



Community Mobilization to Reduce Drug Use

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(CADCA)



Overview

- What is CADCA?
- What are coalitions?
- Role of community coalitions in drug prevention
- The Drug Free Communities (DFC) program in the United States
- DFC program effectiveness
- Outcomes from DFC coalitions
- CADCA's coalition training is effective
- CADCA's International Program



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 1992 CADCA is one of the 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.





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.



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



Basic Concept

Coalitions bring together community sectors to develop and carry out data based strategies to achieve *population-level* reductions in substance use/abuse rates





Conceptual Model for Community Based Drug Prevention: Social-Ecological Perspective

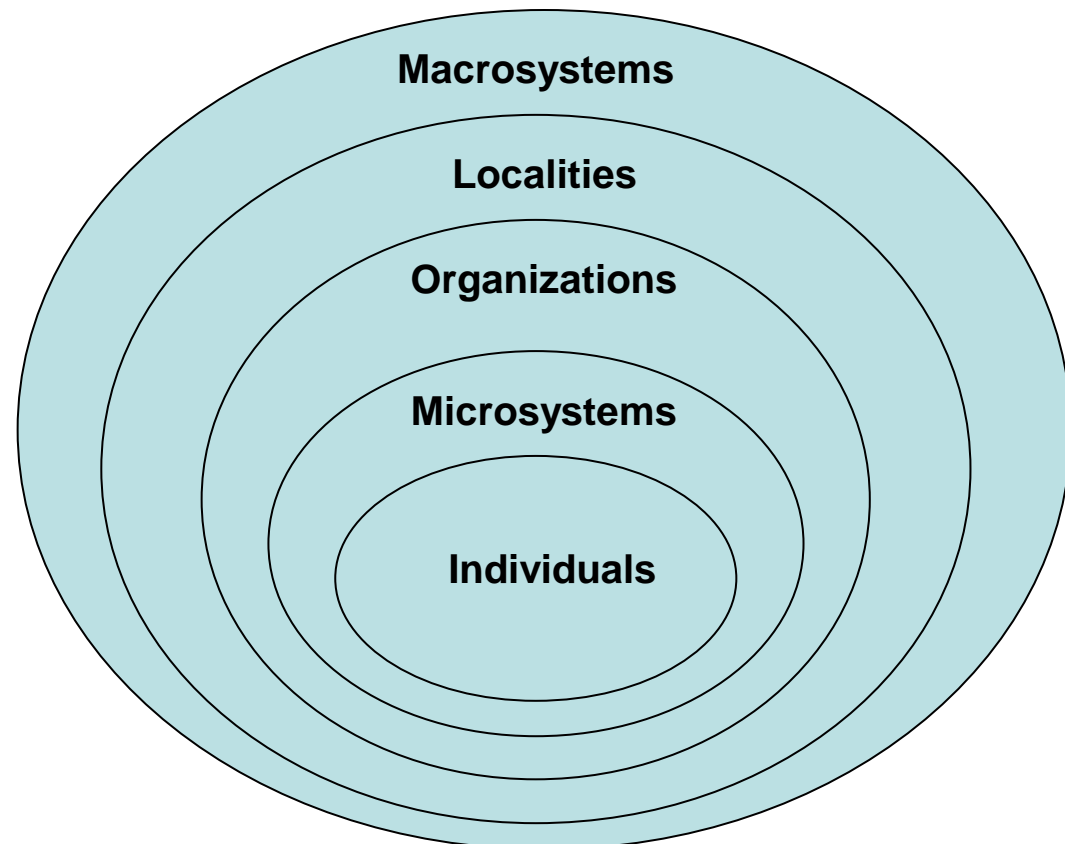
- Bronfenbrenner (1979)
- Ecological levels of analysis





Social-Ecological Model

- Individuals are nested within broader contexts that play a critical role in their health and well-being and impact their attitudes and behaviors.
- The web of connections that surround individuals necessitates interventions at all of these levels.





