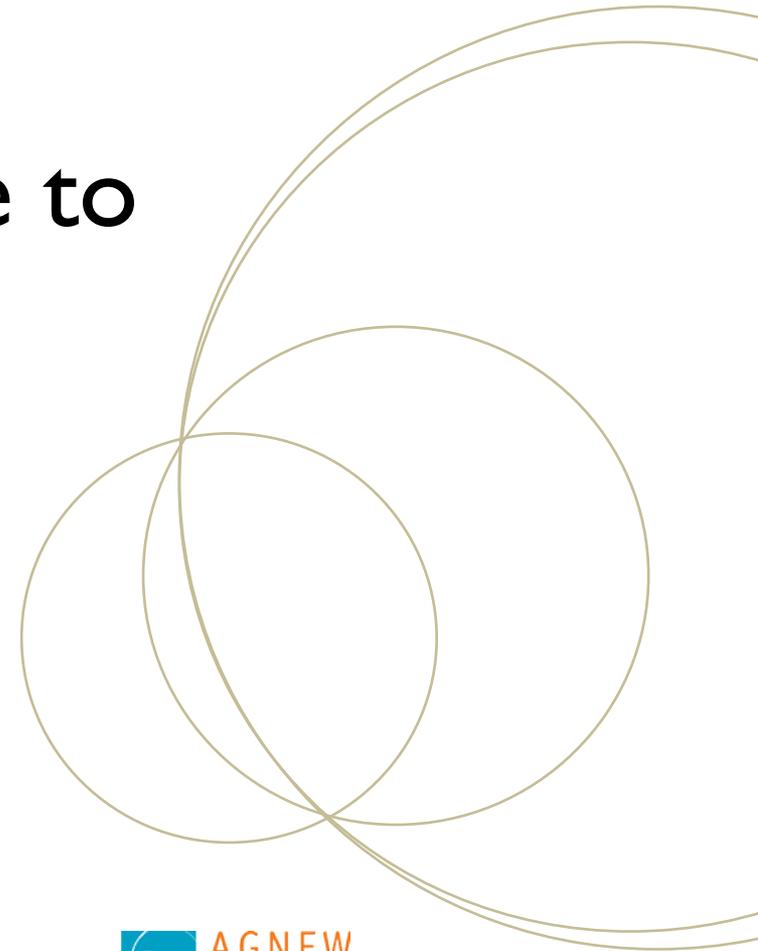




The Grant's Almost Done; Stop Telling Me to Keep Calm!

(Or: Determining What to Sustain, Part 2)

May 20, 2014



Welcome! Who's Joining Us?

Let's Introduce Ourselves:

- Name
- Community

Today's Presenters:



Sylvan Robb
Information Insights
sylvan@ialaska.com



**Karen Benning
Agnew::Beck**
karen@agnewbeck.com

As a courtesy to others:

- ✓ Please put phones on Mute (*but not Hold!*)
- ✓ If you are joining us by phone, please turn off your computer speakers

Questions You May Still Have

Did you Say “Part 2”?

Yes! But don't worry.

**Is Sustainability Planning
Different than Strategic Planning?**

Yes, but they're connected!

**Great! (Wait: What's the Point of
this Series Again?)**

Step-by-step process + tools



Where is this Sustainability Train Headed?

YOU ARE HERE



Oct 2013

Nov 2013

Jan 2014

Today

July 2014

**Summer/
early Fall**

Create shared understanding
“**Keys to Sustainability**”

Position coalitions for sustainability planning
“**Community Resource Networks**”

Position coalitions for sustainability planning
“**Preparing Your Coalition**”

Develop criteria for decision making
“**Determining What to Sustain, Part I**”

Decide *what* to continue

Decide *how* to continue efforts

Document/ implement plan

Recordings, Slides & Handouts Available at:
<http://alaskaspfsig.org/resources/sustainability>



Connecting Local & Statewide Efforts

List of State Prevention Grantees:

<http://alaskaspsig.org/wp-content/uploads/2012/01/State-Grantees-and-Strategies.pdf>

Statewide Efforts:

- Alaska Wellness Coalitions (underage drinking)
<https://www.facebook.com/AlaskaWellnessCoalitions>
- AK Healthy Kids: www.akhealthykids.org
- Healthy Alaskans 2020: <http://hss.state.ak.us/ha2020/>
- Alaska Tobacco Control Alliance (ATCA): www.alaskatca.org
- Alaska Network on Domestic Violence & Sexual Assault:
www.andvsa.org
- Recover Alaska (alcohol): <http://recoveralaska.org/>
- Statewide Suicide Prevention Council
<http://dhss.alaska.gov/suicideprevention/Pages/default.aspx>
- Others?



