Part 1:
Assessment
Capacity Building
Mobilization

Strategic Prevention Framework

Tips for maximizing the SPF & avoiding common pitfalls

Developed for the Iowa Department of Public Health, Bureau of Substance Abuse
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Assessment

- Initiation
- Data Prioritization & Standards
- Logic Modeling
- Problems & Target Populations
- Behaviors & Target Populations
- Intervening Variables & Target Populations
Initiation
Assessment

Diagnosing community issues requires patient detective work!
Prioritizing Data Collection

- Helps you identify or confirm a **problem**
- Helps you identify the **behavior(s)** driving the problem
- Helps you identify the **variables** driving the behavior(s)
Standards for Data Collection

- Valid and representative
- Can be reliably collected on a periodic basis
- Sensitive to change
Categorical Standards for Data

• Minimum or Adequate
• Better
• Best &/or Preferred
Data Sources

- Archival
- Survey
- Social Indicator
- Key Stakeholder
Logic Model

A map of the relationships between problems and the behaviors and intervening variables that drive them.
Assessment
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Target Populations

**Direct** - groups directly affected by a problem

**Indirect** - groups that play a key role in promoting or preventing a problem
Human Assessment Area Examples

Problems
- Mortality
- Morbidity
- Injury
- Social issues

Behaviors
- Use
- Misuse
- High-risk use

Intervening Variables
- Biology & genetics
- Perceptions & attitudes
- Socio-emotional competence
- Family & peer norms
Human Problems
- Mortality
- Morbidity
- Injury
- Social issues

Behaviors
- Retail sales to underage or impaired persons
- Over-service of alcohol to impaired persons in restaurants and bars
- Failure to develop or update laws and policies
- Failure to enforce laws and policies
- Promoting excessive or illegal use

Intervening Variables
- Access to substances (economic, retail, social, market, medical)
- Culture and norms
- Social determinants
- Readiness for change
Problem Assessment

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Health & Social Consequences

RATE

PREVALENCE

INCIDENCE

BURDEN
Problem Assessment

Data Sources

- Archival
- Survey
- Social Indicator
- Key Stakeholder
Panels vs. One-Time Focus Groups

(Collecting Data in Support of a Local Strategic Plan Using a Logic Model, PIRE)
Logic Model

Problems & Target Populations

Behaviors & Target Populations

Intervening Variables & Target Populations
Behavior Assessment
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Data Sources

Archival
Survey
Social Indicator
Key Stakeholder
Human Behavior Assessment

Any use
Misuse
Use in high-risk situations
Use by high-risk populations
It’s important to monitor changes in:

- Drug user populations
- Drug content or form
- Drug paraphernalia
- Drug making & distribution
Common Human Behavior Survey Measures

- Lifetime use
- Age of first use
- Past-year and 30-day use
- High-risk behaviors
‘Lifetime Use’ data can help to:

- Determine incidence
- Detect emerging trends
**Lifetime Use**

**Lifetime Inhalant Use - Expected Pattern**

**Past 30-Day Inhalant Use – Year 1**

**Lifetime Inhalant Use – Actual Pattern Year 1**

**Lifetime Inhalant Use - Year 3**
• Determine incidence & prevalence
• Detect emerging trends
• Identify target populations
• Identify patterns and relationships between behaviors
Look at Lifetime, Past Year, & 30-day ‘Past-Year & 30-Day Use’ data can help to:
‘High-Risk Behavior’ data can help to:

- Determine prevalence
- Identify geographic areas and target populations
- Detect emerging trends
- Identify patterns and relationships between behaviors
Key System Behavior Assessment Measures

LEADERSHIP
CAPACITY
PRACTICES
Logic Model

Problems & Target Populations

Risk Behaviors & Target Populations

Intervening Variables & Target Populations
Intervening Variables

Factors, conditions, & determinants that have a significant impact on the behaviors that create the problem.
Intervening Variables

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Individual Examples

Biology & genetics

Socio-emotional competence

Family & peer culture and norms

Attitudes & perceptions
Intervening Variables

Environmental Examples

Access
Laws, policies & regulations
Enforcement

Practices
Promotion
Culture & norms
Intervening Variables

Social Determinant Examples

- Access to health care
- Access to economic & job opportunities
- Access to food & safe housing
- Access to education
- Access to transportation
- Health & language literacy
- Discrimination & racism
- Physical barriers
- Exposure to crime, violence, social disorder & other harms
Intervening Variables

System Examples

- Funding requirements
- Relationships & trust
- Leadership transitions
- Workforce issues
- Resources
- Political will
- Communication
- Infrastructure
- Influence
Standards for Prioritizing Intervening Variable Assessment

- Highly Correlated
- Measurable
- Actionable
Syndemic

A set of closely intertwined and synergistic afflictions that significantly affect the health of a population.
Syn: Working together

Demos: The people

A Syndemics Outcome Network
Mobilization Questions

Questions for partner recruitment:
• Existing relationships
• Partners skills and expertise
• Benefits to participation
• Areas of influence and credibility
Strategies for Mobilization

• Positive future vision
• Partner & community readiness
• Meaningful opportunities for participation
Vision
Readiness

The degree to which people, organizations, and social systems are prepared to recognize a problem exists and take the actions needed to resolve it.
Nine Stages of Community Readiness

No Awareness → Denial or resistance → Vague Awareness
Preplanning → Preparation → Initiation
Stabilization → Confirmation/Expansion → High Level of Ownership
Types of Partners

- Stakeholders
- Collaborators
- Allies
- Opinion Leaders
Contextual Conditions

Factors that help to explain why things are the way they are.
Paradigms

Sets of common values, concepts, assumptions, and practices that frame reality for the groups that share them.
Managing Change

The Elephant
The Rider
The Path
Changing Paradigms

The most successful vision statements contain simple information that:

- Is easy to identify with
- Resonates emotionally
- Evokes a positive future vision
Communication Strategies

- **Identify**
  - The primary target audience for the communication

- **Select**
  - The actions you want the target audience to take or support

- **Create**
  - The message

- **Determine**
  - The most appropriate communication channels

- **Identify**
  - The most credible spokesperson(s)
Capacity Building
Syn: Working together

Demos: The people

A Syndemics Outcome Network
Prevention Systems

Coordinated, strategic partnerships which collectively:
• Assess & share data
• Plan & identify priorities
• Select & implement interventions
• Allocate—or reallocate—resources
• Monitor & evaluate effectiveness
Key Systems Assessment Measures

- LEADERSHIP
- CAPACITY
- PRACTICES
Practices

- Organizational structure
- KSAs: Assessment & information
- KSAs: Mobilization
- KSAs: Strategic planning
- KSAs: Implementation & evaluation
- KSAs: Workforce development
- Funding & other resources
- Cultural competency
- Accountability
- Sustainability
Thank You!

To help us make the most of our time together, please email us at partnerwithus2019@gmail.com to let us know the questions and issues you’d most like to discuss!

Next Up:
First Coaching Call: September 24, 9:00-10:30 am

Followed by:
Part Two: Strategic Prevention Framework Webinar - September 27, 9:00-10:30 am
  • Strategic Planning
  • Implementation
  • Evaluation

Final Coaching Call - September 30, 9:00-10:30 am