CADCA Coalition Planning Process





Differences Between Coalitions and Programs

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



Coalitions Pursue Comprehensive 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



“As the field of prevention has matured, it has been recognized that any single strategy is unlikely to succeed and a reinforcing set of strategies has the greatest potential to reduce use.”

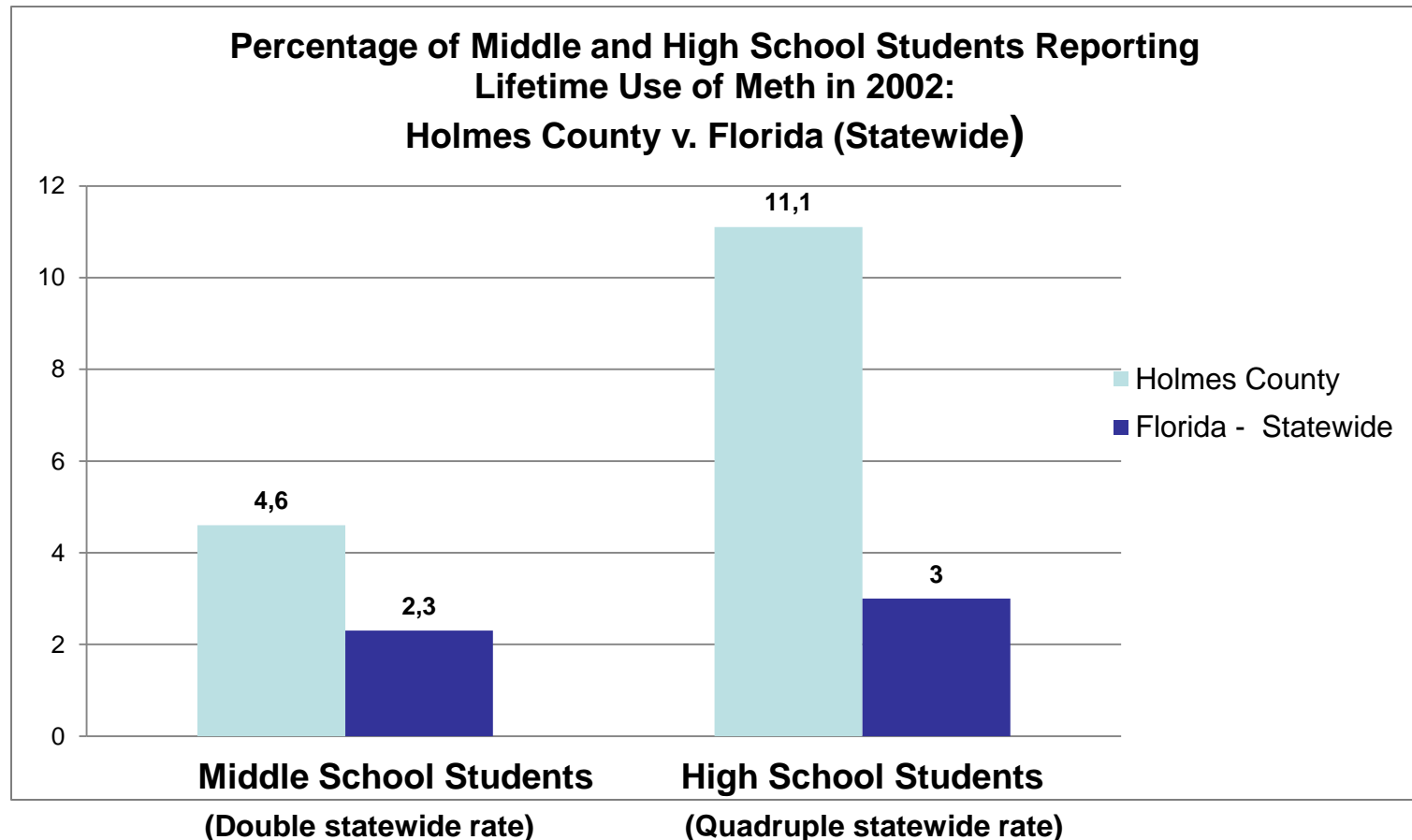
Johnson et al., 2007



Coalition Case Study: CASE Coalition (Florida) Reduces Meth Use

Local Coalition Success Story: CASE Coalition (Florida)

The CASE Coalition analyzed their local data to determine that meth was a major problem in their county.





