



# Using the 7 Strategies for Effective Community Change to Enhance Tobacco-Free Living

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# Topics for Today

- The Coalition Model
- CADCA Overview
- CADCA's Tobacco Work
- 7 Strategies for Community Change
- A Few Coalition Essentials: Assessment, Planning and Engaging Partners



# What are coalitions?

A coalition is a formal arrangement for cooperation and collaboration between groups or sectors of the community, in which each group retains its identity but all agree to work together towards a common goal of building a safe, healthy and drug-free community.



## Key Sectors

Coalitions convene and combine talent and resources to address local substance abuse issues:

- Law enforcement
- Youth
- Parents
- Businesses
- Media
- Schools
- Youth serving organizations
- Faith based community
- Civic and volunteer groups
- Health care professionals
- State, local or tribal agencies
- Other organizations involved in reducing substance abuse



## ***What isn't a Coalition?***

**A coalition is not a program,** although partners often carry out programs as their “piece” of the community-wide strategic plan.



## *Essential Differences Between "Coalitions" and "Programs"*

### **Difference One = Scale**

#### Coalition-appropriate longer term outcomes

- **Reduction in 30-day use of alcohol for all high school students in the community**
- **Perceived availability of tobacco for all middle school students in the community**



## *Essential Differences Between "Coalitions" and "Programs"*

### **Difference One = Scale**

Coalition-appropriate shorter term outcomes

(Measures of strategy implementation)

- **The percentage of all care-giving adults in the community with improved parenting skills**
- **Percentage of all alcohol outlets in the community passing compliance checks**



## *Essential Differences Between "Coalitions" and "Programs"*

### **Difference Two = Addressing Multiple Causes**

Coalitions seek to insure that all causes of identified problems are addressed.

Systems level solutions (integration, coordination, policy and practice changes)



## *Essential Differences Between "Coalitions" and "Programs"*

### **Difference Three = Actors**

- Action in coalitions is diffused and taken by all members
- Coalition staff plays a coordinating and supportive role
- Members (Sector Representatives) act within their own spheres of influence enlarging the coalition's ability to create change and implement multiple strategies



