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

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

Assessment

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

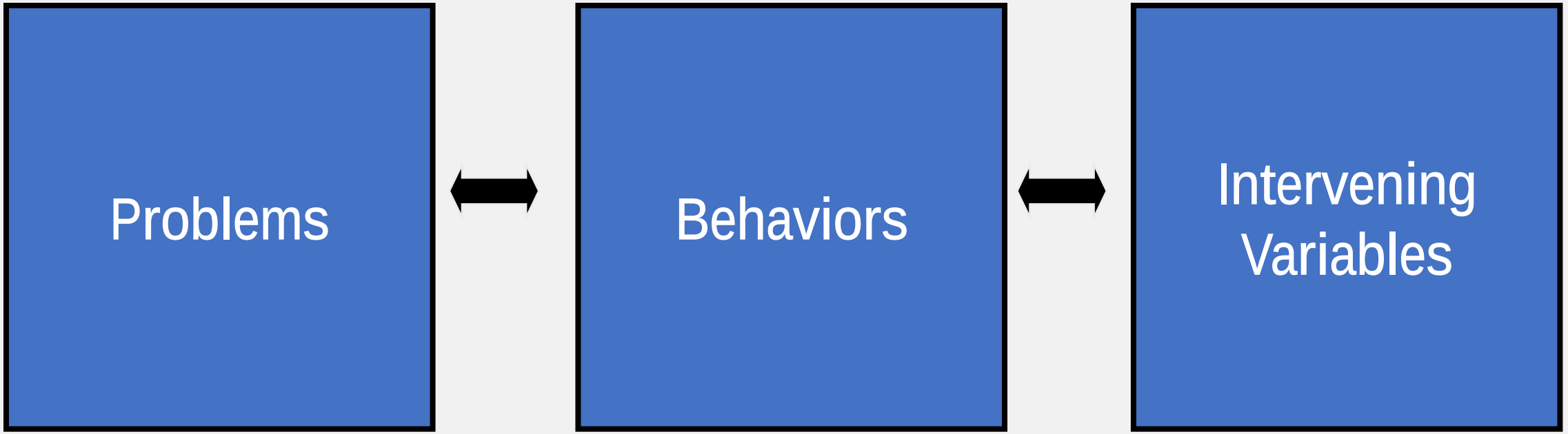
Social Indicator

Key Stakeholder

Logic Model

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

Logic Model



Assessment
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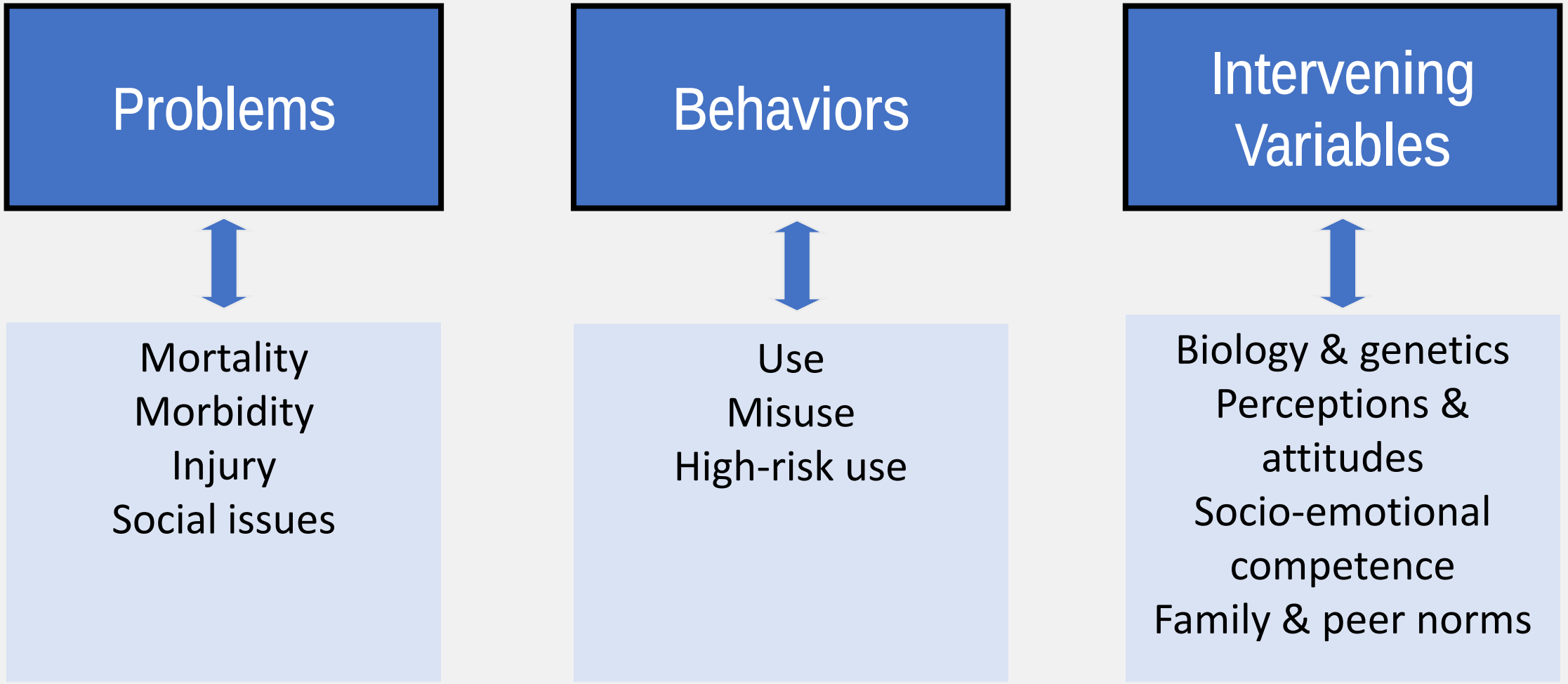
Target Populations

