**Capacity Template for Deliverable 1**

**Planning for presentation with Region - Please provide the following information:**

**Agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**County: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date of regional meeting presentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Staff members that will be presenting at the regional meeting: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Target Substance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Format of presentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Outline for presentation (3-5 bullet points):**

**Technical Assistance Needs: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Equipment/Set-up need for presentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Needs Assessment Presentation (10-15 minutes per county) at Regional Meeting**

**Agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**County: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Presenter(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Drug(s) identified to focus on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\*\*This form will be completed by the regional capacity coach and returned to the agency for review and submission to DAODAS.**

**Did the presenter:**

1. Access multiple data sources to determine greatest need?
2. Identify local contributing factors?
3. Identify and explain Risk and Protective factors?
4. Address plans for any identified barriers or gaps?
5. Identify hot spots in the county?
6. Identify target groups in the county?
7. Meet with outside stakeholders?
   1. Key Informant Interviews
   2. Focus Groups
8. Collect additional data?
   1. Key Informant Interviews
   2. Focus Groups
   3. Surveys
9. Develop and explain the problem statement?
10. Share additional factors?
11. Answer additional questions from audience?
12. Maintain eye contact?
13. Use voice inflation?
14. Use clear diction?
15. Use technology correctly?
16. Use handouts or other materials?
17. Was all prevention staff utilized?

Additional comments from Regional Capacity Coach:

**Strengths:**

**Areas for Improvement:**

**Suggested next steps:**

**Agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**County: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Five questions that will help you create a COMMUNICATION PLAN.

Please answer each one below (some have multiple parts).

1. Who Cares? We may think that “everyone should care” about the work that we do, but this is not always the case in your community. This question should prompt you and your agency staff to identify key stakeholders in your community. Who cares can also be the same question of who is your audience?
2. Think about internal staff, volunteers, Board member, and leaders within your own agency and brainstorm how improved communications could be helpful.
3. Think about external community members which would include funders, key leaders, partners, and members of the community.
4. What do they care about? This might include knowing **what** your agency is doing, knowing about **how** you utilize funding, know how what you do **impact**s schooling/education (teachers, school administrators) know how what you do impacts local legislation county council)….etc…
5. You may need to meet with key stakeholders to truly understand a person’s interest and questions they have about the agency, about the drug problem in your community, about what the community looks like.
6. Where can the information they want to know be found? Remember to keep in mind it is best to provide local information. Key stakeholders want to know about the impact of their community.
7. Some will want to know **what Treatment services or Prevention Services are availa**ble.
8. Some will want **outcome data**. How does your work impact the community?
9. Some will want to know **the process** of how you make a change in the community and what strategies are utilized.
10. How can you get the information that the community wants? This is where evaluation comes into play. You should be very familiar with this from NEEDS ASSESSMENT Strategies in 2015. Your data collection data could include: surveys, in-house data, archival data collection, key informant data.
11. Does it take a paid evaluator to complete this process?
12. Are you intimidated by this process?
13. Identify data collectors in your community.
14. This may be the most important part of this journey. How do we share it?

You have accomplished this task when the “right” information reaches the “right” hands.

1. By beginning with key stakeholders and learning their questions, you can insure that time is not wasted collecting irrelevant data or producing some long report that ends up in someone’s trash.

**LETS GET DOWN TO BUSINESS IN BUILDING THIS PLAN:**

COMMUNITY COMMUNICATIONS PLAN:

* 1. After identifying key informants and those in your community who are the “need to know” individuals, we want you to begin to build your Communication Plan. You should prioritize a minimum of 4 “Who Cares” Individuals/Groups within your community. In a paragraph below select why these were considered KEY LEADERS or KEY PLAYERS.
  2. For each “Who Cares”, you must then discover “What they want to know? Interview those individuals and in the discussion discover what types of information they would find useful to know about Prevention Services or Agency Services or about alcohol specific, marijuana specific, buy rates, tobacco specific data, parenting, youth.
  3. In this section, you will need to describe the processes that were used to find out what they care about?
     1. When and how did you gather the information from the agency/community leaders?
     2. Length of time the county used to complete the process.
  4. Highlight what you learned from “What do they care about”? Write a paragraph or key bullets about what the process has taught you thus far.

**My COMMUNICATION PLAN**

1. Thinking of your community and what you learned earlier complete the table below entitled

“ BUILDING CAPACITY: A COMMUNITY COMMUNICATION PLAN “ Follow the discussion at the beginning of this Deliverable to list specific individual groups or persons, what they care about through interview and discussions, where you might get that information and whether the information is accessible and how you can best share it with those community members.

List in the table below, specific facts, local data and pieces of information when possible.

**BUILDING CAPACITY: A COMMUNITY COMMUNICATION PLAN**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Who Cares? | What do they care about? | Where is the information? | How will I get it? | How will I share it? |
| **AUDIENCE** | **QUESTION** | **DATA SOURCE** | **METHOD** | **DELIVERY** |
| External audience:  Funders  Supporters  Community  Internal audience:  Staff  Volunteers  Managers  Boards  Key Partners  Sunny County Sheriff | Improving Programs  Accountability  Clear Communication  Better project coordination  How you help them  Short term results  Long term goals and outcomes  Time spent by officers, arrest data, number of hours of officers and services provided for AET | Process: How we do it  What we did  Short term outcomes  Long term outcomes  Impact on community  Compliance Check Forms  Data of Compliance Rate, Arrest, Types of charges,  Overtime hours | Existing data  Created data  AET Coordinator | Keep in mind funding cycles  ( when)  Your audience interests  (what)  Balance in visual and written  Keep it Simple  Seek feedback regarding delivery.  Brief one page updates to Chief and Sheriff containing graphics  Brief data for law enforcement website |
| Parent |  |  |  |  |
| Agency Director or  Agency Board Member |  |  |  |  |
| Youth |  |  |  |  |
| Faith Community |  |  |  |  |

Adapted from National Coalition Academy notebook pgs 33-36 National Coalition Academy workbook week #2.

**Plan Submitted By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Region Capacity Coach (signature): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**