

The Prevention Training and Technical Assistance Service Center

welcomes you to



Youth Peer Advocate Onboarding for Coalition Coordinators

August 31, 2021

This presentation will be recorded for future use.





Prevention Training & Technical Assistance Service Center

- Funded by CT Department of Mental Health and Addiction Services along with other statewide prevention resource links
- Prevention workforce development
- Support community coalitions
- <https://preventiontrainingcenter.org/>
- TTASC Team



Onboarding Youth Peer Advocates

Objectives:

- Provide guidance for the systematic onboarding of Youth Peer Advocates
- Provide tools to assist in YPA professional development and their contribution to coalition mission
- Encourage a collaborative working relationship between YPA and Coalition Coordinator



Youth
Engagement/Outreach



Evidence Based
Practices

Youth Peer Advocate Starter Kit

A Youth Peer Advocate (YPA) may be tasked with assisting their Coalition Coordinator in identifying new ways to reach, engage and increase youth participation in coalition activities.

Youth Outreach Practice Roadmap

Self
Awareness
Check

Getting to
know your
coalition

Elevator
Speech
Activity

Town Map of
Youth Serving
Organizations

Engaging
Youth Serving
Organizations

YSO Map
Activity

Self Awareness Check

Intention is one with cause and effect. Intention determines outcome. And if you're stuck and not moving forward, you have to check the thought and the action that created the circumstance.

- Oprah Winfrey

Prevention in its simplest terms:

- The action of stopping something from happening
- Promoting health and growth

Prompts for Reflection:

- Why are you doing prevention work?
 - What is your primary motivation for doing the work?
- What is your preferred role on the coalition?
- What would you like to contribute to the coalition?
 - What skills would you like to develop during your time with the coalition?
- What strengths do you bring to the coalition?
- What do you hope to achieve or gain from this experience?

Getting to know your coalition

Familiarize yourself with your town and your coalition

Mission/Purpose – A statement of why the coalition exists and how it will serve its key stakeholders.

- States why the coalition does the work it does but does not define how that work is to be done.

Vision - A clear and specific picture of what the coalition aspires to be in the future. May include data points and tools that will be used to measure progress towards accomplishing the vision.

- Describes prospective short-term and long-term outcomes

Strategy – Describes how the coalition plans to achieve its mission and/or vision

- List practice activities that will move the coalition towards accomplishing its mission/vision
- Ex:
 - Attendance at Community Events
 - Awareness Raising Campaigns/Social Norming Campaigns
 - Advocacy Campaigns/Changing Disciplinary and/or Regulatory Policy
 - Establishing Substance Free Spaces throughout Town

Getting to know your coalition

Familiarize yourself with your town and your coalition

Coalition - Group of people and organizations working to change the outcomes on a specific problem.

- What is your coalition's mission?

- What are your coalition's goals and/or objectives?

- What are your coalition's prevention strategies that will change norms, attitudes, etc.? How does your coalition plan to accomplish its mission?

Getting to know your coalition

Familiarize yourself with your town and your coalition

- **Needs Assessment:** Report that describes the prevention needs of your community based on a review of data gathered from a variety of sources.
 - The assessment ensures that substance misuse prevention efforts are tailored to the community.
 - The goal is to determine community and individual strengths or protective factors and challenges/points of growth/risk factors
- **Key Needs Assessment Components**
 - **Key Informant Interviews:** educators, healthcare professionals, local agency representatives, community residents/leaders, local business owners etc...
 - **Community Wellbeing Data:** Income & Poverty Levels, Housing Accessibility/Availability, Jobs & Job Access, Education Infrastructure (Education Spending, Disciplinary Rates, etc...), Police Encounter Reports, Town Budget etc...
 - **Local, State, National Level Substance Use & Risky Behavior Prevalence Data:** CDC Youth Risk Behavior Surveillance System (YRBSS) | Substance Abuse & Mental Health Services Administration (SAMHSA) National Survey on Drug Use and Health (NSDUH) | Monitoring The Future (MTF) A Continuing Study of American Youth

Getting to know your coalition

Familiarize yourself with your town and your coalition

Needs Assessment

- What are the key findings in the needs assessment? What are the key risk and protective factors?

- What were the data sources used to determine community's need? Did the report incorporate findings from the 12 sectors of prevention? If not, which sectors were missing and how might their contribution influence the needs assessment findings?

