



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.
- Geographic Areas: Central Phoenix, Chandler, Ft. McDowell Yavapai Nation, Glendale, Laveen, Maryvale, Mesa, Peoria, Tempe, Scottsdale, and South Phoenix.
- 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

Planning Ahead - Transitioning to a Community Driven System

- **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."*

-ADHS/DBHS 2005 Framework for Prevention in Behavioral Health, p.42, CLAS Standard #2

Planning Ahead - Transitioning to a Community Driven System

- 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



Planning Ahead - Transitioning to a Community Driven System

- 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

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.

Planning Ahead - Transitioning to a Community Driven System

- 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
