

# New Asset and Resiliency Building Technologies



## Support SAMHSA's Strategic Prevention Framework (SPF)

Developed at the Connecticut Assets Network with funding from  
the CT Dept. of Mental Health and Addiction Services

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# Contents

|      |  |    |
|------|--|----|
| I.   | The Strategic Prevention Framework (SPF).....          | 5  |
| II.  | CCAMP: Community Connection Asset Mapping Process..... | 5  |
| III. | The Logix Model.....                                   | 6  |
| IV.  | CCAMP and the SPF Principles.....                      | 7  |
|      | 1. Assessment.....                                     | 7  |
|      | 2. Capacity.....                                       | 8  |
|      | 3. Planning.....                                       | 9  |
|      | 4. Implementation.....                                 | 10 |
|      | 5. Evaluation.....                                     | 10 |
| V.   | Summary.....   | 11 |
| VI.  | Notes.....   | 12 |



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## New Asset and Resiliency Building Technologies Support SAMHSA's Strategic Prevention Framework

**I. The Strategic Prevention Framework:** SAMHSA's Strategic Prevention Framework (SPF)<sup>1</sup> is built on a community-based, risk and protective factors approach to prevention<sup>2</sup> and a series of guiding principles that can be utilized at the federal, state/tribal and community levels. The SPF assists states and communities as they systematically:

1. Assess their prevention needs based on epidemiological data,
2. Build their prevention capacity,
3. Develop a strategic plan,
4. Implement effective community prevention programs, policies and practices, and
5. Evaluate their efforts for outcomes.

The *Community Connection Asset Mapping Process (CCAMP)*<sup>3</sup> and the *Logix Model*,<sup>4</sup> two new asset and resiliency building technologies developed by the Connecticut Assets Network, support the Strategic Prevention Framework.

**II. CCAMP, Community Connection Asset Mapping Process** utilizes a dynamic, interactive web-based tool to assist communities in conducting their own community-level action research. Discovering and directing local capacities to meet local needs, the CCAMP System directly supports cultural competency and sustainability along with the five principles of the SPF. This paper focuses on the CCAMP System's powerful features, including:

- Survey instruments that are used to conduct community conversations with individuals around their needs, interests, skills, hopes and dreams, serving to engage and mobilize citizens for greater social networking, natural social support networks, and community projects.
- On-line, interactive data entry for community organizations, including associations of volunteer and civic groups and established institutions (e.g., businesses, schools, neighborhood associations, faith communities, etc.), increasing community capacity, coalition building, collaboration and emergency preparedness.
- Volunteer tracking and reporting by volunteer, project, and people impacted, hours and their monetary value.
- CCAMP's powerful matching systems enhance and mobilize resources by matching people to people, people to community resources, and program to program.
- On-line personal reflections set the stage for *Democratic (Participatory) Evaluation*, *Transformational Story Mapping* and outcome-based planning.

- Powerful reporting systems interfaced with advanced GIS technology support touch-of-key communication with coalition and community members, increasing community mobilization, social networking and connectedness and strategic planning based on local community action research.

CCAMP fits easily into existing community structures, increasing the sustainability power of Healthy Community initiatives.

**III. The Logix Model**, a second web-based, interactive tool, is especially useful for communities that apply the Strategic Prevention Framework to their prevention process. The *Logix Model* helps communities operationalize steps 3 (strategic planning), 4 (Implementation) and 5 (evaluation) of the Strategic Prevention Framework (SPF). Designed to empower communities in carrying out strategic planning based on data about the targeted problem or community issue, the *Logix Model* provides the following:

- A personal and user-friendly guide, on-line to walk the coalition or user through the development of his/her model in just five steps resulting in both a narrative and a graphic illustration of the coalition's strategic plan.
- Access to information and data about the target issue at the state and local levels to educate and inform the local community coalition during the planning process.
- Access to research on the causal factors related to the target issue (both risk and protective factors) to educate, inform and encourage choice about these factors while developing the local strategic plan.
- Access to evidence-based strategies and 'best' practices related to the target issue with the intention of reducing risk factors and strengthening protective factors or assets.
- Guidance for choosing and rationalizing each input or resource, as it is connected to a particular strategy or intervention in support of operationalizing that strategy.
- Tools for reviewing and editing your Logix Model.

The Logix Model brings your community together as it guides them through an on-line educational process designed to help them develop a narrative and a graphical illustration of their strategic plan supporting the SPF process.

