

STRATEGIC PREVENTION FRAMEWORK

RESOURCE GUIDE



APRC 

ALCOHOL POLICY
RESOURCE CENTER

PREVENTION FIRST 



APRC INTRODUCTION

The APRC provides training, technical assistance, resources, and tools on evidence based alcohol policies and environmental strategies to municipal leaders, law enforcement and community coalitions focused on reducing underage and excessive drinking.

It is important to remember that when it comes to substance use prevention, local people solve local problems best. They are most effective when they know how and where to start. The Strategic Prevention Framework (SPF) provides the starting point for evidence-based prevention.

If your community would like assistance with the Strategic Prevention Framework, please reach out to the APRC by visiting our website at prevention.org.

In This Guide

1. Why and how the Strategic Prevention Framework works.
2. Overview of the SPF process - highlights for each step.
3. Special considerations for utilizing the SPF in your community.



PREVENTION HISTORY AND THE SPF

Today, substance use prevention is based on science and data. However, that wasn't always the case. For many years, the face of prevention was scare tactics and one-time presentations given assembly style.

In the early 1990s, the Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP) funded community partnership grants to address local substance abuse problems. Although these were successful in helping communities build effective coalitions, the coalitions did not always select effective strategies and practices. In the late 1990s, a push began toward using model programs and practices that met a certain threshold of evidence. But people then tended to pick their favorite programs without linking them to the needs of their communities. As a result, many of these programs failed to produce the outcomes they'd produced in their original research settings.

From this experience, CSAP determined there was a need to bring the two together to emphasize best practices embedded in the context of the community. To meet that need, CSAP developed the SPF as a roadmap to help communities do just that. (Source: SAMHSA's CAPT, Strategic Prevention Framework)

THE STRATEGIC PREVENTION FRAMEWORK

is a 5-step process to help identify issues, and how best to address those issues, by walking a community through Assessment, Capacity, Planning, Implementation, and Evaluation while weaving in Cultural Competency and Sustainability in each step.





WHY AND HOW THE SPF WORKS

The SPF has steps:

- ASSESSMENT 1**
- CAPACITY 2**
- PLANNING 3**
- IMPLEMENTATION 4**
- EVALUATION 5**

Communities and coalitions can achieve outcome-based prevention through the Strategic Prevention Framework.

The process works because it links local data to proven, evidence based solutions. Every community, with its unique characteristics, can follow this roadmap.

The SPF brings local people together to drive the process. Community-driven means a group of people (coalition) that is representative of the community (all sectors) comes together to analyze local data, resulting in strategies and policies put into place locally. The SPF process is successful when the group ensures that all members are heard and are responsible for their prevention efforts based on local data.

Cultural Competency and Sustainability are integrated into each step.

1

ASSESSMENT

The first step is conducting an assessment by profiling your community and its resources. Data collected in this step will close the knowledge gap when trying to understand the factors that contribute to youth substance use.

Profile your community by gathering quantitative data and qualitative data

Quantitative – Consumption and Consequence Data

- Youth Surveys (Illinois Youth Survey) – Consumption patterns such as 30-day use rate, past-year use, age of first use, and heavy consumption/binge drinking.
- Archival – Law Enforcement (DUI, Minor in Possession, Social Host), Hospital/Treatment Facilities (overdose rates, death, treatment admissions) and School (suspension, dropout rates)

Qualitative – Allows you to research and gauge your community's readiness to address youth substance use

- Key Informant Interviews (Mayor, Police Chief, Superintendent, PTA, Health Department Administrator, etc.)
- Focus Groups (Youth, Parents, Community)
- Environmental Scans (Price, Product, Promotion, Placement)

Conduct a resource assessment

Compile a list of programs addressing substance use and prevention within your community.

Compile a list of policies addressing substance use and prevention within your community.

Analyze your data and let it tell a story

Identify your substance use problem/issue, then determine the substance to focus on (priority substance)

- What are your consumption patterns?
- How do your rates compare to state rates?
- How do your rates compare to communities like yours?
- How do your rates compare over time?

RETAIL ACCESS is when youth purchase or take a product from a store or bar/restaurant.

SOCIAL ACCESS is when youth obtain the product at parties, from their parents (with or without permission, or a friend/sibling.)

Identify the factors that contribute to the problem

- What kind of access (retail or social) does youth have in your community?
- Are the social norms in your community permissive to youth substance use?
- Do youth perceive risk in using substances?