What's Available Out There?

Alaska Examples

Communities Mobilizing for Change on Alcohol (VOA):

<http://www.voaak.org/Services/Communities-Mobilizing-for-Change-on-Alcohol> (plus a Facebook page and YouTube channel)

Nome: <http://alaskaspsig.org/wp-content/uploads/2013/10/Sustainability-Chart-for-CAST-PDF.pdf>

How-to Guides (available through Alaska SPF SIG website)

- CDC Sustainability Planning Guide
- SAMHSA Sustainability Toolkit
- Colorado Partners for Sustainable Change: Sustainability Workbook
- CADCA Sustainability Primer: Fostering Long-Term Change to Create Drug-Free Communities

Overview of Today's Session

What We Bring to this Party:

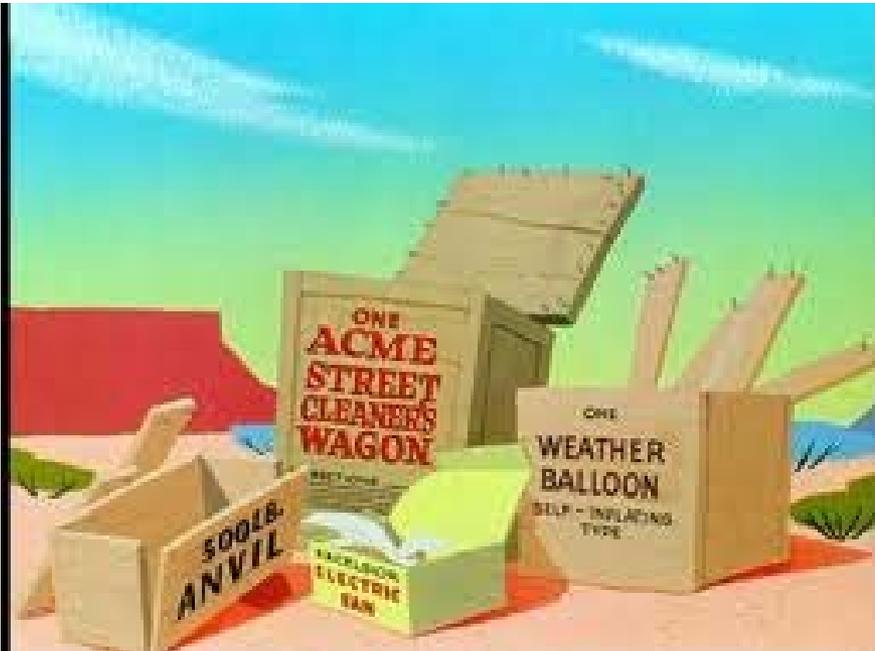
- Big Picture: Determining *What* to Sustain
- In-Depth: Steps in Decision Process
- Tools and Resources You Can Use

What We Hope You Bring:

- Curious minds
- Questions
- Ideas to share with the group



Refresher: Part I



Tools We Covered:

- Reviews of Current Strategies
- Decision-Making Criteria



Review Current Strategies

The Jargon

What it Means

Example

Targeted Outcome

What do we want to accomplish in our community?

Prevent underage drinking

Intermediate Variable

What does science tell us about why this issue occurs?

Enforcement: 4 elements (in this case, lack of awareness)

Contributing Factor

What is happening in *our* community that affects the factors noted above?

71% of youth got alcohol by sneaking or stealing it from homes

Strategy

What have we chosen to do?

“Lock Up Your Liquor”

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach

Template available on website



Resources

What's Needed to Continue the Strategy?