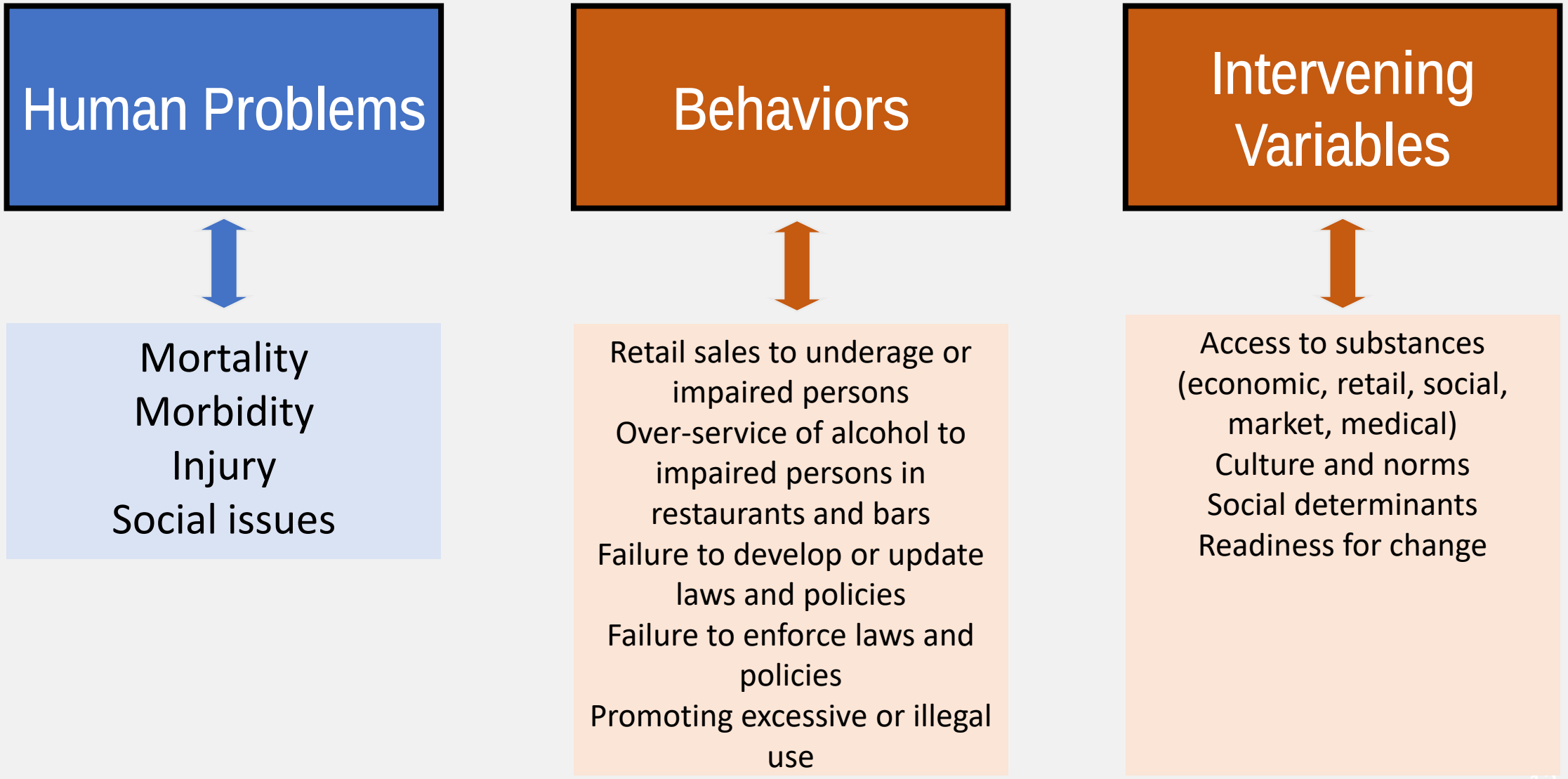
Direct - groups directly affected by a problem

Indirect - groups that play a key role in promoting or preventing a problem

Human Assessment Area Examples



Environmental & System Assessment Area Examples



Logic Model

Problems
& Target Populations
Behaviors
& Target Populations
Intervening Variables
& Target Populations

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
~
Data Sources

Archival

Survey

Social Indicator

Key Stakeholder

Human Behavior Assessment

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Any use
Misuse
Use in high-risk situations
Use by high-risk populations

RATE

PREVALENCE

INCIDENCE

It’s important to monitor changes in:

