



Community Mobilization: A Successful Model for Ending Drug Abuse Through Collaboration

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Community Mobilization



An Interdisciplinary Approach



Community Mobilization



A Mother's Story









In all mobilized neighborhoods in Tacoma, crime rates dropped between 2009 and 2010:

- Calls-for-service related to prostitution were reduced from 606 to 388.
- Crimes related to "destruction/damage/vandalism were reduced by up to 37.3% across the city.
- Simple assaults were reduced by up to 21.8%.
- There were reductions in incidents of intimidation that ranged from 33.3% to 82.7%.

At the same time, surveys conducted in mobilized areas with active neighborhood coalitions showed a dramatic increase in residents' feelings of neighborhood attachment and safety.



PIERCE-POINT.map

Neighborhood survey data tracking feelings of attachment, leadership and engagement is mapped and compared to changes in crime rates.

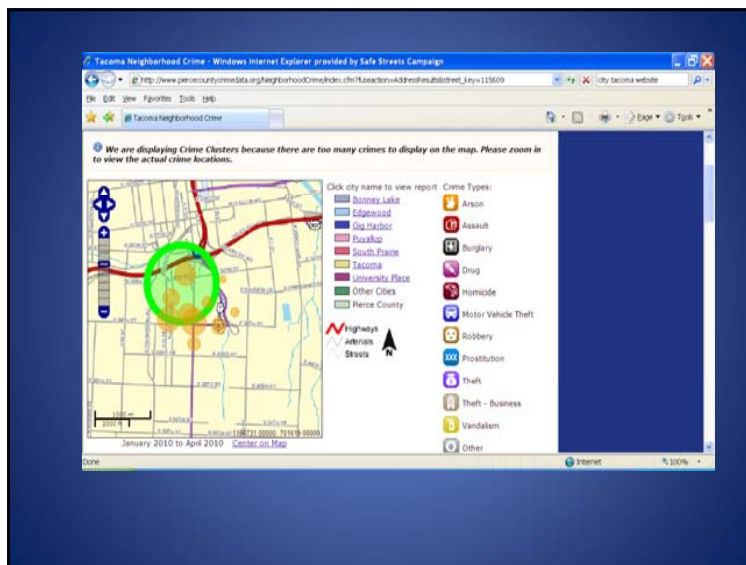
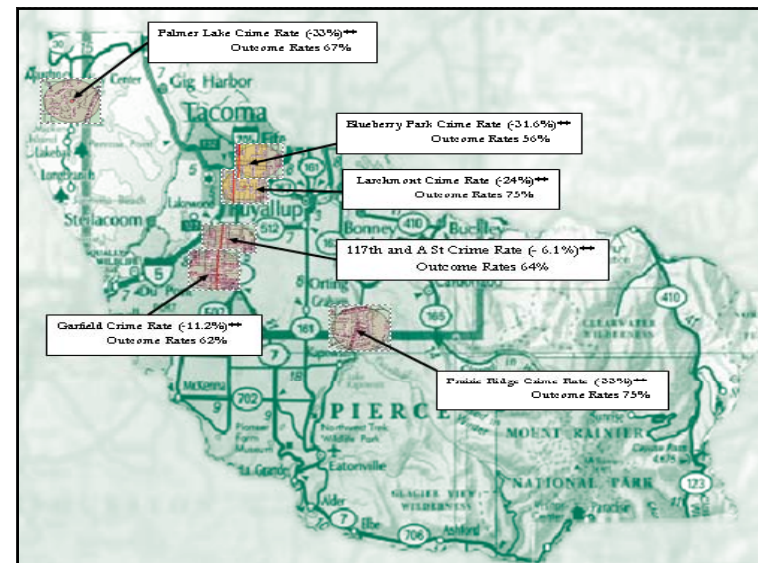
Mobilized communities show decreases in crime rates and increases in measures for neighborhood attachment and perceptions of safety.

