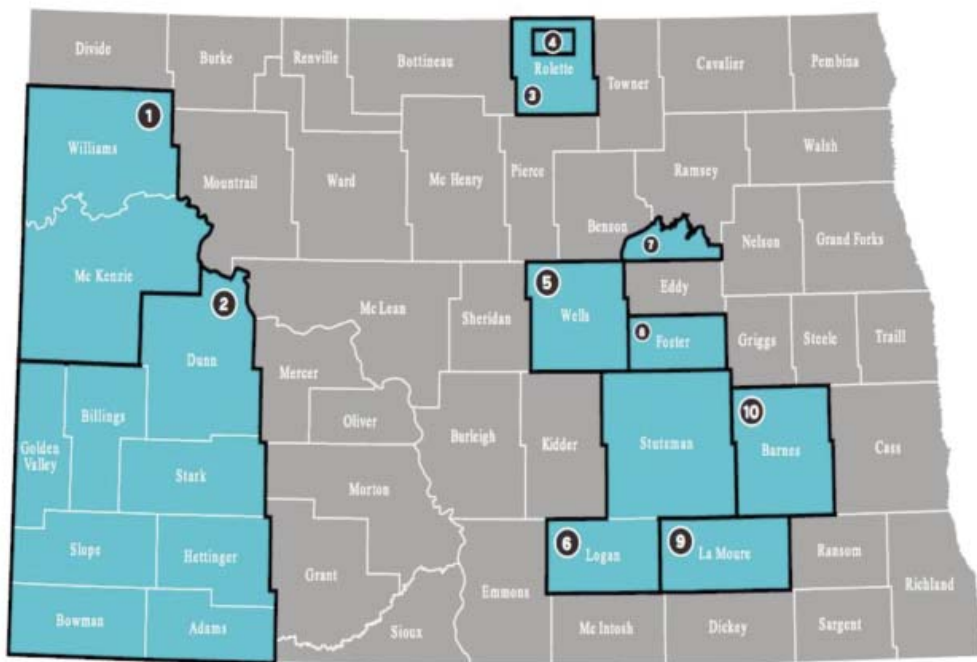


North Dakota SPF-PFS Training #4

North Dakota Partnership for Success Community Grantees



October 11-12, 2017




PowerPoint Slides

ND SPF PFS Training #4

North Dakota SPF-PFS


Training #4

North Dakota Partnership for Success Community Grantees



1. Grand Forks Health Center Community & Wellness Center	6. Grand Valley Health Center
2. Minot Health Center	7. Minot Health Center
3. Bismarck County Health Center	8. Flandreau Public Health
4. Grand Forks Health Center	9. Grand Forks Health Center
5. Grand Forks Health Center	10. Grand Forks Health Center

October 11-12, 2017

Building Safe, Healthy, and Drug Free Communities 

Training Objectives



Participants will be able to:

- Check in with other Grantees on progress related to Strategic Planning, Implementation and Capacity Building
- Enhance the implementation of their Strategic Plans
- Work on their Evaluation
- Hear updates from the State
- Network with other North Dakota Coalitions
- Obtain additional technical assistance

Building Safe, Healthy, and Drug Free Communities 

Training Agenda

Day 1: Wednesday, October 11, 2017

- Welcome, Introductions and Objectives
- Sharing Activity
- Discussion of the Strategic and Action Plans
- Targeted Outreach
- Policy and Education

Day 2: Thursday October 12, 2017

- Evaluation
- Planning –Taking It Home
- Announcements

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Individual Sharing

Meet in Groups of 3 people from different coalitions:

1. What is your *role on the coalition*?
2. What do you *like about the work*?
3. By the end of 2018... what will be your coalition's *biggest accomplishment*?