Getting to know your coalition

Familiarize yourself with your town and your coalition

Coalition's Strategic Plan

- Considers needs assessment findings to determine the most appropriate evidence-based prevention plan to achieve the coalition's mission and/or vision.
- Assesses various evidence-based prevention plans to determine which is the best fit for the community and its set of risk and protective factors.

Guiding Questions:

- What are the programs, practices, and change strategies that your coalition is or may consider implementing to achieve its mission?

- Considering the various social contexts (individual, friends and family, schools, community, and greater society, etc...) that make up society, where do the coalition's practices have the greatest impact?

Getting to know your coalition

Familiarize yourself with your town and your coalition

Coalition Structure Key Terms

- Chairperson
- Facilitator
- Individual Member
- Lead Agency
- Member Organizations
- Agency Representatives
- Staffing
- Steering Committee
- Turf
- Committees/Sub-Committees
- Grant Provider
- Grantee

Current Coalition Members

- Identify current coalition members and assess their stake in prevention or engaging youth (**guided activity**)
 - Which of the 12 sectors does this member represent? (12 sector chart)
 - Which organization do they represent?
 - What is their role in the coalition? What have they worked on?
 - Does their organization work with youth? Do they have data on youth? Do they have a youth group or council for possible collaboration?

Activity: Coalition Member Spreadsheet

| Member Name | Sector | Organization | Role on the Coalition |
|-------------|--------|--------------|-----------------------|
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Activity

Elevator Speech Development

Elevator Speech

Layout

- Brief intro statement about coalition
- Coalition Goals and Objectives
- Prevention Strategy
- Opportunities to engage or collaborate (12 Sector Engagement & Prevention Strategy)

Map of Youth Serving Organizations

- Identify the organizations that serve youth in your town:
 - For example: schools, town boards & commissions, physical/mental health centers, solidarity groups, youth centers, recreation centers, libraries, the town social service department, social clubs, religious organizations, first responders, the service industry, etc...
- Review each organization's mission and youth serving initiatives or programs
 - Determine if the organizations have youth groups, which you might attend or whose members you might recruit for coalition activities
 - Record age ranges of youth served
 - Identify contact person for youth serving initiatives and programs

Activity: Table of Youth Serving Organizations

| Organization | Mission | Programs & Descriptions | Youth Groups (Y/N) | Age of Youth Served | # of Youth Served | Contact Person/Info | ETC... |
|--------------|---------|-------------------------|--------------------|---------------------|-------------------|---------------------|--------|
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Knowledge Check

- Coalition mission, programs/strategies, current networks (coalition members)
- Your role on the coalition and motivation for working in prevention
- Prevention Infrastructure
 - Needs Assessment Findings
- Map/List of local youth serving organizations
- Elevator Speech

Supervised - Self Awareness Reflection Prompts

- How will you use this knowledge to move the coalition's mission forward?
 - How does this knowledge inform your prevention strategies or prevention practice?
- How will you use this information to connect with youth throughout your town?
 - How does this inform your strategy?
 - How will you relate to youth who are different from you?

Example of Utilizing This Knowledge/Research

- Prepare to reach out to organizations representatives to have an introductory conversation about their organization and discuss potential opportunities to collaborate on events and activities
- Develop an introductory conversation guide:
 - Conversation Objectives:
 - Listen and learn about their goals
 - Share coalition goals
 - Identify shared goals
 - Share opportunities to collaborate, recruit youth, etc...

Introductory Conversation Guide Tips

Introductory Conversation 101

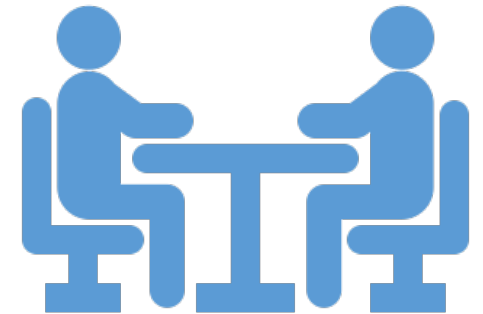
- Define your purpose
 - Ask about their goals for healthy youth or positive youth development to see if you have shared interests
 - Listen and learn about their goals
 - Share coalition goals
 - Identify shared goals
- Ask open-ended questions
- Deep Listening
 - Affirming Movements/Statements
 - Restating/Paraphrasing
 - Asking for Clarity
- Probing Questions
 - Asking the “why?”