Neighborhood Links –



Evaluation Questionnaire (Excerpt)

1. In the last 6 months, how often do you feel afraid of walking around your neighborhood?
- Never
Once in a while or sometimes
Often or always
- Choose One
1. The top 3 things that make me feel most unsafe in my neighborhood:
- Please choose 3
- # _____ Drug activity: e.g. suspected houses, open air dealing, littered paraphernalia
 - # _____ Trashed, neglected or abandoned properties
 - # _____ Graffiti
 - # _____ Unknown people loitering outside
 - # _____ Youth gangs
 - # _____ Sex offenders
 - # _____ Quantity of property crimes: e.g. car prowls/thefts, burglary, vandalism
 - # _____ Quantity of crimes against people: e.g. assault, rape
 - # _____ Not knowing my neighbors
 - # _____ Other: _____

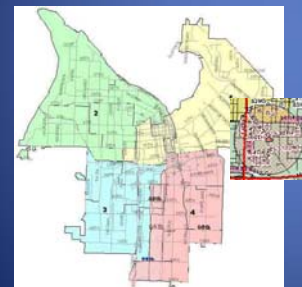


Larchmont Neighborhood

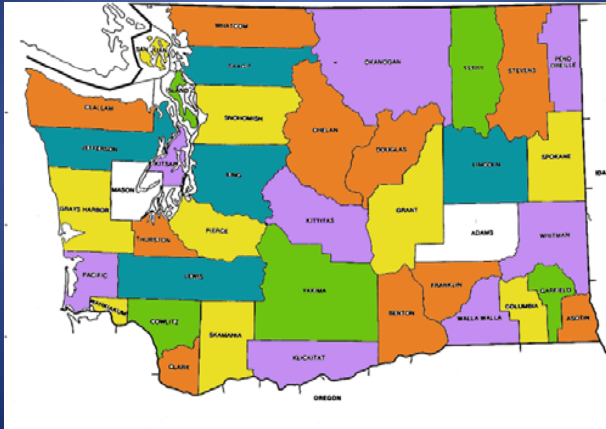


Crime in the Larchmont Neighborhood down - 24% from 2009 to 2010

Neighborhood Attachment and Perception of Safety increased +88% from 2009 to 2010



Washington State Meth Initiative 36Meth Action Teams



Community Meth Action Teams

- ☐ Mobilize, organize, educate communities
- ☐ Build local initiative to assess impacts on collateral systems
- ☐ Develop local action plans
- ☐ Tracking and evaluating community strategies
- ☐ Publicize the hazards and strategies for protecting businesses and individuals and their families

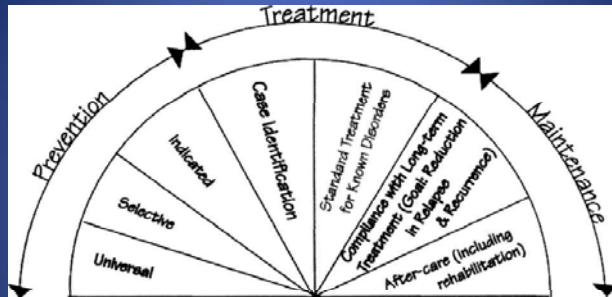
Meth Action Team on Island of Hawaii



PREVENTION



Institute of Medicine Continuum of Care



Different levels of prevention are distinguished by the level of risk of disorder/distress in various populations groups targeted.

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Universal Prevention Strategies

Addresses the **entire** population. The aim is prevent/delay use of AOTD. Deter onset by providing individuals with information/skills

Examples:

- Media Campaigns
- Health education in the schools
- Parent involvement in schools
- Community Mobilization

Selective Prevention Strategies

Target **subsets** of the population considered at risk by virtue of their membership in a particular segment of the population.

Examples:

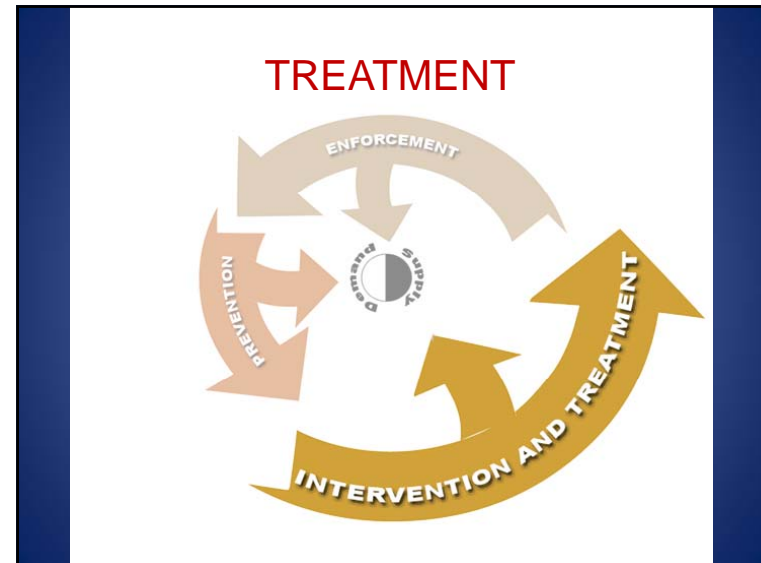
- Mentoring programs
- After school activities
- Parenting skills training
- Parent support groups

Indicated Prevention Strategies

Target **individuals** who are exhibiting early signs or consequences of AOD use.

