Example of Completed On Boarding “Pro” Template
Our Mission

Fairfield CARES, established in 2009, is a town-wide organization of parents, school representatives, local business leaders, law enforcement, clergy, counseling professionals and youth services organizations.

Fairfield CARES is dedicated to preventing underage drinking and substance abuse, increasing awareness of the risks of addiction, promoting healthy choices and behaviors to increase personal wellness, and strengthening community well-being and resilience.
What is Prevention and the Strategic Prevention Framework?

• **Prevention**—Delivered prior to the onset of a disorder, these interventions are intended to prevent or reduce the risk of developing a behavioral health problem, such as underage alcohol use, prescription drug misuse and abuse, and illicit drug use.

• In the prevention field, collaboration allows for partners with different perspectives to work together towards solving a common problem. This approach leverages the expertise of multiple groups and increases the likelihood that their collective efforts will bring about change.

• “The SPF grant program is intended to prevent the onset and reduce the progression of substance abuse and its related problems while strengthening prevention capacity and infrastructure at the state, tribal, and community levels.” **SAMSHA**
The five steps and two guiding principles of the SPF offer prevention planners a comprehensive approach to understanding and addressing the substance misuse and related behavioral health problems facing their states and communities.

The SPF includes these five steps:

1. **Assessment**: Identify local prevention needs based on data. What is the problem?
2. **Capacity**: Build local resources and readiness to address prevention needs. What do you have to work with?
3. **Planning**: Find out what works to address prevention needs and how to do it well. What should you do and how should you do it?
4. **Implementation**: Deliver evidence-based programs and practices as intended. How can you put your plan into action?
5. **Evaluation**: Examine the process and outcomes of programs and practices (Is your plan succeeding?)

The SPF is also guided by two cross-cutting principles that should be integrated into each of the steps:

**Cultural Competence**: The ability of an individual or organization to understand and interact effectively with people who have different values, lifestyles, and traditions based on their distinctive heritage and social relationships.

**Sustainability**: The process of building an adaptive and effective system that achieves and maintains desired long-term results.
SPF Rationale:
Data driven public health model, team approach, dynamic and responsive to local needs.

To Learn more about the SPF Framework:
The SPF Guide
Needs Assessment

The purpose of this step is to understand local prevention needs based on a careful review of data gathered from a variety of sources. These data help planners to identify and prioritize the substance misuse problems present in their community; clarify the impact these problems have on community members; identify the specific factors that contribute to these problems; assess readiness; and determine the resources required to address those factors. Ultimately, a thorough and inclusive assessment process helps to ensure that substance misuse prevention efforts are appropriate and on target.

To conduct a comprehensive assessment of prevention needs, prevention professionals gather data about each of the following:

- The nature of the substance misuse problem in the community and related harmful behaviors.
- Risk and protective factors that influence substance misuse problems, particularly those of high priority in the community.
- Community capacity for prevention, including readiness and available resources.

- Insert link to your needs assessment
- **Priority Substance of the Coalition**: Alcohol
- **Target population**: Youth, Grades 7-12
- **Strategies**: Enforcement of Liquor Laws, Social Norms Campaign, Capacity Building, Youth Engagement

For more information see pg. 6-10 of SPF Guide
2020-2021 Implementation Plan

Capacity Building
• Host monthly coalition and committee meetings
• Host and participate in community events
• Identify missing stakeholders and engage in joining coalition

Social Norms Campaign
• Update campaign using most recent data
• Continue to post campaign messaging and engage stakeholder groups in sharing
• Extend campaign to different age group

Enforcement
• Update Police data on DUI’s, Compliance checks, and Social Host citations
• Provide opportunity to engage in activities/conversation with police officers

Youth Engagement
• Hold monthly youth committee meetings
• Recruit new youth committee members
• Provide at least one training on the SPF model and leadership opportunity
• Provide youth voice as reality check on substance use and prevention within the community

Insert link to your implementation plan
Evaluation

Evaluation is a step in the SPF Model. It is the systematic collection and analysis of information about prevention activities to reduce uncertainty, improve effectiveness, and facilitate decision-making.