Ending the Conversation

- Finish on time (be respectful of their time commitment)
- Ask conversation partner if they have any last questions for you
- Ask if they recommend that you connect with anyone else in their network
- If the conversation went well, say so, and ask for a follow up discuss opportunities to collaborate

Following Up & Collaborating with Youth

- After learning of an organization through an introductory meeting:
 - Debrief with supervisor on meeting successes, learning lessons, and next steps
 - Brainstorm collaborative opportunities for the organization's youth (eg. focus groups, community event volunteering, training for peer2peer message spreading, policy research projects/initiatives, social media management, peer2peer group facilitation)
- Schedule a follow-up meeting with youth serving organization representative and youth group to discuss opportunities to collaborate
 - Incorporate youth in the planning, development, and implementation of activities and events



Activity Continued: Table of Youth Serving Organizations

| Date Contacted | Conversation Guide | Meeting Notes | Takeaways and Collab Ops | Follow Up Date | Next Steps |
|-----------------------|---------------------------|----------------------|---------------------------------|-----------------------|-------------------|
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Youth Outreach Practice Review

Self
Awareness
Check

Getting to
know your
coalition

Elevator
Speech
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Town Map of
Youth Serving
Organizations

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Youth Serving
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Evidence Based Practice Roadmap



Evidence Based Practices (EBPs)

Evidence Based Practice Starter Pack

Effective substance misuse prevention practices have research evidence to support their efficacy.

- They minimize the effect and/or prevalence of circumstances that place young adults at increased risk for substance misuse
- and, enhance the effects and/or prevalence of circumstances that decrease likelihood of youth substance use.

Evidence Based Practices (EBP)

EBPs are practices confirmed effective by several thorough research studies. The practices address major risk and protective factors at the the individual, family, community, and societal level of influence.

Defining the Risk and Protective Factors

- **Risk Factor:** Circumstances that increase the possibility for substance misuse
- **Protective Factor:** Circumstances that decrease possibility of substance misuse and promote healthy connections, attitudes and behavior.

General Evidence Based Prevention Strategies by Level of Influence

Schools

Prevention Curriculum
Disciplinary or Regulatory Policy
Teacher Training

Community

Community Coalitions
Community Ordinances
Substance Sale Compliance Check Operations

Societal (Laws and Policy)

Social Norms Marketing
Parent Education

Levels of Influence

Socio-Ecological Developmental Model:

People are influenced not just by their unique personalities but also by their relationships with others. These others include not only their close social circles but also the communities and society to which they belong.



Each level of influence has specific risk and protective factors that prevention strategies can target.

Evidence Based Practice Databases

- Substance Abuse and Mental Health Services Administration (SAMHSA) Evidence-Based Practices Resource Center:
<https://www.samhsa.gov/resource-search/ebp>
- Community Tool Box's Database of Best Practices:
<https://ctb.ku.edu/en/databases-best-practices>
- National Institute of Health (NIH) Evidence-Based Practices & Programs:
<https://prevention.nih.gov/research-priorities/dissemination-implementation/evidence-based-practices-programs>



For more information please visit <https://preventiontrainingcenter.org/>

Evidence Based Practices (EBPs)

Evidence Based Prevention Strategies: Strategies that have documented research demonstrating they address specific substance substances and associated risk factors.

EBPs are practices that have been implemented several times over in various contexts to confirm that the implementation of the practice leads to the desired outcome:

- Effective substance misuse prevention practices have research evidence to support their efficacy. They
 - Minimize the effect and/or prevalence of risk factors (circumstances that place young adults at increased risk of substance misuse)
 - Enhance the effects and/or prevalence of protective factors (circumstances that decrease likelihood of youth substance use)

Risk and Protective Factors & Ecological Levels

Risk Factor: Characteristics at the biological, psychological, family, community, or cultural level that increase the possibility for individual substance misuse

- Individual: Genetic predisposition to addiction
- Relationships: Parents/Peers who use drugs or suffer from mental illness, inadequate supervision
- Communities: Neighborhood poverty and violence
- Society: Social norms, laws, racism, lack of economic opportunity

Protective Factor: Characteristics that decrease the possibility for individual substance misuse

- Individual: Positive self-image, self-control, or social competence
- Relationships: Parental involvement, peer support
- Communities: Availability of faith-based resources and after-school activities
- Society: Hate crime laws, limiting availability of alcohol/substances



Adapted from the Substance Abuse and Mental Health Services Administration's (SAMHSA) Guide to SAMHSA's Strategic Prevention Framework

<https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

Best-Fit Prevention Strategy

The prevention strategy for which there exist evidence that it addresses the priority substance (In Your Coalition's Needs Assessment) and associated risk & protective factors (Coalition Needs Assessment).