Resource Type	Examples	Needed	In Place
People: paid, volunteer	#, % full-time equivalent (FTE)		
Volunteers	Roles, estimated time commitments needed		

Example: “Lock up Your Liquor” Campaign

- People to reach out to local groups: PTAs, Rotary, etc.
- People to distribute promotional materials
- People to give presentations + trainings

Resources

What's Needed to Continue the Strategy?

Resource Type	Examples	Needed	In Place
People: paid, volunteer	#, % full-time equivalent (FTE)		
Volunteers	Roles, estimated time commitments needed		
Contractors	Evaluators, technical or other expertise		

Example: “Lock up Your Liquor” Campaign

Maybe none?

Resources

What's Needed to Continue the Strategy?

Resource Type	Examples	Needed	In Place
People: paid, volunteer	#, % full-time equivalent (FTE)		
Volunteers	Roles, estimated time commitments needed		
Contractors	Evaluators, technical or other expertise		
Facilities	Space for meetings, events, trainings, personnel; utilities		

Example: “Lock up Your Liquor” Campaign

Space to offer presentations + trainings

Locations for giving out locks

Resources

What's Needed to Continue the Strategy?

Resource Type	Examples	Needed	In Place
People: paid, volunteer	#, % full-time equivalent (FTE)		
Volunteers	Roles, estimated time commitments needed		
Contractors	Evaluators, technical or other expertise		
Facilities	Space for meetings, events, trainings, personnel; utilities		
Equipment, supplies	Computers, printers, office supplies, phones		

Example: “Lock up Your Liquor” Campaign

- Coolers
- Special locks

Resources

What's Needed to Continue the Strategy?

Resource Type	Examples	Needed	In Place
People: paid, volunteer	#, % full-time equivalent (FTE)		
Volunteers	Roles, estimated time commitments needed		
Contractors	Evaluators, technical or other expertise		
Facilities	Space for meetings, events, trainings, personnel; utilities		
Equipment, supplies	Computers, printers, office supplies, phones		
Other	Training, travel, media buys, materials design, printing		

Example: “Lock up Your Liquor” Campaign

- Promotional materials: banners, fliers, etc.