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SAMHSA: Strategic Prevention Framework

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Coalition Sharing – Strategic Planning

Community Presentations (5 Minutes):


1. Who are you? What is your coalition? What is the Community Served?
2. Coalition and Community Engagement
3. Priority Local Condition - Strategies
4. Implementation Efforts
5. Success and Challenges


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Strategic Plans


Comments / Feedback




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Strategic Plans

Comments / Feedback #1
Outcomes




- Based on data from logic model
- Provide baseline and target data / years
- Long-term focus on the problem
- Intermediate-term focus on the Root Cause
- Short-term focus on local condition – some include process outcomes...


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Strategic Plans

Comments / Feedback #2
Local Conditions & Strategies




- Focus on the behavior change
- Ensure strategies target the behavior change
- Create an Issue Brief
- Avoid the “it can’t hurt to do this” syndrome
- Build data collection into the activities to address the local condition

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Strategic Plans




Comments / Feedback #3 Social Host Strategies

- Clarify focus of intended law: Social Host, Teen Parties, Unruly/Noisy Parties...
- Ensure enforcement is involved from the start
- Build relationships with Decision Makers
- Create an **ISSUE BRIEF**
- **Policy Action Steps will be covered**

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Strategic Plans




Comments / Feedback #4 Sequencing

- Build a two year plan & timeline – begin with the end in mind – what is the policy goal
- Start with capacity building and information sharing (media) to build awareness of the local condition
- Build relationships with the policy makers and the enforcement agencies

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Strategic Plans




Comments / Feedback #5 Action Plans

- Continue to clarify the role of the Coordinator
- Use of Work Groups – create a Work Group Job Description
- Involve youth in appropriate ways
- Create a timeline
- Get buy-in from the coalition on the Action Plans and Timeline

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Strategic Plans




Comments / Feedback #6 Capacity Building

- Building capacity with a purpose build capacity to implement the strategies
- Identify what skills resources are needed to target the recruitment efforts
- Use your Technical Assistance to provide training and support to the coalition

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Engaging the Coalition and Community


What does it mean to engage coalition and community members in the work of your coalition?

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Engaging the Coalition and Community

Key points:

1. Focus on the work 
2. Form work groups 
3. Targeting specific sectors:
 - Parents
 - Faith Community
 - Youth
 - Civic Groups

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Engaging the Coalition and Community

Focus on the Work

Work with the coalition to:

- Review your action plans
- Identify which tasks need to be completed when (develop a timeline)
- Identify which tasks can be done by *individuals* and which need to be worked on by a *group*
- Identify specific *individuals* and *work groups* to engage



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Engaging the Coalition and Community

Form Work Groups (ACTION TEAMS)

For each Work Group identify:

- Who will co-lead
- What tasks need to be done
- By when
- What resources are needed
- Timeline – with end date
- Who to recruit



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Engaging the Coalition and Community

Targeting Specific Sectors

Clarify:

- Which sectors to target?
- Why that sector / WIFM for the participants?
- Which organizations and individuals to engage?
- What actions are desired from the sector?
- Strategy for engaging the sector?



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Engaging the Coalition and Community

Targeting Specific Sectors

	Goals /Tasks	Strategy(s)	WIFM	Contact
Parents				
Faith Community				
Youth				
Civic Groups				
Other:				


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Engaging the Coalition and Community

Targeting Specific Sectors ACTIVITY

Strategies for engaging specific sectors?




- Parents
- Faith Community
- Civic Groups
- Youth
- Other?



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Engaging the Coalition and Community

Key points:

1. Focus on the work 
2. Form work groups 
3. Targeting specific sectors:
 - Parents
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Policy Development Steps

1. Clearly state the problem
2. Engage enforcement
3. Gather and analyze data to make your case
4. Create an Issue Brief (Make Your Case)
5. Draft policy language
6. Use media to educate
7. Mobilize support and provide community education
8. Get the policy adopted
9. Ensure enforcement of the policy
10. Evaluate effects of policy change

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Policy Development Steps

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Internal (steps 1-4) **External** (steps 5-8) **Internal** (steps 9-10)

The Line (indicated by a blue arrow pointing to step 4)

Policy Development Steps

Clarify Priority Local Condition and Evidence-based Policy

1. Describe the local condition with as much detail as you can:
2. What evidence-based policy that you have identified that will address the local condition?