- Surveys are one example coalitions use to document the effectiveness of their programming and activities over time on substance use prevention.
- ABC Coalition has surveyed students in grades 7-12 four times, starting in 2014.
- ABC Coalition uses the SEARCH Attitudes and Behaviors surveys to gauge youth developmental assets within ABC community, to guide data driven programming, to monitor our goals around substance prevention, and to create social norms campaigns.
- Insert a link to your latest Survey Presentation
- Insert a link to your latest Survey Report(s)
- Surveys provide timely actionable information for coalitions and other stakeholders, such as Schools, Health Department, and Social Services.
Meeting our Goals

% Reporting:
- 80% in 2014
- 83% in 2016
- 89% in 2018
- 95% in 2019
- 99% in 2020

Goal: 86% MET!
Goal: 72% MET!
Goal: 84% MET!
Goal: 87% MET!
Goal: 88% in progress

Goals also met:
- 10% decrease in DUI violations
- Increase in off-premise retailer compliance

Baseline 2014 | 2016 | 2019
Parental knowledge of alcohol effects on developing brain
Parental monitoring/rules that discourage underage drinking
Knowledge of Social Host Law
Parents feel underage drinking is "very wrong"
Perception of harm of underage drinking
## Key Goals (option 2)

<table>
<thead>
<tr>
<th>Goals:</th>
<th>Baseline 2014</th>
<th>2016</th>
<th>Goal</th>
<th>2019</th>
<th>Goal Met?</th>
</tr>
</thead>
<tbody>
<tr>
<td>20% Decrease of 30-Day use of alcohol among youth ages 12-18</td>
<td>25%</td>
<td>28%</td>
<td>20%</td>
<td>21%</td>
<td>No</td>
</tr>
<tr>
<td>5% Increase in parental knowledge of the effects of alcohol on the developing adolescent brain</td>
<td>81%</td>
<td>95%</td>
<td>86%</td>
<td>99%</td>
<td>Yes</td>
</tr>
<tr>
<td>4% increase in parental monitoring/rules that discourage underage drinking</td>
<td>80%</td>
<td>89%</td>
<td>84%</td>
<td>90%</td>
<td>Yes</td>
</tr>
<tr>
<td>6% increase of knowledge in the Social Host Law</td>
<td>81%</td>
<td>75%</td>
<td>87%</td>
<td>87%</td>
<td>Yes</td>
</tr>
<tr>
<td>6% Increase in 12th graders who report parental disapproval of underage alcohol use as “very wrong”</td>
<td>66%</td>
<td>70%</td>
<td>72%</td>
<td>91%</td>
<td>Yes</td>
</tr>
<tr>
<td>5% Increase in the perception of harm of alcohol use among youth</td>
<td>83%</td>
<td>82%</td>
<td>88%</td>
<td>82%</td>
<td>No</td>
</tr>
<tr>
<td>A 10% Decrease in DUI violations</td>
<td>236</td>
<td>125</td>
<td>212</td>
<td></td>
<td>Goal Met in 2016</td>
</tr>
<tr>
<td>An Increase in off-premise retailer compliance</td>
<td>87%</td>
<td>100%</td>
<td>92%</td>
<td></td>
<td>Goal Met in 2016</td>
</tr>
</tbody>
</table>

Goal Met in 2016: Yes

Goal Met in 2016: No
“Sustainability”: *The process of building an adaptive and effective system that achieves and maintains desired long-term results.*

In prevention, sustainability is the capacity of a community to produce and maintain positive prevention outcomes over time. To maintain positive outcomes, communities will want to *sustain* an effective strategic planning process as well as those programs and practices that produced positive prevention results.

Efforts around funding, member recruitment, stakeholder engagement, and data collection are a few areas where short-term and long-term planning will help *sustain* coalition prevention capacity and effectiveness.
We Believe In A #LifeNotWasted

Coalition Capacity
- Chief of Police becomes Co-Chair. Strong collaboration on enforcement.
- Strategic and Implementation Plans Completed
- 12+ Community Stakeholder Sectors Represented
- Student Surveys Conducted
- FC Youth Committee Developed

Fairfield Police Department partners on alcohol merchant training and ID mat distribution
Carma Creative Marketing works with Fairfield Youth to design Social Norms Campaign incorporating local data
Social Norms Campaign incorporated into Fairfield Public Schools Health Curriculum
Coalition Vitality Assessment to promote continuous improvement

2019 Sustainability

Coalition Forward
1. Emerging Trends: Address Community and Youth Developmental Asset Gaps
2. Secure diverse sources of Funding
3. Sustain and Expand Community Partnerships
4. Continue to engage Youth in decision making and initiatives
5. Social Norms: Continue cross sector awareness and education on youth substance use
6. Maintain Law Enforcement presence within the coalition
7. Host Community Events and Programming