Future plans include features to the Logix Model that will assist local communities in tracking and assessing the rates of impact of each strategy on the chosen causal factors (risk or protective factors). This will give communities the power to modify how certain strategies are applied for greater effectiveness at chosen intervals throughout the year.

You may view the log-in page of the Logix Model at: <http://www.logixmodel.org>. For further information, contact Gregory Ryan at the Connecticut Assets Network at 860-571-8463 or email: [gryan@ctassets.org](mailto:gryan@ctassets.org).

#### IV. CCAMP Helps to Operationalize the Strategic Prevention Framework (SPF)

The following table has been organized to illustrate each of the five steps of the SPF. Tasks connected with each of the five steps have been taken from Connecticut’s Strategic Prevention Framework – State Incentive Grant (SPF-SIG) which addresses Underage Drinking. Designed to support both the cultural competency and sustainability components of the SPF-SIG, the right column notes specific applications that the CCAMP System delivers.

If you have any questions or observations about how this system works, we invite you to contact the Connecticut Assets Network at 860-571-8463.

| TASK       | Planned Action Steps  | How CCAMP helps with this Action Step   |
|------------|---|---|
| Assessment | 1. Conduct an organizational needs and resources assessment.  | CCAMP’s Organizational and Individual Surveys document resources and needs on three levels:<br>1) organization wide,<br>2) programmatically and<br>3) at the individual staff or volunteer level.   |
|            | 2. Review and interpret State data on community readiness/capacity assessment (community needs and resources assessment).   | This data can be placed on CAN’s Logix Model and may be accessed on the internet.   |
|            | 3. Collect, organize, and interpret community-specific data on factors causing, leading to, or promoting underage drinking. | 1. CCAMP makes community resources (human and tangible) accessible to the coalition and its members to implement strategies which impact causal factors. These include education of retailers, enforcement (compliance checks and sobriety checkpoints), social event monitoring, media advocacy, etc.<br>2. Organizational and individual surveys are used to collect data<br>3. A resource-bank database organizes the data.<br>4. Data is retrievable through a broad range of sorting and reporting capabilities.<br>5. Reporting and geomapping allow groups to analyze and plan around gaps in services and resources.<br>Map locations of liquor outlets along with college campuses. Symbol/color code retailers according to their compliance, advertising status, and citation rates.<br>Map locations of house-party complaints.<br>Map individuals/organizations currently implementing various strategies to reduce underage drinking. |
|            | 4. Prepare a report describing the findings of these assessments.   | CCAMP generates ongoing comprehensive, insightful reports to<br>1. document needs and<br>2. target the resources available to respond to those needs.   |

| TASK     | Planned Action Steps   | How CCAMP helps with this Action Step   |
|----------|--|---|
| Capacity | 1. Identify and convene community/coalition leaders and key stakeholders.  | CCAMP's many insights on community resources draw interest from multiple stakeholders:<br>Identification: <ol style="list-style-type: none"> <li>1. CCAMP survey(s) identify all leaders and stakeholders in the community as potential candidates for participating in the coalition.</li> <li>2. CCAMP geomapping identifies gaps in coalition representation and the candidates to fill those gaps.</li> </ol> Convening: <ol style="list-style-type: none"> <li>1. Communication tools include instant email and mail merge capabilities in regular and html formats. (Think standard or electronic newsletters.)</li> </ol>  |
|          | 2. Conduct/attend coalition meetings.  | CCAMP organizes information on space availability community-wide. This makes planning more efficient and collaborative.   |
|          | 3. Conduct activities to build or enhance your coalition, such as: <ul style="list-style-type: none"> <li>• Building relationships, particularly with underserved populations.</li> <li>• Identifying key organizational or coalition activities and goals.</li> <li>• Writing, reviewing, or rewriting organizational or coalition mission/vision.</li> <li>• Hiring or training staff.</li> <li>• Identifying or securing space.</li> <li>• Coordinating or improving technical resources.</li> <li>• Coordinating data collection.</li> </ul> | CCAMP meets this goal well with: <ol style="list-style-type: none"> <li>1. CCAMP's Organizational Surveys identify organizations/associations community-wide, documenting individual contact persons and the unique resources they make available to the coalition.</li> <li>2. CCAMP's Individual Surveys identify individual citizens and their resources, to build or enhance unique relationships and collaborations.</li> <li>3. CCAMP organizes information on space availability community-wide, then allows for immediate communication via email or phone with contact persons at each site.</li> <li>4. Offers a multi-part data analysis system that efficiently retrieves valuable summary and individual reports on resource availability to support the coalition's goals</li> </ol>  |
|          | 4. Leverage resources to ensure that there is a sufficient diversity of funding, such as: <ul style="list-style-type: none"> <li>• Preparing and submitting grant applications.</li> <li>• Soliciting donations.</li> <li>• Conducting fundraising events.</li> </ul>  | CCAMP's reporting capability helps define the extent of potential funding support of Coalitions <ol style="list-style-type: none"> <li>1. CCAMP increases the likelihood that fundraising efforts will succeed because:               <ul style="list-style-type: none"> <li>• it builds strong relationships with community organizations and individuals and</li> <li>• builds or strengthens an active, collaborating coalition.</li> </ul> </li> <li>2. Resources can be cultivated and leveraged through efficient communication features imbedded in the software</li> <li>3. Interest by funders will increase with the enhanced community mobilization and resultant community progress CCAMP supports for coalitions.</li> </ol> Comprehensive data reporting allows for "number crunching" on grant proposals, as well as reporting to current funders. |