DO PARENTS talk with their children about not using substances? Do youth believe their community disapproves of substance use? Do youth believe their parents disapprove of substance use?

DO YOUTH believe they will be physically harmed by using? Do youth partake in high risk activities under the influence (drive, ride with someone under the influence, physical altercations)?

Develop an Assessment Report

- Present findings by using text, charts, and graphs. Make sure to include consumption patterns, contributing factors, and priority substance(s).
- Introduce your coalition, including your purpose.
- Share how you collected the data.

Presenting your assessment findings will help build support for strategic planning and implementation. You can share it at town hall meetings, public presentations, or at service clubs. Be sure to feature your Assessment Report on your website and share hard copies with community stakeholders.

2 CAPACITY

Building your capacity is the next step in the Strategic Prevention Framework. This step in this process focuses on enhancing your abilities to address the substance use prevention needs discovered during the assessment phase.

Build a strong team/coalition

Recruit the right combination of stakeholders from all sectors

Youth, parents, business, media, schools, youth-serving organizations, law enforcement, religious or fraternal organizations, civic or volunteer organizations, healthcare, government, and other organizations involved in substance use prevention.

Reach out beyond these sectors to who could also support your efforts without a coalition membership commitment.

Structure how your coalition will function

Determine committees and offices

Committees can focus on membership, sustainability, assessment/data, training, etc. Offices can be structured as President, Vice-President or Chair, Co-Chair, etc.

- Set a regular meeting schedule
- Set a meeting location
- Create and execute membership agreements
- Determine meeting rules (Robert's Rules of Order, etc.)

Create a shared leadership structure

- Define membership roles.
- Define terms of leadership.
- Will your leaders be voted in or appointed?
- What will the length of their term be?
- Leadership should span all sectors, not just fiscal agents.

Building assets

Training and Technical Assistance

- Coalition members should be trained in the SPF.
- Train for strategies determined during assessment such as Compliance Checks (law enforcement, youth) or Controlled Party Dispersal (law enforcement, coalition).
- Reach out to the APRC at Prevention First for Technical Assistance.

Financial/Fiscal

- Set an annual budget.
- Develop a plan to reach out for donations and in-kind support.
- Research and write grants (federal, state, local, foundation).
- Determine your funding needs based on the SPF.



3 PLANNING

The planning stage is when you put your discoveries and goals in writing. Planning takes time and resembles this formula:
 $X \text{ (Assessment)} + Y \text{ (Capacity Building)} = Z \text{ (Implementation)}$.

Create a Strategic Plan

Set your goals and objectives

Determine your strategies and policies

- This step will require you to evaluate priorities based on readiness and changeability.
- Follow the evidence – match the data to the strategy or policy proven to reduce and prevent youth substance use.

Build a Logic Model: a picture of your plan
Define who will do what by when: timeline
Determine the cost for each step: budget

Prepare for Action

Partner with the media

Ensure all partners are adequately trained to implement strategies

Make sure everyone is on the same page

- Brief all stakeholders on your plan
- Include every sector needed to implement successfully

For example, to implement a Controlled Party Dispersal strategy, you need law enforcement as well as prosecutors and judges to ensure success.

4

IMPLEMENTATION

The Implementation stage is when you put all your planning into action. Your coalition may have chosen several strategies and policies; however, you don't have to implement them all at once. Develop action plans to help keep the coalition on track.

Establish Implementation Guidelines

Implement strategies with fidelity

- Ensure best practices
- Monitor timelines

Develop Policy

To achieve policy goals, education and advocacy is often necessary to increase public support of the efforts, influence decision-makers, and increase awareness.

Once the community has drafted and developed an alcohol policy or identified a change to an existing policy, completed policy research and review, and identified the political process for getting a policy passed, it's time to build relationships and get to know key decision-makers.

Ensure Enforcement and Implementation

Continue capacity building

- Offer continuing education opportunities for the coalition, stakeholders, and partners.
- Prepare documentation with output expectations for partners implementing strategies.

Calendar milestones

- Share program achievements at coalition meetings
- Create press releases highlighting accomplishments
- Publicly recognize partners

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EVALUATION

The Strategic Prevention Framework views evaluation as two-fold. It is imperative to evaluate the process itself, as well as the outcomes produced.

Process Evaluation Did the process work?

Assessment - Review how you collected data

- Did the process ensure a valid representative sample?
- Did you seek out all the data needed?

Capacity

- Did you grow your prevention capacity?
- Was your team fully staffed?

