

Sustainability Series: Determining What to Sustain, Part I

January 21, 2014



Welcome! Who's Joining Us?

Let's Introduce
Ourselves:

- Name
- Community
- Which State grant?
- Primary role

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
- ✓ **Please do not put us on hold!**

Recap of Previous Sustainability Sessions

- *September*: Introduction/Overview of Sustainability
- *October*: Keys to Sustainability; Community Resource Networks
- *November*: Preparing Your Coalition

Recordings and Handouts Available at <http://alaskaspfsig.org/resources/sustainability>



Organizational Capacity



Assure Effectiveness
and Alignment of the
Prevention System



Community Support

WHAT:

Overview of Today's Session

What we bring:

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

What we hope you bring:

- Curious minds and questions!
- Ideas to share with the group



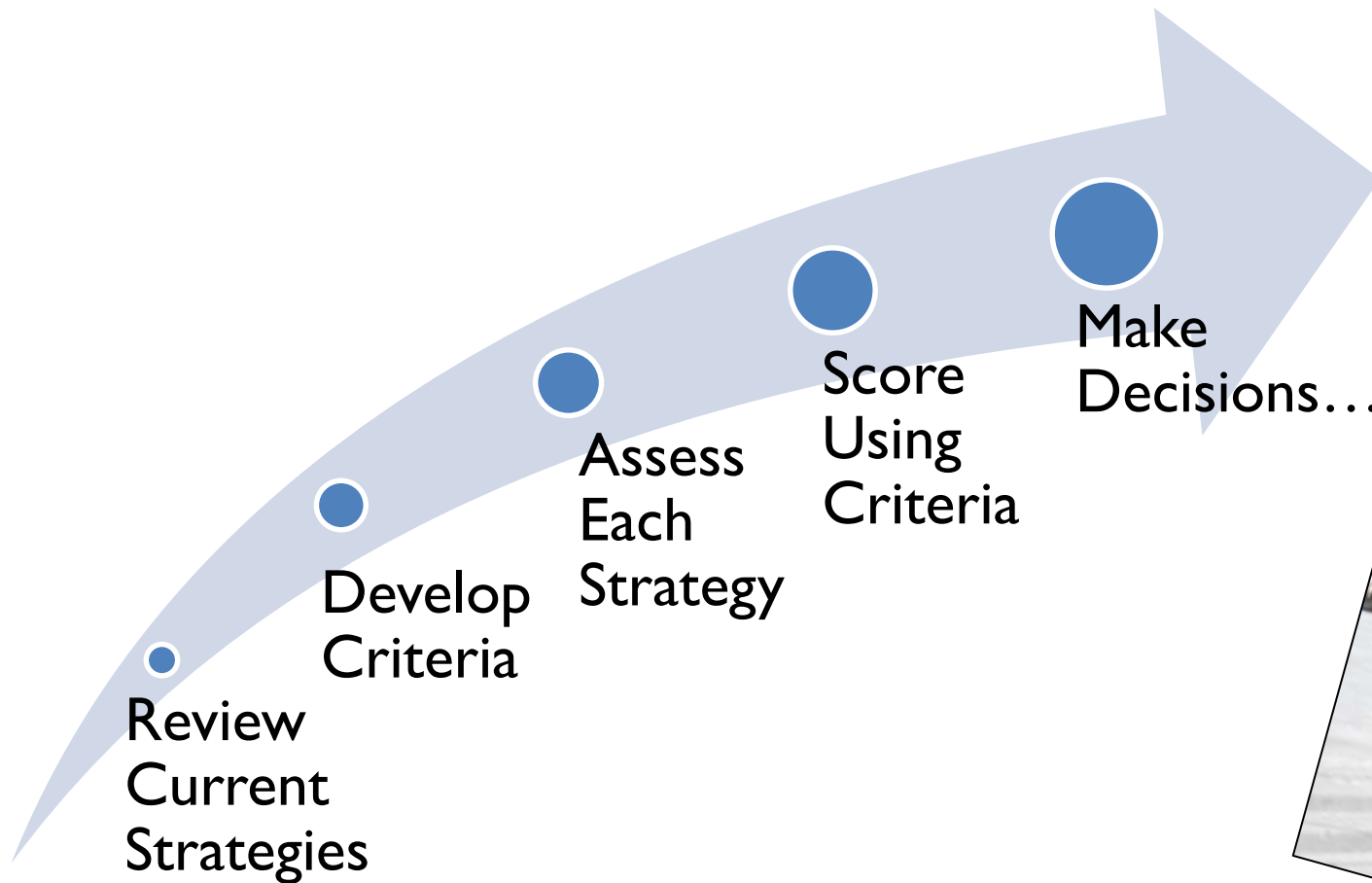
WHY: Determining What to Sustain

- Why Not Everything?
- Continuous Learning Process
- Making Things Better
- Re-Engagement

