

CADCA's National Coalition Institute
Seven Strategies for Creating Effective Community Change¹

Identifying a comprehensive selection of evidence-based substance abuse prevention strategies/interventions is vital to implementing effective substance abuse prevention efforts in your community leading to positive change. It is equally vital to implement each of the evidence-based strategies/interventions you select in the most comprehensive manner possible. CADCA's *Seven Strategies for Creating Effective Community Change* can assist your coalition or planning group with identifying appropriate and timely action steps to include in a comprehensive action plan for strategy/intervention implementation.

1. Providing Information

Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).

2. Enhancing Skills

Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).

3. Providing Support for Prevention Activities

Creating opportunities to support people to participate in activities/strategies that reduce risk or enhance protection.

4. Enhancing Access/Reducing Barriers

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity). This can include identifying barriers and possible strategies to overcome.

5. Changing Consequences (Incentives/Disincentives)

Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).

6. Changing Physical Design/Making Environmental Changes

Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).

7. Modifying/Changing/Developing Policies

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

¹ Defining CADCA's Seven Strategies for Community Change. Retrieved from: [\\nd.gov\dhs\StateOffice\DHSDF-MHSA\Programs\AOD_Prevention\TechnicalAssistance\SevenStrategies4CommunityChange\(1\).pdf](https://nd.gov/dhs/StateOffice/DHSDF-MHSA/Programs/AOD_Prevention/TechnicalAssistance/SevenStrategies4CommunityChange(1).pdf)

Oneida Planning Meeting Notes

Substance Use

Local Condition: Adults are drinking alcohol in locations where children/family events are taking place

1. Provide Information	Education – alcohol research Meet with local elected officials to share research (WI Burden of Alcohol Report) Educate service groups and event organizers
2. Enhance Skills	Training for parents – modeling responsible drinking behaviors Engage youth in this effort
3. Provide Support	Support with looking for non alcohol sponsors Support youth to educate parents about healthy decisions
4. Access/Barriers	Create beer garden away from activity Festival tool kit – to scan events and gather data
5. Change Consequences	Discounts for events that agree to change location of alcohol and sponsors
6. Physical Design	Move location of where alcohol is served
7. Modify/Change Policy	Meet with local officials – encourage entities that get licenses to adopt responsible policies

Mental Health

Local Condition: Youth are being bullied

1. Provide Information	Education – parents on online activity How to talk to your children about bullying Social media for parents Bullying curriculum
2. Enhance Skills	Parent education and training – modeling responsible behavior Parent programs. Workplace – bullying and devices
3. Provide Support	Parental supports Expand mentoring programs
4. Access/Barriers	Encourage parents to implement apps for detecting online activity Limit use of technology
5. Change Consequences	Character study
6. Physical Design	
7. Modify/Change Policy	Encourage family policy Health care – screening School reframe bullying to parents and provide support for identifying and reporting bullying

Housing Instability

Local Condition: Discussed that we need more information to determine the local condition

- Assess – what is the inventory of vacant housing in Oneida
- Employee/Policy Maker summit on housing
- Define vacant
- Define quality
- Develop list of rental properties county wide
- Develop list of affordable housing
- Airbnb rates and numbers
- Support people to get applications completed
- Change business practices
- More assertive in county taking over houses where taxes are not paid

Child Care

Local Condition: limited access and availability of affordable childcare

1. Provide Information	Partners can share video of childcare as a career
2. Enhance Skills	Business training for existing childcare centers
3. Provide Support	Identify scholarship opportunities Partner with business to support development of child care providers
4. Access/Barriers	Businesses subsidize child care options as a benefit – explore the Antigo and the Wausau programs
5. Change Consequences	
6. Physical Design	
7. Modify/Change Policy	Childcare similar to schools – similar to the Michigan initiative