

NORTH CAROLINA SUBSTANCE ABUSE PREVENTION CONFERENCE

Raleigh, NC

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Statewide Collaboration Increases the Impact of Prevention



NANCY HANS

COMMUNITY COALITIONS OF VIRGINIA (CCOVA) CHAIR
EXECUTIVE DIRECTOR OF PREVENTION COUNCIL OF ROANOKE



REGINA WHITSETT

COMMUNITY COALITIONS OF VIRGINIA (CCOVA) FORMER VICE CHAIR
EXECUTIVE DIRECTOR OF SUBSTANCE ABUSE FREE ENVIRONMENT,
INC (SAFE)

CCoVA

Community Coalitions of Virginia

Partnering for Healthy Communities Across the State



Community Coalitions of Virginia (CCoVA) is a non-profit 501(c)(3) statewide coalition that has been in existence since June 2008.

Mission: CCoVA works collaboratively to prevent and reduce substance abuse and related risk factors in Virginia communities in ways that are measurable and improve quality of life.

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Coalitions across the state of Virginia specifically focus on prevention of substance abuse among youth and young adults.

CCoVA's membership consists of 21 coalitions across the state of Virginia.

CCoVA Membership

- Community Service Boards
 - Substance Abuse Prevention Coalitions
 - MADD
 - Treatment and Recovery Centers
 - Parents
 - National Guard
 - Law Enforcement
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Coalitions of CCoVA

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- ❖ Local community coalitions use the strategic prevention framework model to collect data, implement strategies and evaluate outcomes.
- ❖ CCoVA has trained prevention professionals with over two decades of experience.
- ❖ Monthly meetings are held to network and strategize at the National Guard Counterdrug facility in Richmond, VA.

CCoVA National Partners

- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Community Anti-Drug Coalitions of America (CADCA)
- Department of Criminal Justice Services (DCJS)
- Mothers Against Drunk Driving (MADD)
- National Prevention Network (NPN)
- Office of National Drug Control Policy (ONDCP)-Drug Free Communities (DFC)
- Smart Approaches to Marijuana (SAM)-CCoVA is Virginia Affiliate
- The Center for Substance Abuse Prevention (CSAP)

CCoVA State Partners

- Virginia Commonwealth University (VCU)
- James Madison University (JMU)
- Virginia National Guard Counterdrug Task Force
- Virginia Office for Substance Abuse Prevention (VOSAP)
- Virginia Tech (VT)
- Virginia Department of Alcoholic Beverage Control (VA ABC)
- Fraternal Order of Police of Virginia (FOP of VA)
- Richmond Behavioral Health Authority (RBHA)
- Virginia Department of Behavioral Health and Developmental Services (DBHDS)
- Virginia Department of Health (VDH)

CCoVA Educational Training Highlights

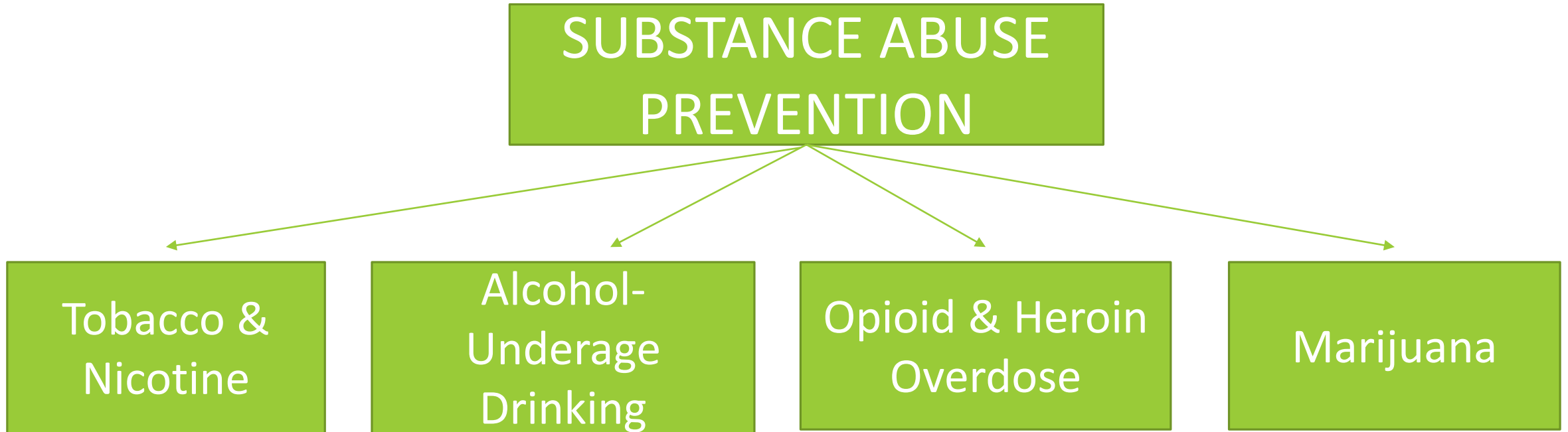
- Understanding the Environmental Approach to Alcohol and Drug Problems: Strategies with the Power to Change Communities Training – CADCA & SAMHSA attended – 2010 (Richmond)
- Evaluation and Needs Assessment Training – ONDCP presenter – 2011 (Richmond)
- Attorney General’s Office spoke at CCoVA meeting – 2013 (Roanoke)
- Statewide Marijuana Conference – 2014 (Richmond)
- Marijuana Summit – 2014 (Roanoke)
- CADCA Training Academy – 2015 (Richmond)
- Heroin Summit – 2016 (Chesterfield, Roanoke)
- Virginia Department of Health presented at CCoVA meeting – 2017 (Richmond)