Strategies Implemented To Achieve Reductions

- Providing community-wide meth awareness and education presentations, including accurate information on the dangers of meth use and production
- Initiating direct mailings to key business and community leaders about meth
- Providing parent education on meth
- Providing school based education for youth on meth
- Implementing a local media campaign about meth



Strategies Implemented To Achieve Reductions

- Creating and disseminating a Meth Awareness Neighborhood Resource Guide to all households within the county
- Training real estate agents and property managers to identify meth labs and dump sites
- Trainings for school, health care and police personnel on how to identify when someone may be under the influence of meth

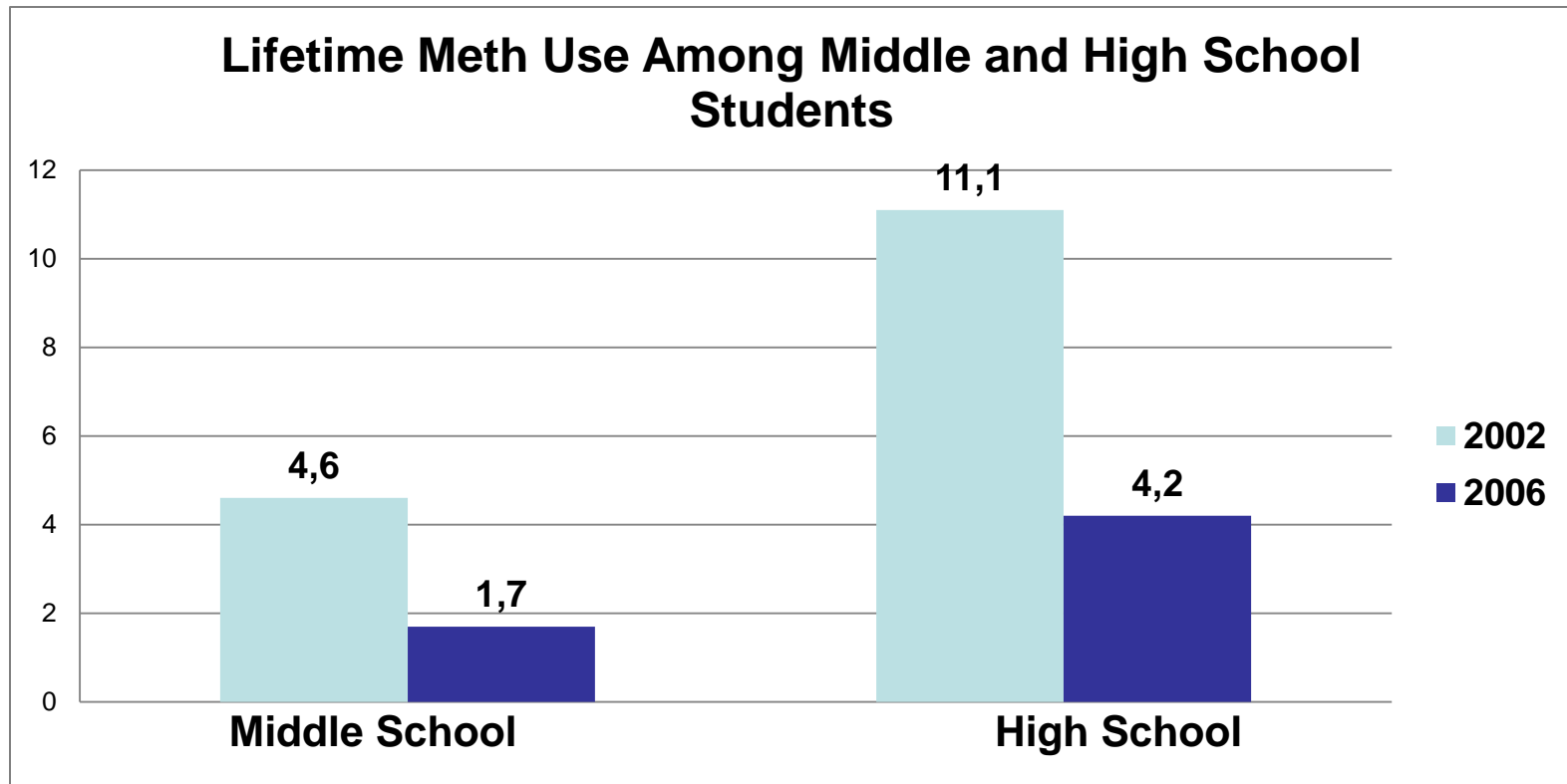


Strategies Implemented To Achieve Reductions

- Implementing tip lines for drug stores and the public to call law enforcement about precursor chemicals and meth labs
- Establishing and supporting neighborhood watch groups
- Closing meth labs
- Implementing drug-endangered children programs
- Working to restrict access to products containing pseudoephedrine

Local Coalition Success Story: CASE Coalition (Florida)

As a result of these strategies, the CASE Coalition significantly reduced meth use over a four year period.





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



The Drug Free Communities (DFC) Program

- National program of federal grants directly to community coalitions to reduce youth substance use
- Community coalitions can apply for up to \$125,000 dollars per year for a period of up to five years



DFC Program Requirements

To be eligible to compete for a DFC grant, a local coalition must:

- Have the reduction of substance abuse among youth as its principal mission
- Target multiple drugs
