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Drug Prevention in Communities

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Rome, Italy
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Overview

- What is CADCA?
- What are coalitions?
- Evidence-based framework for effective drug prevention
- Role of community coalitions in drug prevention

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What is CADCA?

- Independent, non-partisan non-governmental organization (NGO) that represents more than 5,000 community anti-drug coalitions in the United States and foreign countries.
- Founded in October 1992, CADCA is a leading prevention/demand reduction organizations in the U.S.
- CADCA's mission is to develop and strengthen the capacity of community coalitions to create communities that are safe, healthy and drug free.





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CADCA Core Services

- Public policy and advocacy
- Training and technical assistance
- Research dissemination and evaluation
- Communications and membership
- Special events and conferences
- Youth programs
- International programs

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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 $2.79 billion.

CADCA's Public Policy Expertise + **CADCA's Network** = **Policies, Funding & Laws That Benefit Prevention and Treatment**

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Annual Training Impact

- Over 12,000 individuals training in 904 coalitions
- Over 1,000 technical assistance sessions
- Over 150 coalitions graduate from our year-long National Coalition Academy



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CADCA Publications & Resources



- E-newsletter ***Coalitions Online*** reaches 20,000 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 1,970 members
- 2,354 "like" us on CADCA **Facebook** page.
- 1,259 follow us on **Twitter** @CADCA
- YouTube channel: cadca09
- Find us on **LinkedIn**: www.linkedin.com/company/cadca

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CADCA's Youth Programs

- **The National Youth Leadership Initiative**
  - Trains over 1,000 youth a year
  - Fosters youth leadership in the design, implementation, and evaluation of action strategies addressing community problems
  - Preparing the community coalition workforce of tomorrow
  - Youth are trained to be effective and meaningful members of their local coalitions



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CADCA Signature Trainings

National Leadership Forum

- The nation's largest training, networking and advocacy event for substance abuse prevention and treatment professionals and researchers.
- Average attendance: 2800
- February 4-7, 2013 at the Gaylord National Harbor Conference Center, National Harbor, MD

Mid-Year Training Institute

- An in-depth and unique coalition training experience, featuring half-day, 1 day and 2-day courses.
- Average attendance: 1600
- July 23-26, 2013 in Austin, Texas



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Evaluation & Research Resources

- CADCA provides coalitions technical assistance to **help community leaders incorporate local data and evidence-based strategies** into all aspects of their work.
- *"Research Support for Comprehensive Interventions To Reduce Youth Alcohol, Tobacco and Drug Use and Abuse"*
  - Presents the research behind **environmental strategies** as critical elements of a comprehensive plan to reduce substance use and abuse.



Research Support For Comprehensive Community Interventions to Reduce Youth Alcohol, Tobacco and Drug Use and Abuse

EXECUTIVE SUMMARY

The substance abuse prevention field is at a crossroads. In this time of healthcare reform, the opportunity exists to combat substance abuse and related harms with concerted, community-based and comprehensive efforts to change norms, behaviors, systems and contexts that contribute to substance abuse problems in our communities. The purpose of this paper is to discuss how a truly comprehensive response to substance use and abuse in our country can be implemented. Specifically, this response includes BOTH environmental/policy efforts and individually-focused prevention efforts in order to reduce substance abuse population-wide. Furthermore, it is critical to recognize the invaluable role local, community-based coalitions play in implementing a comprehensive array of evidence-based strategies to reduce underage drinking, tobacco use and illicit drug use. Coalitions have had great success at choosing and implementing the right combination of strategies to address local conditions contributing to substance use and abuse in their communities. Continued efforts are needed to support the role coalitions play in creating safe, healthy and drug-free communities.