## *Essential Differences Between "Coalitions" and "Programs"*

### **Difference Three = Actors**

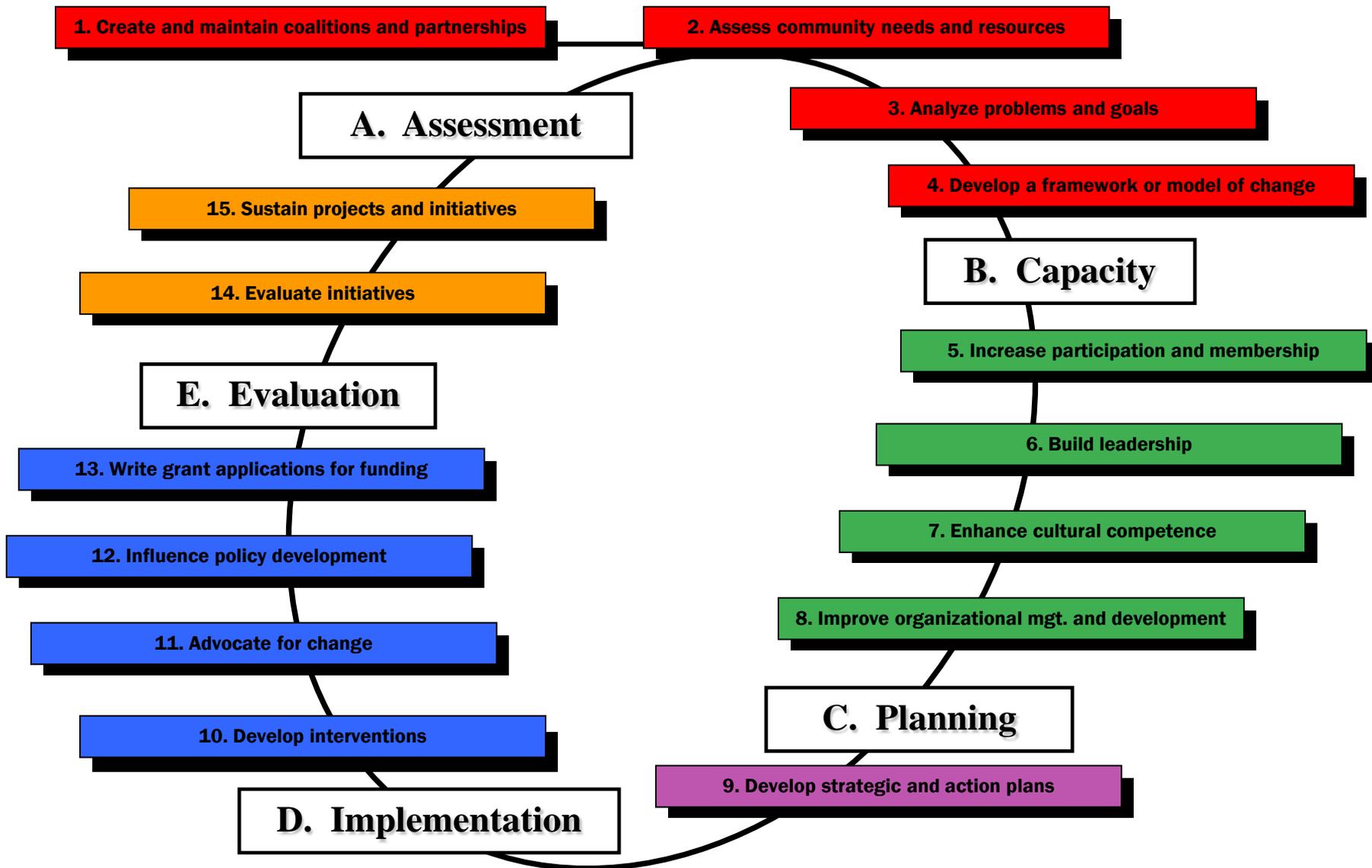
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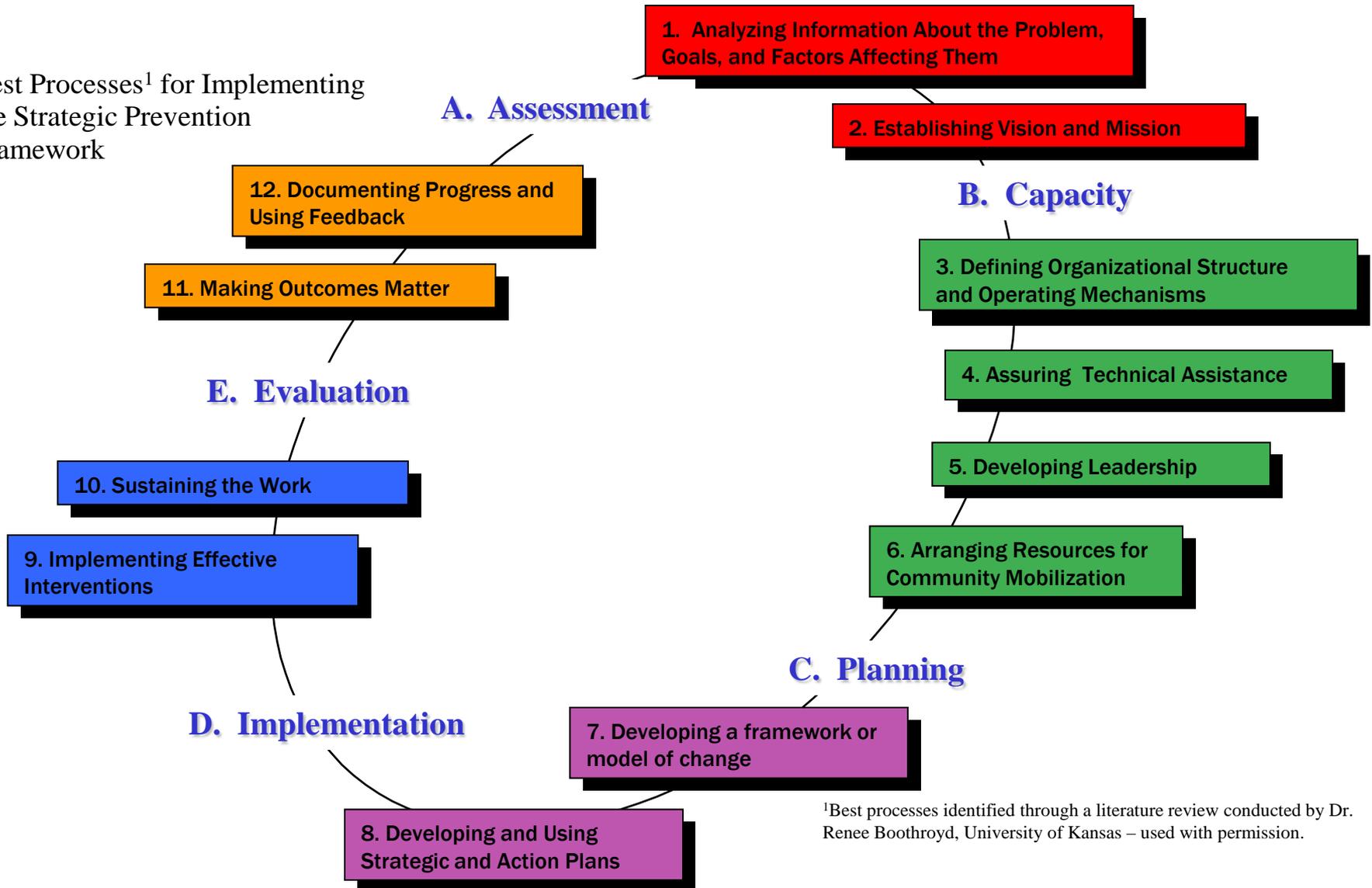
### **Difference Three = Actors**