*You Don't Have to
Do It All!*



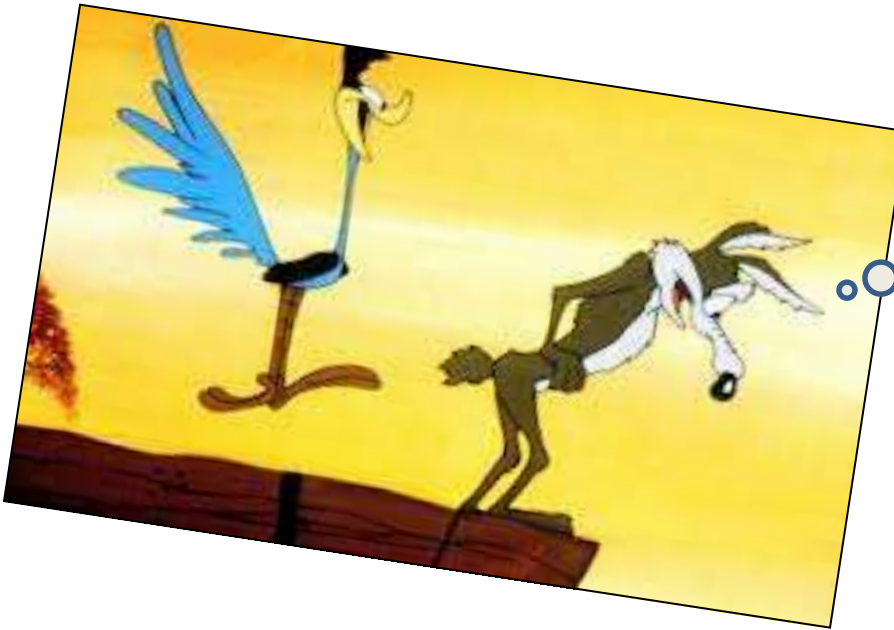
HOW: Going Through A Selection Process



GO!



STEP I: Review Current Strategies



Why didn't I
think of that
before?

Consider:

- Activities planned or underway
 - Beginning and end dates
 - Partners and the roles they play
 - Progress/status
 - Barriers
 - Reach
-

STEP I: Review Current Strategies – Example

Targeted Outcome:

Intermediate Variable(s):

Contributing Factor(s):

Strategy:

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach
Targeted awareness campaign during high-risk periods					
Promote reporting					

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach
Targeted awareness campaign during high-risk periods Promote reporting	2 weeks before prom Month before graduation				

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach
Targeted awareness campaign during high-risk periods Promote reporting	2 weeks before prom Month before graduation	Parent associations: conduct outreach to members Law enforcement: develop ideas for improving enforcement (in development) Retailers: post info about law (in development)			

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach
Targeted awareness campaign during high-risk periods Promote reporting	2 weeks before prom Month before graduation	Parent associations: conduct outreach to members Law enforcement: develop ideas for improving enforcement (in development) Retailers: post info about law (in development)	<ul style="list-style-type: none"> • Outreach materials developed • Coalition’s law enforcement rep to set up meeting with key officials • Coalition recruiting for retailer 		

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach
Targeted awareness campaign during high-risk periods Promote reporting	2 weeks before prom Month before graduation	Parent associations: conduct outreach to members Law enforcement: develop ideas for improving enforcement (in development) Retailers: post info about law (in development)	<ul style="list-style-type: none"> Outreach materials developed Coalition’s law enforcement rep to set up meeting with key officials Coalition recruiting for retailer 	Retail establishment owners resistant to posting flyers Law enforcement faces challenges in enforcing this law	