2018 Evaluation

Long Term Outcomes
- 25% increase in 12th graders who report parent disapproval of underage drinking
- 4% decrease in 30 day use among youth grades 7-12

2017 Implementation

Short Term Outcomes
- 18% increase in parent knowledge of effects of alcohol on the brain
- 10% increase in parent rules that discourage underage drinking
- 6% increase in Social Host Law Knowledge
- 100% Merchant Compliance
- 47% decrease in the # of DUI's

2016 Planning

#LifeNotWasted and Not Under Our Roof campaign launches to address peer and social norms and enforcement of liquor laws

2015 Needs Assessment and Capacity

1,432 Social Media Followers

Not Under Our Roof

Coalition Vitality Assessment to promote continuous improvement

Sustainability

Emerging Trends: Address Community and Youth Developmental Asset Gaps
- Secure diverse sources of Funding
- Sustain and Expand Community Partnerships
- Continue to engage Youth in decision making and initiatives
- Social Norms: Continue cross sector awareness and education on youth substance use
- Maintain Law Enforcement presence within the coalition
- Host Community Events and Programming

Evidence Based Strategies

1. Emerging Trends: Address Community and Youth Developmental Asset Gaps
2. Secure diverse sources of Funding
3. Sustain and Expand Community Partnerships
4. Continue to engage Youth in decision making and initiatives
5. Social Norms: Continue cross sector awareness and education on youth substance use
6. Maintain Law Enforcement presence within the coalition
7. Host Community Events and Programming

www.fairfieldct.org/fairfieldcares
Local Prevention Councils (LPC’s)

Background and Purpose: The CT Department of Mental Health and Addiction Services’ (DMHAS) Prevention and Health Promotion Division, in collaboration with the Regional Behavioral Health Action Organizations (RBHAOs), annually funds over 150 community-based Local Prevention Councils (LPCs), grassroots coalitions that build community capacity to plan and implement substance use/misuse prevention strategies for all ages.


Strategy Type: LPC programs utilize at least two of the six CSAP identified prevention strategies (information dissemination, education, community-based processes, alternative programming, environmental, and program identification and referral) in their community programs.

Examples: Adapting school health curriculum to include vaping education, raising community awareness around the use of youth vaping and dangers, compliance checks on sales to minors, hosting parent speaker and communication events, creating a social norms campaign around vaping with youth groups, partnering with coalition sectors and RHBO’s on events and campaigns.
Social Norms Media Campaign

Our Task
Create a strategic, attention-getting campaign that resonates emotionally with the community, and each of the core stakeholders: students, parents and law enforcement officers. Provide powerful messaging, content and design for ABC Coalition website as well as targeted media vehicles.

1. Launch a series of 18 social media messages throughout the year 6 for each of the three targets

2. Messaging will be promoted on media appropriate to each audience: Instagram posts to target teens, Facebook posts to target parents and law enforcement

3. Messaging to coincide with seasonal occasions that see spikes in underage drinking

4. Each message will answer a campaign objective
Social Norms Media Campaign

Add any presentations, press releases, or links to social media accounts.

Giveaways

- Car Magnet
- Merchant and Home Decal
- Teen Wristband
Our Structure

Department of Mental Health and Addiction Services

Chair

Treasurer

Committee #1 Chair

Committee #1 Members

Committee #2 Chair

Committee #2 Members

Committee #3 Chair

Committee #3 Members

Youth Committee Members

Other Stakeholder Representation: Local Pharmacist, Chamber of Commerce, Parks and Rec, RHBO, Health Department, BOE member, PTA Rep, etc.
Committee Descriptions

Leadership Committee:

• Consists of the Chair, Secretary, Treasurer, Coordinator and Chairs of the other coalition committees. The Leadership committee meets to ensure compliance with grant requirements, provide implementation plan oversight, and budget fidelity. Chair name and email address.

Programming Committee:

• Their primary duty is to collaborate with public and private middle and high schools through their PTAs and school staff, as well as government and community agencies in sponsoring activities to accomplish the goals of the Coalition. Coordinate the work of the Programming Committee with other standing committees of the Coalition. Chair name and email address.