Examples:

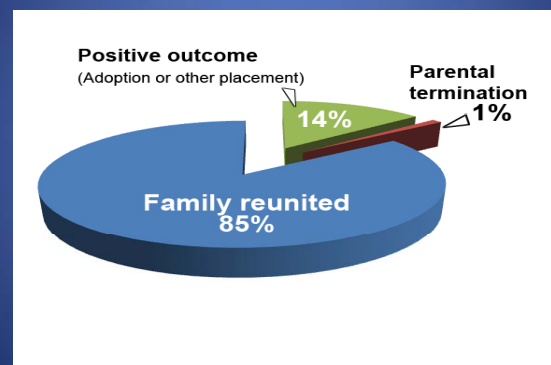
- Peer counseling programs
- Alternative classes in the schools
- Family therapy
- Gang prevention



Treatment



FAMILY TREATMENT COURT Pierce County, Washington



Drug Courts



Law Enforcement's Role



Building your Plan for Action



SAMHSA's Strategic Framework



Assessment

Profile population needs, resources, and readiness to address needs and gaps

Capacity Building

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

Implementation

Implement programs and activities

Evaluation

Monitor, evaluate, sustain, and improve or replace those that fail

Step 1 – Assessment

- Assess the substance use and related problems of substance use.
- Assess the resources, gaps, and readiness of community to address problems
- Draft action recommendations and priorities

Step 2 – Capacity Building

Identify types and levels of resources needed to address identified needs including:

- Human resources
- Technical resources
- Management and evaluation resources
- Financial resources



Why community mobilization ...

To increase cross-sector collaboration and shared resources

Stakeholders

Child Protective Services
Civic and Service Clubs
Community Mobilization
Criminal Justice
Educational Institutions
Elected Officials
Faith Community
Corporate Sector
Fire Departments
Media

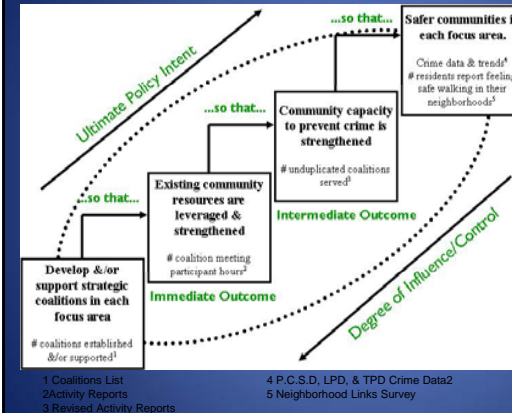


Medical and Dental Professionals
Neighborhood Activists and Community Groups
Organized Labor Groups
Public Health
Realtors and Property Managers
Retail Business
Social Services
Young People

Step 3 – Develop a Comprehensive Strategic Plan

- Develop a comprehensive, logical, and data driven plan to address the problems identified in Step 1, and resources from Step 2.
- The plan includes Strategic Goals, Objectives, and Performance Targets, as well as Logic Models and Action Plans

Community Mobilization Coalitions



OBJECTIVE A:
Organize neighborhoods and communities for action activities.

ACTIVITY 1:
Support broad-based coalitions in each focus area to drive area improvement plans and ensure both adults and youth are involved.

ACCOUNTABILITY LINK:
Moni Hoy
Community Mobilization Manager

TIMELINE:
Ongoing

Step 4 – Implementation:

- Take action guided by the Strategic Plan developed in Step 3
- Develop detailed action plans
- Develop an evaluation plan to monitor the implementation and progress of your plan.

Step 5 – Monitor, Evaluate, Sustain, and Improve or replace

- Evaluate the effectiveness of your process implementation.
- Collect data to assess the results of your plan.
- Review the effectiveness of any policies and programs developed through your plan.
- Develop recommendations for what to retain or improve in the future.



When we work together, we can make
a difference in our communities.

For more information, training and resources for
developing a community mobilization strategy, contact
the National Methamphetamine Center

<http://www.nationalmethcenter.org/>