Select Decision-Making Criteria

Criteria helps
you stay
focused

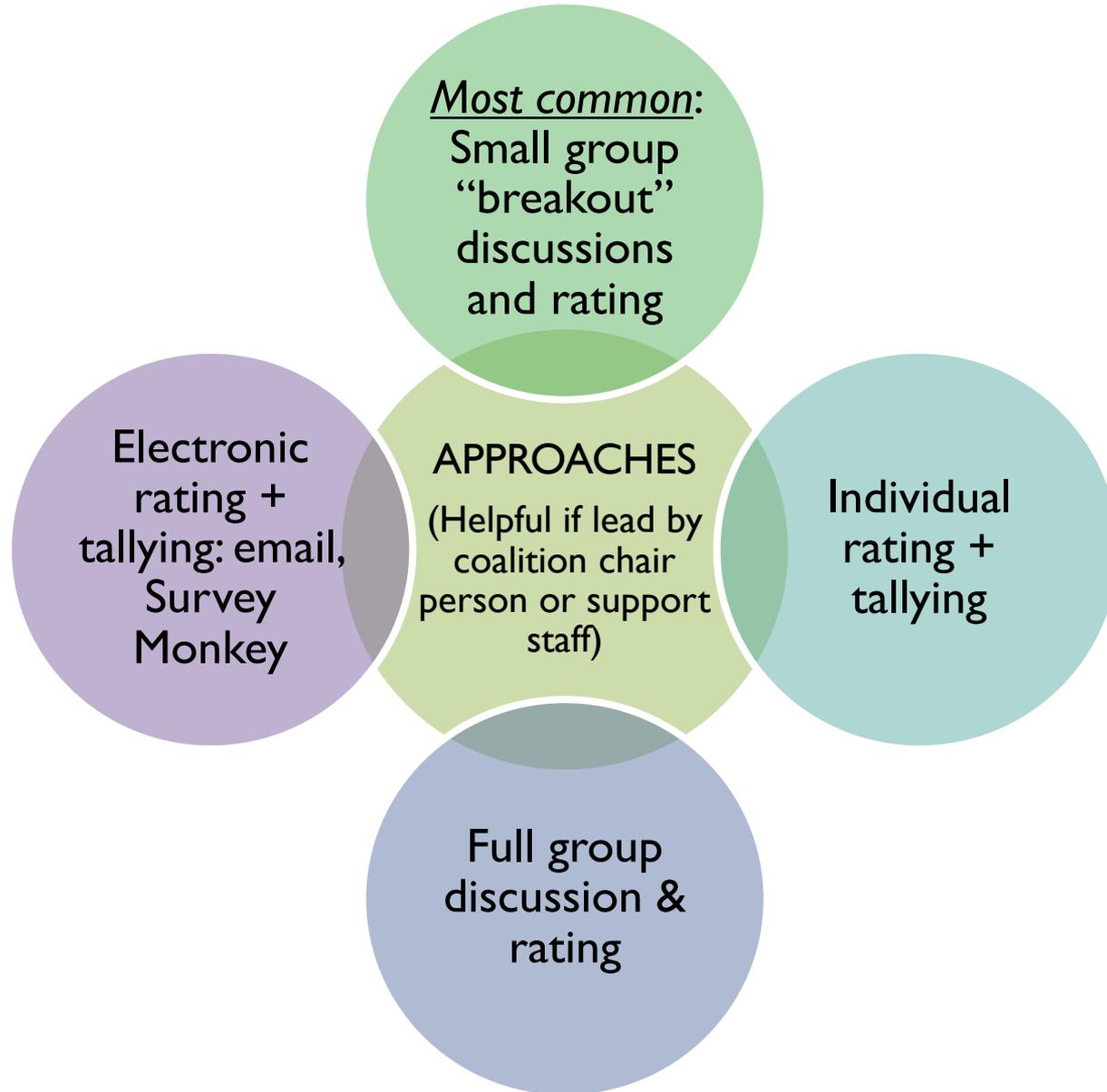


Is there still a need
for this strategy?

Does data show local
effectiveness?

What do partners
bring ?

Some Possible Approaches to Determine Criteria





Decide on Criteria

Detailed handout
available on website

Need

Does the data still show this as a critical need in the community? Does this strategy help us move toward community-level goals?

AIM FOR
 ≤ 5

Example: Preventing underage drinking



Decide on Criteria

**AIM FOR
≤ 5**

**Detailed handout
available on website**

Need

Effectiveness

Does the data still show this as a critical need in the community? Does this strategy help us move toward community-level goals?

Is there research or other evidence for this strategy? If we're already doing it, is there data that shows local effectiveness?

Example: “Lock up Your Liquor” Campaign

Baseline: 71% of youth got alcohol by sneaking or stealing it from homes.



Decide on Criteria

**AIM FOR
≤ 5**

Detailed handout available on website

- Need
- Effectiveness
- Local Support

Does the data still show this as a critical need in the community? Does this strategy help us move toward community-level goals?

Is there research or other evidence for this strategy? If we're already doing it, is there data that shows local effectiveness?

Is there leadership behind this idea? Does it have widespread support? Is there a likely person or organization to lead the work?

Example: "Lock up Your Liquor" Campaign

School district, local Rotary, business owners

Decide on Criteria

**AIM FOR
≤ 5**

Detailed handout available on website

Need

Does the data still show this as a critical need in the community? Does this strategy help us move toward community-level goals?

Effectiveness Example: “Lock up Your Liquor” Campaign

Coolers and cabinets don’t come with locks!

...ce for this
...is there data that

Local Support

Barriers

...ea? Does it have
...kely person or

Are there specific and feasible actions planned for overcoming identified barriers? Are there people willing to take the specific actions needed?

Decide on Criteria

**AIM FOR
≤ 5**

Detailed handout available on website

- Need
- Effectiveness
- Local Support
- Barriers
- Resources

Does the data still show this as a critical need in the community? Does this strategy help us move toward community-level goals?

Is there research or other evidence for this strategy? If we're already doing it, is there data that shows local effectiveness?

Is there leadership behind this idea? Does it have person or

Example: "Lock up Your Liquor" Campaign
Locks + presentations + promotional materials

planned for
ere people
ded?

