

Leaders In Health

Cambridge Prevention Coalition 2.0

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Cambridge
Public Health
Department



CHA Cambridge
Health Alliance



Cambridge Prevention Coalition 1.0

Historical origin:

- Community-based approach to address youth substance use, primarily focused on underage drinking
- Approaches used include:
 - Environmental: ↓ youth access to alcohol via community members i.e. Sticker shock, shoulder tap campaigns
 - Marketing: ↓ youth access to alcohol via parents i.e. Reality Checks campaign

Cambridge Prevention Coalition 2.0

Rationale for re-branding:

- Original focus of CPC (youth only) is no longer relevant as funding sources and community priorities have broadened
- Current focus is on other drugs beyond alcohol and overlapping behavioral issues (mental health, violence prevention, etc.)
- Name does not reflect accurately the work, since the primary mission of public health is prevention

Aims & Target Population

New goal:

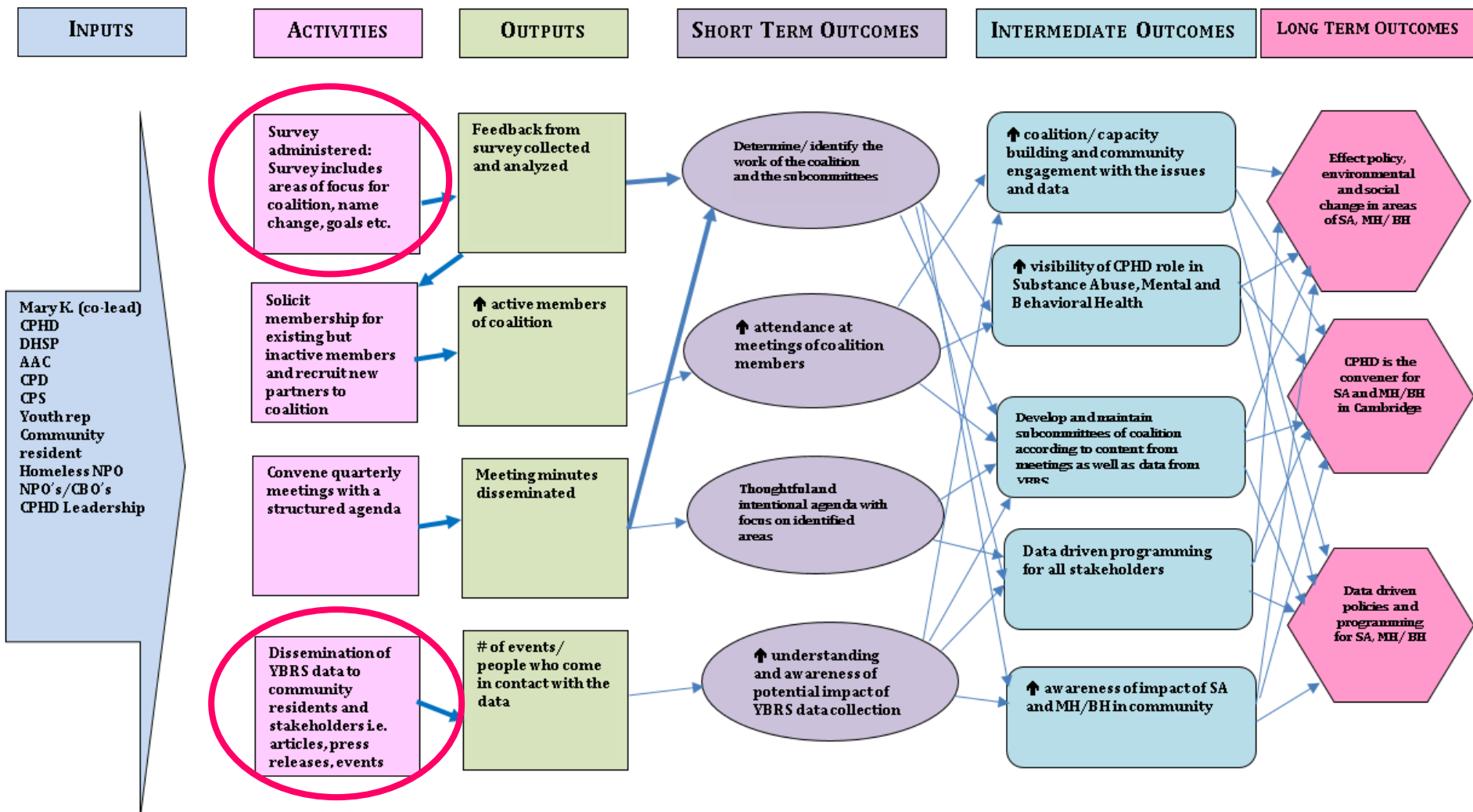
Support and enhance the mental, behavioral, and emotional health of all, and reduce the impact of substances and violence in our community

Target Population:

All those with a vested interest in working with everyone impacted by Substance Abuse, Mental and Behavioral Health (SA and MH/ BH) e.g.

- Agencies
- Community Based Organizations
- Community residents

CPC Logic Model 2.0



Key activities & outcomes

- Survey → Collect qualitative and quantitative data to drive the rebranding of the CPC
- Dissemination of data collected from the Youth Behavioral Risk Survey → To effect data driven policy and programming change

Activity 1= Survey

Purpose:

To collect qualitative and quantitative data to develop the latest iteration of the CPC.

Strategies:

- Development of a short survey which can be sent to past and potential stakeholders for feedback
- Output: Feedback collected and analyzed

Short term outcome:

- Determination of work of coalition and types of sub committees and task forces that may be required

Long term outcome:

- Effect policy, environmental and social change in areas of SA, MH/ BH

Activity 2: YBRS Data

Purpose:

To effectively communicate and present data collected in the annual Youth Behavioral Risk Survey

Strategies:

- Stakeholder analysis: To understand what the stakeholders need for their work
- Dissemination: To translate/ customize the data in multiple ways to improve accessibility and usability

Short term outcome:

- ↑ access to data and ↑ awareness of its value

Long term outcome:

- Data driven policies and programming for SA, MH/ BH

Conclusion

- Revitalization of the coalition as a convening body with a specific vision
- Re-branding of the coalition to accurately reflect its mission
- Effect real change in Substance Abuse, Mental and Behavioral Health in a meaningful, intentional way
- Increase effective use of data to drive evidence based practices in programming and policy



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