

Innovative Approaches to Building Capacity for State Drug Endangered Children Efforts

Presenters

- Becky Swift – Iowa
- Justin Mazzeo – Texas
- Andrea LeStarge - Wisconsin

United States



Iowa

Using Technology and Social Media to Reach a Rural Audience



About Iowa

- The “Tall Corn” or the “Hawkeye” state.
- Iowa’s population is roughly 3 million.
- Iowa has a number of population centers, but overall is very rural.
- There are several major highways – I-29, I-80, and I-35 that traverse the state, and many minor highways and rural roads.
- The state extends 324 miles east-west, and 210 miles north-south.

About Iowa

- Economy has affected agencies and their ability to send people to training or meetings.
- The use of technology and social media:
 - Allows people to participate in training, meetings, or discussions at little or no cost to their agency no matter where they are in the state.
 - Is a more effective use of time.
 - Is an efficient way to keep people up-to-date about issues or events.

Using Technology and Social Media

- Using technology and social media resources allows the Iowa Alliance to inform and update DEC partners in all areas of the state.
 - It is cost effective
 - Doesn’t require people to travel for meetings/training
 - Materials can be easily updated
 - Allows a forum for discussion

Using Technology and Social Media

- Iowa DEC Website (www.iowadec.net)
 - Used an on-line platform to develop the site – Act Now Domains.
 - You have to purchase both a domain name and the website itself.
 - Purchased three domain names - .net, .com and .info. Must re-register the domain names every year so that they cannot be purchased by someone else.
 - The domain names cost approximately \$10- \$13 per year. The website itself is approximately \$15 per month.

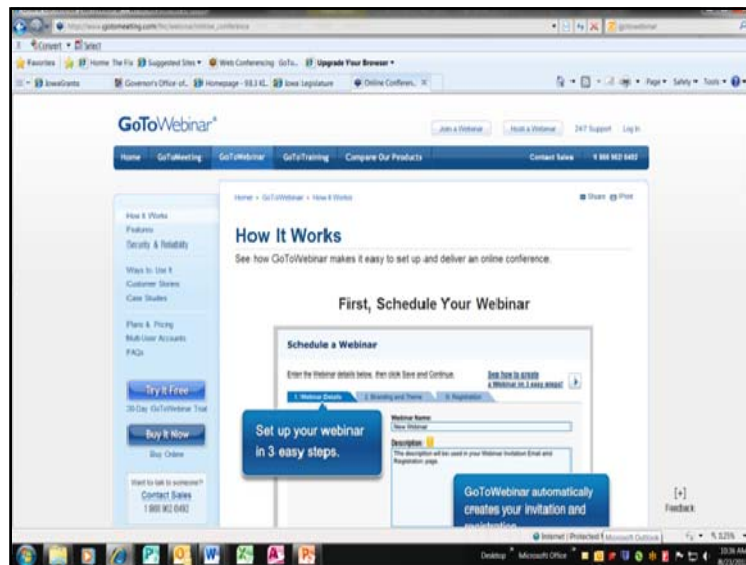
Using Technology and Social Media

- Iowa DEC Website (www.iowadec.net) – cont.
 - The on-line platform provides good instructions and is very easy to use.
 - We are allowed up to 99 pages.
 - Can choose from a variety of templates as the background.
 - We add all of our own content and photo's.
 - We can add and/or edit pages as needed.
 - NADEC also has a platform you can use.



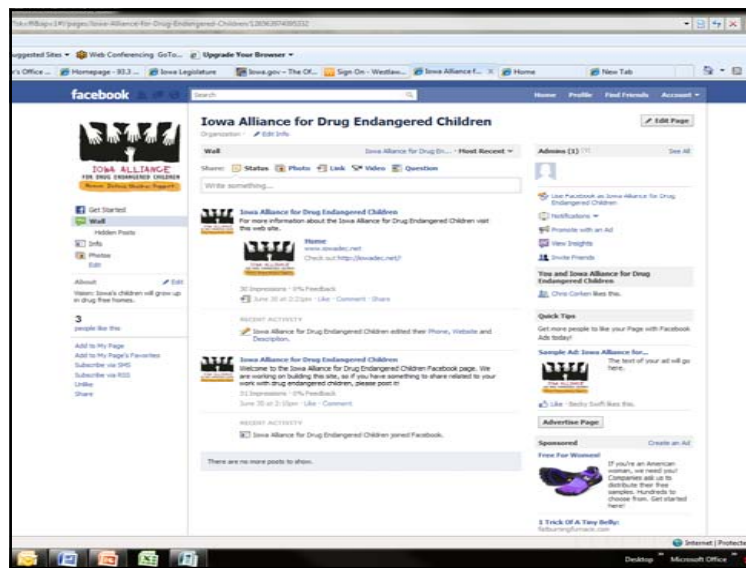
Using Technology and Social Media

- GoToWebinar – www.gotomeeting.com
 - Purchased a one year subscription to allow up to 100 participants at each event. \$948 per year. Subscription also includes access to GoToMeeting.
 - GoToWebinar is a step above GoToMeeting, which is limited to 15 participants.
 - Allows us to have presenters from other parts of the state or in other regions of the country without incurring travel costs.
 - No drive time, or extended time away from work for participants.



