

CADCA's National Coalition Institute

Seven Strategies for Creating Effective Community Change¹

Identifying a comprehensive selection of evidence-based substance abuse prevention strategies/interventions is vital to implementing effective substance abuse prevention efforts in your community leading to positive change. It is equally vital to implement each of the evidence-based strategies/interventions you select in the most comprehensive manner possible. CADCA's *Seven Strategies for Creating Effective Community Change* can assist your coalition or planning group with identifying appropriate and timely action steps to include in a comprehensive action plan for strategy/intervention implementation.

1. Providing Information

Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).

2. Enhancing Skills

Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).

3. Providing Support for Prevention Activities

Creating opportunities to support people to participate in activities/strategies that reduce risk or enhance protection.

4. Enhancing Access/Reducing Barriers

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity). This can include identifying barriers and possible strategies to overcome.

5. Changing Consequences (Incentives/Disincentives)

Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).

6. Changing Physical Design/Making Environmental Changes

Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).

7. Modifying/Changing/Developing Policies

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

¹ Defining CADCA's Seven Strategies for Community Change. Retrieved from: [\\nd.gov\dhs\StateOffice\DHSDF-MHSA\Programs\AOD_Prevention\TechnicalAssistance\SevenStrategies4CommunityChange\(1\).pdf](https://nd.gov/dhs/StateOffice/DHSDF-MHSA/Programs/AOD_Prevention/TechnicalAssistance/SevenStrategies4CommunityChange(1).pdf)