

Franklin Mayors Drug Task Force  
Recommended Training Plan and Agendas

**30 minutes** - Introduction to coalition regarding the various activities or workgroups. "You can't help others unless you take care of yourself." This overview will support the idea that coalitions have two goals that align with not only a more sustainable coalition, but also align with certain grants. Increasing collaboration (Goal One) is the coalition taking care of themselves. Reducing substance abuse (Goal Two) is the coalition helping others. Strong coalitions address several factors that allow them the time and the knowledge / ability to support several activities at one time. By sharing the workload, membership is utilized more thoughtfully and in an engaging manner. This work, while implemented as part of some substance abuse prevention activities, is actually designed to improve the health of the coalition. This is why it can also be implemented at non-substance abuse related events or gatherings. Substance abuse prevention work looks very different than these activities, but can include some of the elements (evaluation). Some of the coalition health work can be divided into the following activities:

### DATA AND EVALUATION ACTIVITIES

Individuals with strengths in data collection, marketing, surveys, spreadsheet creation, accounting, etc. would be well suited for this workgroup.

- Measures should be in place to evaluate the need for any activities to address a local condition or issue.
  - This task can be used to address Question 3, Part 4: regarding substance use problems, "Discuss the specific tools, approaches and strategic processes to be used to **collect, analyze** and disseminate data (e.g., frequency of data collection, role of key staff, coalition members, and evaluator, if applicable, in data collection and analysis, etc.)"
- Measures should also be in place to measure the outputs and outcomes from any activities conducted to effect change in those local conditions or issues.
  - This task can be used to address Question 5, Part 1 and 2: "Describe the type of data that will be collected to measure the effectiveness of the strategies and activities of the 12 Month Coalition Action Plan" and "Describe how the coalition will measure and analyze the data collected."

### RECRUITING AND RETENTION ACTIVITIES

Individuals with strengths in human resources, community outreach, public relations, etc. would be well suited for this workgroup.

- Coalition should always be seeking opportunities to reach out to new members and solicit participation based on resources or expertise that those new members could provide.
  - This task can be used to address Question 1, Part 2: "Describe the techniques for recruiting and retaining coalition members."
- Coalition should also always be seeking out ways to increase the retention of the current members by ensuring that members are engaged at meetings, given tasks to complete, ensuring that training is provided to members so they feel productive, and that any and all activities are celebrated through recognition of participants with awards, certificates, public endorsements, etc.
  - This task can be used to address Question 1, Part 2: "Describe the techniques for recruiting and retaining coalition members," and Question 1, Part 5: "Describe coalition's efforts to increase the capacity and effectiveness of the coalition members and its leadership."

## **MEDIA ACTIVITIES**

Individuals with strengths in advertising, promotions, graphic design, video and web design, radio promotion, public service announcement development, etc. would be well suited for this workgroup.

- Coalition should employ local expertise to communicate any and all relevant messages on behalf of the coalition. This work would include communicating the need for support for the coalition by publicizing issues in order to motivate the public to support the coalition and its activities.
  - This task can be used to address Question 3, Part 4: “Discuss the specific tools, approaches and strategic processes to be used to collect, analyze and **disseminate** data (e.g., frequency of data collection, role of key staff, coalition members, and evaluator, if applicable, in data collection and analysis, etc.”
- Coalition should also utilize local media expertise to communicate outputs and outcomes from coalition prevention activities to the general public in order to generate support on behalf of the coalition and to potentially bring new interest to the activities.
  - This task can be used to address Question 5, Part 4: “Describe the coalition’s communication plan to inform the community of the data outcomes and its impact on the 12 Month Coalition Action Plan.”

## **RESOURCE AND ASSET IDENTIFICATION ACTIVITIES**

Individuals with knowledge in the community’s public resources (parks, recreation areas, youth centers, sports complexes, etc.) knowledge in public health services and programs in the community, and knowledge in current community activities and events, etc., would be well suited for this workgroup.

- Coalition should employ local knowledge of existing infrastructure, resources and activities in order to identify assets that already exist within the community for the purpose of solidifying relationships with leadership for these assets and securing participation in the coalitions action plan.
  - This task can be used to address Question 1, Part 4, “Describe current and potential coalition collaboration(s) with local organizations and community

Launch Internet Explorer Browser. Ink leaders,” and will also be used in the development of strategies and activities in the coalition’s Action Plan.

## **STRATEGIC PLANNING ACTIVITIES**

Individuals with strengths in business management, public health management, meeting facilitation, etc. would be well suited for this workgroup.

- Coalition should employ local expertise for the purpose of managing the coalitions planning documents, organizing meetings using current best practices for community coalition management, and facilitating the processes that drive effective community coalitions.
  - This task can be used to address most of the remaining components of the narrative required.

At the end of this presentation, individuals will be asked to consider which of these workgroups they might be best suited for. We will acknowledge that this will be experimental for the purposes of analyzing the two upcoming events.

**10 minutes** – Introduction to the two activities being proposed by the coalition. Events include the seminar at the Senior Center as well as the Children’s Theater production. We should identify the target audience, the potential benefits to the participants, and the potential benefits to the coalition.

**20 minutes** – We will review the previous discussions about workgroups, and members will break out into their respective workgroups and be asked to use their expertise to plan for the activities.

**15 minutes** – We will reconvene, review and discuss the outcomes from the break out sessions. We will document the results and activities will be assigned based on the steps identified.