- New members are invited to join in an effort to increase the coalition's sphere of influence and gain needed capacity
- Coalition staff assists with support for planning, problem solving and information management (evaluation, reporting, etc.)



# What Your Community Needs to Do

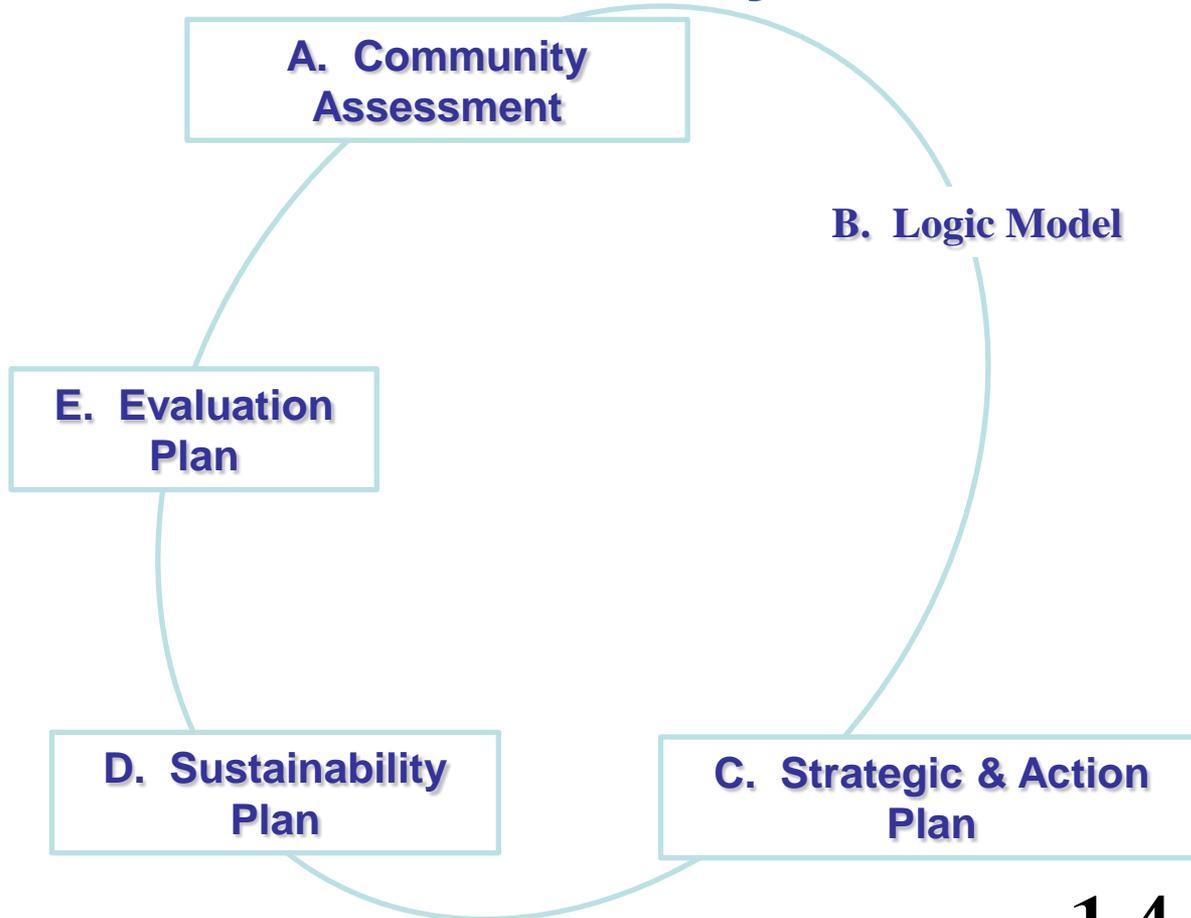
Best Processes<sup>1</sup> for Implementing  
the Strategic Prevention  
Framework