Is there someone who knows how to do this work? Will it require more money & resources? What resources are currently available?

Apply Criteria to Each Strategy

Criteria  INSERT SPECIFIC QUESTION(S)	Strategy: “Lock up your liquor”	Strategy:	Strategy:
Need: Does the data still show this as a critical need in the community?			
Effectiveness: Do we have local data that shows it’s working?			
Local Support: Is there respected local leadership behind this strategy?			
Barriers: Are there specific actions planned to overcome identified barriers?			
Resources: Are needed resources currently or easily available?			
DECISION			



Apply Criteria to Each Strategy

Use Strategy Review:

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach

Plus Resources Review:

Resource Type	Examples	Needed	In Place
People: paid, volunteer	#, % full-time equivalent (FTE)		
Volunteers	Roles, estimated time commitments needed		



Decision Time!

Criteria	Strategy: “Lock up your liquor”	Strategy:	Strategy:
Need: Does the data still show this as a critical need in the community?	Yes, the data still shows that kids sneak alcohol		
Effectiveness: Do we have local data that shows it’s working?	Maybe, Maybe, we’ve tried this and need to review short-term outcomes		
Local Support: Is there respected local leadership behind this strategy?	Yes, Rotary, school, and fishermen support it		
Barriers: Are there specific actions planned to overcome identified barriers?	Yes, getting coolers fitted with special locks		
Resources: Are needed resources currently or easily available?	Yes, supplies are highly affordable, and volunteers can do a lot of the work		
DECISION			

Decision Time!

Make changes
to strategy

Maintain as
is

Identify partner
for collaborative
lead

Find entity to
take over lead

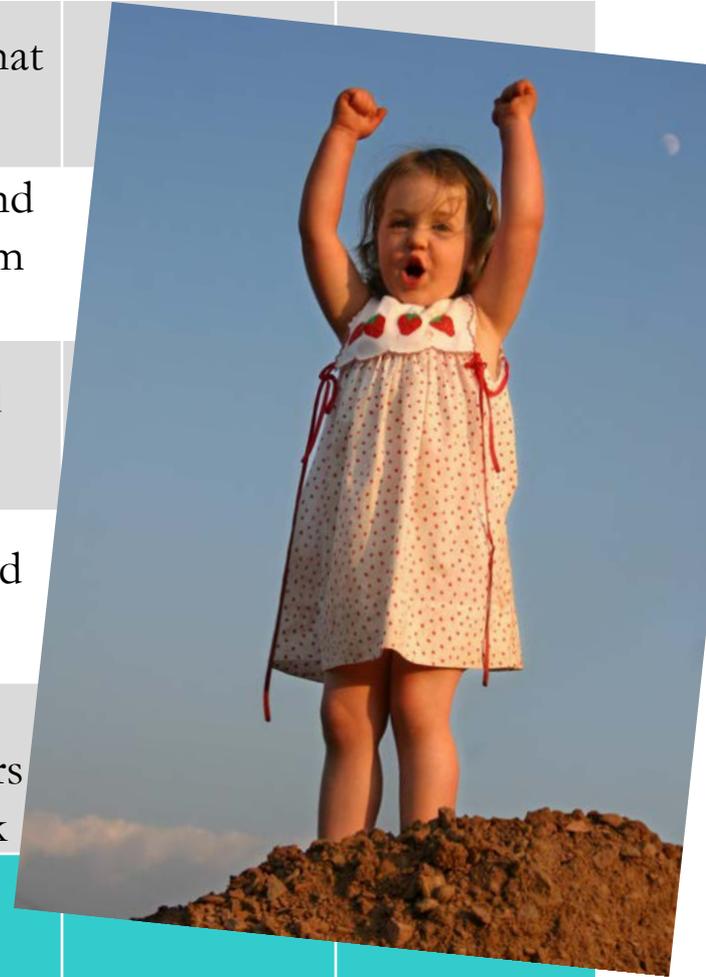
Discontinue
strategy

Needs more
research



Decision Time!