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Policy Development Steps

Internal

1. Clearly state the problem
2. Engage enforcement
3. Gather and analyze data to make your case
4. Create an Issue Brief (Make your case)

Steps 1 – 4 allows the coalition to:

- Clarify the local condition
- Fully research the proposed policy solution
- Ensure consensus among coalition members and key community partners


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Policy Development Steps

Step 1: Clearly State the Problem to be Addressed

Write a Policy/Action statement (approx. 25 words or less):

- State the problem (local condition)
- State a policy solution
- What will the policy do?
- Who will benefit from the policy?
- Who are the decision makers (who can make it happen)?


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Policy Development Steps

Step 1: Clearly state the problem (local condition) to be addressed

Policy Action Statement—example

City Council passes an ordinance establishing conditions of operation for new alcohol establishments and performance standards for existing establishments to reduce excessive drinking and alcohol-related violence.

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Policy Development Steps

Step 2: Engage enforcement agencies in the policy development process

Include representatives from agencies who will enforce the policy in all steps:

- Collection of local data
- Identification of local conditions
- Selection of policy responses
- Crafting policy language


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Policy Development Steps

Step 3: Gather & analyze data to make your case

Establish a legal basis for the proposed policy solution by documenting:

- The problem, root causes, and local condition from the needs assessment and logic model
- The effectiveness of the selected policy solution based on:
 - Best Practice literature
 - Community Experience


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Policy Development Steps

Step 3: Gather & analyze data to make your case

Use the quantitative and qualitative data from your community assessment and logic model to answer the question:

“How do we know it’s a problem?”



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Policy Development Steps

Step 3: Gather & analyze data to make your case

Describe the Evidence Base for the proposed policy and cite relevant community successes to answer the question:

“How do we know this proposed policy solution will work”?

Source: National Community Protection

Community Protection Strategy

1. **Identify the problem** and its impact on the community.

2. **Identify the causes** of the problem.

3. **Identify the stakeholders** who are affected by the problem.

4. **Identify the community's strengths** and resources.

5. **Identify the community's needs** and priorities.

6. **Identify the community's goals** and objectives.

7. **Identify the community's strategies** and actions.

8. **Identify the community's resources** and assets.

9. **Identify the community's partners** and allies.

10. **Identify the community's support** and funding.

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Policy Development Steps

Step 4: Create and Issue Brief

- Create your case statement
- Issue briefs—increase awareness
 - Describe the problem and its impact on the community
 - Identify costs to community if problem is not resolved
 - Explain how the proposed policy addresses community concerns

Building Safe, Healthy, and Drug Free Communities 32

Policy Development Steps

Step 4: Create and Issue Brief

An Issue Briefing: The Robert Park Alcohol Beverage Sales (ABS) Ordinance

Planning ahead to address issues related to binge drinking and related community problems

More than 100 people were arrested and sentenced to jail for binge drinking in the city of Robert Park. The city's alcohol consumption is a significant public health and safety concern. The city's alcohol consumption is a significant public health and safety concern. The city's alcohol consumption is a significant public health and safety concern.

How do Alcohol Sales Impact the Robert Park Community?

- The city of Robert Park faces 10% of binge drinking.
- Binge drinking is a leading cause of death and disability in the United States.
- Binge drinking is a leading cause of death and disability in the United States.
- Binge drinking is a leading cause of death and disability in the United States.

An environmental approach to problems related to alcohol

However, an environmental approach to problems related to alcohol is needed. This approach focuses on the community's strengths and resources. This approach focuses on the community's strengths and resources. This approach focuses on the community's strengths and resources.