| TASK            | Planned Action Steps  | How CCAMP helps with this Action Step  |
|-----------------|---|--|
|                 | 5. Develop and implement a long term funding strategy to ensure that intervention activities and outcomes continue after SPF SIG funding ends.  | CCAMP serves to sustain projects after SPF SIG funding ends because it provides <ul style="list-style-type: none"> <li>• A process infrastructure to support a vibrant, collaborating coalition, and</li> <li>• the technology for ongoing assessment of needs and resources.</li> </ul>   |
|                 | 6. Participate in capacity building activities (DMHAS Learning Communities, training, and technical assistance), on such topics as: <ul style="list-style-type: none"> <li>• Cultural competence</li> <li>• Assessing needs, resources, and readiness</li> <li>• Building relationships.</li> <li>• Staff, task force, and/or coalition member training</li> <li>• Developing a strategic plan</li> <li>• Selecting interventions</li> <li>• Recruiting participants</li> <li>• Evaluation activities</li> <li>• Sustainment</li> </ul> | The CCAMP system is a fundamental tool that fully supports a full range of capacity building activities (DMHAS Learning Communities, training and TA) through demonstration of: <ul style="list-style-type: none"> <li>• access to and analysis of census data via geo-mapping (Cultural Competence);</li> <li>• dynamic, ongoing survey input and reporting (Assessing needs, resources, and readiness);</li> <li>• tracking collaboration and volunteer services (Building Relationships);</li> <li>• identification and utilization of local expertise, skills and resources for staff, task force, and/or coalition training;</li> <li>• illustrations of gaps in services/ presence of resources contribute to greater effectiveness in strategic planning;</li> <li>• existing resources to support the selection of interventions;</li> <li>• ease with which new recruits and their expertise can be identified using a dynamic resource-bank data base (recruiting participants)</li> <li>• stories of transformation resulting from connections made/relationships built (evaluation activities); and</li> <li>• an infrastructure and technology to support a vibrant, collaborating coalition after SPF SIG funding ends (sustainment).</li> </ul> |
|                 | 7. Participate in Regional Action Council meetings.   | CCAMP illuminates the gaps in services and the potential human and tangible resources that may be leveraged to close gaps upon which an effective strategic plan is based. Its analytical features are superior tools for strategic action.  |
| <b>Planning</b> | 1. Develop a community strategic plan.  | CCAMP demonstrates the gaps in services and human and tangible resources upon which an effective strategic plan is based.  |
|                 | 2. Develop a revised logic model.   | CCAMP's ongoing and dynamic data collection and data analysis capacities are essential in reevaluating and revising logic models and strategic plans.  |
|                 | 3. Develop a work plan for implementing selected evidence-based or innovative environmental intervention(s).  | What communities do depends upon what they have. Local work plans come alive when based upon the needs and resources contained in the CCAMP resource bank data base.   |