<sup>1</sup>Best processes identified through a literature review conducted by Dr. Renee Boothroyd, University of Kansas – used with permission.



# Products Your Community Needs to Create





# The Drug Free Communities (DFC) Program

- CADCA was and continues to be the driving force behind the passage and full funding of the Drug Free Communities Act.
- Since the original passage in 1998, funding has increased from \$10 million to \$95 million in FY 2011.
- The first reauthorization of the program contained a provision to authorize the National Community Anti-Drug Coalition Institute, which has been managed by CADCA since its inception, and provides state of the art training and technical assistance to both DFC and non-DFC coalitions throughout the country.



# Coalitions Work.

- Independent evaluation by ICF International of the Drug-Free Communities Program shows that **even as national drug use statistics are going up, youth alcohol, tobacco and marijuana use is declining in DFC communities.**
- DFC grantee coalitions are also making progress in increasing both perception of risk and parental disapproval.



# CADCA Core Services

- Public Policy and Advocacy
- Membership and Communications
- Special Events and Conferences
- International Programs
- Youth Programs
- Training and Technical Assistance
- Research Dissemination and Evaluation



## CADCA's Public Policy Impact

*Since FY 1994, CADCA has been responsible for the restoration of cuts and/or funding increases for substance abuse prevention totaling over \$2.74 billion.*

**CADCA's  
Public Policy  
Expertise**



**CADCA's  
Network**



**Policies, Funding  
& Laws That  
Benefit  
Prevention and  
Treatment**



# CADCA's Reach

- E-newsletter Coalitions Online reaches 23,000 subscribers weekly.
- CADCA TV series –satellite and web broadcasts that reach approximately 7 million households per program.
- Library of 74 publications developed for coalitions.
- Connected Communities, an online peer-to-peer network for coalitions has 1871 members
- 2069 Like us on Facebook\CADCA
- 935 Follow us on Twitter @CADCA
- YouTube channel: cadca09





# CADCA's Youth Program

## The National Youth Leadership Initiative

- **Trains over 500 youth a year who are connected to local coalitions**
- Fosters youth leadership in the design, implementation, and evaluation of action strategies addressing community problems
- Geared to prepare the community coalition workforce of tomorrow
- Allows for youth to be trained to be effective and meaningful members of their local coalitions
- State trainings in West Virginia, Michigan; Cherokee Nation





# CADCA's International Program

- International training program sponsored by the U.S. Department of State began in 2004.
- In 2006, received special consultative status to the Economic and Social Council (ECOSOC) of the UN.
- Helps community leaders develop anti-drug coalitions through training and technical assistance to local non-governmental organizations in foreign countries.
- Currently assisting communities in México, Bolivia, Brazil, Perú, Colombia, Guatemala, Honduras, South Africa and Kenya.



*There are over 50 coalitions in Peru and 11 in Brazil.*



# CADCA Supports Veterans and Military Families

- CADCA has been selected by the Corporation for National and Community Service (CNCS) to conduct a national program to involve CADCA coalitions in addressing the needs of veterans and military.
- Over the next year, CADCA will place 100 AmeriCorps and VISTA members in coalitions in 28 states with an additional 78 members to come on board the following year in the remaining states and territories
- Focus on helping veterans and military families access a whole host of services, including substance abuse and mental health services