An Issue Briefing: The Petaluma Social Host Ordinance is Best for Reducing Underage Drinking at Home Parties

How limiting the number of guests at home parties for underage drinking

Numerous studies have shown that limiting the number of guests at home parties for underage drinking is the most effective way to reduce underage drinking. The city of Petaluma has implemented a social host ordinance that limits the number of guests at home parties for underage drinking. The city of Petaluma has implemented a social host ordinance that limits the number of guests at home parties for underage drinking.

What's the Problem?

Underage drinking is a significant public health and safety concern. The city of Petaluma has implemented a social host ordinance that limits the number of guests at home parties for underage drinking. The city of Petaluma has implemented a social host ordinance that limits the number of guests at home parties for underage drinking.

Strong Ordinance and Related Problems

The ordinance on strong ordinance and related problems is the most effective way to reduce underage drinking. The city of Petaluma has implemented a social host ordinance that limits the number of guests at home parties for underage drinking. The city of Petaluma has implemented a social host ordinance that limits the number of guests at home parties for underage drinking.

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Policy Development Steps

External

5. Draft policy language
6. Use media to educate
7. Mobilize support and provide community education
8. Get the policy adopted

In Steps 5 – 8 the coalition will:

- Adhere to lobbying restrictions
- Support community members and partners in working to get the policy adopted

Building Safe, Healthy, and Drug Free Communities 34

Policy Development Steps

Step 5: Draft policy language

Draft policy language

- Research similar policy examples from other communities
- Tie to local conditions
- Clarify legal basis
- Compile supporting documents (case law, etc.)
- Work with the City Attorney/County Counsel

Building Safe, Healthy, and Drug Free Communities 35

Policy Development Steps

Step 5: Draft policy language

ORDINANCE NO. _____ N.C.A.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF FREDERICK, MARYLAND, CREATING A NEW POLICE TRAINING PROGRAM AND A NEW POLICE TRAINING CENTER AND AMENDING CHAPTER 12-01 OF THE CITY CODE, ENTITLED "POLICE TRAINING CENTER", AND AMENDING A NEW CHAPTER 12-02 OF THE CITY CODE, ENTITLED "POLICE TRAINING CENTER";

BE IT ENACTED BY THE CITY COUNCIL OF THE CITY OF FREDERICK AS FOLLOWS:

SECTION 1. Title 12 of the Frederick Municipal Code is hereby amended by repealing Chapter 12-01 entitled "Police Training Center" and adding a new Chapter 12-01 entitled "Police Training Center" to read as follows:

CHAPTER 12-01
POLICE TRAINING CENTER

§24-01-01 Title

§24-01-02 Purpose, Intent and Purpose

§24-01-03 Short Title

§24-01-04 Findings and Purpose

§24-01-05 Training and Certification as Police Property Violation

§24-01-06 Penalties

§24-01-07 Chapter 12-01

§24-01-08 Chapter 12-01

§24-01-09 Chapter 12-01

§24-01-10 Chapter 12-01

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Policy Development Steps

Step 6: Use media to educate

- Frame your message
- Identify media targets
- Speak strategically
- Shape opinions
- Tell the story
- Ask for change
- Anticipate the opposition's arguments

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Policy Development Steps

Step 6: Use media to educate




BE STRATEGIC
in selecting the
right media outlet (s) for
your message
& intended audience

Policy Development Steps

Step 7: Mobilize support and provide community education

- Grass Roots / Grass Tops
- Power analysis
- Mobilize support & provide community education

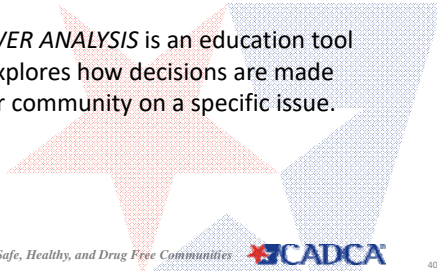
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Policy Development Steps

What is a Power Analysis?

A **POWER ANALYSIS** is an education tool that explores how decisions are made in your community on a specific issue.