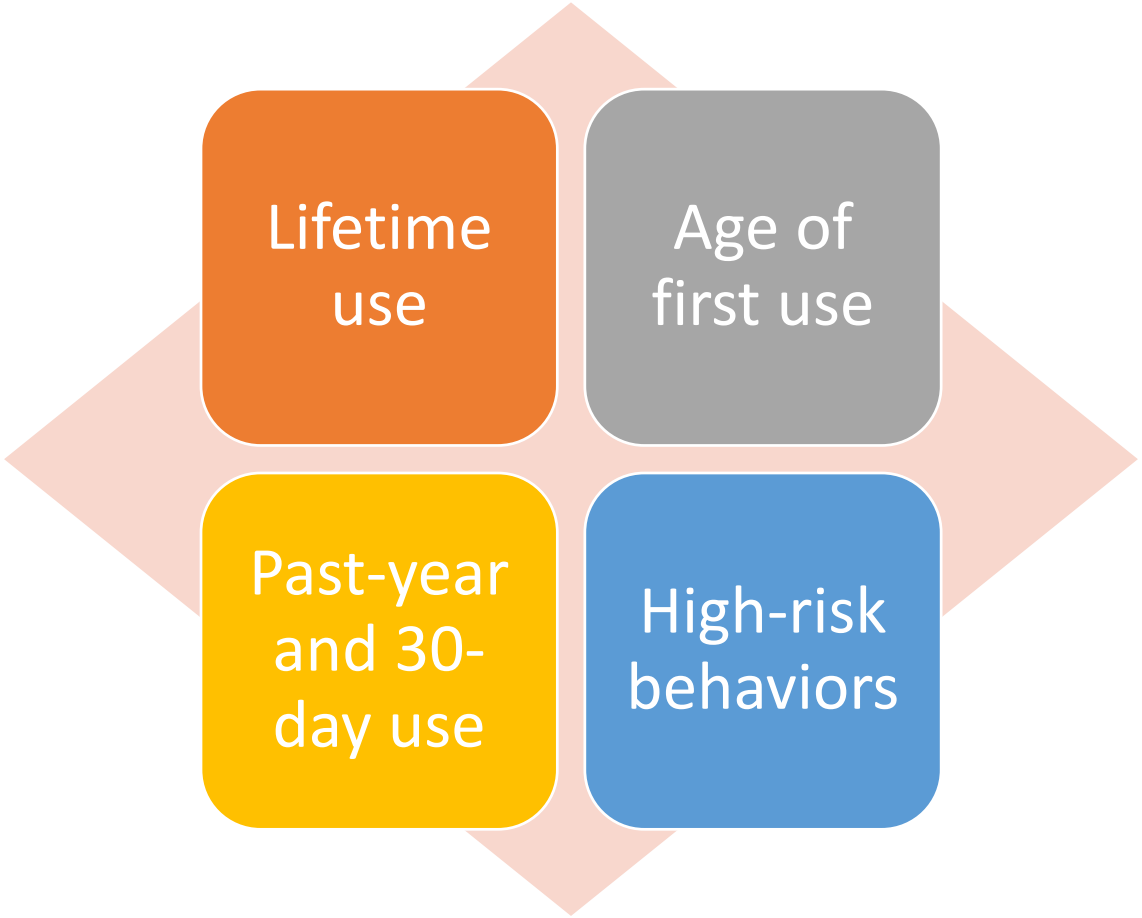
Drug user populations

Drug content or form

Drug paraphernalia

Drug making & distribution

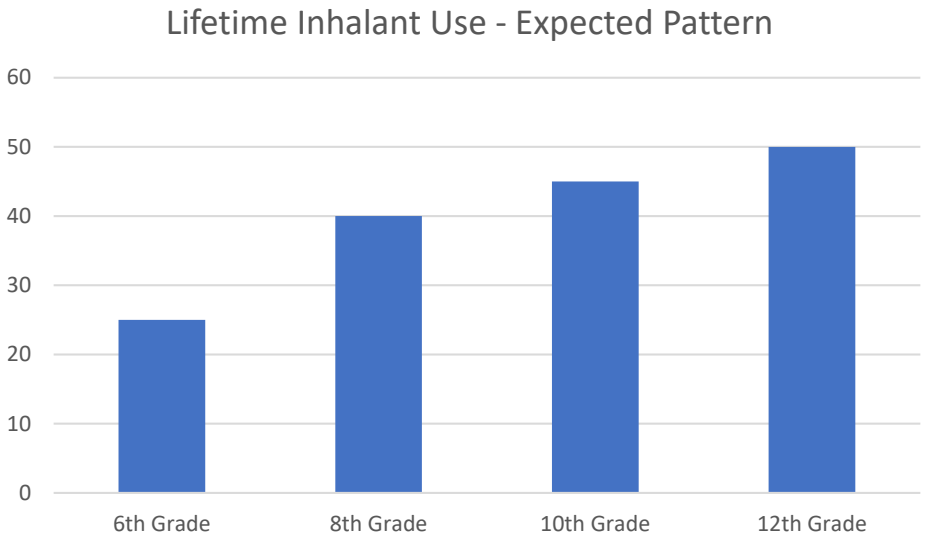
Common Human Behavior Survey Measures

