

Sustainability Planning Tools & Resources for Coalitions/Organizations

ECHO Sustainability Workshop

January 30, 2018

What is Sustainability?

- Sustainability is the process of ensuring an **adaptive** and **effective** system that achieves and maintains desired long-term results.
- In the case of substance use prevention, the process involves developing systems that **promote** and **support** the delivery of effective prevention strategies in order to prevent and reduce substance use disorders among populations.
- Ultimately, sustainability is about **maintaining positive outcomes** in these populations.

Sustainability & SPF

- Achieving and sustaining desired population-level changes demands capacity of a community. Building and sustaining these capacities requires thoughtful planning on the part of the coalition and community agencies, institutions, organizations, and leaders.
- This does not happen in a year and may take several cycles of planning and capacity building in order to create a community prevention system capable of such outcomes.



Sustaining the Work or the Initiative

- Decide whether the effort needs to be sustained and for how long
- Clarify the goals and context for sustaining the effort
- Create a plan to anticipate what resources will be necessary to sustain the effort
- Identify specific tactics to be used to sustain the effort
 - Indicate how you will use potential tactics for financial sustainability
- Develop a marketing plan to secure resources for the effort
- Outline a specific action plan for sustaining the effort

Types of Resources

- Communities need to assess the various types and levels of resources that it has available to address identified substance abuse problems. Looking at existing resources in a community utilizes an asset-based approach to prevention planning, rather than focusing on deficits and gaps.
- Types of resources include:
 - Fiscal
 - Human
 - Organizational

Sustaining Fiscal Resources

- This refers to the money that communities can bring to prevention efforts, as well as other things that cost money but can often be obtained for free, including:
 - Grants/donations
 - Computer hardware/software
 - Meeting space, food, photocopying
 - Promotion/advertising

Sustaining Human Resources

- This refers to the people who can assist with prevention in some way:
 - Staff with the right credentials, training, experience, and expertise to address all aspects of prevention—leaders and staff may need to be hired or may require additional training and technical assistance in certain areas.
 - Consultants and/or volunteers who can support or supplement staff expertise (these individuals may need to be recruited to take on some of the tasks involved with developing and implementing a comprehensive prevention plan)
 - Stakeholders, including members of the population that the strategies will focus on
 - Other partners who can provide additional expertise, necessary services, and/or connections to your target population
 - Local champions willing to back your prevention efforts

Sustaining Organizational Resources

- This refers broadly to the structures within an organization that are deeply connected to a community's substance abuse prevention goals, such as:
 - Vision and mission statements as well as guidelines for decision-making
 - Clear and consistent organizational patterns and policies
 - Adequate fiscal resources to implement a prevention program as it is planned
 - Hardware and other technology tools

Other Resources

- Other resources that are useful but frequently overlooked include:
 - Community efforts to address prevention issues
 - Community awareness of those efforts
 - Specialized knowledge about prevention research, theory, and practice
 - Practical experience working with particular populations
 - Knowledge of the ways local politics and policies help or hinder prevention efforts

Local Community Examples

- Sustaining DFC funded coalition strategies
- Sustaining law enforcement strategies
- Incorporating several focus areas to meet funding requirements

Resources

- <http://ctb.ku.edu/en>
- <https://www.samhsa.gov/capt/about-capt>
- <http://www.cadca.org/>

Question and Answer

Region 1:

Lou Anne Johnson

(864) 360-4822

lojohnson@phoenixcenter.org

Region 3:

Dawn Blackmon , CSPA

(843) 664-3963

dawn.blackmon@circlepark.com

Region 2:

Ashley Bodiford, MPH, CSPA

(803) 726-9443

abodiford@lradac.org

Region 4:

Jacque Martinez, MSW

(843) 797-7871

jmartinez@ekcenter.org