Using Technology and Social Media

- Facebook
 - Recently developed an Iowa DEC Facebook page.
 - Must have an account with Facebook to set up the page.
 - Invite people to “friend” the page like you would with a personal Facebook page.
 - Useful for quick updates and/or on-going dialogue about a specific issue.



Texas

Four Essential Components of DEC Alliance Efforts

Building and Sustaining DEC Alliances

Step One: Stakeholder Identification

- Key stakeholders are those who:
 - Come into contact with DEC regularly.
 - Provide access to resources that DEC require.
 - Have the ability to affect change in their organization.
 - Making contact with identified stakeholders.
 - Utilize all existing personal contacts.
 - Meet in person, begin to build relationships.
 - Keep the focus on the children and the community.

Building and Sustaining DEC Alliances

Step Two: Stakeholder Buy-in

- Highlight some of the more tangible benefits to all involved:
 - Reduction in duplication of efforts through improved information sharing and trust between agencies.
 - Faster response times to child care service needs and safe and efficient transfer of child care responsibilities between law enforcement and CPS at crime scenes.

Building and Sustaining DEC Alliances

Step Two: Stakeholder Buy-in, cont.

- Enhanced prosecution through evidence collection and info sharing.
- Have stakeholders find people in their agencies or organizations that could be the point people for DEC.
- Must be interested, passionate and available
- Must be high enough in organization to affect change.

Building and Sustaining DEC Alliances

Step Three: Open Training

- Extended DEC 101 training for stakeholder agencies involved
 - Continue to work on getting missing stakeholders invested in the process, meet personally to “catch them up,” get them to attend the scheduled training.
 - Training audience must include the point people for the respective disciplines as they play a vital role in protocol development and overall alliance activities.

Building and Sustaining DEC Alliances

Step Four: Protocol Development

- Protocols are developed in order to ensure that when intervening on behalf of a drug endangered child:
 - necessary steps are taken, and
 - necessary information is collected
 - and shared with others involved who require it.

Building and Sustaining DEC Alliances

Step Five: Regular Meetings

- Meetings should always include activities that cover:
 - Identification of DEC / "Who's not here that could help?"
 - Collaborative intervention / protocol tweaking
 - Relationship building among disciplines
 - Information sharing / community education opportunities

Building and Sustaining DEC Alliances

Step Six: Growth and Sustainability

- Keep the focus on:
 - The essential components of DEC
 - Stopping the cycle of addiction in the community
 - Rescuing, defending, sheltering and supporting DEC

Wisconsin

DEC Partner Agencies and Fund
Raising

DEC Partners and Fund Raising

- Partnerships that help develop coordination and sustainability for community DEC programs:
 - Federal Grants:
 - Creating your narrative
 - Stating your intent
 - Stating the historical context
 - Stating current status

DEC Partners and Fund Raising

- The need
 - Goals
 - Objectives
 - Deliverables
- Definition of the Need
 - Program plans over the course of the grant
 - Itemized budget

DEC Partners and Fund Raising

- Essential Evaluation
 - Exemplifying evaluation pertaining to each goal
 - Ensuring promising practices

DEC Partners and Fund Raising

Developing coordination for community DEC programs without grants

Partnering with Agencies: An Example of the Wisconsin Alliance for Drug Endangered Children

DEC Partners and Fund Raising

- Establishing a Statewide Steering Committee
 1. Federal, State, Local & Tribal Law Enforcement Representation
 2. Social Services Representation
 3. Corrections Representation
 4. Judicial Representation
 5. Medical Representation
 6. Media Representation
 7. Faith-Based Representation

DEC Partners and Fund Raising

- Getting the Word Out
 - Newsletters
 - Websites
 - Flyers
 - Brochures
 - Billboards

Contact Information

- Becky Swift, Iowa
 - 515-725-0301
 - becky.swift@iowa.gov
- Justin Mazzeo, Texas
 - 214-522-8600, ext. 256
 - jmazzeo@dallascouncil.org
- Andrea LeStarge, Wisconsin
 - 608-264-5980
 - lestargeal@doj.state.wi.us