



# The THIRD Key to Sustainability:



*Community Support*

KEYS TO SUSTAINABILITY



## Learner Outcomes

At the end of this module, participants will be able to:

- Describe the importance of relationships for sustainability
- Describe the actions for developing and nurturing positive relationships
- Define system leaders and champions

# KEYS TO SUSTAINABILITY



## Learner Outcomes *(Cont.)*

- Describe how to cultivate prevention system champions
- Describe how to encourage ownership of the prevention system

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## 3 Community Support

Cultivate community support for the prevention system and its outcomes

Key **stakeholders** must assume collective responsibility through:

- Positive relationships
- System leaders and champions
- Ownership

KEYS TO SUSTAINABILITY



## *ACTION 8*

# **Develop and Nurture Positive Relationships**

Community agencies and organizations, working through the coalition, must ***cultivate broader community support*** in order to sustain outcomes as they are achieved and reduce substance use and related community problems.

# KEYS TO SUSTAINABILITY



## *ACTION 8*

# **Develop and Nurture Positive Relationships (Cont.)**

Key stakeholders must see themselves as ***stewards of the community's health and well-being*** whose success depends on their ***collective*** effectiveness.

This ***collective responsibility*** requires ***trusting relationships*** among ***all*** the stakeholders and a ***willingness to work strategically together.***

# KEYS TO SUSTAINABILITY



## *ACTION 8*

# **Develop and Nurture Positive Relationships *(Cont.)***

We commonly refer to this collective group of stakeholders as a coalition.

A coalition is a formalized group of stakeholders that is representative of the community.

# KEYS TO SUSTAINABILITY



## *ACTION 8*

# **Develop and Nurture Positive Relationships (Cont.)**

The coalition facilitates the identification of a community's problems associated with or the result of substance use. Coalitions work through an informed, unbiased process to determine the most effective direction, strategy and allocation of resources to achieve identified substance use reduction outcomes.

# KEYS TO SUSTAINABILITY



## *ACTION 8*

# **Develop and Nurture Positive Relationships (Cont.)**

The coalition must cultivate ***champions*** for prevention strategies, such as ***policy change*** and ***enforcement***, which can influence population level changes in substance use behaviors and consequences.

# KEYS TO SUSTAINABILITY



## *ACTION 8*

# **Develop and Nurture Positive Relationships (Cont.)**

- Build awareness of the importance of prevention in meeting short-term outcomes and its contribution to an overall comprehensive strategy
- Facilitate active involvement of key stakeholders in the planning, decision-making, implementation of the intervention, and review of evaluation results to increase interest and commitment

**KEYS TO SUSTAINABILITY**



## *ACTION 8*

# **Develop and Nurture Positive Relationships *(Cont.)***

- Communicate with key stakeholders through a variety of means (meetings, newsletters, presentations, newspaper articles, etc.) that celebrate key success stories and connect positive outcomes of the prevention system to identified needs of the community

**KEYS TO SUSTAINABILITY**



## *ACTION 8*

# **Develop and Nurture Positive Relationships *(Cont.)***

- Seek advice, feedback, and assistance from peers, program developers, and others who have created and sustained successful coalitions that demonstrate changes in policies and reduction in problems related to substance use

**KEYS TO SUSTAINABILITY**



## Assess Relationships Among Key Stakeholders

Consider the key stakeholders critical to achieving, demonstrating, and sustaining the strategy's positive outcomes.

- Are key community stakeholders supportive of the goals and efforts of the coalition?
- Are any of these relationships creating a barrier to achieving, demonstrating, or sustaining the strategy's positive outcomes?



KEYS TO SUSTAINABILITY



## *ACTION 9*

# Turn Stakeholders into System Leaders and Champions

### How do we appeal to stakeholders?

- Prevention leaders must view themselves as stewards of not only the prevention system and its strategies, but its outcomes
- Prevention leaders must prioritize the effectiveness of the system in their strategic and day-to-day actions as they guide the prevention work of community agencies, organizations, and institutions



# KEYS TO SUSTAINABILITY



## *ACTION 9*

# **Turn Stakeholders into System Leaders and Champions *(Cont.)***

### **How do we appeal to stakeholders? *(Cont.)***

- The coalition must view itself as a prevention leader, advocating for policies and actions throughout the community that support long-term strategic outcomes of reductions in community problems related to substance use



**KEYS TO SUSTAINABILITY**



## *ACTION 9*

# **Turn Stakeholders into System Leaders and Champions *(Cont.)***



## **How do we cultivate prevention system champions?**

- Identify the needs of influential stakeholders within organizations that are implementing effective strategies and in the broader community
- Assess how well these strategies are meeting the needs of influential stakeholders
- Communicate to targeted influential stakeholders how sustaining outcomes of effective strategies can meet their needs



# **KEYS TO SUSTAINABILITY**



# Assess Leaders and Champions

Consider your community's prevention leaders and champions.

- Does the community coalition champion policies and actions throughout the community that support long-term strategic outcomes of reductions in community problems related to substance use
- Are key stakeholders in the community aware of how sustaining effective prevention outcomes benefits them?

KEYS TO SUSTAINABILITY



*ACTION 10*

## **Encourage Ownership of the Prevention System**

**We value  
that which is ours.**

**KEYS TO SUSTAINABILITY**



## *ACTION 10*

# **Encourage Ownership of the Prevention System (Cont.)**

How do we encourage ownership?

- Prevention efforts and infrastructure need ownership among the stakeholders, key decision and policy makers, community leaders, and the broader community
- Consider creative ways to demonstrate and communicate the extent of the problems in the community related to substance use

# KEYS TO SUSTAINABILITY



## *ACTION 10*

# **Encourage Ownership of the Prevention System (Cont.)**

- Build awareness among influential audiences such as the business community and civic leaders of the costs of problems related to substance use to the community and the savings realized by effective prevention
- Communicate the importance of using data to make strategic decisions about resource allocations and strategy selection in order to accomplish population-level changes

**KEYS TO SUSTAINABILITY**



## *ACTION 10*

# **Encourage Ownership of the Prevention System (Cont.)**

- Build support for the importance of using a public health approach to achieve population-level changes
- Identify and target key influential stakeholders (individuals and groups) in the community whose ownership of the prevention system is critical to its sustainability

# KEYS TO SUSTAINABILITY



## *ACTION 10*

# **Encourage Ownership of the Prevention System (Cont.)**

- Develop a communication plan that uses appropriate messages and communication modes to strategically target stakeholders
- Assess ownership among system stakeholders
- Involve key decision-makers in the implementation process
- Communicate regularly with key stakeholders about efforts of the coalition to strengthen the prevention system and the resulting impacts on substance abuse behaviors and consequences

**KEYS TO SUSTAINABILITY**



# Assess Prevention System Ownership

Consider how key stakeholders and the broader community value prevention.

- Are key stakeholders engaged with or aware of the community coalition, its goals to reduce problems that are related to substance use?
- Are key stakeholders supportive of using data to drive decisions?
- Are key stakeholders aware of or involved with strategies to achieve and sustain positive outcomes of strategies?



KEYS TO SUSTAINABILITY



# Next Steps to Sustainability

- Identify sustainability policies, procedures, and practices that need strengthening
- Prioritize the top two that should be strengthened within the next six months
- Develop an action plan to address these priorities that indicates:
  - ✓ Who needs to be involved
  - ✓ What resources are needed
  - ✓ What major steps should be taken
  - ✓ What is the time frame for each step
  - ✓ What do you expect to be the result of each step

KEYS TO SUSTAINABILITY