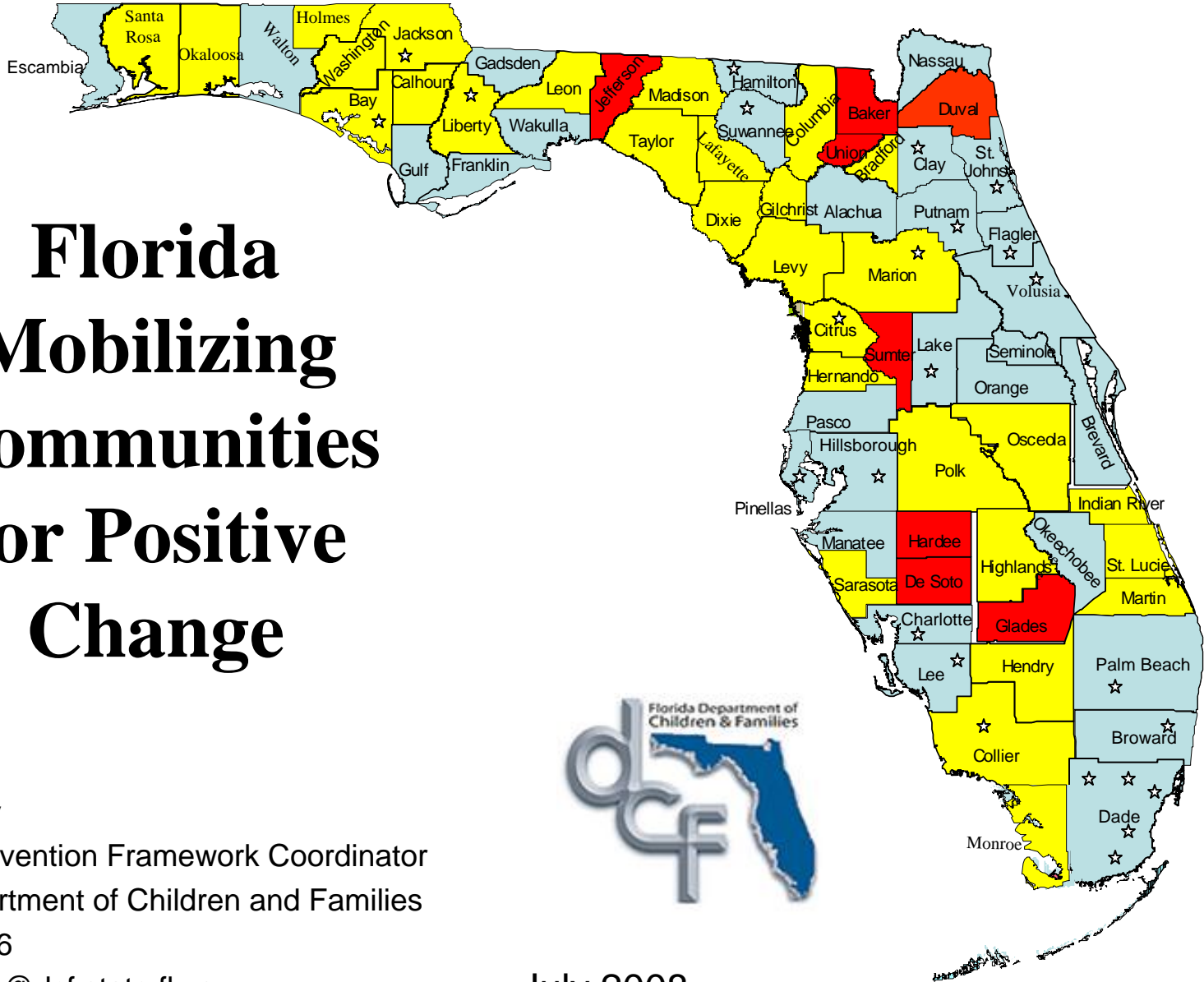


Florida Mobilizing Communities for Positive Change



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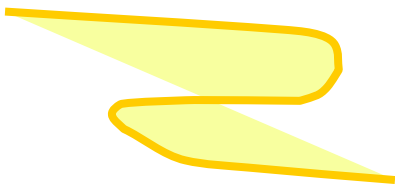


Florida in 2000

- Effects of community mobilization suspected in the lower use rates found in the first Florida Youth Substance Abuse Survey where coalitions existed
- Seven counties had community anti-drug coalitions
- Across the state we rushed to create MORE coalitions – by 2005 we had 120!

