Overview of the NCCI Grant Program & Community Change Strategies

Barbara Alvarez Martin
NCCI Project Director
NCCI Goals

• **Build capacity** of coalitions to effectively implement evidence-based and promising strategies, with an emphasis on environmental strategies.

• **Implement** evidence-based and promising strategies to reduce substance abuse.

• Build an **infrastructure to sustain** coalition efforts.

• **Reduce prevalence** of alcohol and drug abuse in local communities.
NCCI Objectives

• Mobilize the community

• Develop a strategic plan that focuses on evidence-based and promising strategies

• Use the Strategic Prevention Framework

• Provide intensive training academy

• Engage parents/caregivers, youth and faith community

• Ensure collaboration

• Document coalition progress
Overview of NCCI program

- **Focus**: 2 year program
  - Year 1: intensive training & planning *
  - Year 2: mentored implementation (contingent)

- **Amount**: $30,000 for first 12-month period *
  - July 1, 2010 – June 30, 2011 (FY11)
  - Eligible to apply for 2nd year of funds (FY12)

- **Intended audience**:
  - PACCs recently mobilized to address local concern
  - Existing coalitions that have not received intensive capacity building training

*Coalition grants must include funds to support training component*
Evidence Based Strategies

• Generally refers to approaches to prevention that are validated by some form of documented scientific evidence

• What counts as "evidence" varies; often defined as findings established through scientific research, such as controlled clinical studies

• In contrast to approaches that are based on tradition, convention, belief, or anecdotal evidence.

• Advancing evidence-based practice remains at the core of SAMHSA's Science to Service Initiative
Individually Focused Strategies

• Prevention directed at *individuals* is based on the assumption that substance abuse arises due to:
  ▪ deficits in knowledge about negative consequences
  ▪ inadequate resistance skills
  ▪ poor decision making abilities
  ▪ low academic achievement and so forth

• The goal of *individually* focused prevention is to reduce these risk factors and increase the protective factors.
Environmental Strategies

...A wide body of research has accumulated showing that environmental prevention strategies can reduce the use of substances and related problems. However, the concept of environmental prevention strategies is not widely understood either within or outside the field of prevention.”

Environmentally Focused Strategies

The Community Systems Model:

- Individuals do not become involved with substances solely on the basis of personal characteristics.
- Rather, they are influenced by a complex set of factors, such as:
  - rules and regulations of the social institutions
  - norms of the communities in which they live
  - mass media messages
  - accessibility of alcohol, tobacco, and illicit drugs
What the Science Says:

Increased Alcohol Availability → Increased Alcohol Consumption → Increased Alcohol-Related Problems

Source: National Academy of Sciences
Prevention Strategies

INDIVIDUAL

Focus on behavior and behavior change

Focus on the relationship between the individual and alcohol related problems

Short term focus on program development

Individual does not participate in decision making

Individual as audience

Professionals make the decisions

ENVIRONMENTAL

Focus on policy and policy change

Focus on the social, political and economic context of alcohol related problems

Long term focus on policy development

People gain power by acting collectively

Individual as advocate

Professionals help create avenues for citizens to develop and express their voice
Working Definition of “Environmental Interventions”

• Those that seek to change or manipulate:
  ▪ The physical environment
  ▪ Laws and policies
  ▪ The marketplace
  ▪ Community norms
  ▪ What is communicated to the media
Factors in the environment

• **Norms**
  - Basic culture/community attitude about what is acceptable behavior for specific groups
  - The basis for *specific attitudes* that support or undermine particular prevention strategies

• **Availability**
  - The ease in time, energy and money to obtain

• **Policies**
  - Laws, rules, regulations to control availability, affirm norms, and specify consequences for violations
The Prevention “Continuum”

Individual agency

Provide information
Enhance skills
Provide support

Community coalition

Enhance access/reduce barriers
Change consequences
Change physical design
Modify/change policy

Seven Strategies to Affect Community Change
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

4. Enhancing Access/ Reducing Barriers

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- Justice and education
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7. 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
7. 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** policy: that which is codified or “put on the books”
  - State policy or laws
  - Local city or county ordinances
  - School policy: drug free schools
  - Business policy: Drug zero-tolerance, drug testing, fake ID check

- **Informal** policy: that which is acted upon but not necessarily written down or adopted by a political party
  - At home: how or if we serve alcohol at parties
  - At work: informal dress codes
  - At church: serving alcohol at social events, allocating specific charities
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
Strengths of Environmental Strategies

• **Broad Reach**
  - Can reach entire populations & reduce collective risk
  - Can produce widespread small changes in behavior among large populations that result in reduced problems for the entire community

• **Substantial Effects**
  - Shown to substantially reduce consumption and use-related problems, including traffic crashes, unintentional injuries, suicide, cirrhosis mortality, and assault offenses
Strengths of Environmental Strategies

• Enduring Effects
  ▪ Changes in the legal, economic, and social contingencies surrounding use foster important shifts in attitudes that are less supportive of use
  ▪ Environmental barriers to use, coupled with widespread changes in norms, result in the creation of a changed system that offers fewer opportunities to use substances
Strengths of Environmental Strategies

- **Ease of Maintenance & Cost-effectiveness**
  - Environmental approaches have the benefits of being comparatively easy to maintain.
  - Costs associated with implementation, monitoring, and advocacy are considerably lower than those associated with education, services, and therapeutic efforts applied to individuals.