STEP I: Review Current Strategies – Example

Targeted Outcome: Reduce Underage Drinking

Intermediate Variable(s): Enforcement

Contributing Factor(s): Perceived low risk of legal consequences for adults who provide alcohol to minors

Strategy: Increase Perception of Risk of Legal Consequences –Social Hosting Liability Law

Activities	Begin/End Dates	Partners: Roles	Status	Barriers	Reach
Targeted awareness campaign during high-risk periods Promote reporting	2 weeks before prom Month before graduation	Parent associations: conduct outreach to members Law enforcement: develop ideas for improving enforcement (in development) Retailers: post info about law (in development)	<ul style="list-style-type: none"> Outreach materials developed Coalition’s law enforcement rep to set up meeting with key officials Coalition recruiting for retailer 	Retail establishment owners resistant to posting flyers Law enforcement faces challenges in enforcing this law	75% of adults ages 21-25 (~3,000)

STEP 2: Develop Selection Criteria



Criteria help everyone stay objective and focused

Is there data that shows this has been effective locally?

Is there still a need for this strategy?

What do partners bring to the strategy that will help it succeed?

Coalition members, partners willing to take actions needed to overcome barriers?

STEP 2: Develop Selection Criteria



What's in it for me?

Uh, I don't know if that's going to work...



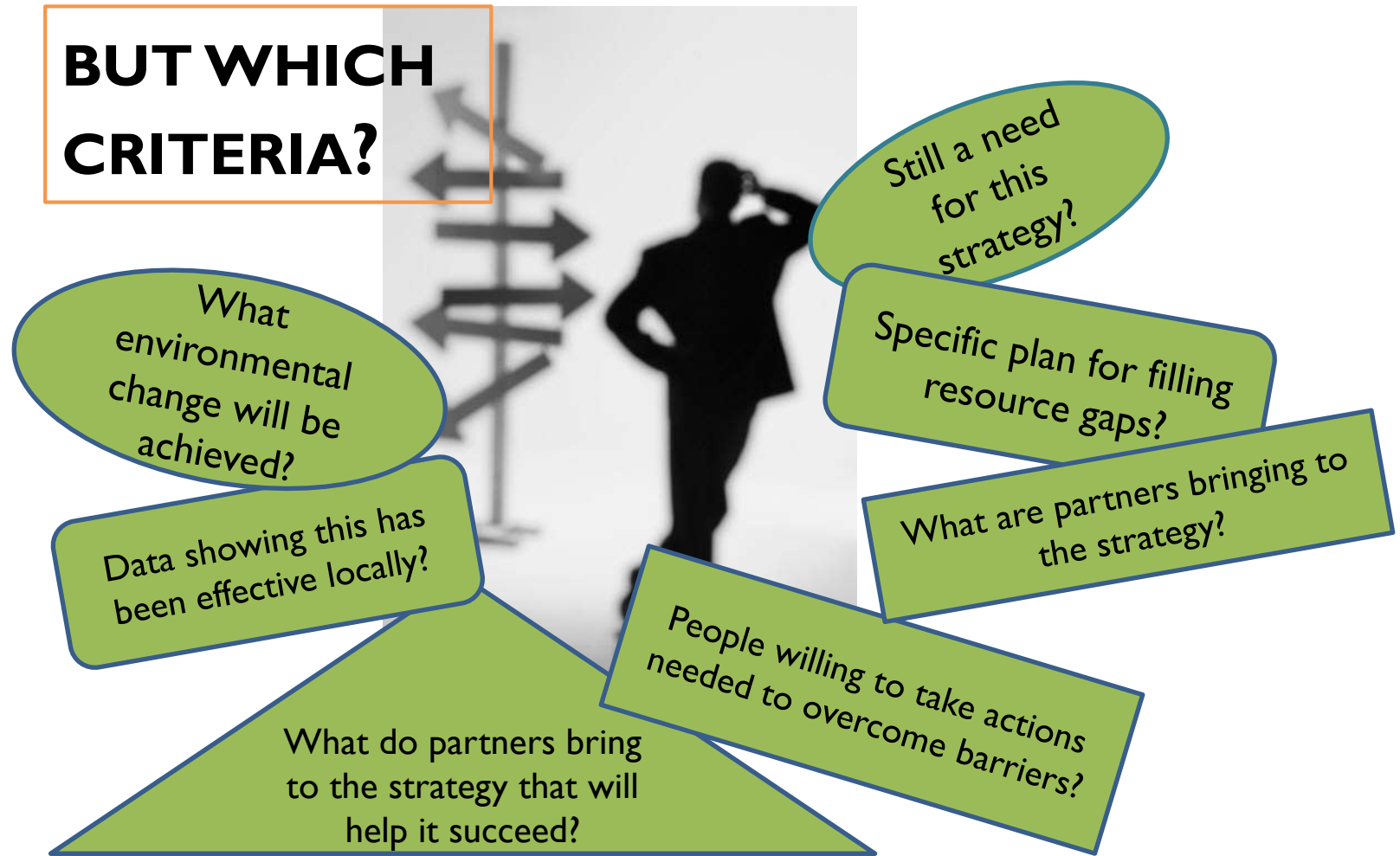
You need to do it my way!



