The National Coalition Institute

Kareemah Abdullah
Vice President, Training Operations
Director, CADCA's National Coalition Institute

www.cadca.org



CADCA Core Services

- National Community Anti-Drug Coalition Institute
- CADCA's National Youth Leadership Initiative
- Membership & Communications
- Public Policy & Advocacy
- Training Operations
- Meeting & Special Events
- International Programs

CADCA'S National Coalition Institute

Established by Congress in 2001 by the Drug Free Communities (DFC) Support Act

Awarded to CADCA and operationalized in 2002

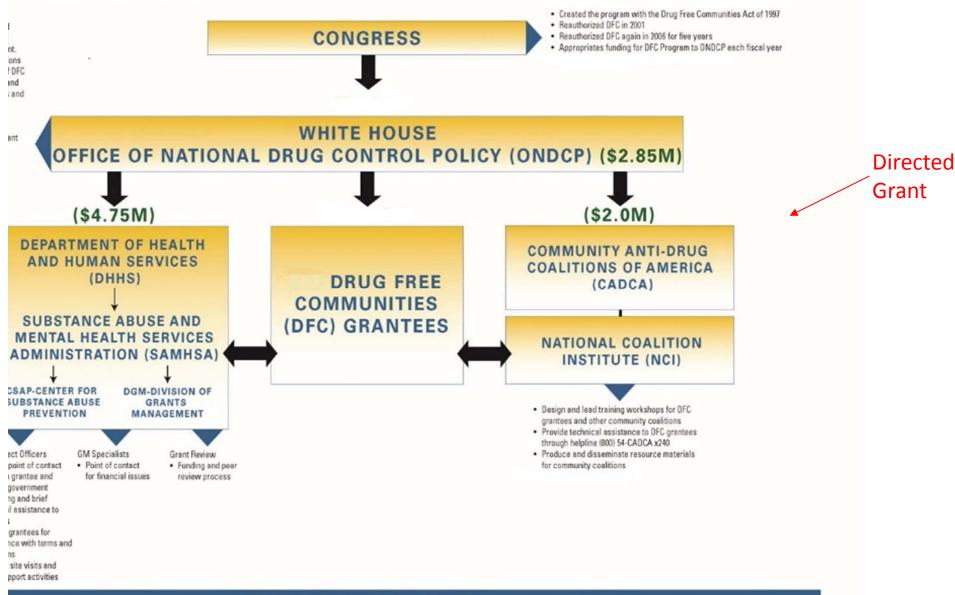


Celebrates **13 years** of creating effective community anti-drug coalitions!

The Drug-Free Communities Support Program

- CADCA was the driving force behind the passage of the DFC program, and continues to play a key role in its successful reauthorization and growth.
- CADCA is the primary training and technical assistance provider for the program.

DFC FEDERAL PARTNERS



www.ondcp.gov/dfc

The Congressional Mandate

The Drug Free Communities Support Act charges the Institute to fulfill these three goals:

- Provide education, training and technical assistance for coalition leaders and community teams with emphasis on the development of coalitions serving economically disadvantaged areas;
- Develop and disseminate evaluation tools, mechanisms and measures to better assess and document coalition performance measures and outcomes; and
- 3. Bridge the gap between research and practice by translating knowledge from research into practical information.

The National Youth Leadership Initiative (NYLI)

Jasmine Carrasco

Manager, Youth Programs

Twitter: @nyli_youth



About the National Youth Leadership Initiative



The NYLI is CADCA's flagship youth leadership development training. Training about 1,700 youth a year, its approach has been published and its impact evaluated.