This paper was developed to be responsive to the coalition field. It provides evidence to support their use of environmental strategies to address substance abuse in their communities. Environmental strategies are used to change the context (environment) in which substance use and abuse occur. Environmental strategies incorporate efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies (Babor, 2003). This paper was written to help coalitions understand how environmental strategies are critical elements of a comprehensive plan to reduce substance use and abuse. As such, the paper provides an overview of the research on the effectiveness of a variety of environmentally focused-strategies to reduce underage drinking, tobacco use and drug use. These strategies are especially effective at reducing access and availability of substances for youth and young adults and mitigate the damage caused to the community. Environmental strategies also are critically important to support individually and family-focused interventions. It is up to the coalition to pick the right combination of individual, family and community-level interventions to reduce substance abuse in their community.

Substance abuse is a problem facing each community in America. The pervasiveness of substance abuse is apparent in how it cuts across racial, socio-economic, geographic and generational lines (Substance Abuse and Mental Health Services Administration, Office of Applied Studies, 2008). Results from the 2009 Monitoring the Future study, an annual survey on in the incidence and prevalence of youth substance use rates funded by the National Institute on Drug Abuse (NIDA), indicate that past declines in substance abuse rates are leveling off and researchers are concerned that softening attitudes among youth on the perceived risk and disapproval of marijuana and inhalant use may predict future increases in usage rates (Johnston, O'Malley, Bachman, & Schulenberg, 2009). With 37 percent of 12th graders reporting they have used an illicit drug in past year, 15 percent of 8th graders reporting drinking alcohol in the last month, and 27 percent of 10th graders reporting using marijuana in the last year, the potential costs of substance abuse are enormous, especially if efforts are not put into prevention and treatment.

A complex social problem like substance abuse has multiple causes and when framed using a social-ecological model, we are able to better see the multi-

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The Community Mobilization Strategy

- What are Coalitions?
- The Coalition Strategy
- The Research base and Outcomes

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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.

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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

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Coalitions Produce Community Change

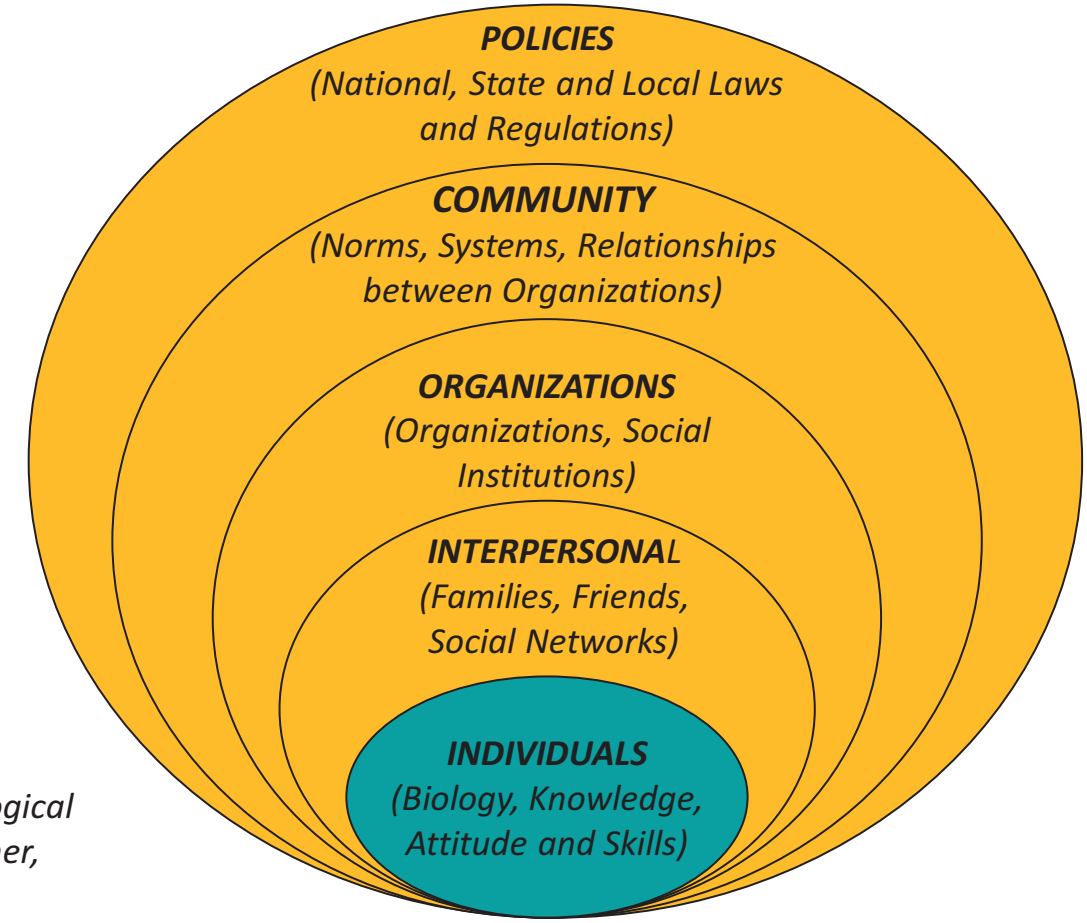
Coalitions:

- Impact an entire community
- Engage all sectors and members of the community
- Address conditions and settings in the community
- Promote comprehensive strategies
- Reduce substance use/abuse throughout the community

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Drug Abuse: Multiple Levels of Influence



Based on Social-Ecological Model (Bronfenbrenner, 1979)

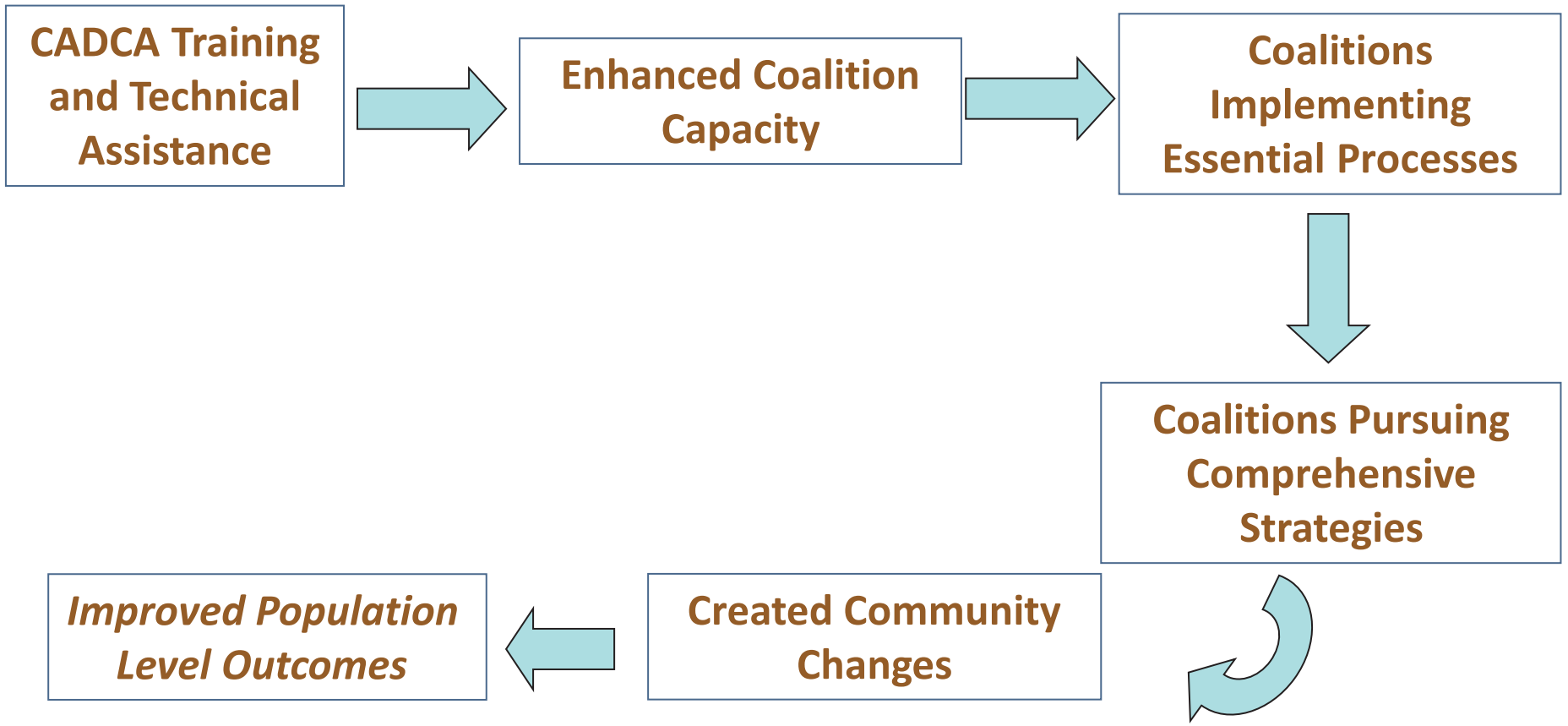
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CADCA Coalition Planning Process