| TASK           | Planned Action Steps  | How CCAMP helps with this Action Step   |
|----------------|---|---|
| Implementation | 1. Implement services described in the Intervention Work Plan.  | <p>CCAMP communication tools mobilize community resources</p> <ul style="list-style-type: none"> <li>• to implement selected evidence-based/environmental intervention(s)</li> <li>• to support social services, enforcement, compliance checks, education, etc.</li> <li>• to engage volunteers to carry out action steps within the intervention work plan, and</li> <li>• to document outcomes as they occur.</li> </ul> |
|                | 2. Participate in CT SPF project meetings to share lessons learned and resolve implementation issues.   | <p>Peer to peer exchange is a priority of CAN and CCAMP. As each group shares how they use CCAMP in the implementation of their work plan, all groups benefit, enhancing the SPF SIG grantees' capacity to use the unique features of CCAMP to implement various aspects of their work plan, e.g., surveying, reporting, geomapping, planning, analyzing, recruiting and tracking volunteers, etc.</p>                      |
| Evaluation     | 1. Monitor fidelity of implementation.  |   |
|                | 2. Participate in the National SPF SIG Cross-Site Evaluation  |   |
|                | 3. Collect, enter, and analyze data in MDS.<br>4.   | CCAMP supports the collection, entering, and analyzation of data.   |
|                | 4. Use/disseminate evaluation findings to: <ul style="list-style-type: none"> <li>• Make adjustments to the intervention based on initial outcomes and new information on alcohol-related problems in the community.</li> <li>• Establish or change policy.</li> <li>• Change substance abuse priorities.</li> <li>• Leverage additional funds.</li> <li>• Recruit additional partners and coalition members.</li> <li>• Leverage additional prevention staff.</li> </ul> | Ongoing/direct service of CCAMP (see above).  |

## V. IN SUMMARY:

These new asset and resiliency building technologies are able to assist community groups in being more intentional and strategic about their SPF process in each of the five steps. When used together, they have the potential to become the cornerstones of a community's cultural competency and sustainability within the Strategic Prevention Framework (SPF) process.

### ***Greater cultural competency is achieved and practiced when:***

- Adult decision makers tap into all cultures of their community, but especially the youth they serve by harnessing the power of the internet for gathering data, action research, assessment, social networking and mobilizing the resources of the community – people, places and things.
- Adult decision makers recognize that because it is their culture, youth have a passion for using these technologies in partnership with adults for the greater good when developing healthier communities.
- Adult decision makers go beyond the 'token youth member' on the community coalition placing these technologies into the hands of a genuine *youth coalition* who are the community's 'go to resources' for social marketing, planning and allocation of resources.<sup>5</sup>

***Sustainability of the five principles of the SPF*** within community systems and processes is greatly enhanced as the community coalition learns how best to use these tools and technologies.

- They must be put into the hands of the various cultural groups that make up the local community – especially youth, to be used as they see fit – for mutually beneficial problem solving and improving their quality of life.
- They must take on a life of their own by embedding them within the smaller 'sub communities' or cultures that often make up the general community, so as to perpetuate their support of the SPF's five principles far after funding from the SPF grant has ended.
- During the period of SPF funding, methods must be developed using the power of these technologies for community level groups to continue communicating with regional and state level funders and coalitions to enhance state – community level partnerships.

**For more information** about using CCAMP as a foundational support to your SPF initiative, contact Gregory Ryan, Executive Director ([gryan@ctassets.org](mailto:gryan@ctassets.org)) or Cate Bourke, Community Specialist ([cbourke@ctassets.org](mailto:cbourke@ctassets.org)) at the Connecticut Assets Network.

**Notes about cost:** Under the SPF-SIG Grant in Connecticut, all license, training and technical assistance fees will be waived for all grantees – for the duration of the SPF-SIG grant. Once the present SPF-SIG grant has closed or terminated, grantees are invited to continue using the CCAMP resource bank database with advanced geo-mapping features by paying an annual license and user fees. Contact the Connecticut Assets Network for information on current pricing.

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## ENDNOTES

<sup>1</sup> SAMHSA's Strategic Prevention Framework (SPF) comes from the Center for Substance Abuse Prevention (CSAP). More information about this framework can be found at <http://preventionplatform.samhsa.gov/#>.

<sup>2</sup> The Risk and Protective Factor framework comes from the *Communities That Care* system developed by J. David Hawkins and Richard F. Catalano and empowers communities to use advances from prevention science to guide their prevention efforts. For more information visit: <http://preventionplatform.samhsa.gov/#>

<sup>3</sup> More information about Community Connection Asset Mapping Process (CCAMP) designed at the Connecticut Assets Network, can be found at: [http://www.ctassets.org/cc\\_home.htm](http://www.ctassets.org/cc_home.htm).

<sup>4</sup> More information about the Logix Model designed at the Connecticut Assets Network can be found at: <http://www.logixmodel.org/>.

<sup>5</sup> When viewed as problem solvers and not just 'problems to be fixed', youth become a powerful resource within our communities. For a recent example of how youth participated in a Social Norms Marketing initiative within a Pennsylvania community using environmental strategies to impact underage drinking among their peers, go to page 13 of this year's *national strategy document from the White House Office of National Drug Control Policy* found at: <http://www.whitehousedrugpolicy.gov/publications/policy/ndcs07/>.