- Have active representation from the each of the 12 sectors
- Provide a dollar for dollar local match of Federal funds (can be in-kind)



The DFC Program Has Broad Federal Support in Both the Administration and Congress

- Since its inception, the Drug Free Communities (DFC) program has had:
 - the full support of 3 Presidential Administrations; and
 - broad bi-cameral, bi-partisan support from the U.S. Congress in terms of authorizations and appropriations



- The DFC program has broad support in the U.S. Congress and the Executive Branch because:
 - DFC grantees are data driven
 - DFC grantees have the necessary infrastructure to address both pervasive (e.g. , marijuana, methamphetamine, inhalants, cocaine, etc.) and emerging drug trends (e.g., K2/spice, bath salts and prescription drug abuse);
 - DFC grantees have reduced youth drug use levels in funded communities to levels lower than the national average



A Small Investment In a DFC Community Pays Large Dividends

- A small investment of federal funds (\$125,000 per year per community) yields results in lower youth drug use rates



The DFC Program Is A Central, Bi-partisan Component of U.S. Demand Reduction Strategy

- The DFC program has been a central component of the United Drug Control Strategy since its passage in 1998.
- Democratic and Republican Administrations have all highlighted the DFC program as a critical demand reduction component of the National Drug Control Strategy every year since the program's inception.



The DFC Program

- The US has invested a total of \$981.8 million in the DFC program since it began in 1998.
- A total of 2,000 community anti-drug coalitions have been funded
- The US currently supports 726 DFC grants and is investing \$92 million annually in the DFC program.
- **CADCA is the primary training and technical assistance provider for the program**