# CADCA's National Coalition Institute

- Drug Free Communities Act reauthorization of 2002 provided for a National Coalition Institute.
- CADCA participated in a competitive RFA and was selected to create the Institute and deliver services to the field.
- Federal Partners: ONDCP and SAMHSA/CSAP
- Funding started at \$2M and remains at this level
- As per the DFC Act, the National Community Coalition Institute shall:
  - “(1.) Provide education, training and technical assistance for coalition leaders and community teams, with emphasis on the development of coalitions serving economically disadvantaged areas;
  - (2.) develop and disseminate evaluation tools, mechanisms and measures to better assess and document coalition performance measures and outcomes; and
  - (3.) bridge the gap between research and practice by translating knowledge from research into practical information.”
- **An independent evaluation by Michigan State University found that coalitions who receive support from CADCA’s Institute demonstrate higher levels of effectiveness than those who do not.**



# Coalitions Pursuing Comprehensive Strategies

1. Provide information

2. Build skills

3. Provide social support

4. Reduce barriers / enhance access

5. Change consequences / incentives

6. Alter the physical design of the environment

7. Change policy and rules

Individually-  
focused

Environmentally-  
focused



# CADCA's Annual Survey of Coalitions

- Comprehensive Survey
  - Coalition demographics
  - Coalition capacity elements
  - Implementation of strategies to address substance abuse
  - Coalition as community change agent
- Data collected annually since 2005
- 2012 Survey launched January 11, 2012



# CADCA Members Focus on Tobacco Prevention and Smoking Cessation

- 59% of coalitions are addressing tobacco directly
  - 66% are directly involved or connected to another collaborative addressing tobacco prevention
- 35% of coalitions are directly involved or connected to another collaborative addressing smoking cessation
- 77% of coalition respondents collect data on tobacco
- In the last 12 months, 35% of coalitions have been involved in smoking cessation activities for youth and 30% of coalitions have been involved in smoking cessation activities for adults



# Partnerships –Tobacco Prevention

- **Robert Wood Johnson Foundation**

- New Strategizer on tobacco prevention, trainings and the Forum and Mid-Year, Use of social media to build online coalition discussion groups on tobacco

- **Centers for Disease Control and Prevention**

- Work is underway for CADCA’s Community Transformation–National Networks Dissemination Grant –”Coalitions Amplifying and Transforming Community Health (CATCH)”
- CADCA will support, disseminate, and amplify effective tobacco strategies nationally in collaboration and partnership with multiple sectors including non-health sectors.
- 2 prong approach will reach out to national CADCA partners (e.g. National Sheriffs Association, National District Attorneys Association, International Association of Chiefs of Police) and a targeted group of coalitions.
- Primary CADCA staffing: Project Director-Mary Elizabeth (Mel) Elliott; Project Manager-Alicia Smith, MPH; Communications/Dissemination-Natalia Martinez Duncan; Evaluation-Dr. Evelyn Yang and Andrea de la Flor.



# CTG Tobacco-Free Living Strategies:

- Circulate hard-hitting media campaigns
- Reduce access and use initiation among youth
- Restrict point of purchase/promotion
- Implement evidence-based pricing strategies
- Promote social support services (i.e. 1-800-QUIT-NOW)



## CADCA's CTG Program Design

- Two-prong approach to support, disseminate, and amplify the evidence-based strategies of the CTG tobacco-free living strategies
  - Targeted group of coalitions; based on our 2011 Annual Survey of Coalitions
  - National CADCA partners; building on our current partnerships as well as forming new ones



# CADCA's CTG National Partners

- Faces and Voices of Recovery (FAVOR)
- International Association of Chiefs of Police (IACP)
- National Sheriffs' Association (NSA)
- LIONS Clubs International (LIONS)
- National District Attorneys Association (NDAA)



## CADCA & FAVOR

Mission: committed to organizing and mobilizing the millions of Americans in long-term recovery from addiction to alcohol and other drugs, our families, friends and allies to speak with one voice.

- Treating tobacco use saves lives
- People being treated for other substance use disorders want to quit and can successfully quit
- ½ cigarettes smoked in America by people with substance use disorder or mental illness
- Increased use of cocaine and heroin



## CADCA & IACP

Mission: advance professional police services; promote enhanced administrative, technical, and operational police practices; foster cooperation and the exchange of information and experience among police leaders and police organizations of recognized professional and technical standing throughout the world.