- Trains young people on how to effectively solve the problems of drugs, alcohol and other social ills
- Uses the Strategic Prevention Framework and Youth In-Action Projects to create community change
- Youth-led leadership prevention model
- Builds everyday scientists, youth advocates, and leaders for the mission



About NYLI







National Leadership Forum

FEBRUARY 1-4, 2016

WASHINGTON, DC

Mid-Year Training Institute

JULY 17-21, 2016

LAS VEGAS, NV

Fee For Service

In a city, state, community near you



Communications Membership and IT

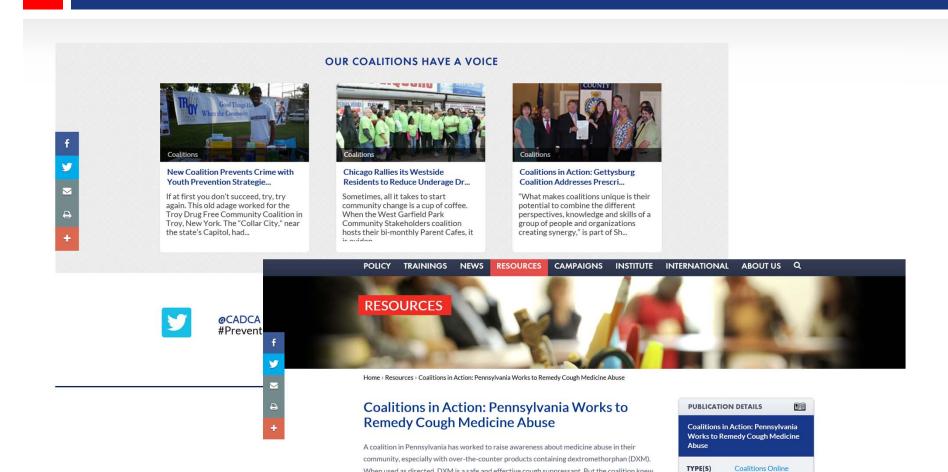
Mary Elizabeth Elliott
Vice President, Communications,
Membership and IT



Communications Products & Services

- Press Release Templates
- Drug-Specific Toolkits
- Media Outreach Tools and Trainings
- Social Media Presence
- E-newsletter Your weekly *Coalitions Online*
- Just in Time Media Updates
- Strategizer and Practical Theorist Publications

Wanted: Your Coalition Success Stories



When used as directed, DXM is a safe and effective cough suppressant. But the coalition knew that some youth were purchasing and consuming large amounts of cough medicine to get high.

They knew that this wasn't just happening in their own backyard, but all over the country. So,

they collaborated with local partners such as The Bucks County Drug and Alcohol Commission,

Inc., Communities that Care Regional and The Commonwealth Prevention Alliance, as well as the national Consumer Healthcare Products Association (CHPA), which represents the leading

makers of OTC medicines to educate parents and lawmakers about the dangers of co

Cough syrup abuse is believed to have contributed to a local student stabbing his

grandmother.

WHAT

DATE

WOULD YOU

LIKE TO TAKE?

SUBSTANCE Heroin, Prescription

Medications

11-5-2015

and Over-the-Counter

Stay Connected to CADCA

Visit us at: www.cadca.org

Sign up for *Coalitions Online*: http://www.cadca.org/signup

Facebook: Facebook.com/CADCA

Twitter: @cadca

YouTube: youtube.com/cadca09

Instagram: @CADCACoalitions







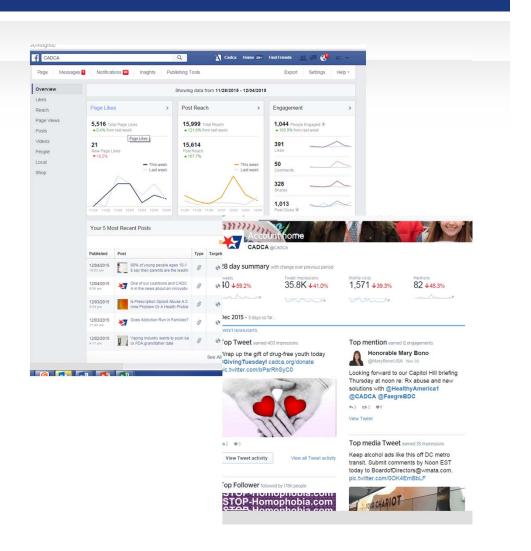






CADCA Social Media Metrics

- Our new hashtag for National Medicine Abuse Awareness Month, #PreventRxAbuse, increased traffic on all our social media channels.
- 5,569 followers on Twitter
- 5,529 Likes on Facebook
- In the last quarter, 500 new "likes" on Facebook and 525 new Twitter followers





