Leaders In Health

Cambridge Prevention Coalition 2.0

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Cambridge Prevention Coalition 1.0

Historical origin:
• Community-based approach to address youth substance use, primarily focused on underage drinking

• Approaches used include:
  o Environmental: ↓ youth access to alcohol via community members i.e. Sticker shock, shoulder tap campaigns
  o Marketing: ↓ youth access to alcohol via parents i.e. Reality Checks campaign
Cambridge Prevention Coalition 2.0

Rationale for re-branding:

• Original focus of CPC (youth only) is no longer relevant as funding sources and community priorities have broadened

• Current focus is on other drugs beyond alcohol and overlapping behavioral issues (mental health, violence prevention, etc.)

• Name does not reflect accurately the work, since the primary mission of public health is prevention
Aims & Target Population

New goal:

Support and enhance the mental, behavioral, and emotional health of all, and reduce the impact of substances and violence in our community

Target Population:

All those with a vested interest in working with everyone impacted by Substance Abuse, Mental and Behavioral Health (SA and MH/ BH) e.g.

- Agencies
- Community Based Organizations
- Community residents
Key activities & outcomes

• Survey ➔ Collect qualitative and quantitative data to drive the rebranding of the CPC

• Dissemination of data collected from the Youth Behavioral Risk Survey ➔ To effect data driven policy and programming change
Activity 1 = Survey

Purpose:

*To collect qualitative and quantitative data to develop the latest iteration of the CPC.*

Strategies:

- Development of a short survey which can be sent to past and potential stakeholders for feedback
- Output: Feedback collected and analyzed

Short term outcome:

- Determination of work of coalition and types of sub committees and task forces that may be required

Long term outcome:

- Effect policy, environmental and social change in areas of SA, MH/ BH
Activity 2: YBRS Data

Purpose:

*To effectively communicate and present data collected in the annual Youth Behavioral Risk Survey*

Strategies:

- **Stakeholder analysis**: To understand what the stakeholders need for their work
- **Dissemination**: To translate/ customize the data in multiple ways to improve accessibility and usability

Short term outcome:

- ↑ access to data and ↑ awareness of its value

Long term outcome:

- Data driven policies and programming for SA, MH/ BH
Conclusion

- Revitalization of the coalition as a convening body with a specific vision
- Re-branding of the coalition to accurately reflect its mission
- Effect real change in Substance Abuse, Mental and Behavioral Health in a meaningful, intentional way
- Increase effective use of data to drive evidence based practices in programming and policy