

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, 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 (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. Develop plans to create opportunities for youth and young adults to engage in project activities, 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 should 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. How many of the required activities to promote ParentUP from the VDH media toolkit did you complete during the past six months?
- e. How many of the required activities to promote Vermont's Most Dangerous Leftovers from the VDH media toolkit did you complete during the past six months?

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 <http://50-201-129-166-static.hfc.comcastbusiness.net/files/mediaadvocacyprimer.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://healthvermont.gov/adap/grantees/documents/PFS_Qual_Capacity_Assessment_Executive_Summary_FINAL.pdf

Flewelling, R. and Hanley, S. (in press). Assessing Community Coalition Capacity and its Association with Underage Drinking Prevention Effectiveness in the Context of the SPF SIG. Prevention Science.