Communications Highlight: RX/OTC Drug Abuse Prevention tools

- New Rx Abuse Prevention Online Toolkit
- New Communities tab for OTC
 Medicine Safety program –
 visit <u>www.scholastic.org</u>
- Online Course about Rx AbusePrevention Strategies



Explore PreventRxAbuse.org



- Materials Based on CADCA's 7 Strategies for Community Change
- The CADCA 50 Challenge
- Dose of Prevention
- Tools, templates,
 "Swiss cheese" press
 release, widgets, logic
 models -it is all there!

Spent time lately at cadca.org?



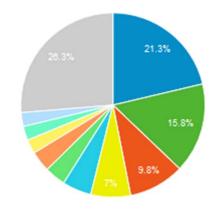
http://www.cadca.org



What's Most Popular at CADCA.org?

Resources, Events and Trainings continue to be highly sort after content

1. 🔳 🗔 /	25,357	21.31%
2. ■ □ /resources/	18,814	15.81%
3. ■ □ /events/	11,641	9.78%
4. 🗖 /forum2016	8,282	6.96%
5. /team/	6,058	5.09%
6. ■ □ /events	4,412	3.71%
7. Tresources	4,316	3.63%
8. 🔲 🗔 /myti	2,970	2.50%
9. 🔳 🗔 /nca	2,917	2.45%
10. about-us	2,895	2.43%





Announcing a New Publication

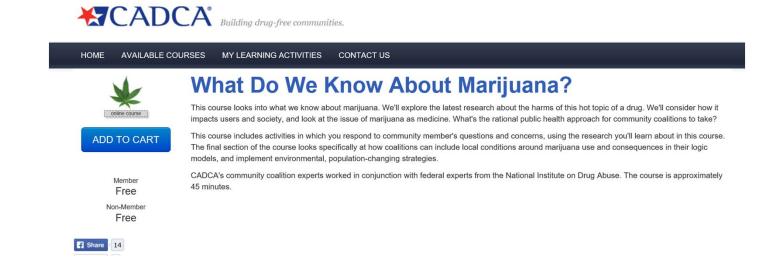
For National Impaired Driving
Prevention Month, the National
Highway Traffic Safety Administration
and CADCA hard-launched the
Impaired Driving Prevention online
Toolkit that we developed together.





Did You Know?

- CADCA has a FREE conline course on the science surrounding marijuana – created in partnership with NIDA?
- Make sure EVERYONE in your coalition takes this one-hour course!



CADCA is a Member-Based Organization



Member Benefits

□ Discounted rates of 30% for members and their youth to attend CADCA's National Leadership Forum and CADCA's Mid-Year Training Institute.
 □ Legislative Alerts and Updates— e-mailed materials to keep members educated and informed about time sensitive legislative issues and CADCA's public policy efforts.
 □ The Membership Edge— CADCA's monthly membership e-newsletter providing critical information geared toward members.

Strategizer and Practical Theorist series— training publications that offer concise,

Coalitions – CADCA's printed bi-annual magazine.

proven solutions to issues facing coalition professionals.

☐ Affinity Program Discounts — CADCA now offers savings with major retailers including: Office Depot, Hertz, Dell, and UPS.

Wait! There's more!

- Exclusive networking opportunities at CADCA conferences and events.
- ☐ Discounted rates on Masters of Prevention programs at the University of Oklahoma (OU), College of Liberal Studies, and College of Continuing Education's Southwest Prevention Center.
- Discounts on CADCA's printed publications.
- Access to media outreach tools (including sample letters and templates).
- ☐ Use of CADCA logo for branding purposes.



Eligibility to enter CADCA contests and scholarship opportunities.

Membership Needs Assessment 2015

Understanding the challenges CADCA members face and working with them to find solutions is critical going into 2016.