**The Drug Free Communities program,
has proven successful in reducing
youth substance use**

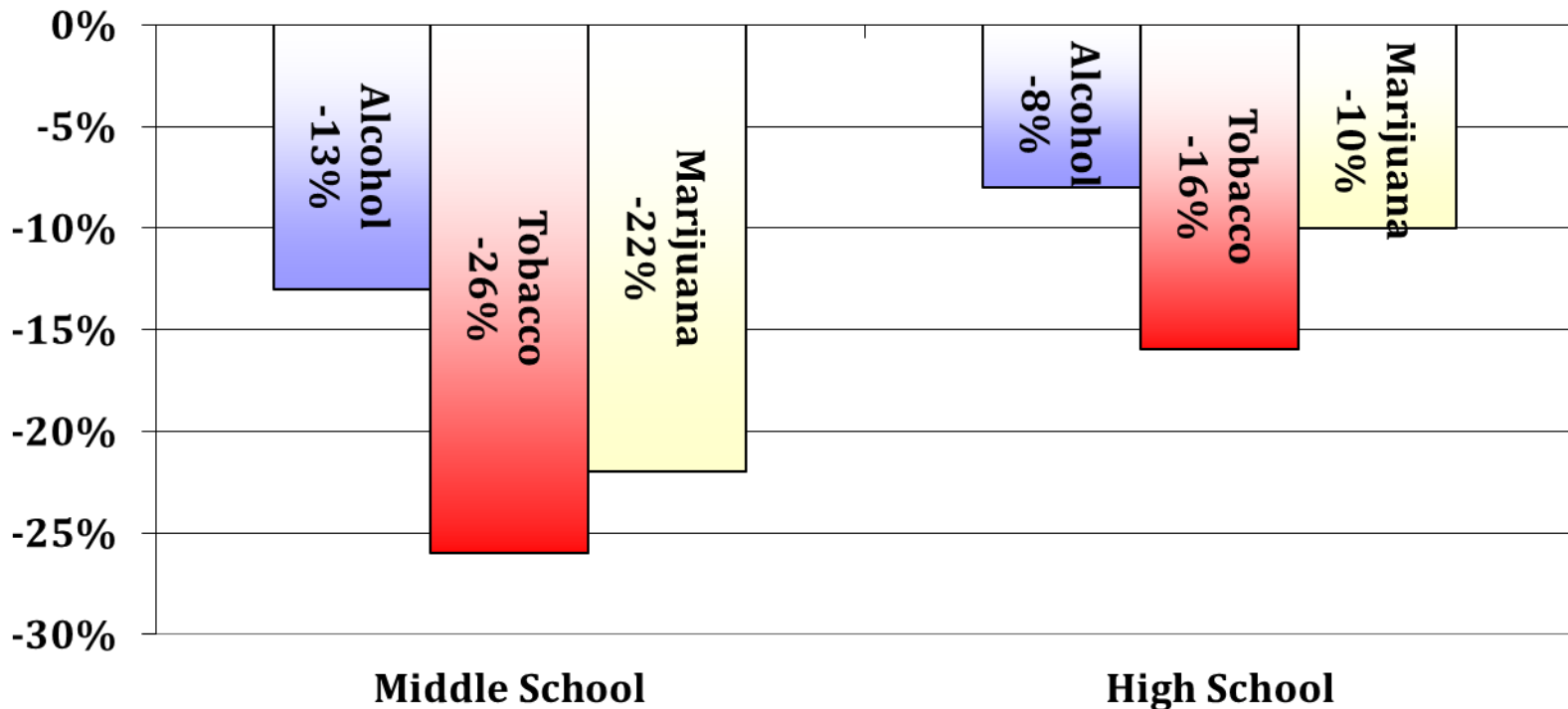


Drug-Free Communities (DFC) Program

- **Recent evaluation data indicate that where DFC dollars are invested, youth substance use is lower.**
 - Over the life of the DFC program, youth living in DFC communities have experienced reductions in alcohol, tobacco, and marijuana use.

Percentage Decline in *Use*: First Report to Most Recent Report

Percentage Decline in Alcohol, Tobacco, and Marijuana Use: From Grantees' First Report to Their Most Recent Report





