

TERROS, Inc.

Canyon Corridor Youth Drug Coalition

Coalition Minutes Analysis

October 1, 2006 to September 30, 2007

Using the Strategic Prevention Framework Steps:

Capacity and Planning

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Coalition Overview:

The Canyon Corridor Youth Drug Prevention Coalition was established in 2006 in Maryvale, Arizona to provide prevention services planning around underage drinking. The coalition was initially funded by the SAMHSA-ONDCP in October 2006. Consequently, the coalition was awarded an Arizona State Incentive Grant to implement the Strategic Prevention Framework. The coalition conducted an assessment to determine the community needs around substance abuse prevention and what assets are available. The Strategic Prevention Framework calls for a 5 step process for communities to develop infrastructure for community-based, public health approaches to lead to effective and sustainable reductions in alcohol, tobacco and other drug use and abuse. The coalition requested for the project evaluator to review the minutes for October 2006 to September 2007 applying the Strategy Prevention Framework.

The five steps of the Strategic Prevention Framework are: Assessment, Capacity, Planning, Implementation, and Evaluation. Upon completion of the assessment portion of the SPF, the Canyon Corridor Youth Drug Prevention Coalition moved to the Capacity and Planning steps. Coalition capacity is needed to develop and carry out the community plan related to reducing substance abuse. According to the minutes, in order to develop and execute this plan 3 key areas of coalition capacity must be enacted including membership, organizational structure, and leadership.

Canyon Corridor Youth Drug Prevention Coalition: Capacity

Coalition Membership:

Recruitment for the Canyon Corridor Youth Drug Prevention Coalition is ongoing and conducted in several capacities. Members are recruited through community fairs, youth participants in prevention programs, word of mouth and church groups. Currently, the coalition has 25 members representing 10 of the 12 sectors: civic and volunteer groups, law enforcement, religious or fraternal organization, state/local/ or tribal governmental agency, media, youth-serving organization, schools, other organizations involved in reducing substance abuse, parents, and youth.

The coalition's goal of active member engagement led to several changes to ensure the inclusiveness of its members. An example is the relocation of coalition meetings to a local Spanish speaking Lutheran church. Coalition meetings are held on a monthly basis at a time convenient for members and refreshments are served. Members are made aware of these meetings via phone calls, mailings, and personal contact. Some members are contacted via email reminders, phone calls and 1-on-1 meetings.

Coalition Organization:

The organization of the coalition began with written descriptions of member responsibilities. Members agreed upon a set of expectations to remain an active, voting member of the coalition.

The coalition established by-laws to ensure proper voting on coalition business. An agenda for each meeting is set before hand and the coalition staff is responsible for distributing copies to coalition members. Additionally, meeting minutes are kept and emailed to all coalition members before the each meeting and approved the following month.

To further add to the structure of the coalition, three sub committees were established to further involve members. The committees established are: Educational Task Force, Sustainability Committee, and La Academia Del Pueblo (community mobilization.). The sub-committees meet on a regular basis to provide recommendations regarding their focus area to the coalition.

Coalition Leadership:

The Canyon Corridor Youth Drug Coalition works to foster leadership through education and training opportunities for members and collaborating organizations. These activities include parent education around substance abuse, technical assistance with Pima Prevention Partnership, and a consultation with Dr. Hernandez from CADCA to provide technical assistance around cultural competency.

Canyon Corridor Youth Drug Coalition: Planning

Based on the community assessment conducted by the coalition, 3 tools have been developed to ensure the success of the coalition planning: a logic model, strategic plan, and action plan. Each of these tools furthers the coalition's ability to decrease substance abuse in the community. The logic model was developed in 2006 and is updated on an on-going basis as further needs assessments are conducted. The logic model was presented and discussed with coalition members when the project was funded in 2006. Coalition members have a copy of this logic model and have been trained to understand it.

The Strategic Plan for the coalition was initially developed in 2006 and is updated annually. As part of the strategic plan, the coalition came up with a vision statement "To establish a healthy community that supports youth and families." To further define the focus of the coalition a mission statement was also agreed upon, "To develop a coalition of residents, businesses and community institutions to create an environment free of drugs for youth. Objectives, strategies, and measurable outcome were created to move the coalition to its overall mission. The objectives are as follows:

- ❑ To reduce early initiation of use of ATOD by 2% annually as measured by the Arizona Youth Survey.
- ❑ To reduce the acceptance of violence and ATOD use in local neighborhoods by 3% annually by measured by the Arizona Youth Survey and key informant focus groups.
- ❑ To conduct an annual review of vision, mission, and strategic plans.

The Action Plan created by the coalition further defines what steps the coalition must take to carry out their strategic plan that will ultimately carry out the goals and objectives outlined in the logic model. The strategies identified in the action plan are:

- ❑ Engage local school districts into instilling a policy in the schools to implement a drug prevention curriculum
- ❑ Collaborate with local agencies, faith-based organizations, schools, non-profits and any other relevant institutions in order to recruit parents and community members into the coalition.
- ❑ Partner with law enforcement to enforce, and/or strengthen, already existing policies concerning signage by continuing the photo-documentation project initiated by our youth.
- ❑ Create bilingual media campaign educating the masses about the dangers of substance abuse and underage drinking.
- ❑ Maintain community relationship with all 12 sectors to retain involvement in coalition.

Activities have been outlined to make certain the completion of each strategy. Coalition members and staff have been assigned to each activity and due dates established. The coalition will update the logic model, strategic plan, and action plan as needed based on the community needs assessment.

Coalition Challenges:

Capacity:

Coalition Membership: The Canyon Corridor Youth Drug Coalition has members in all community sectors with the exception of Healthcare Professionals and Business Community. These two sectors are vital to ensuring complete community buy-in in the community.

Recommendation:

The Coalition should recruit members in the Healthcare Professionals and Business Community Sectors. Additionally, coalition membership should be included as part of one of the 3 committees to ensure proper coalition membership from all 12 sectors.

Planning:

The Canyon Corridor Youth Drug Coalition currently has 3 sub-committees, the Educational Task Force, Sustainability Committee, and La Academia Del Pueblo (community mobilization.) However, these committees are not currently written into the coalition's strategic plan. There are no goals or vision stated for these committees.

Recommendation:

Coalition should include the 3 committees into their strategic plan. Goals, objectives, and a work plan should be developed for each committee and presented to coalition.