This fall the Membership Department launched a newly developed membership needs assessment survey. The survey was distributed to two separate groups

- Paid member categories: Individuals, Coalitions/Community Organization, and Special Interest Groups
- 2. State-Level National Prevention Network Representatives

The survey was developed to help us evaluate total membership experience, from products and services to benefits and branding to the fields perception of who CADCA is and what we do. The survey closed on December 4th and final results will be in early 2016, but we took a look at some highlights from the survey.

Membership Need Assessment Results

Who Took the Assessment?

Coalitions 162
Special Interest Group 5

Individuals 32
State Level Members: 33

What values does CADCA represent?

Accountability

Empowerment
Influence
Collaboration

respect

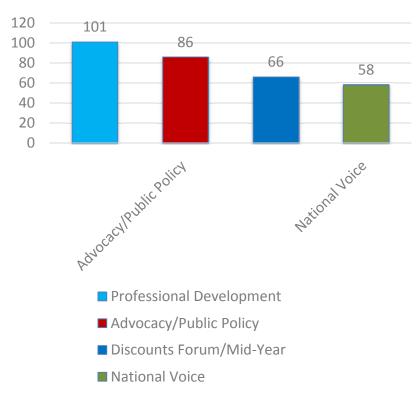
LEARNING

Responsibility

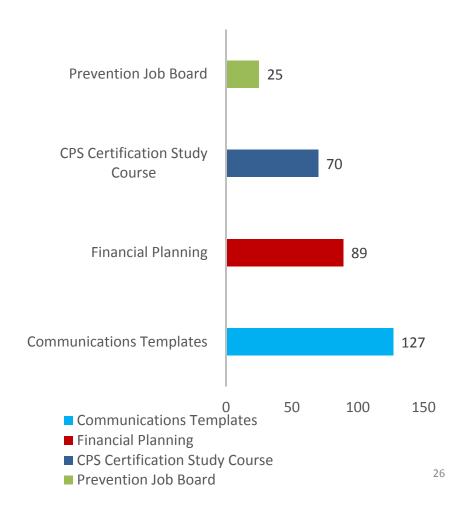


Membership Need Assessment Results





Top Potential New Member Benefits



DFC New Grantee Discount

To honor your hard work and community dedication, CADCA is offering **25** percent off CADCA membership.

CADCA Membership	Annual Dues Rates
Community Coalition/Community Based Organization Your annual budget is:	SPECIAL 25% OFF
\$500,000 and above	\$ 500 \$375
\$300,000-\$499,999	\$400 \$300
\$100,000-\$299,999	\$300 \$225
\$0-\$99,999	\$ 200 \$150

What's New in 2016?

- New Members Center launch at cadca.org
 - Learning communities
 - New members-only content (research, podcasts, blogs)
 - Coalition job board
 - Financial and fundraising tools
 - More branding ideas
- Online course on heroin, created with NIDA
- Rural tobacco and cancer publication with CDC
- A bigger, better NMAAM next October CADCA has made a national commitment to double our efforts!

How CADCA's Public Policy Team Can Help Coalitions

Sue Thau, Public Policy Consultant



The CADCA Public Policy Team

- Sue Thau, Public Policy Consultant suerthau@aol.com
- Nate Reul, Public Policy Manager nreul@cadca.org
- Chris Naso, Public Policy Associate cnaso@cadca.org