CADCA's Framework for Community Change



Institute of Medicine, 2002; KU Work Group for Community Health and Development, 2007

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Differences Between Coalitions and Programs

Coalitions	Programs
Scale Coalitions measure success by examining **community-level indicators**	Programs measure **individual changes** in those who have been directly affected by the intervention(s)
Addresses multiple causes Coalitions ensure all causes of identified problems are addressed by implementing **multiple strategies**	Programs focus on **single strategies**, e.g., parenting classes or peer mentoring
Actors Coalition activities are implemented by **all community sectors**	**Program staff** are responsible for implementing interventions

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Coalition Work Targets All Levels of the Social-Ecological Model: Seven Behavior Change 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

Source: KU Work Group for Community Health and Development, 2007

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Environmental Strategies

- Environmental strategies are used to change the context (environment) in which substance use and abuse occur.
- Environmental strategies incorporate efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies.

Source: Babor, 2003

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A Historic Coalition Visit

- UNODC Director Yuri Fedotov visited a CADCA coalition in New York City in June.
- “Neighborhood walk” described the environmental strategies used by the coalition to combat drugs and narco-trafficking.



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Italian Delegation Visits Coalitions

- In July, CADCA met with:
  - Giovanni Serpelloni, Head of the Department for Anti-Drug Policies, Presidency of Council of Ministers
  - Dr. Elizabetta Simeoni, Scientific Area Director, Presidency of Council of Ministers.
- Visited Ward 8 Coalition in Washington, D.C. to learn about coalition operations first-hand.




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CADCA's International Program: Building Community Change Agents Globally





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International Programs

CADCA assists governmental and non-governmental organizations in developing effective community coalitions to prevent and reduce rates of illicit drug use. Currently support communities in 16 countries in 3 continents.





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International Programs at-a-Glance

- International Programs started in 2004.
- CADCA partners with the U.S. Department of State, the U.S. National Guard, the Colombo Plan and other in its international work.



- Helps community leaders develop anti-drug coalitions through training and technical assistance to local non-government organizations in foreign countries.
- All trainings help communities achieve population-level reductions in substance abuse rates.

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International Programs

Latin America: Brazil, Bolivia, Colombia, Guatemala, Honduras, Mexico and Peru

Africa: Cape Verde, Ghana, Kenya, Senegal and South Africa

Central Asia: Kazakhstan, Kyrgyzstan and Tajikistan

Asia Pacific: The Philippines





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International Programs

- **CADCA currently has resources in English, Spanish, Portuguese, Russian, and French**





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United Nations

- CADCA is a "NGO in Special Consultative Status" to the Economic and Social Council (ECOSOC) of the United Nations.

- CADCA is also an active member of the Vienna NGO Committee.



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In Conclusion

- For 20 years, CADCA's mission has remained the same—to build the capacity in local coalitions to address their alcohol, tobacco and other drug problems.
- Our membership base extends to virtually every community in the U.S., and we are now working in 16 countries.
- Comprehensive coalitions are evidence-based and proven effective vehicles for reducing drugs and building civil society.
- CADCA's training has been independently evaluated and shows coalitions who are trained by CADCA get to outcomes faster.
- We look forward to supporting the UNODC, UNICRI and the International community to expand effective prevention globally.

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