Criteria	Strategy: “Lock up your liquor”	Strategy:	Strategy:
Need: Does the data still show this as a critical need in the community?	Yes, the data still shows that kids sneak alcohol		
Effectiveness: Do we have local data that shows it’s working?	Maybe, we’ve tried this and need to review short-term outcomes		
Local Support: Is there respected local leadership behind this strategy?	Yes, Rotary, school, and fishermen support it		
Barriers: Are there specific actions planned to overcome identified barriers?	Yes, getting coolers fitted with special locks		
Resources: Are needed resources currently or easily available?	Yes, supplies are highly affordable, and volunteers can do a lot of the work		
DECISION	FULL THROTTLE AHEAD!		





Recap of Today's Session

Deciding *What* to Sustain: 5 Steps

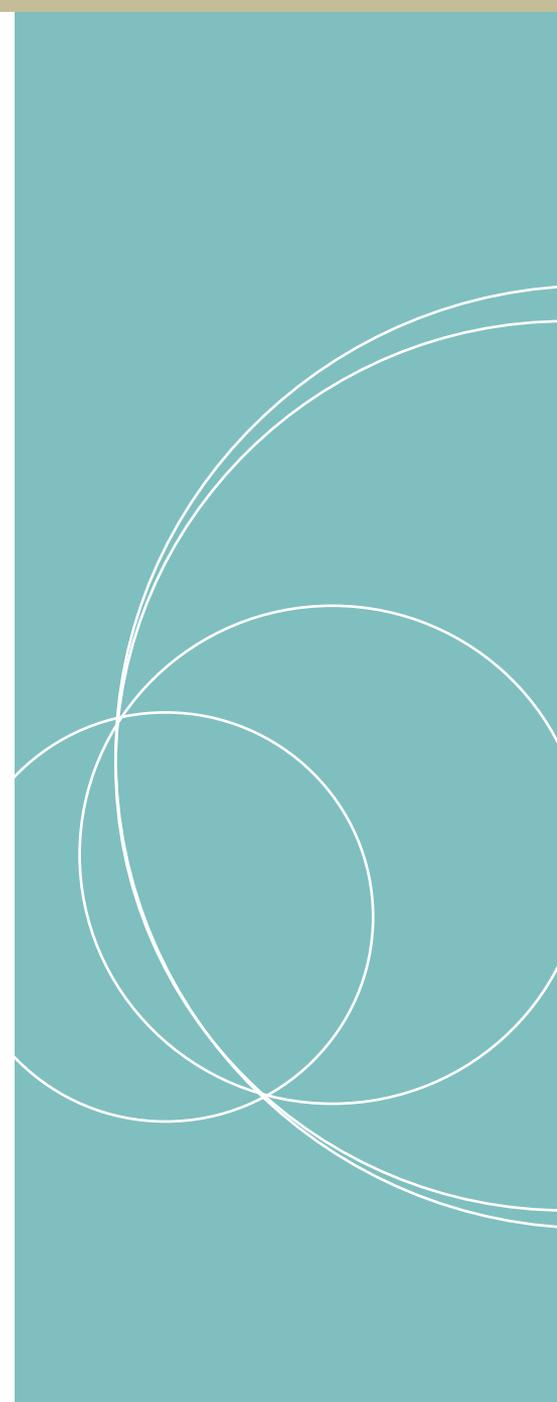
1. Review Current Strategies
2. Develop Criteria
3. Assess Each Strategy
4. Score Each Strategy Using Criteria
5. Make Decisions for Each Strategy



Upcoming Opportunities

SPF SIG Grantee Cohort
Teleconference (June 3)

Environmental Strategies: A
Teleconference with Real-Life Case
Studies (June 24)



Questions?



Thank You!

Training materials & handouts will be posted at:

<http://alaskaspsig.org/resources/sustainability>

Additional questions? Need Help? Contact . . .

- Your designated technical assistance provider
- OR**
- Your designated State program coordinator



Post-Training Survey

Please consider taking this five question survey about the training you attended. It should take less than 5 minutes to complete and your name will be entered into a drawing for a \$50 Amazon.com gift card in the end of June. The more trainings you attend, the more times your name can be entered into the drawings.

Online Survey link:

<http://tinyurl.com/k5ctbc9>