DFC Coalitions Have Lower Substance Abuse Rates than Non-DFC Coalitions

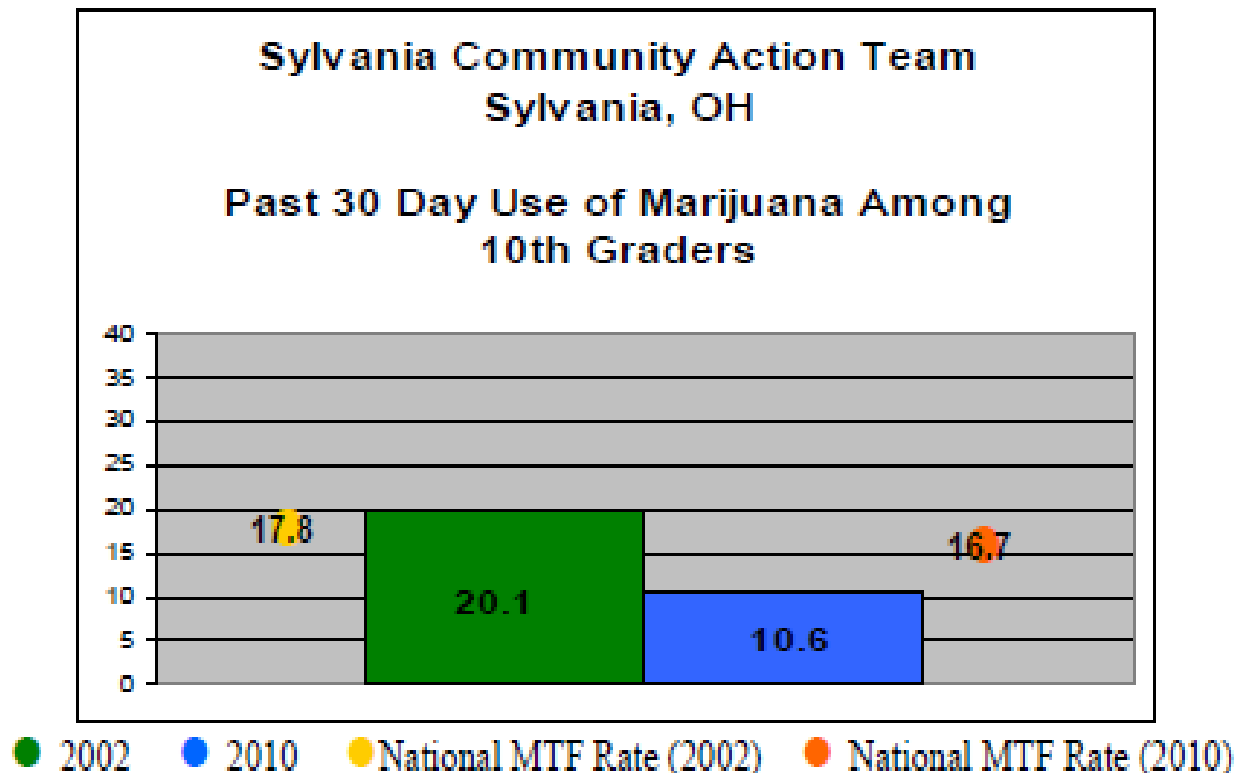
- Prevalence of 30-day use of alcohol, tobacco, and marijuana was lower for high school students in DFC-funded communities than among a nationally representative sample of high school students taking the Youth Risk Behavior Survey (YRBS).



Examples of local results in DFC funded communities

Local Coalition Success Story: Sylvania Community Action Team (Ohio)

In this DFC community, past 30 day use of marijuana use among 10th graders decreased from 20.1% in 2002 to 10.6% in 2010, a 47.3% decrease.