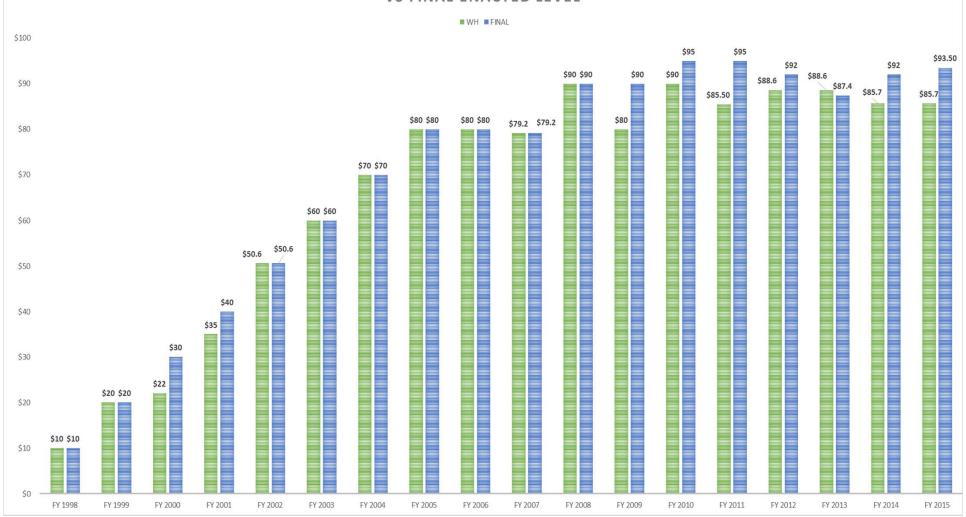
CADCA Public Policy is YOUR Voice in Congress

- CADCA was the driving force behind the development and passage into law of the original bill creating the DFC program
- spearheaded the DFC program's reauthorization and is tCADCA he main advocate for full funding for the program through the yearly appropriations process
- CADCA's efforts have turned DFC from a \$10 million program in 1998 to \$93.5 million in 2015

CADCA Advocates for DFC Funding

- Increased funding for DFC over the life of the program
 - FY 14 President's Budget for DFC: \$85.7 million
 - -FY 14 Final DFC: \$92 million
 - -FY 15 President's Budget for DFC: \$85.7 million
 - -FY 15 Final DFC: \$93.5 million
 - -FY 16 President's Budget for DFC: \$85.7 million
 - -FY 16 House: \$95 million; FY 16 Senate: \$93.5 million

DRUG-FREE COMMUNITIES PROGRAM FUNDING (IN MILLIONS) - PRESIDENT'S BUDGET REQUEST VS FINAL ENACTED LEVEL



Public Policy Advocates for Coalitions in Congress

- Meets with Members of Congress to advocate for DFC,
 SAMHSA, and other substance abuse prevention-related bills
- Explains the importance of coalitions to keeping communities healthy and drug-free
- Advocates for appropriations priorities so that the field is adequately funded

Public Policy Advocates for Coalitions in Congress

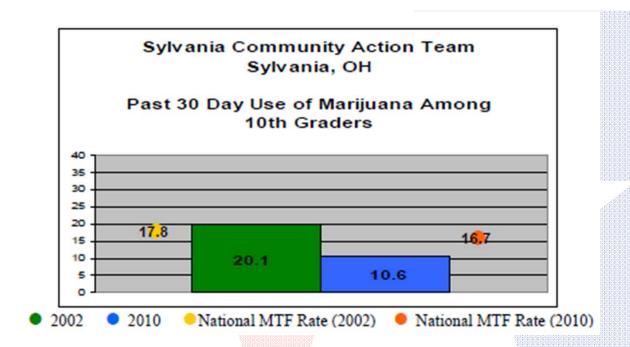
- Tracks federal legislation that would have an impact on coalitions and substance use prevention
- Attends Congressional hearings important to the field
- Submits public comments on federal regulations and initiatives in support of prevention

How CADCA Uses <u>Your</u> Coalition's Information and Data & Why We Need It!

1. To Show that the DFC Program Is Effective

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, <u>a 47.3% decrease</u>.