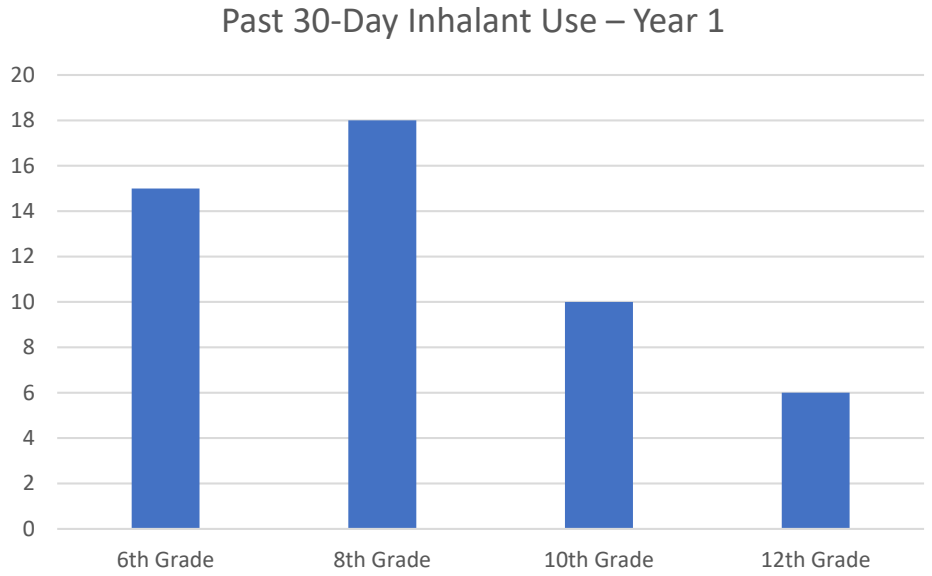


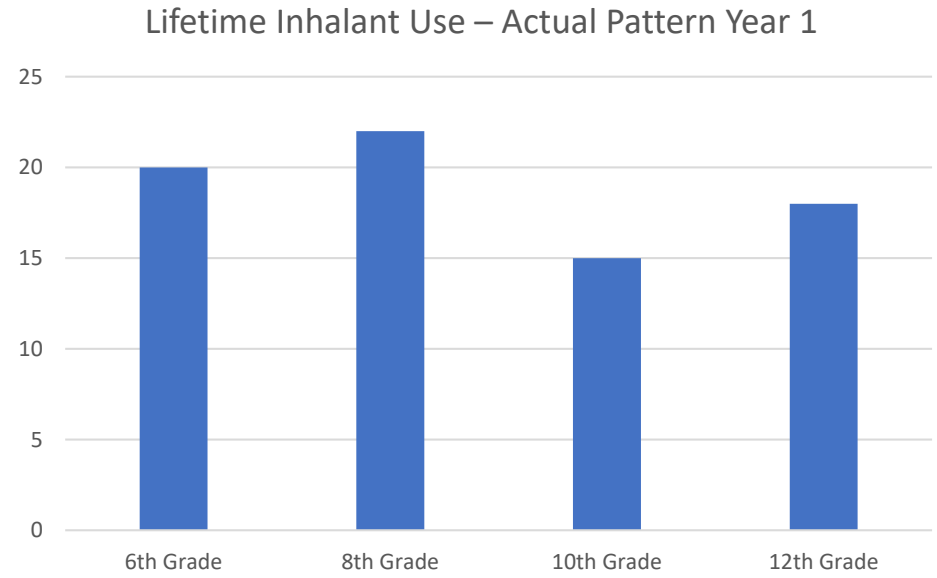
‘Lifetime Use’ data can help to:

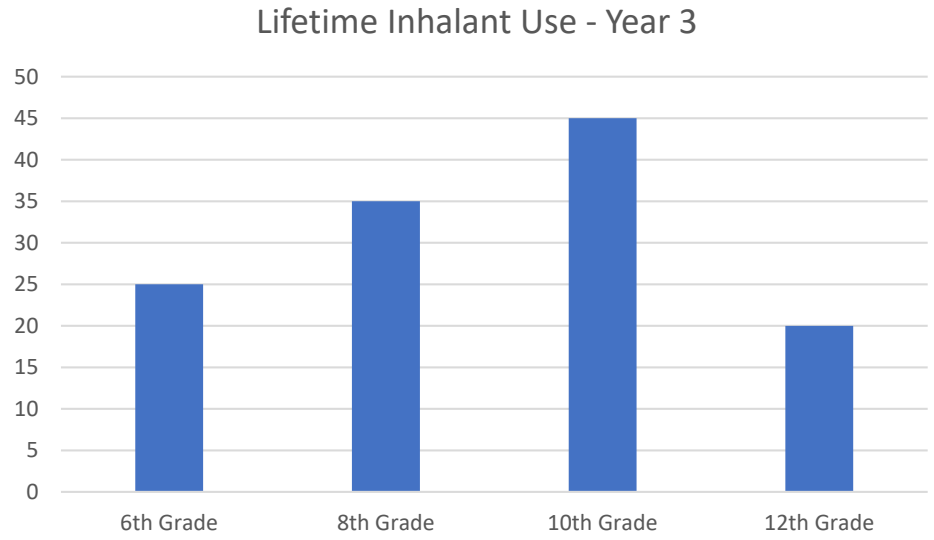
- Determine incidence
- Detect emerging trends