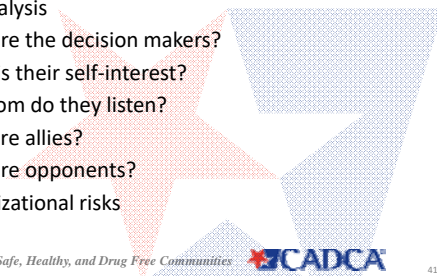
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Policy Development Steps

Step 7: Mobilize support and provide community education

Power analysis

- Who are the decision makers?
- What is their self-interest?
- To whom do they listen?
- Who are allies?
- Who are opponents?
- Organizational risks



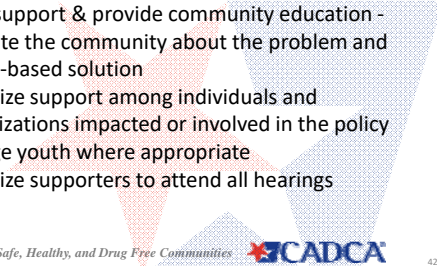
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Policy Development Steps

Step 7: Mobilize support and provide community education

Mobilize support & provide community education -

- Educate the community about the problem and policy-based solution
- Mobilize support among individuals and organizations impacted or involved in the policy
- Engage youth where appropriate
- Mobilize supporters to attend all hearings



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Policy Development Steps

Step 8: Get the Policy Adopted

- Coalition members prepare presentation to decision makers
- Use the talking points and “frame” developed in the issue briefs and used in the media advocacy
- Know which decision makers support or oppose your policy before making presentation

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Policy Development Steps

Internal

- 9. Ensure enforcement of the policy
- 10. Evaluate effects of policy change

In Steps 9 & 10 the coalition will:


- Work with partners to ensure the policy is implemented effectively
- Provide feedback to the community on the effectiveness in addressing problem

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Policy Development Steps

Step 9: Ensure Enforcement

- **Analyze** potential barriers to enforcement after policy is passed
- **Collaborate** with law enforcement to develop potential solutions to barriers in order to ensure that the policy will be implemented and enforced after passage
- **Determine** ways to bolster enforcement efforts with Coalition and community support

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Policy Development Steps

Step 10: Evaluate effects of policy change

Evaluate campaign effectiveness

- Passage of policy
- Implementation & enforcement of policy
- Coalition cohesiveness & momentum for future policy work
- Change in norms & community discussion about alcohol-related problems
- Foundation built for additional alcohol policies

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Educating vs. Lobbying


What Organizations Need to Know

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Education

Q: What is education in a policy context?

A: Education is sharing data and information


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Education

Q: If Your Organization is Solely Funded with Federal Dollars Can You Educate Your Elected officials?

YES!


- Education is *not* considered lobbying.
- You are permitted to educate elected officials about issues you are facing and how to address them, **as long as you are not mentioning or taking specific positions on specific bills**

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Education

Those receiving federal or state funds **CAN** educate elected officials at any level of government about:


- ✓ **Who you are**
- ✓ **What you do**
- ✓ **The issues impacting your community**
- ✓ **Your local data**
- ✓ **What you are doing to address these issues**

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Education

Those receiving federal or state funds **CAN** educate elected officials at any level of government about:


- ✓ **Your success and outcomes**
- ✓ **Effects of specific drugs**
- ✓ **Effects of specific policies**

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Education

Those receiving federal or state funds **CAN** educate elected officials at any level of government about:

- ✓ **Conducting public education campaigns**
- ✓ **Advocating for better enforcement of existing laws**


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Education

Examples of Education 
Effects of Specific Drugs

- A NIDA funded study shows that early persistent use of marijuana causes a permanent drop in IQ of 8 points
- A loss of 8 IQ points could drop a person of average intelligence into the lowest third of the intelligence range.

*M.H. Meier, Avshalom Caspi, et al. 2012. "Persistent cannabis users show neuropsychological decline from childhood to midlife." Proceedings of the National Academy of Sciences

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Lobbying


What Is Lobbying?