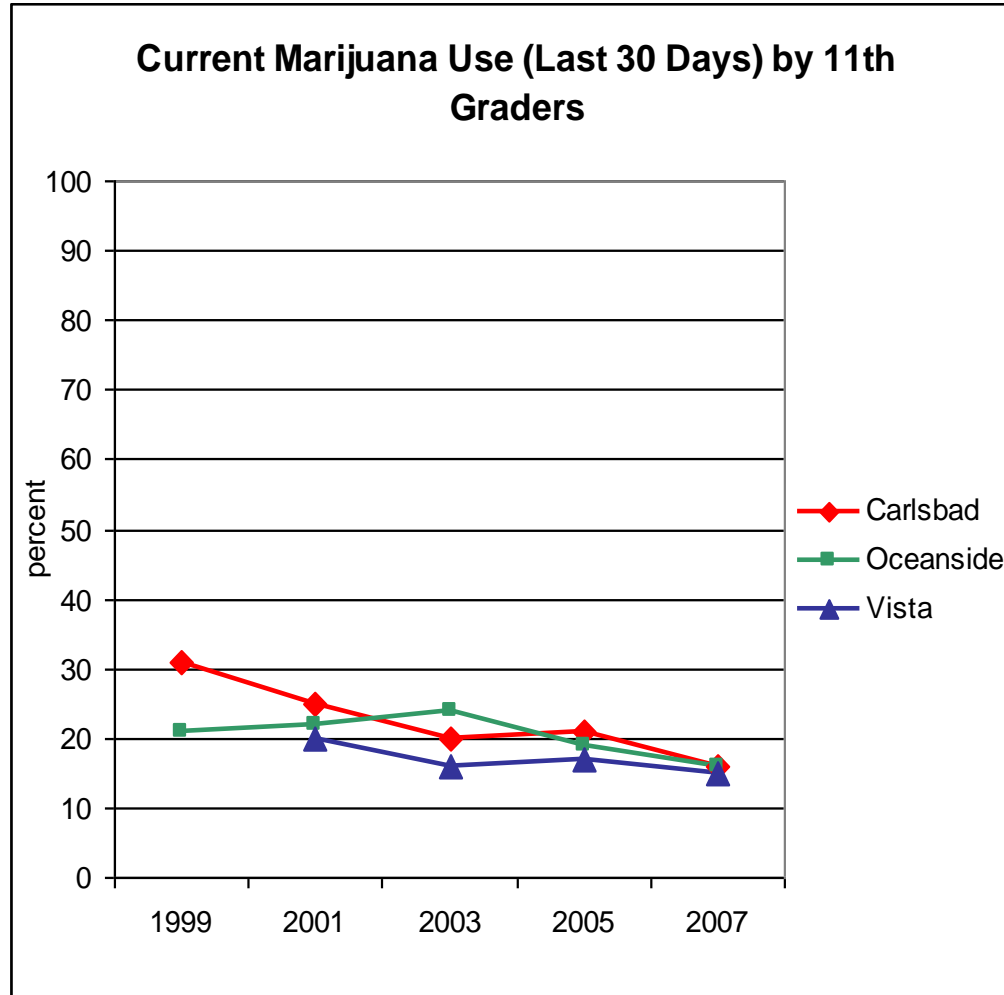


Strategies Implemented To Achieve Reductions

- Partnering with local newspapers to raise awareness about the risks/harms associated with marijuana use
- Increasing law enforcement capacity
- Providing parent education workshops
- Providing youth leadership training
- Working with local schools to implement zero tolerance policies related to drugs

North Coastal Prevention Coalition, California

Declines in Youth Marijuana Use





Strategies Implemented To Achieve Reductions

- Increase public awareness of harm of marijuana use by youth
- Increase youth leadership in marijuana prevention efforts
- Counter pro-marijuana marketing
- Reduce the sale of pro-drug merchandise
- Reduce availability of drug paraphernalia



Evaluation of CADCA's Model to Build Effective Community Coalitions

- **External Evaluation Team**
 - Michigan State University
 - Led by Dr. Pennie Foster-Fishman
- **Conducted annually since 2003**
- **Mixed Methods Approach**



Summary of CADCA's Evaluation Findings

- Training and Technical Assistance from CADCA help coalitions:
 - Develop their Capacity
 - Pursue Comprehensive Strategies
 - Promote Community Change
- The Framework for Change fits urban, suburban and rural coalitions.
- Coalitions get better in all elements of the CADCA community problem solving model.
- Training and Technical Assistance trigger a process of change that improves a coalition's potential to achieve population level reductions in drug abuse rates.



International Programs At-A-Glance



- Began in 2004, through contract with the U.S. Dept. of State, Bureau of International Narcotics and Law Enforcement
- Helping community leaders develop anti-drug coalitions through training and technical assistance to local non-governmental organizations
- Currently working in 16 countries
- Has helped develop 81 coalitions in these countries



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



Community coalitions represent an evidence based strategy to bring about population level reductions in illicit drug use rates





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