HAVING CRITERIA LAID OUT BEFOREHAND CAN QUIET SOME OF THESE VOICES

STEP 2: Develop Selection Criteria

**BUT WHICH
CRITERIA?**



STEP 2: Develop Selection Criteria

First, step back to the big picture:

- Coalition vision and mission
- What's your BHAG? (Big Hairy Audacious Goal)
- How is the coalition structured and supported?



STEP 2: Develop Selection Criteria

Some Possibilities to Get You Started:

Need: Does the need still exist for the strategy?
Is the strategy targeted to the highest need/priority areas?
Does the data still show this as a critical need in the community?
Does this strategy help the coalition move toward the community-level goals?
What environmental-level changes will be achieved?
What is the current community readiness for the targeted need/priority area?
Effectiveness: Evidence that strategy is working
Is there research or other evidence for this strategy?
If implementation is underway or has taken place, what is the data that shows local effectiveness?
Support: What is the level of the community's support for the strategy?
What partners are engaged across multiple fields and sectors?
What are partners bringing to the strategy that will help it succeed?
What are the ways this strategy has built momentum around the community issue?
Barriers: What is the likelihood of overcoming identified barriers?
Are there specific and feasible actions planned for overcoming identified barriers?
Are there people willing to take the specific actions needed?
Resources: What is available to sustain the strategy?
What organizational resources are available from coalition and partner entities?
What human resources are available (paid and volunteer)?
What financial resources are available?
What resources are missing, and are there specific and feasible actions planned to secure them?
What is the feasibility of sustaining the strategy in the event of fewer resources?

**AIM FOR
3 TO 5**

Examples of Methods You Can Use:

Small Group
 "Breakout"
 Discussions and
 Ranking

 Individual ranking
 and voting

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

Activities	Begin/End Dates	Partners/ Roles	Progress/ Status
Targeted awareness campaign during high-risk periods	2 weeks before prom Month before graduation	Parent associations: conduct outreach to members Law enforcement: develop ideas for improving enforcement (in development) Retailers: post info about law (in development)	• Outreach materials developed • Coalition enforcement report meeting key resources
Need: Does the need still exist for the strategy?			
Is the strategy targeted to the highest need/priority areas?			
Does the data still show this as a critical need in the community?			
Does this strategy help the coalition move toward the community-level goal?			
What environmental-level changes will be achieved?			
What is the current community readiness for the targeted need/priority area?			
Effectiveness: Evidence that strategy is working			
Is there research or other evidence for this strategy?			
If implementation is underway or has taken place, what is the data that shows effectiveness?			
Support: What is the level of the community's support for the strategy?			
What partners are engaged across multiple fields and sectors?			
What are partners bringing to the strategy that will help it succeed?			
What are the ways this strategy has built momentum around the community issue?			
Barriers: What is the likelihood of overcoming identified barriers?			
Are there specific and feasible actions planned for overcoming barriers?			
Are there people willing to take the specific actions needed?			
Resources: What is available to sustain the strategy?			
What organizational resources are available from coalition and partner entities?			
What human resources are available (paid and volunteer)?			
What financial resources are available?			
What resources are missing, and are there specific and feasible actions planned to secure them?			
What is the feasibility of sustaining the strategy in the event of fewer resources?			

Sustainability Series: Next 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**



Questions?



Thank You!

Training 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