Lifetime Use





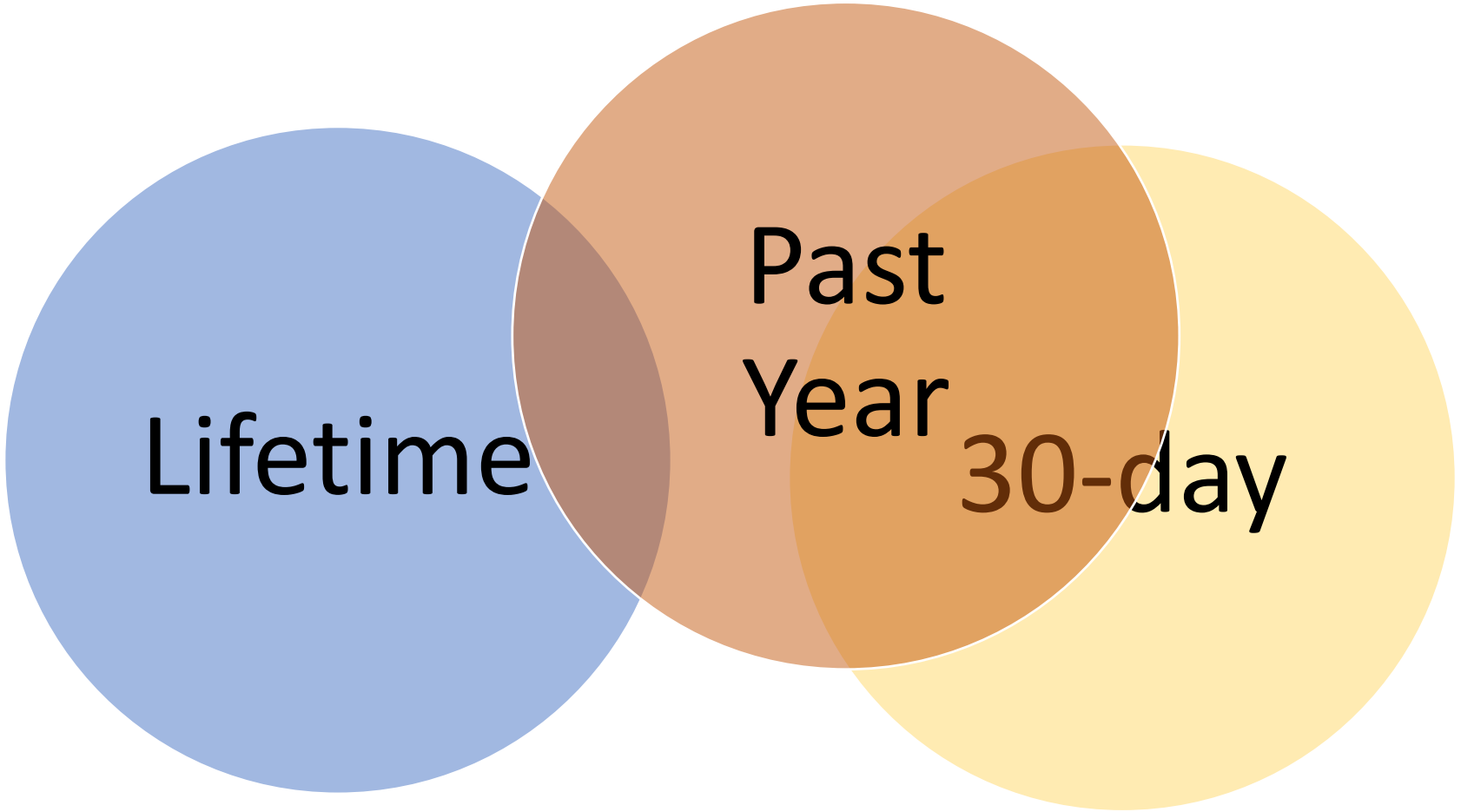




‘Past-Year’ & 30-Day Use’ data can help to:

- 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

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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