- Guide retailers in communities understand and comply with state laws on sale of tobacco products
- Enforce posted signage related to smokefree/tobacco free policy
- Use of youth decoys



## CADCA & NSA

Mission: dedicated to serving the Office of Sheriff and its affiliates through education, training, and information resources. NSA represents thousands of sheriffs, deputies and other law enforcement, public safety professionals, and concerned citizens nationwide.

- Require violating retailers to attend educational training
- Compare revenue from tobacco sales to cost of license fee when presenting to city council
- Promote health risks of tobacco use by minors



## CADCA & LIONS

Mission: empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

- Life cycle of a cigarette takes a heavy toll on the environment from growing the tobacco plant to the disposal of butts and packaging
- Environmental factors related to secondhand and third-hand smoke
- Tobacco cultivation is responsible for biodiversity losses, land pollution through the use of pesticides, as well as soil degradation, deforestation and water pollution



## CADCA & NDAA

Mission: exists to foster and maintain the honor and integrity of the prosecuting attorneys...the diffusion of knowledge and the continuing education of prosecuting attorneys, lawyers, law enforcement personnel, ...to provide to state and local prosecutors the knowledge, skills and support to ensure that justice is done and the public safety and rights of all are safeguarded...

- Providing adequate, guaranteed funding for enforcement
- Making frequent and realistic compliance checks
- Meaningful penalties
- No preemption of local ordinances
- Education and awareness efforts for merchants and the public.



# ***Seven Strategies for Community Change***

## ***1. Providing Information***

Educational presentations, workshops or seminars or other presentations of data.

- Public Service Announcements
- Brochures
- Billboards
- Meetings
- Forums
- Web-based communications



## ***Seven Strategies for Community Change***

### ***2. Enhancing Skills***

Activities designed to increase the skills of participants to achieve population-level outcomes

- Workshops and seminars
- Training and technical assistance
- Distance learning
- Planning retreats
- Curricula development



## *Seven Strategies for Community Change*

### *3. Providing Support*

Creating opportunities to support activities that reduce risk or enhance protection

- Providing alternative activities
- Mentoring
- Referrals
- Support groups or clubs



## *Seven Strategies for Community Change*

### *4. Enhancing Access/ Reducing Barriers*

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services.

- Healthcare and childcare
- Transportation and housing
- Safety
- Justice and education
- Special needs
- Cultural and language sensitivity



## *Seven Strategies for Community Change*

### *5. Changing Consequences*

Incentives/Disincentives: Increasing or decreasing the probability of a specific behavior by altering the consequences of that behavior

- Increasing public recognition
- Individual and business rewards
- Taxes, citations, and fines
- Revocation/loss of privileges



## *Seven Strategies for Community Change*

### *6. Physical Design*

Changing the physical design or structure of the environment to reduce risk or enhance protection

- Parks
- Landscape
- Signage
- Lighting
- Outlet density



## *Seven Strategies for Community Change*

### ***7. Modifying/Changing Policies***

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation, and/or voting procedures:

- Workplace initiatives
- Law enforcement procedures and practices
- Public policy actions
- Systems change within government, communities and organizations



## *Seven Strategies for Community Change*

### *Strategies 4 through 7*

- Commonly referred to as “Environmental Strategies”
- Are the most effective way for coalitions to achieve population level change



# Using the 7 Strategies for Tobacco Interventions





# 1. Providing Information

- Be aware of new tobacco products
- Current tobacco laws
- Gather data about tobacco use in current community
- Promote effective tobacco cessation services
- Ex: Van Buren County SAFE Coalition, Iowa
  - Engaged schools, health department, etc. in data collection process
  - Data revealed a need to focus on youth alcohol and tobacco use
  - Enhance school and community policies, disseminate accurate information and increase local awareness





## 2. Enhancing Skills

- Participate in CADCA tobacco-prevention trainings
  - Ways to implement CTG tobacco-free living strategies
  - New products and the retail/contract environment
  - Faith and historically-based perspective to cessation
  - National Forum & Mid-Year training opportunities
- Attend national conferences on tobacco prevention
  - Breakfree Alliance, April 2012
  - National Networks for Tobacco Control
  - National Conference on Tobacco or Health, August 2012