Youth Committee:

• With support from adult advisors, their primary duty is to address issues that are important to young people with ownership and clear leadership roles. They will focus on public awareness activities, youth volunteer led programs and social change campaigns. In addition they will provide youth input into Coalition activities, represent the coalition at functions. Coordinate the work of the Youth Committee with other standing committees of the Coalition. Chair Name and email address.

Resources Committee:

• Conducts activities needed to sustain the work of the Fairfield Cares Community Coalition, including primarily the data management, membership recruitment, and financial development functions, as well as, coordinating the Resources Committee’s work with other standing committees of the Coalition. Chair name and email address.
Coalition Stakeholder Groups

• Police Department
• Mental Health Service Providers
• School Representatives
• Social and Health Services
• State and Local Representatives
• Faith Based Organizations
• Fairfield University and Sacred Heart
• Fairfield Youth Committee- High School Students
• Positive Directions, of Westport, is the grant recipient in partnership with Fairfield Cares to support prevention efforts and goals within the Fairfield community.
Coalition
Stakeholder
Groups Option #2

12 Community Sectors

- State, Local, Tribal Agencies
- Other
- Youth
- Parents
- Law Enforcement
- Schools
- Businesses
- Media
- Youth Serving Org.
- Faith Community
- Civic Groups
- Healthcare
• Attend monthly meetings
• Attend committee meetings
• Help access data sets and influencers
• Help recruit members and other partners/sponsors
• Attend coalition community events
• Help identify additional resources
• Share the work of the coalition back to your other organizations, i.e.. PTA, Rotary Club, Chamber of Commerce
Member Role(s) by Time

- Superintendent Example: 3 Hours
- Attend the monthly coalition meeting – 1 hr.
- Email or report back to the appropriate leadership group on coalition activities and messaging and how the district can disseminate the information to the larger parent and school community. .5 hr.
- Work with school administrators to implement a student survey. 1.5 hr.
Connecticut Strategic Prevention Framework Coalitions (CSC) Initiative

The goals of the CSC Initiative are to prevent the start and reduce the progression of substance abuse and to promote positive mental health at the community level utilizing the Strategic Prevention Framework or similar public health planning model.

The objectives of the CSC Initiative are directed to:

- Increase strong collaborations among communities and with State agencies;
- Achieve measurable long and short term outcomes in reducing substance use and abuse while also promoting mental health in the focused populations; and
- Implement and sustain culturally competent, evidence-based prevention services that address substance abuse and promote mental health.

In ABC Community, the CSC Priority substance is alcohol use in youth grades 7-12, focusing on Social Norms and Enforcement of Liquor laws.

State Opioid Response (SOR) Grant

The Substance Abuse and Mental Health Services Administration (SAMHSA) awarded more than $930 million nationally in State Opioid Response grants to support a comprehensive response to the opioid epidemic and expand access to treatment and recovery support services.

The grants aim to address the opioid crisis by increasing access to medication-assisted treatment using the three Food and Drug Administration (FDA) approved medications for the treatment of opioid use disorder, reducing unmet treatment need, and reducing opioid overdose related deaths through the provision of prevention, treatment and recovery activities for opioid use disorder.

Local Prevention Councils (LPCs)

This initiative supports 150 plus local, municipal-based alcohol, tobacco and other drug (ATOD) abuse prevention councils. The intent of this grant program is to facilitate the development of ATOD abuse prevention initiatives at the local level with the support of the Chief Elected Officials. The specific goals of Local Prevention Councils (LPCs) are to increase public awareness of ATOD prevention and stimulate the development and implementation of local prevention activities primarily focused on youth.

LPC programs utilize at least two of the six federal Center for Substance Abuse Prevention’s (CSAP) identified prevention strategies (information dissemination, education, community-based processes, alternative programming, environmental, and program identification and referral) in their community programs.
To Connect

- Website: http://www.abcccoalition.com
- Facebook: ABC Community Coalition
- Instagram: @abc_coalition
- Twitter: @ABCCOALITION
- Email: abc@townnamect.org
- Coalition Coordinator: Name, email
- Coalition Chair: Name, email

Meeting Dates: Third Wednesday of each month 8:30-am to 9:30 am. Senior Center.
Regional Behavioral Health Action Organizations

https://www.thehubct.org/
https://www.apw-ct.org/
https://www.seracct.org/
https://amplifyct.org/
https://www.wctcoalition.org/