System Transformation in the Maricopa County Prevention Network: Building Capacity, Community by Community

Overview

- Magellan Prevention System Prior to 2008 RFP
- Transitioning to a Community Driven System
- Current Magellan Prevention System
- Provider/Coalition Perspectives

Provider Network Prior to 2008

- 23 Providers/2 Coalitions
- Contracting Process: renewal of identical program year after year without needs assessment data or evaluation results.
- Program Types (Strategies and Services): Utilized CSAP prevention strategies with an emphasis on individual and school based education strategies. Strategies were often implemented in isolation.
- Priority Populations: 0-5, Latinos, Native Americans and Older Adults.
- Outcomes/Evaluation Services: Providers contracted with independent evaluators. One knowledge based outcome evaluated per strategy implemented.
Planning Ahead - Transitioning to a Community Driven System

Why Move to a Community Driven System:
- Strengthen Maricopa County's environmental approach to preventing substance abuse and suicide
- Improve the capacity of the prevention system in Maricopa County by increasing collaboration at the community level
- Strengthen and expand existing efforts in the community to create sustainability

Community Driven, Coalition Based Programs

“Each population or community targeted to receive prevention services is involved in the design, implementation, and evaluation of the program as demonstrated through active involvement in a community based coalition where program participants or family members are involved in the coalition and members of the coalition have decision making ability.”


Solicited Feedback from Provider Workgroup:
- Represented by all target populations & geographical areas
- Brought input from other providers to Workgroup
- Included feedback from Magellan’s Prevention Advisory Committee
- Magellan spent six months writing the RFP
  - Used national research
  - Used input from various community experts in the Strategic Prevention Framework model, including Pima Prevention Partnership
Planning Ahead - Transitioning to a Community Driven System

- Adopt New SAMHSA Strategic Prevention Framework (SPF) Planning Model for Prevention

**SPF = Focus for Communities**
- Consumption and Consequences (prevent the problem associated with use)
- Across the lifespan (not just youth)
- Based on evidence-based research and empirical (based on observation or experience) data
- Outcomes measured at the population level (not just program level)

CSAP, Center for Application of Prevention Technologies

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Planning Ahead - Transitioning to a Community Driven System

- Assessment: given 8 months to profile population needs, resources, and readiness to address target issue and gaps utilizing primary and secondary data sources.
- Capacity: given 1 year mobilize and/or build capacity to address needs by either developing or enhancing an existing coalition.
- Planning: given 11 months to develop a Comprehensive Strategic Plan based on assessment findings.
- Implementation: implement evidence-based prevention programs and activities with coalition support and involvement
- Evaluation: centralized evaluation and training services for the entire system which utilize community level indicators, program level evaluation tools and data from community partners.
Centralized Evaluation Services

- Evaluation results will more accurately and reliably reflect community-level change across the prevention system.
- Evaluators will provide technical assistance to improve data collection efforts of grantees in order to generate better results and performance.
- Evaluation will be used to identify training and TA topics targeted to prevention provider needs.
- Increase capacity of communities and stakeholders to understand the impact of prevention efforts in their areas, while leveraging resources and creating long lasting partnerships.
- Evaluation will provide systems-level performance indicators that can be easily monitored and shared across communities.
- Centralizing the evaluation process with one agency will decrease the cost and improve the continuity of service delivery – this creates a system-wide vision for program evaluation.

Planning Ahead - Transitioning to a Community Driven System

Training

- February 2008: Provided a two-day training seminar on this community-focused process for current providers, community stakeholders, program participants, and ADHS/DBHS.
- Provided extensive training on community development and coalition building, needs and readiness assessment, and evaluation to support providers and stakeholders as they entered the system.
- As a part of the evaluation package, all providers and coalition would have access to ongoing training to acquire the necessary knowledge and tools to carry out the SPF process.

RFP Release, Review and Award Process

- End of current 3 year funding cycle.
- RFP would support other prevention initiatives in county, state, and federal government.
- Assessed current resources, gaps, capacity, and system goals moving forward.
- Desire to offer opportunity to other potential providers/coalitions in Maricopa County.
Current Magellan Prevention System

- 19 Providers/15 Coalitions
- **Contracting Process**: Providers must submit annual strategic plan update based on needs assessment and evaluation results.
- **Program types (strategies and services)**: Utilize CSAP prevention strategies with an emphasis on Community Based Services and Environmental Strategies.
- **Geographic Areas**: Buckeye, Central Phoenix, Chandler, Ft. McDowell Yavapai Nation, Maryvale, Mesa, Tempe, Scottsdale, South Phoenix, and Sunnyslope.
- **Priority Populations**: 0-5, Adults with Disabilities (including veterans), African Americans, LGBTQ, Latinos, Native Americans, and Older Adults.

Current Evaluation Services

- Outcome Evaluation
- Process Evaluation
- Training
- Technical Assistance

Lauren Johnson
Community Bridges

“Addressing youth substance use through education, prevention and healthy alternatives”
Mesa Prevention Alliance

- Launched by Community Bridges in July 2008
- Strengthen community collaboration to prevent youth substance use
- Focus on alcohol and marijuana
- Middle school and high school youth
- Currently 152 registered members from 13 different sectors

Obtaining Community Specific Assessment Data

- Primary data gathered from parents and students
- One on one interviews, community forums, focus groups
- Started with inhalants and meth
- Focus shifted to alcohol and marijuana
- Secondary data: AYS, crime reports, Mesa Public Schools, KAB

Building a Community Based Coalition

- 85204 area primarily Hispanic, monolingual community
- Recruitment: Utilized history, collaborations and experience for kick off meeting
- Phone calls, e-mails, interviews to promote launch of MPA
- Retention: Quality check reporting from members, providing workshops, word of mouth
- Engaging Coalition: Community Partnerships “working coalition meetings”
Creating a Comprehensive Strategic Plan

- **Target Issue:** Underage drinking
- **Root Causes:**
  - Favorable adult attitudes
  - Favorable youth attitudes
  - Lack of enforcement
- **Community Participation:**
  - “Cafecitos”
  - Family Resource Center
  - Cici’s Pizza
  - CARE Partnership
  - Whataburger
  - St. Peter’s Church
  - Mesa PD
  - MPS

Implementation and Evaluation

- **What worked well?**
  - Bringing community together for input
- **What didn’t work well?**
  - Too slow at getting the community ready
  - Tackling alcohol and marijuana together
- **Lessons Learned/Tips:**
  - Get to know your community!
  - Collaborate with other coalitions
- **Creativity:**
  - AMC theatres
  - MySpace
  - Twitter