Florida in 2005

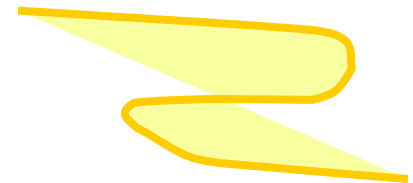


- Strategic Prevention Framework gets us moving and we look out at the coalitions we've created:
 - Few similarities in structure
 - Few documented outcomes, although use is down
 - Level of actual community engagement varied
 - There are 120 groups who self-identify as community anti-drug coalitions
- 



Then came the Strategic Prevention Framework...

- 48 coalitions in 46 counties
- Selection of multiple priorities for the first go-round which meant the need for a lot of training/technical assistance to help the local communities develop their single priority and their logic models
- 48 X4 priorities = 192 possibilities
- *One SPF SIG Coordinator*



Tools for Our Local Effort

- Training and TA from SECAPT
- Florida Substance Abuse Response Guide (SARG)
<http://fcpr.fsu.edu/SARG/>
 - Guide to State and National Data Sets, including possible local sources
 - Process worksheets
 - County data profiles
<http://www.med.miami.edu/tpeg/x53.xml>
- SARG Coaches (specially trained peers)
- Local SARG Coordinators
- Training – DEN Day (simulation games)
- Logic model and plan review process





How We're Doing

- Design Build Process is like flying before all the parts are in place – you can make it but *“Oh, What a Ride”*
- Parts of the Network are stronger than others
- Identifying patterns that can be addressed at both state and local levels

Coaches are ...



- Communicators
- Links to resources
- Inspiration
- Motivators
- Empathizers (Yes, that Senta is crazy)
- Cross-pollinators for problem solving; idea sharing

A yellow abstract graphic consisting of two overlapping, elongated, teardrop-like shapes. The top shape is slightly larger and overlaps the bottom one. Both have a thin yellow outline and a light yellow fill.

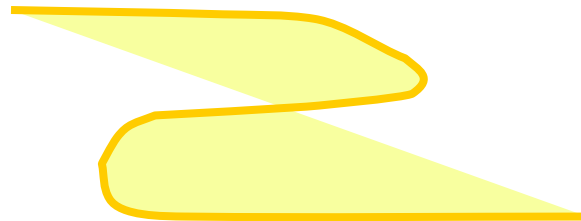
Change Agents

Main role is to introduce the SARG process to Coalitions

- Assist with working through the process that creates capacity to implement research based strategies in communities.
- Assist coalitions in becoming change agents in their communities. This includes capacity building, identifying key champions. Work with linking stakeholders in communities to engage in the SARG process.
- Develop a rapport with the coalitions by empathizing with the coalition's needs and establishing trust in order for the coalitions to agree that the process is important and useful to their population.
- Assist in diagnosing problems and identifying alternatives to coalitions. This includes sharing other solutions gathered from their experience or lessons learned from other coalitions.

Success is ...

Moving a coalition through the SARG process by using the Strategic Prevention Framework as a guide to create a comprehensive action plan that can be ***effectively implemented*** with ***evaluation*** of strategies.