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System Examples

Funding requirements

Relationships & trust

Leadership transitions

Workforce issues

Resources

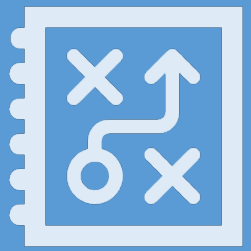
Political will

Communication

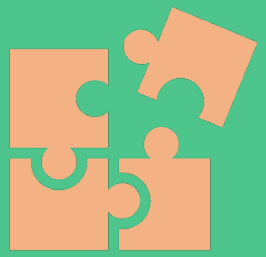
Infrastructure

Influence

Standards for Prioritizing Intervening Variable Assessment



Highly Correlated



Measurable

Actionable

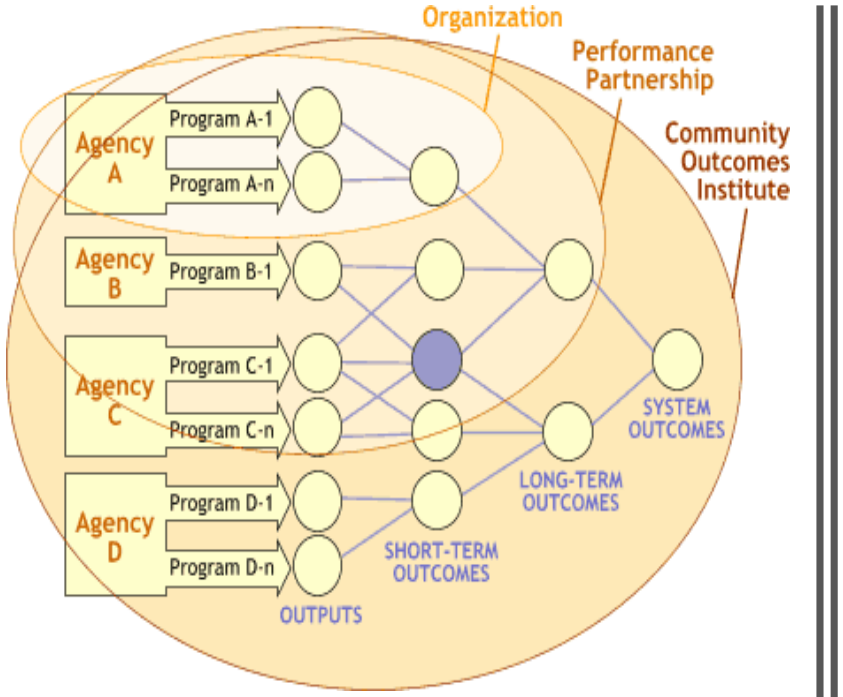
Mobilization

Syndemic

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

Syn:

Working together

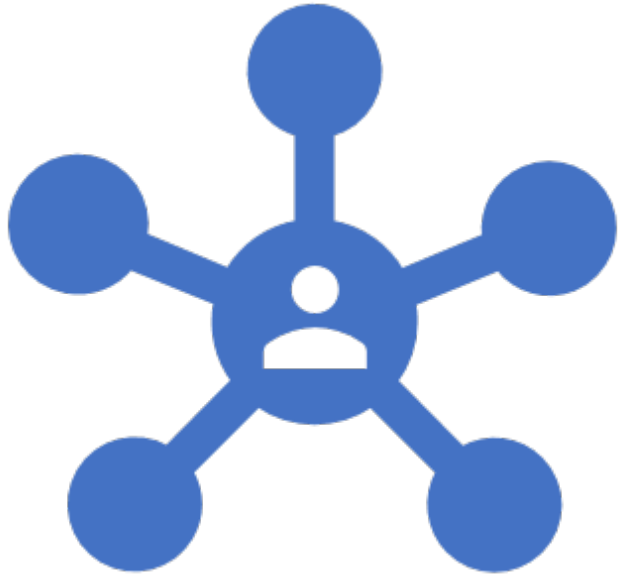


U.S. Centers for Disease Control and Prevention, 2004

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

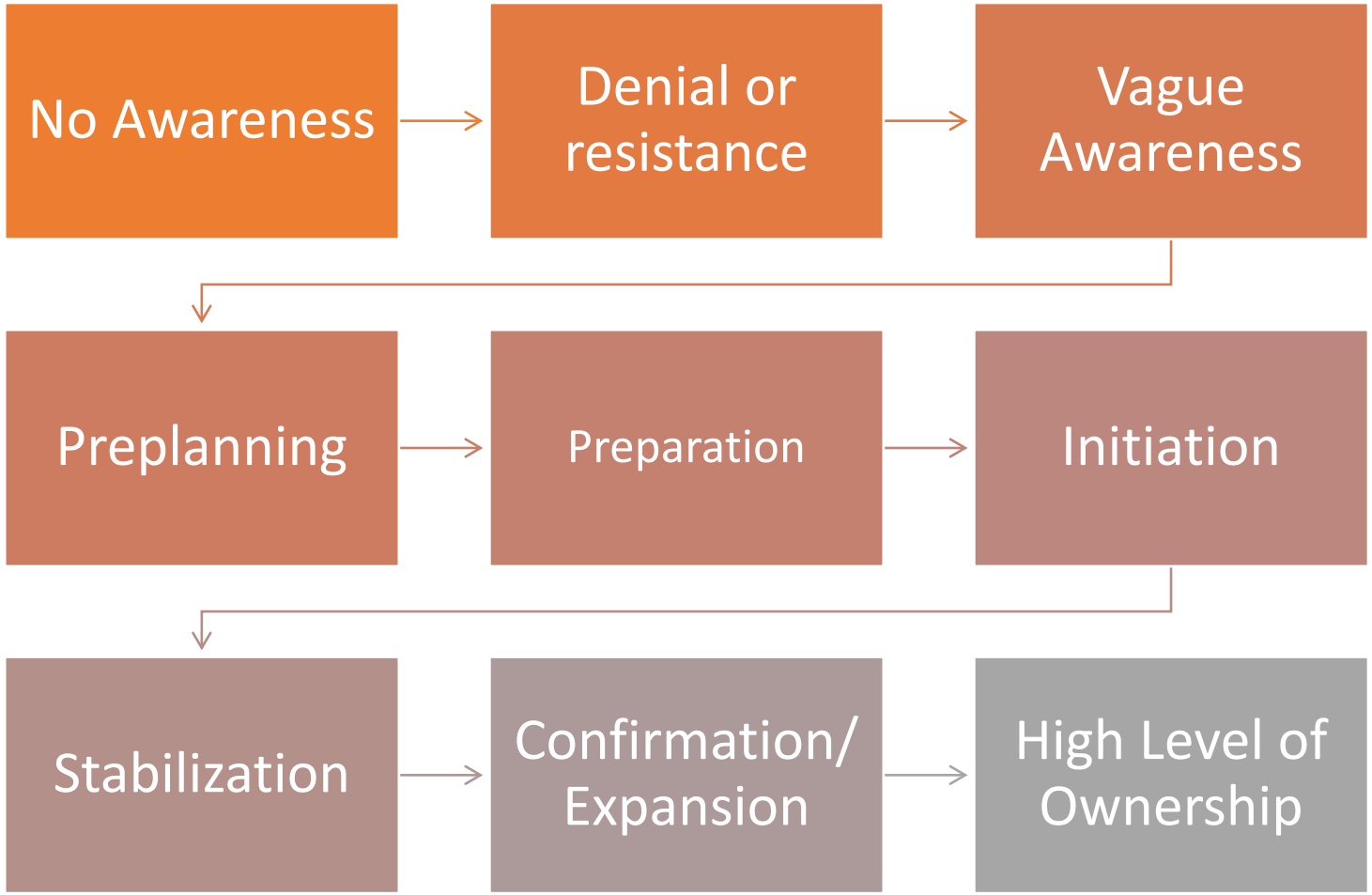
- Positive future vision
- Partner & community readiness
- Meaningful opportunities for participation