CCoVA Advocacy Efforts

- Advocacy for years on Social Host legislation – 2011 - 2016
- Introduced K2 Spice legislation – 2011
- Legislative Breakfasts – 2014 (Fairfax, Roanoke)
- Marijuana Decriminalization legislation defeated – 2014-2017
- Rally Day with Fraternal Order of Police – 2016 & 2017
- Followed 16 marijuana bills & 23 prescription drug and heroin bills - 2017
- Annual advocacy during Virginia General Assembly – 2014-2017
- Hired Lobbyist - 2016



CCoVA Focuses on Substance Abuse Prevention



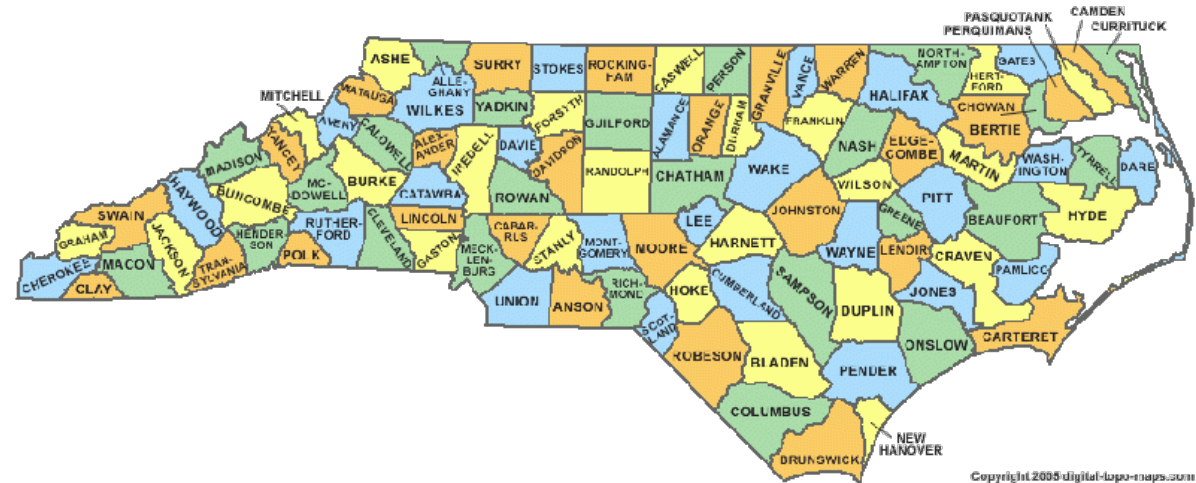
Collaborate with other prevention professionals across North Carolina

- ❖ Who is at the table?
- ❖ Who needs to be at the table?
- ❖ Are all 12 sectors represented?
- ❖ Drug Free Communities grantees
- ❖ SPF-SIG grantees
- ❖ PFS grantees
- ❖ Are seasoned coalition leaders willing to mentor younger coalitions?
- ❖ Do representatives' missions align?