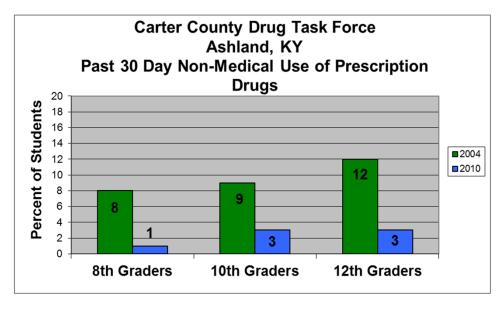
Strategies Implemented To Achieve Reductions

- 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 programs and policies related to drugs

2. To Show the DFC Program Effectively Addresses Emerging Drug Trends

Local Coalition Success Story: Carter County Drug Task Force (Kentucky)

In this DFC community, between 2004 and 2010, past 30 day non-medical use of prescription drugs <u>decreased at a rate of 87.5%</u> among 8th graders; <u>66.7% among 10th graders</u>; and <u>75% among 12th graders</u>.



Strategies Implemented To Achieve Reductions

- Provided education to healthcare professionals on prescribing protocols;
- Provided education and tools to parents, teachers, and youth;
- Partnered with local law enforcement to implement take back events;
- Implemented a social norms media; and
- Convened a key leader community forum to educate elected officials about the growing prescription drug problem and developed policy recommendations

Public Policy Sends Out Legislative Alerts to CADCA Members



Legislative ***CADCA* ALERT



from Community Anti-Drug Coalitions of America

Help Fight Proposed Cut to the Drug-Free Communities Program!

ISSUE February 20, 2015

In his FY 2016 budget request, the President recommended only \$85.7 million for the Drug-Free Communities (DFC) program. This is a \$7.8 million cut from the \$93.5 million level appropriated in FY 2015. The President's FY 2016 budget request would support only 52 new grants. If the program is funded

Recent Results of CADCA's Federal Public Policy Efforts

- Preserved vital SAMHSA programs from funding cuts and increased funding for others between FY 14 and FY 15
- Got substance abuse prevention provisions included in a major education bill that will be voted on in this Congress
- Helped remove harmful provisions in a major mental health reform bill that would have dismantled SAMHSA and made major cuts in funding to CSAP and CSAT

CADCA Public Policy Engages at the State Level

- Advocated for state-level bills on cough medicine abuse that have become law
- Coordinate with local coalitions to achieve maximum success on state-level issues
- Consult coalitions on strategy and approaches to state-level initiatives

CADCA Public Policy Advises Coalitions

- Provides TA for coalitions who need advice on a range of issues:
 - o Marijuana
 - Lobbying vs. Advocacy
 - Other ATOD issues

CADCA Training and Technical Assistance

Carlton Hall

Deputy Director

Training, Technical Assistance and Outreach



Training & Technical Assistance

- National Coalition Academy REQUIRED for all new DFC grantees
- Training is comprehensive, evidence-based and evaluated to be effective.
- Fee-based customizable training is available
- Technical assistance and personal coaching a major emphasis.
- For technical assistance questions, contact Jackie Rhodes at <u>training@cadca.org</u> or at the TA Hotline: 1-800-54-CADCA ext. 240.



Cohort 13 at NCTC National Guard base in Fort Indiantown Gap, PA having a rousing game of bowling after class.

Contact Us

625 Slaters Lane Suite 300 Alexandria, Virginia 22314

1-800-54-CADCA

Director's Office	Training, Technical Assistance, and Outreach		Evaluation & Research
Kareemah Abdullah Director Kabdullah@cadca.org	Carlton Hall Deputy Director Ext. 227 chall@cadca.org	Vacant Training Support Mgr	Vacant Deputy Director
Sarah Cotsonas Admin Assistant ext. 224 scotsonas@cadca.org	Melissa-Kim Tom Training Manager mtom@cadca.org	Douglas Rice Outreach Manager Ext. 243 drice@cadca.org	Andrea de la Flor Manager Ext. 245 adelaflor@cadca.org
Anne FitzGerald Senior Operations Mgr Ext. 268 afitzgerald@cadca.org	Jacqueline Rhodes TA Manager Ext. 240 wgeary@cadca.org	Vacant E-Learning Technology Manager	Vacant Manager
Ashley Evans Projects Coordinator Ext. 283 aevans@cadca.org	Winta Tedros Training Associate Ext. 254 wtedros@cadca.org		Robert Busch Associate Ext. 267 rbusch@cadca.org