Lobbying refers to communications intended to influence specific legislation.

Types :

- **DIRECT**
- **GRASS ROOTS**


See CADCA Strategizer 31: Guidelines for Advocacy

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Lobbying

DIRECT LOBBYING is any attempt to influence any legislation through communication with:

- Any member or employee of a legislative body; or
- Any government official or employee who may participate in the formulation of the legislation, but only if the principal purpose of the communication is to influence legislation.

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Lobbying

Direct Lobbying (continued):

A communication with a legislator or governmental official will be treated as a direct lobbying communication if, but only if, the communication:


- Refers to specific legislation...; and
- Reflects a view on such legislation."

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Lobbying

GRASS ROOTS lobbying is any attempt to affect the opinions of the general public or any segment thereof. If, but only if, the communication:

- Refers to specific legislation;
- Reflects a view on such legislation; and
- Encourages the recipient of the communication to take action with respect to such legislation.


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Lobbying

Are 501c(3) Nonprofit Organizations
Prohibited from Lobbying?

NO!


- But—It is not permissible to lobby with federal funds
- Money raised as “matching funds” to qualify for federal funding fall under the same prohibition

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Lobbying

Lobbying is NOT...

- **Informing** the public about legislative issues critical to the goals of your group.
- **Non-partisan analysis**, study or research.
- **Examinations** and discussions of broad social, economic and similar problems.

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Lobbying

Lobbying is NOT...


- **Attending** workshops on lobbying.
- **Inviting** legislators or staff to visit your program to learn about your work or discuss legislative efforts.
- **Responding** to official written requests by legislative bodies for advice or testimony.


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Lobbying

Context, Timing, and Motivation Matter

You must consider timing, circumstances and the intent of your coalition's education efforts



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Lobbying

2017 DFC FOA


(c) Title 18 > Part 1 > Chapter 93 > Section 1913 – Lobbying with Appropriated Moneys
No part of the money appropriated by any enactment of Congress shall, in the absence of express authorization by Congress, be used directly or indirectly to pay for any personal service, advertisement, telegram, telephone, letter, printed or written matter, or other device, intended or designed to influence in any manner a Member of Congress, a jurisdiction, or any official of any government, to favor, adopt, or oppose, by vote or otherwise, any legislation, law, ratification, policy, or appropriation, whether before or after the introduction of any bill, measure, or resolution proposing such legislation, law, ratification, policy, or appropriation.

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Lobbying

Examples

- Is there a bill being considered on the topic?
- Is there a ballot initiative being considered as the topic?



For a ballot initiative, the public becomes the legislators and DFC Grant Recipients should not be using Federal Funds to influence how they vote

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Lobbying

Be aware of "grey areas" and ask CADCA for guidance if you feel your education might be moving towards the line with lobbying



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Education and Lobbying

Summary

- Education vs. Lobbying - Know the difference!!
- Grantees are **legally prohibited** from using Federal dollars for lobbying
- The prohibition includes work done by key personnel paid with Federal dollars or match for grant
- These limitations do not apply to you as an individual on your own time

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Day 2: Evaluation



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Planning Time

- Engage your Core Team
- Action Plan – what you will do next week when you return to your community?
- Long-term Timeline – create a timeline for how you will complete the work in the next 4 months.



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Report Out

Describe 3 key steps you will take to:

- Implement your Strategies
- Build your coalition capacity
- Conduct your evaluation



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Webinar #5

Date: December 13, 2017

Time: 10:00 AM – 11:30 AM CT

Topics:

- Check-in with Grantees
- Update from the State
- Discuss Implementation
- Evaluation Discussion

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CADCA Resources

CADCA – Community Anti-Drug Coalitions
of America
www.cadca.org

Help & Technical Assistance – Contact:
1-800-54CADCA x240
training@cadca.org

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Celebration



Thank You!

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