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



Types of Partners

STAKEHOLDERS

COLLABORATORS

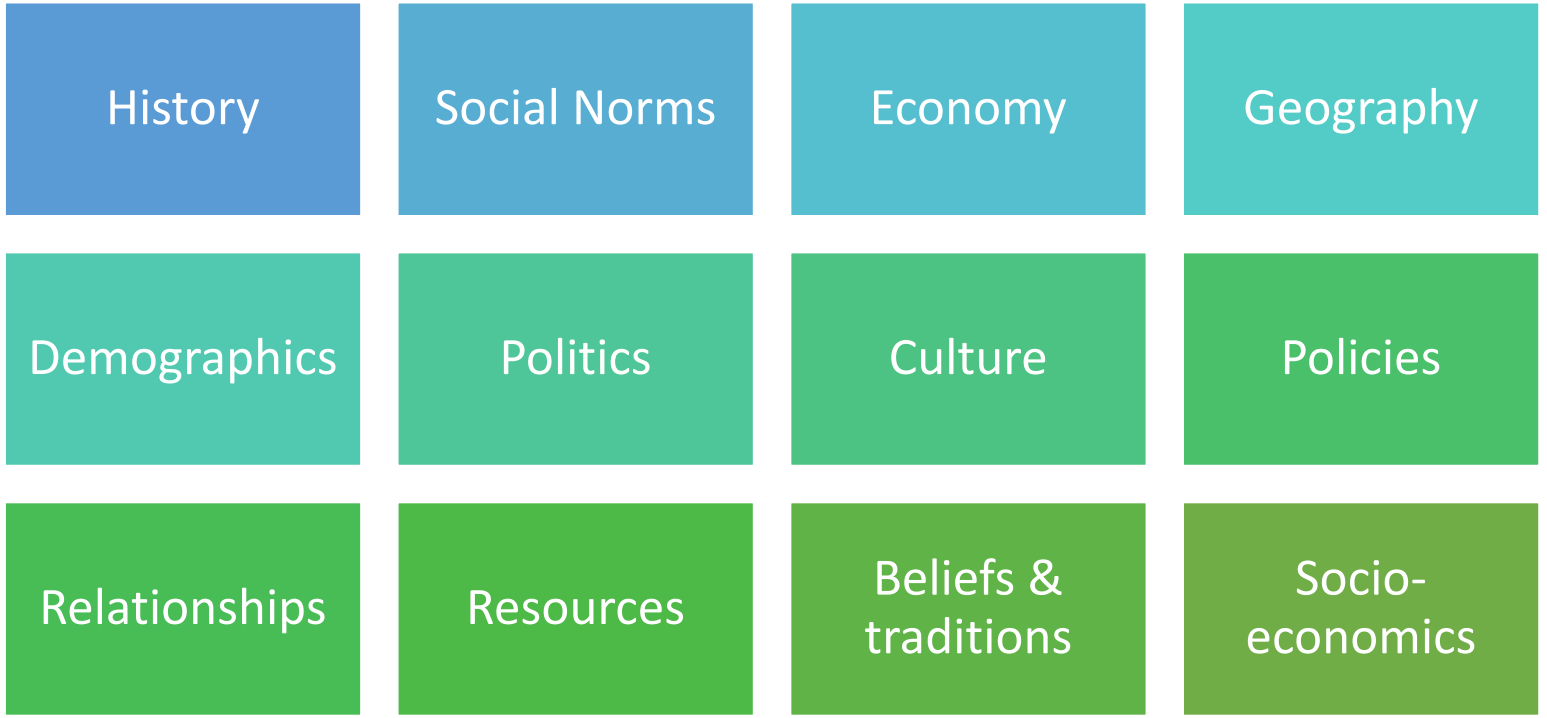
ALLIES

OPINION LEADERS

Contextual Conditions

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

Contextual Conditions



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

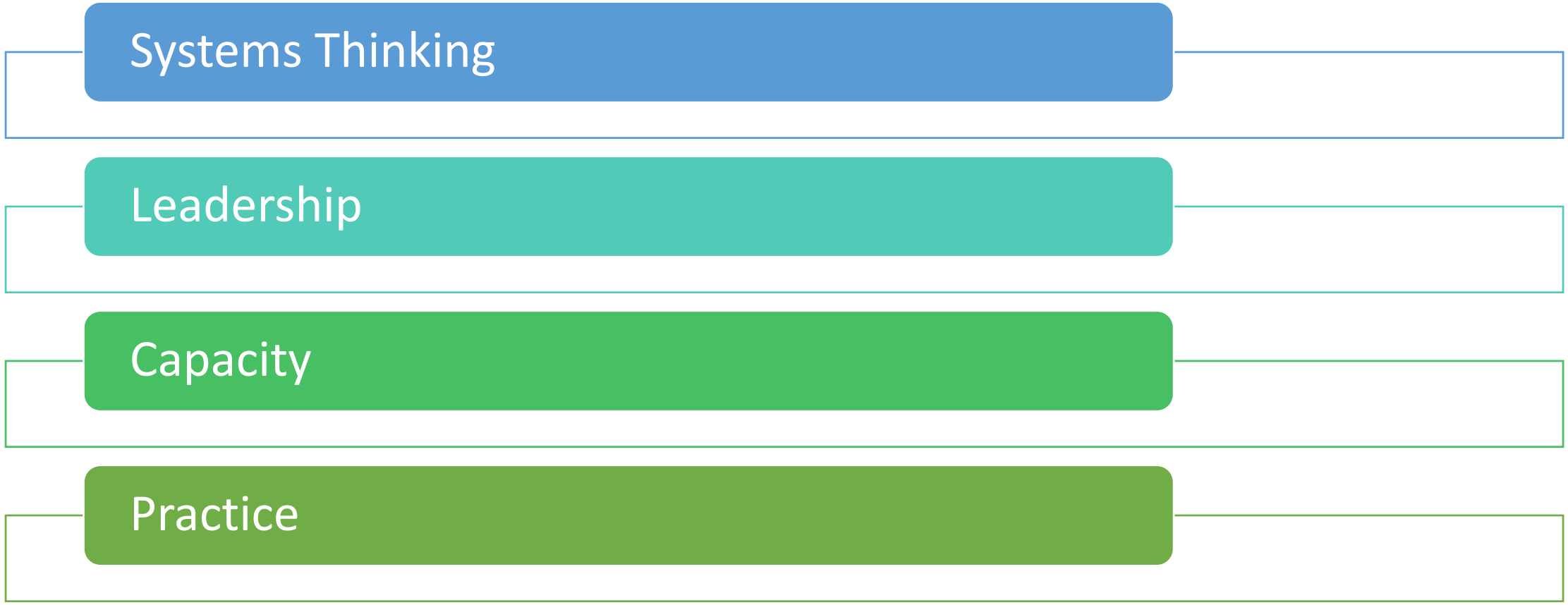
Changing Paradigms

The most successful vision statements contain simple information that:

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

Communication Strategies

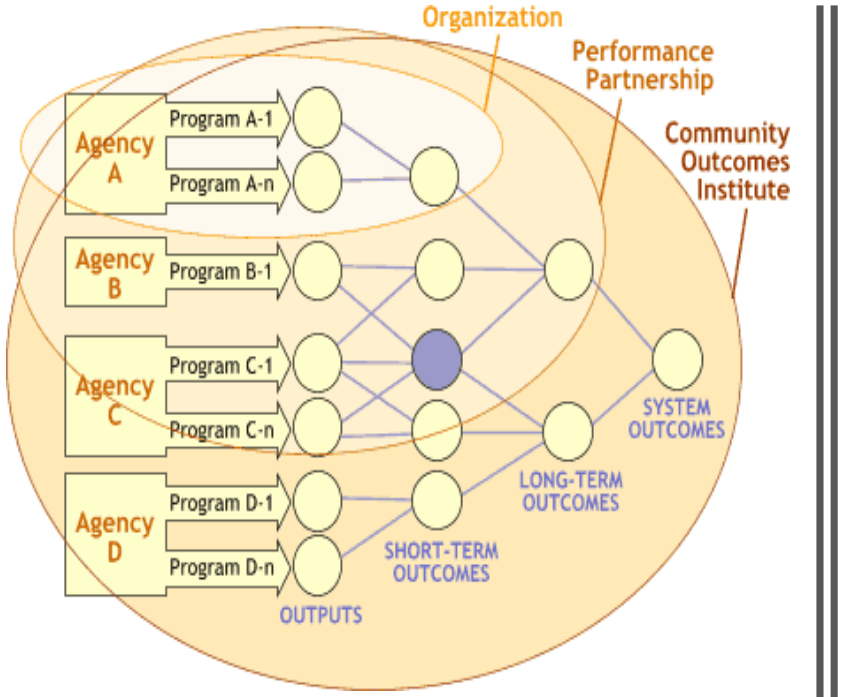
Identify	Select	Create	Determine	Identify
The primary target audience for the communication	The actions you want the target audience to take or support	The message	The most appropriate communication channels	The most credible spokesperson(s)



Capacity Building

Syn:

Working together



U.S. Centers for Disease Control and Prevention, 2004

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

Leadership

- Vision & mission
- Conceptual clarity
- Inclusion
- Political will
- Influence
- Strategic planning
- Accountability
- Sustainability

Capacity

- Information & communication
- Operating procedures & protocols
- Evidence-based planning & practices
- Training & technical assistance
- Monitoring & evaluation
- Accountability
- Sustainability

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