

Coaching

Call #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
Facilitators: Laurie Barger Sutter & Mary Ellen Shannon, Growth Partners

Logic Model



Intervening Variables

~

Environmental Examples



Access



Laws, policies
& regulations



Enforcement



Practices

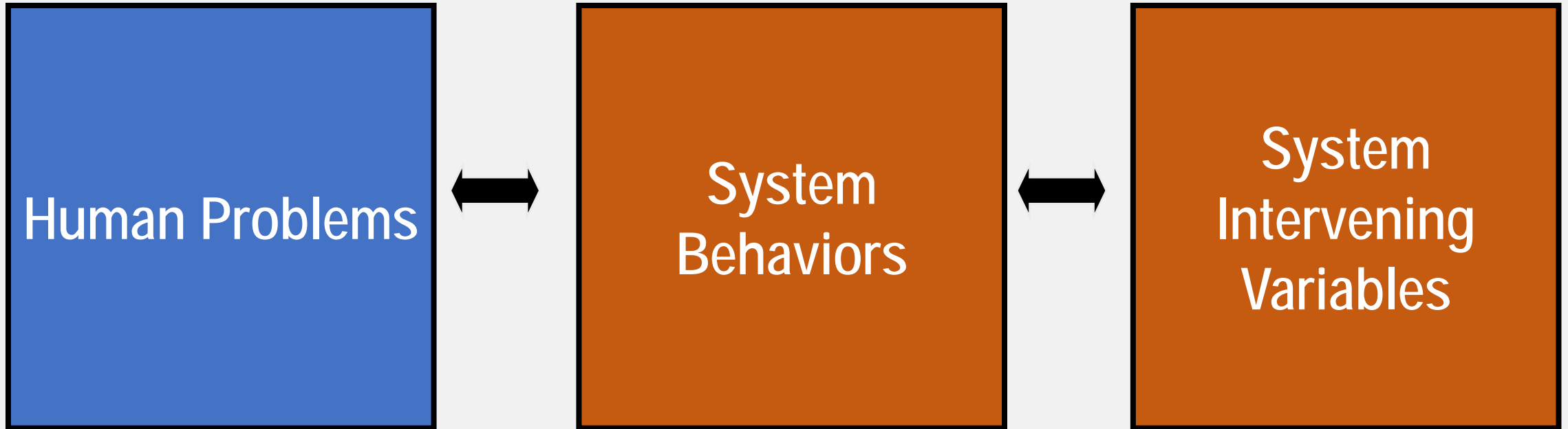


Promotion



Culture &
norms

Logic Model



Intervening Variables



System
Examples



Funding
requirements



Relationships &
trust



Leadership
transitions



Workforce issues



Resources



Political will



Communication



Infrastructure



Influence

Contextual
Conditions

History

Social Norms

Economy

Geography

Demographics

Politics

Culture

Policies

Relationships

Resources

Beliefs &
traditions

Socio-
economics

Types of Partners



STAKEHOLDERS



COLLABORATORS



ALLIES



OPINION
LEADERS

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

Mobilization Matrix

Organization or person you want to recruit	What existing relationships exist?	What are their prevention mandates?	What are their prevention goals?	What is their target population and geographic area coverage area?	What resources do they control that are useful to your effort?	What's their 'market share' (credibility, influence, reach)?	What are their needs?	How would collaborating with you benefit them?



Strategies for Mobilization

- Positive future vision
- Partner & community readiness
- Meaningful opportunities for participation

Thank You!

Next Up:

**Part Two: Strategic Prevention
Framework Webinar:**

Friday, September 27, 9:00-10:30 am

- Strategic Planning
- Implementation
- Evaluation

Followed by:

Final Coaching Call

Monday, September 30, 1:30-3:00 pm