Planning

- Did you create a working document?
- Did everyone have input and access to the plan?

Implementation

- Were strategies implemented with fidelity?
- Did you monitor strategies and policy development consistently?

Evaluation

- Did you create a plan to monitor the process?
- Did you create a plan to monitor outcomes?

Outcome Evaluation Did you reach your projected goals?

Consumption patterns of priority substance

- 30-Day Use Rate
- Age of First Use
- Past Year Use
- High-Risk/Binge Use

Contributing Factors

- Access – retail/social
- Permissive social norms
- Perceived risk

CULTURAL COMPETENCY & SUSTAINABILITY

Cultural Competency

Throughout the entire Strategic Prevention Framework process, cultural competence should be your guide. It is the lens through which you look at each step. Cultural competence is a set of behaviors, attitudes, and policies that enables effective work in a cross-cultural situation. It should dictate the tools and resources that will be used, the types of interventions that will be implemented, the adaptation of strategies/activities, and the types of evaluation procedures and tools that will be utilized. The strategies chosen should fit with the culture of the community.

Culture encompasses race and ethnicity while moving beyond them to include other social groups such as age, gender, religion, income level, education, geographical location, sexual orientation, disability, and so on.

(Source: SAMHSA's CAPT, Strategic Prevention Framework) Looking through a culturally competent lens will allow you to focus on health disparate populations as well. Reaching disparate health populations may require a plan to meet their needs utilizing different strategies and methods.

Sustainability

Sustainability must begin on day one. Sustainability is 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. The emphasis is on attaining and sustaining positive outcomes.

Sustainability is more than just finding monetary resources. It is also about creating support in the community that will carry prevention efforts over time.

Community Support

- Cultivating community buy-in for prevention strategies/policies and the positive outcomes they achieve.

Organizational Capacity

- Assurance that community agencies, organizations, and institutions have what it takes internally to do prevention and achieve positive outcomes.

Effectiveness

- Assurance of the successful implementation and alignment of efforts to produce positive outcomes (Source: CAPT Sustainability Planning: Sustaining Prevention Outcomes)

SPECIAL CONSIDERATIONS FOR UTILIZING THE SPF IN YOUR COMMUNITY

- The Strategic Prevention Framework must be community driven. Many times, coalitions make the mistake of leaving all the work to the fiscal agent. Avoiding the trap of “you’re the funded member, so isn’t this your job?” will result in greater success and sustainability.
- The issues uncovered in the assessment are community issues, so the community needs to be involved in the solution.
- Everyone on the coalition should be trained on the Strategic Prevention Framework.
- Youth are equal members of the coalition. They are assets and have many talents to bring to the table. Don’t try to solve a problem about them, without them.
- Keep your community informed along the way. The more transparent you can be, the greater the support.
- When recruiting coalition members or helpers in the community answer the question: What’s in it for me/them?
- Celebrate within the coalition and out in the community. Share your successes to build support and momentum.
- The SPF takes time. Typically, communities want action now! Make sure to share why fidelity to the SPF steps is important.

Resources

CADCA Capacity Primer

<https://www.cadca.org/sites/default/files/resource/files/capacity.pdf>

A Guide to SAMHSA’s Strategic Prevention Framework

<https://www.samhsa.gov/resource/ebp/strategic-prevention-framework>

Alcohol Policy Resource Center at Prevention First

<https://www.prevention.org/alcohol-policy-resource-center>

Alcohol Policy Resource Center at Prevention First YouTube Channel

<https://www.youtube.com/channel/UCCCKB-EeYUZmtq6aejVNsxGA>

The Community Toolbox: Center for Community Health and Development at the University of Kansas

<https://ctb.ku.edu/en>

Community Anti-Drug Coalitions of America (CADCA)

<https://www.cadca.org/>

HOW THE APRC CAN HELP

- Provide Technical Assistance on the Strategic Prevention Framework.
- Provide Technical Assistance on any step of the SPF.
- Help analyze local data to better understand what policies or strategies could work in your community.
- Provide resources to help youth educate policymakers on prevention efforts.
- Provide training to local law enforcement on specific strategies to reduce underage drinking such as Compliance Checks, and Controlled Party Dispersal Techniques. All trainings are certified through the Illinois Law Enforcement Training and Standards Board.
- Provide Technical Assistance on policy adoption.
- Hosts numerous resources on its website and YouTube channel.





Additional Resources are available from the Alcohol Policy Resource Center at prevention.org.

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