Building Campus-Community Partnerships for Prevention

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Today’s Roadmap

- Why should we collaborate?
- Readiness
- Stakeholders
- Strategies to engage
Objectives

• Describe the importance of determining campus and community readiness to address substance use and misuse
• Identify core components of effective coalition building
• Identify and analyze potential campus and community stakeholders

Presenter

Dave Clossen
CAPT Associate
Why Should We Collaborate?

Creative Collaboration

The Eastern Illinois University (EIU) Mayhem Prevention Team

- EIU Office of Student Standards
- EIU Police Department
- Charleston Police Department
- Student Community Service
- Health Education Resource Center
Benefits of Collaboration

- Increases your access to local resources
- Helps you build prevention knowledge
- Gets more done
- Sustains your prevention efforts

*Collaboration is the only way to move the prevention needle.*

Principles of Collaboration

- Intentional
- Requires flexibility
- Must be mutually beneficial
- One size does not fit all
- A journey, not a destination
- It takes time to build
Coalition Defined

A diverse group of individuals and organizations who work together to reach a common goal.

That goal often includes one of the following:

- Adapting, creating, or developing public policy
- Influencing people's behavior
- Building a healthy community

Why do coalitions work?

- It takes many partners to effectively tackle complex social issues like substance abuse
- They focus on community change versus individual change
- Every member has a role in problem-solving
- Partners’ activities reinforce each other’s priorities and goals

Effective Coalitions Have...

- Well-defined issues and agreed-upon goals
- Strong shared leadership
- A strategic plan
- Diversity (multiple sectors represented)
- Shared social capital
Please share… What are some ways you have collaborated while moving through the SPF steps?

Please tell us… What is your current level of collaboration with law enforcement?

What are some ways you do or plan to collaborate with law enforcement?
Are You Ready?
Assessing Readiness

Begin with Assessment

- Problems
- Magnitude
- Risk and protective factors
- Assets, gaps, and readiness
Readiness Defined

The degree to which a community is willing and prepared to address prevention needs.

Factors that affect readiness include:

- Knowledge of the substance use problem
- Existing efforts to address the problem
- Availability of local resources
- Support of local leaders
- Community attitudes toward the problem

Source: SAMHSA. Assessing Community Resources and Readiness. (n.d.).

Why Assess Readiness?

Assessing readiness can help you…

- make realistic decisions about which prevention needs your community is prepared to address
- identify resources to address identified prevention needs
- develop a clear plan for building and mobilizing capacity
Readiness of Partners

Partners’ readiness to collaborate can be assessed according to the following criteria:

- Motivation to engage
- Connection to prevention issue(s) and related problems
- Capacity to engage

Prevention Collaboration in Action Toolkit

Collaboration Tools

- Worksheet: Are You Ready? Assessing Readiness to Collaborate
- Worksheet: Assessing the Readiness of Potential Partners to Collaborate
Please share…

How would you rate your community’s readiness to address underage drinking?

What would be a next step to begin to assess readiness in your community?

Building Your Team
Identify, Analyze, and Engage Stakeholders
Growing Your Coalition

- Do your homework
- Establish a relationship
- Develop your elevator pitch
- Choose a delivery approach

Let’s Hear From You

Who should be a part of the solution in your community…

- on campus?
- off campus?
Who Should be Part of the Solution?

Analyzing Stakeholders

- **Low Interest, High Influence**: Low
- **High Interest, High Influence**: High
- **Low Interest, Low Influence**: Low
- **High Interest, Low Influence**: High
Analyzing Stakeholders: Where are they?

- **Low Interest, High Influence**: Those you need to keep informed.
- **High Interest, Low Influence**: Those you need to involve and consult.
- **Low Interest, High Influence**: Powerful stakeholders you need to engage.
- **High Interest, High Influence**: Partners you need to collaborate with.
Prevention Collaboration in Action Toolkit

Collaboration Tools

- Worksheet: Analyzing Existing Partnerships
- Worksheet: Identifying New Partners
- 21st Century Partners in Prevention

Let’s Hear From You

What new stakeholder(s) might help you strengthen or sustain your prevention efforts?
Growing Your Coalition

- Do your homework
- Establish a relationship
- Develop your elevator pitch
- Choose a delivery approach

Engaging Stakeholders: Inform, Consult, Collaborate

- High Interest, High Influence: Inform, Collaborate
- Low Interest, High Influence: Consult
- Low Interest, Low Influence: Inform
- High Interest, Low Influence: Consult

Stakeholder Interest: High
Stakeholder Influence: High
Webinar: Building Campus-Community Partnerships for Prevention

October 12, 2017

Tools & Strategies to Inform, Consult, and Collaborate

Inform
- Meeting or training
- Infographic or fact sheet
- Media or op-ed

Consult
- Key informant interview
- Focus group
- Expert reviewer
- Champion
- Survey

Collaborate
- Partnership
- Coalition/collaborative
- Sub-committee
- Memorandum of understanding/agreement
Prevention Collaboration in Action Toolkit

Collaboration Tools

- Growing Your Collaboration: Preparing for Recruitment
- Worksheet: Developing a Recruitment Action Plan
- You Gotta Hear This! Developing an Effective Elevator Pitch
- Tips for Ensuring a Culturally Competent Collaboration

Let’s Hear From You

What strategies have been most effective for you in engaging stakeholders?
Success Stories

University of Illinois Champaign/Urbana

THE DAILY ILLINI

THE DRINKER’S GUIDE TO UNOFFICIAL

Local law enforcement combines to enforce drinking laws

The department was ordered to report the number of people and officers involved in the enforcement of the law.

By the numbers: Unofficial tickets

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<th>University PD</th>
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What are alternate events to go to?

THE NON-DRINKER’S GUIDE TO UNOFFICIAL

What are alternate events to go to?

By the numbers: Unofficial tickets

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New York Success Story

Questions?
Thank you!

If you have questions or comments, please don’t hesitate to contact:

Sheila Nesbitt, Training and Technical Assistance Specialist

Snesbitt@edc.org

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Evaluation

Your feedback is very important to us!

In the next few days, you will receive an email from Kristen Quinlan with a link to the evaluation.
References


