Parents
- Business community
- Media
- Schools
- Youth-serving organizations
- Law enforcement agencies
- Religious or fraternal organizations
- Civic and volunteer groups
- Healthcare professionals
- State, local, and/or tribal governmental agencies



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Community Readiness Assessment Form: Alcohol Use



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Examples of community sector readiness interventions

Parents in Denial

- Educate parents on local and national statistics demonstrating that many youth are using drugs/alcohol, and the common consequences of these behaviors (through PTA's, flyers @ sport venues, etc.)
- Point to local incidents that demonstrate these consequences - It does happen in our community



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Parents in Pre- Planning

- **Since research identified parenting as an effective prevention strategy, Make the case that their kids certainly at least know other kids that are using, so talking to their kids acknowledges these stresses that their kids experience**
- **Media campaigns that confirm parents influence on their kids, and educate parents of successes other communities have experienced when parents use their influence**



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Small Group Work

- **A group member is selected to provide their coalition example for group focus on designing readiness building activities**
- **This group member chooses sector and the current readiness level of that sector**
- **Group brainstorms strategies to increase sector readiness**
- **Identifies and lists barriers to sector readiness increases**



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Common barriers to increasing community readiness

**In real estate, it's about location,
location, location**

**In community readiness, it's about
people, people people**



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Taking it home

◆ Using this in your community

- Assessment Form
- Sector-focused readiness increasing strategies

◆ Increasing support for readiness building activities

- Using change models to identify “early adapters” & “early majority”

◆ Creating Action/Intervention Groups

- Getting community members involved in raising readiness



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CASE STUDY

Local media is at vague awareness. They do occasionally cover underage drinking incidents in the community, but do not make a connection with past incidents, or the real harms associated with underage drinking. Local media does not recognize efforts in the community to reduce underage drinking, or the community leaders involved. The editor of the local paper is from one of the long-time prominent families in the community and is connected both socially and politically to important community members and leaders. She hosts the informal local media network that meets a couple of times a year. She doesn't feel that the experimentation kids engage in with alcohol is really dangerous, except for a few who "take it too far", is opposed to new and more restrictive laws or policies, and is sure that most community members in her social networks feel the same way as she does.