- The strategy should also consider the sociocultural makeup of the town
 - Demographic Composition
 - Languages Spoken
 - Prevalent - Culture, Tradition, Practices, Beliefs
 - Social Clubs, Ethnic Enclaves, Religious Houses

Examples Prevention Strategy:

- Public Education
- Social Marketing
- Social Norms Campaign
- Youth Engagement & Community Partnerships

Evidence Based Practice Review

Definitions

Risk & Protective
Factors

- Socioecological Levels

EBP Examples

Best-Fit
Prevention
Strategies

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Resource Links

Supplemental resources to assist
in onboarding Youth Peer
Advocates and Advance
Coalition Objectives

Engaging Youth Serving Organizations: 12 Sector Collaboration Series (Presentation)

https://preventiontrainingcenter.org/uploads/module_resource/resource_file/youth_serving_organizations.pdf

Engaging Youth Serving Organizations: 12 Sector Collaboration Series (Video) <https://www.youtube.com/watch?v=FzCNjOZEQXs>

Engaging Youth: 12 Sector Collaboration Series (Presentation)

https://preventiontrainingcenter.org/uploads/module_resource/resource_file/youth.pdf

Engaging Youth: 12 Sector Collaboration Series (Video) https://youtu.be/--R_kxwbHd0

Resources

Interview guidelines - https://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba23.pdf

Coalition Building Community Toolkit - <https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main>

SAMHSA SPF Booklet - <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

Selecting Best-Fit Programs and Practices - https://www.samhsa.gov/sites/default/files/ebp_prevention_guidance_document_241.pdf

Relational 1-on-1 Community Organizing Tool - https://ntcumc.org/Relational_1_to_1_Handout.pdf

CDC Community Needs Assessment - https://www.cdc.gov/globalhealth/healthprotection/fetp/training_modules/15/community-needs_pw_final_9252013.pdf

Stanford Business Mission, Purpose, Values, Vision Definition - <https://www.gsb.stanford.edu/alumni/volunteering/act/service-areas/mission-vision-values-facilitation>

Social Work Community Needs Assessment – Community Needs Assessment, John E. Tropman
Complexities of Coalition Building: Leaders’ Successes, Strategies, Struggles, and Solutions - Terry Mizrahi and Beth B. Rosenthal

YOUTH ADVISORY BOARD

STATEWIDE PEER GROUP

AUGUST
2021



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[@PREVENTIONNEWS](https://twitter.com/PREVENTIONNEWS)

Youth Advisory Board

Foundational Aspects

- **5 meetings (virtual) throughout the school year**
- **Evening time - 5:00 - 6:30**
- **Typically, Wednesday or Thursday night - will do a poll to check on best day**
- **Program coordinators/managers are welcome to participate**

New

- **Additional contact points between meetings**

Youth Advisory Board

Topics which may be covered

- **Strategic Prevention Framework – protective and risk factors**
- **Grant Writing**
- **Advocacy**
- **Social Marketing**
- **Project Management**

New

- **If you'd like to present as an expert, please let me know!**

Youth Advisory Board

Goals and Opportunities

- **Goal is to provide statewide networking and professional development opportunities for the representatives**
- **Support the ability of these youth to participate on committees (ADPC) and/or grant review selection teams, etc.**
- **Provide testimony on behalf of prevention efforts and participate in media opportunities as they occur**
- **Train future prevention colleagues**



THE GOVERNOR'S
**PreventionSM
Partnership**
#PREVENTIONWORKSCT



On being a Youth Peer Advocate

I learned that even when it may seem like a daunting task, there are always ways to rally people together and make a positive change. Small actions add up- even if one person is helped, it's a success.



THE GOVERNOR'S
PreventionSM
Partnership
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My tip for future YAB members are to not be afraid to get your hands dirty, ask questions, and be bold. This is a difficult field with a lot of stigma and nonchalant attitudes, and it is up to you to get people to care. After all, these are important issues! However, it would happen unless you take the initiative and don't be afraid to talk to people and ask them for their support.

- 2021 Graduate



Contact Us!

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