Create a statewide coalition of coalitions

- ❖ Establish the importance of a statewide organization in order to create interest and confirm membership
 - Maximizes the outcomes of implementing environmental strategies
 - Offers larger recognition and value
 - There is a clear vision and a definite need
- ❖ Articles of Incorporation, Bylaws, IRS
- ❖ Officers, Directors & Board
- ❖ Committees
 - Educational
 - Legislative
 - Media
- ❖ Membership and Funding



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Establish monthly networking meetings

- ❖ Determine if you will rotate locations around the state or establish a centralized location for monthly meetings
- ❖ Commit to a standard day and time each month for the meetings (i.e. 1st Monday of each month, 11:00 am – 2:00 pm)
- ❖ Offer call-in option to increase attendance
- ❖ Agendas
- ❖ Individual Coalition Reports
- ❖ Guest Speakers or Attendees



Provide highly evaluated educational trainings

- ❖ Contact CADCA – Hold a CADCA Academy
- ❖ Share expert speaker contacts
- ❖ Hold trainings for specific target audiences



High level trainings offer clear benefits for membership

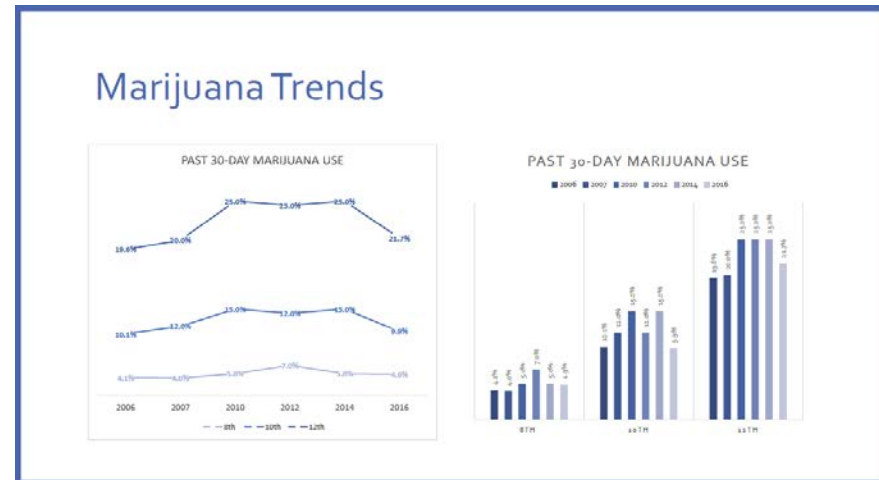
Build and sustain significant partnerships at the national and state level

- ❖ Become a state affiliate for national organizations (i.e. Smart Approaches to Marijuana)
- ❖ Ask to be on advisory boards
 - Governor's Substance Abuse Services Council
 - Governor's Task Force (opioid and heroin)
 - Substance Abuse Foundations
- ❖ Attend National and State Conferences
 - CADCA (hold statewide meeting)
 - NPN Conferences
 - Police Chiefs Associations Conferences
- ❖ Invite key state and national level leaders to your monthly meetings
 - ❖ DBHDS
 - ❖ VDH
 - ❖ VA ABC
 - ❖ DOE



Collect and disseminate statewide data regarding substance abuse

- ❖ Prepare a statewide needs assessment by collecting data from coalitions across the state
- ❖ Disseminate the data to legislators
- ❖ Alcohol, Marijuana, Drugged Driving, Opioid and Heroin
- ❖ Evaluation of CCoVA's efforts
 - Membership
 - Attendance at meetings/trainings
 - Rally Day participation



Be an effective advocate on state legislation regarding substances

- ❖ Identify and convene a meeting with legislative experts
 - Chiefs of Police Association
 - Fraternal Order of Police
 - Local Police Department
 - Health Department Legislative Chairs
- ❖ Follow Legislation electronically
- ❖ Meet with local Senators and Delegates
- ❖ Meet with committees and/or committee chairs
- ❖ Create awareness of substance included in legislation of concern via email blasts to legislators
- ❖ Be present! Speak during committee meetings and votes
- ❖ Establish your credibility and become the “go to” source for data
- ❖ Become the advocacy coordinator and voice for coalitions and state agencies



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www.communitycoalitionsofva.com

Nancy Hans

nhans@pc4y.org

540.353.5682

Regina Whitsett

whitsett@chesterfieldsafe.org

804.694-7794