## 3. Providing Support

- Policy enforcement + support = sustainability
  - Ex: Campus Wellness Coalition & Oklahoma City Community College
    - Established on-campus taskforce: students & faculty
    - Announced available cessation services along with the upcoming policy
    - Announced policy 18 months in advance
    - Provided free on-campus counseling services for students, faculty and employees
      - Partnered with local treatment centers; Co-op program for students
    - Provided information and feedback; campus newsletter





## 4. Enhancing Access/Reducing Barriers

- Making the healthier choice the easiest choice to make
  - Ex: Gwinnett County in Georgia, CADCA coalition member
    - High rate of smoking
    - Built a network of supporters
    - Orchestrated education campaigns: smoke free homes, restaurants
    - Partnered with local retailers to educate them about the need to place tobacco products behind the counter
    - Provided incentives and recognition to those business advocates





## 5. Changing Consequences

- Business Rewards
  - Placing tobacco products behind the counter
  - Reducing tobacco signage & advertising
  - Working with local law enforcement to ensure retailers abiding by state laws; fines
- Influence of nontraditional partners
  - Ex: Oklahoma County Tobacco Use Prevention Coalition
    - Partnered with Tinker Federal Credit Union
    - Empowerment Zone
    - Free financial counseling
    - Worked with smokers who quit to build a budget; create a new goal with the savings





## 6. Changing Physical Design

- Notice of policy
- Removing ash trays
- Eliminate tobacco litter
  - Ex: Community Connections Coalition in West Virginia, CADCA coalition member
    - High rate of smoking/chew tobacco (24%)
    - Large event draws most of the community together
    - Designated outdoor smoking areas at 9-day state fair





## 7. Modifying Laws and Policies

- Smokefree State Policy
- Tobacco Free Worksite policies
- Clean Indoor Air Ordinances (city/county/state)
- Tobacco Free Congregation policy (faith-based approach)
- 24-hour, 100% Tobacco Free Schools policy
  - Ex: Gwinnett County's worked let to the formation of the Youth Advisory Board "Why Smoke? youth tobacco prevention campaign
  - Established 100% tobacco free schools
  - Signage posted at every school
  - Postcards announcing the policy sent to over 10,000 homes





# National Dissemination Community Transformation Grantee

- Focus on implementing evidence-based tobacco-free living strategies
- Support, disseminate and amplify the evidence-based strategies of the CTG program nationally
- Engage and collaborate with governmental, private, and non-governmental sectors
- Work to disseminate CTG strategies within our partners' national network of local affiliates, including reaching rural and frontier areas and those experiencing health disparities



# Identifying Local Data Sources to Help You Track Tobacco Use





## Conducting a Community Assessment

- Who is most affected by tobacco?
- Where the problem is occurring?
- When it is occurring?
- What are perceptions of harm by youth and adults?