Today's Landscape

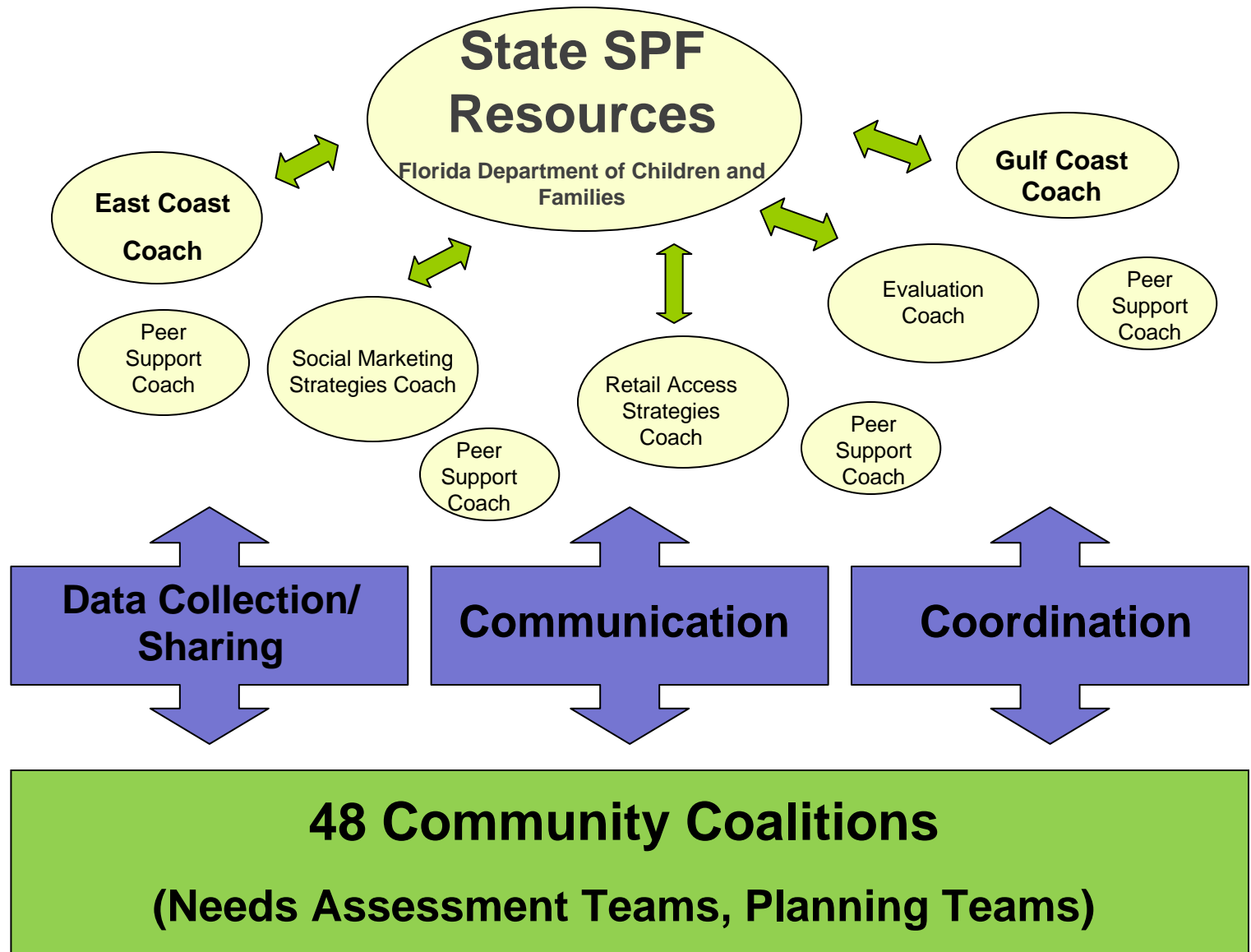


- Coaches – generalists and specialists
- Coalition Development
- Needs assessment logic models
- Action Plans w/ EBPs
- Engaged community leaders
- Coalition staff “excited” about evaluation
- Key West launching an Underage Drinking Initiative!!
- SARG is being used by coalitions (and even some of their members) to mobilize on other issues

Next Steps

- Continue to train coaches and coalitions, now more formally with a written plan
- Refine Coaching Job Description and Scope of Work
- Develop new members of the coaching corps to grow capacity (goal is to get back to the 120 viable community coalitions)
- Build sustainability into the SARG process to include a permanent coaching corps for all aspects of SA Prevention.

Florida Coaching Network



Challenges we face...

- Coaching the coaches
- Time for coaches to learn and to coach
- Communication
- Finding \$\$s to support coaches
- Maintaining focus/commitment of coalitions
- Helping coalitions see that one funding source does not a problem solve
- Communities do the work – coaches coach

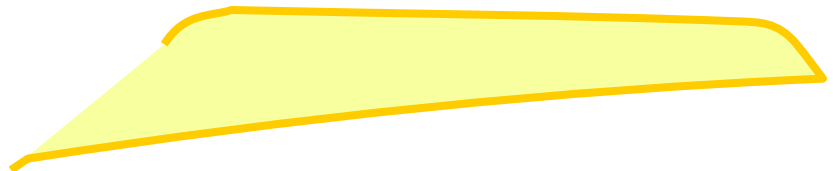
Lessons Learned



- Communication – meeting the needs of the different levels of understanding – helping them understand is critical (and always a work in progress)
- Design build – is tough and requires patience at every level
- System is multidimensional (organic) and so needs constant care in order to see results

It is our choices...that show what we truly are, far more than our abilities.

Harry Potter and the Chamber of Secrets
Spoken by Albus Dumbledore.





The Hickory Horned Devil as the Regalis Moth

Discussion

- Who could you look to in your state to serve as coaches—requires several folks with full or near full time availability?
- Who would be trusted by your communities?
- Who can train and support the coaches?
- Are you willing to invest in this infrastructure to maintain it over time?
- Could you partner with another agency with similar interests in process to support a coaching corps?