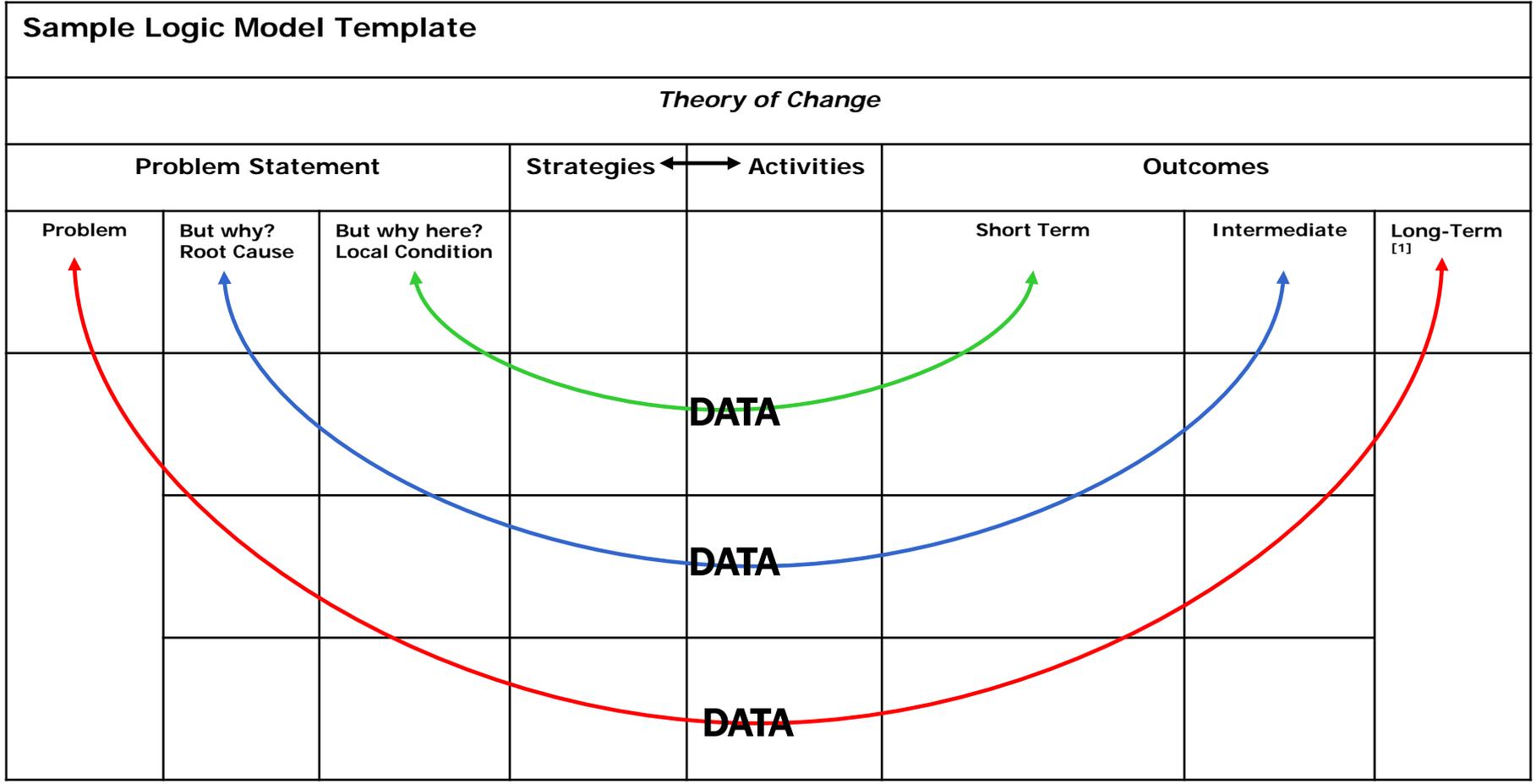


# Community Assessment Checklist

Individual factors include:

Environmental factors include:

- Accessibility through advertising and retail outlets
- Presence of community protective factors such as tobacco laws
- Screening and brief intervention activities (Ask, Advise, Refer)



[1] The long-term outcomes are affected not by any single strategy but by ALL of the strategies and activities.



## Recruiting and Engaging Partners

- Families
- Youth
- Law enforcement
- Educators
- Public Health professionals
- Healthcare Providers
- Treatment and Recovery professionals
- Non-traditional Messengers



## ***Problem: Tobacco among persons with substance use or mental health disorders is disproportionately high.***

**But Why?** Tobacco is a legal drug and has long been viewed as a coping mechanism, often referred to as a “lesser evil” for people in addictions treatment

**But Why Here?** 3 local treatment facilities allow the use of tobacco products for patients under their care.

- Reducing Access / Enhancing Barriers
- Changing Consequences
- Changing Physical Design
- Modifying Laws and Policies





# Tobacco Prevention Resources

- Public Health Law & Policy: <http://www.phlpnet.org/tobacco-control>
- CDC Office on Smoking and Health: <http://www.cdc.gov/tobacco/index.htm>
- State Tobacco Activities Tracking and Evaluation System:  
[www.cdc.gov/tobacco/statesystem](http://www.cdc.gov/tobacco/statesystem)
- Guide to Community Preventive Services:  
<http://www.thecommunityguide.org/library/book/index.html>
- National Networks for Tobacco Control:  
<http://www.tobaccopreventionnetworks.org/site/c.ksJPKXPFJpH/b.2580071/k.BD53/Home.htm>
- Legacy Tobacco Documents: <http://legacy.library.ucsf.edu/>



# Join us in Nashville!

- **Mid-Year Training Institute**
  - An in-depth and unique coalition training experience, featuring 1, 2 and 4-day courses.
  - Attendance: nearly 1300
  - July 23-26, 2012 at the Gaylord Opryland Hotel, Nashville, Tennessee





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**Join CADCA's  
Tobacco Use Prevention Strategies Group  
on Connected Communities:**

**[www.connectedcommunities.ning.com](http://www.connectedcommunities.ning.com)**