

The Coalition Approach to Reducing Marijuana's Impact

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Chairman and CEO,
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www.cadca.org

Who Is CADCA?

- Founded in 1992 as a recommendation from the President's Drug Advisory Council.
- Today, CADCA supports a comprehensive, data-driven approach to prevent the use of illicit drugs, underage drinking, youth tobacco use and the abuse of medicines.
- CADCA represents more than 5,000 community coalitions.
- **CADCA's Vision**
 - *A world of safe, healthy and drug-free communities.*
- **CADCA's Mission**
 - *To strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally.*

How do Coalitions Work?

Coalitions ***mobilize*** diverse sectors of the community to ***analyze local data*** and ***implement comprehensive strategies*** that foster effective ***programs, policies and practices*** to ***prevent*** and create ***population level reductions*** in substance abuse.

Coalitions Engage Many Community Sectors

Coalitions convene and combine talent and resources to address local substance abuse issues:

- Youth
- Parents
- Businesses
- Media
- Schools
- Youth serving organizations
- Faith based community
- Civic and volunteer groups
- Law enforcement
- Health care professionals
- State, local or tribal agencies
- Other organizations involved in reducing substance abuse

CADCA Strengthens Coalition Capacity

- We provide training and technical assistance to coalitions across the U.S. and abroad.
- CADCA's National Coalition Institute trains coalitions in community problem-solving model and evidence-based strategies to prevent and reduce substance use and abuse.



National Coalition Academy

A Masters-level Course for Coalition Leaders led by CADCA's National Coalition Institute

- *At least two coalition leaders attend 3 week-long residential training classes (over the course of a 9-12 months period)*
- *Distant Learning (web-based) booster sessions are provided between each residential training week.*
- *Each coalition develops 5 key products as a part of their comprehensive community plan: **Community Assessment, Logic Model, Strategic/Action Plan, Evaluation Plan and a Sustainability Plan***

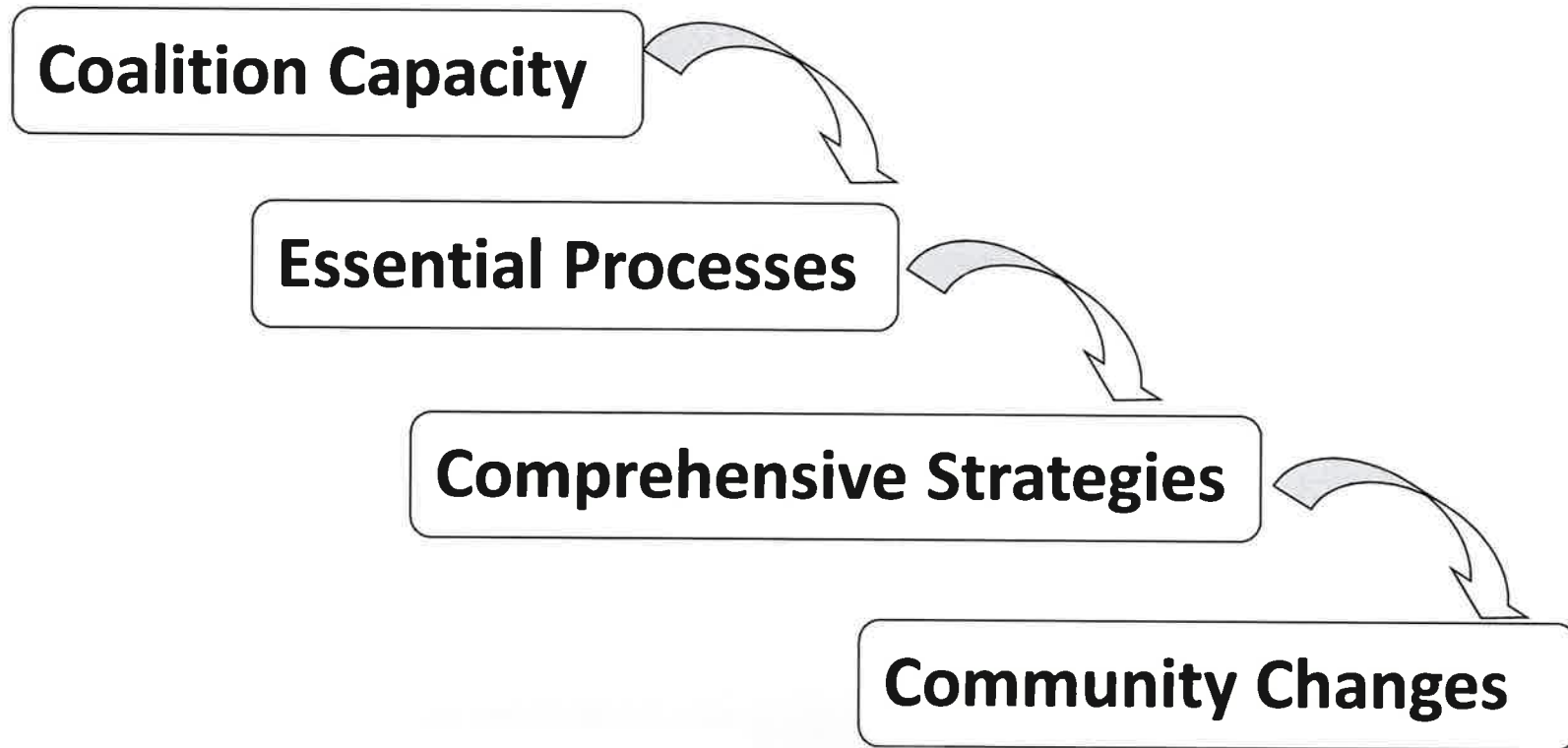


CADCA's Signature Training Events

- **Mid-Year Training Institute**
 - Annual summer training, moves locations around the U.S.
 - Offers in-depth courses, training is application-based
 - Average attendance is 1700; National Youth Leadership Initiative (NYLI) attracts 300 youth
- **National Leadership Forum**
 - 26th Annual signature training event, always in DC area
 - Forum 2016 will be held February 1-4, 2016 at the Gaylord Hotel and Convention Center, National Harbor, Md.
 - Average attendance is 2500; NYLI and Youth Summit attracts 250
 - Various federal agencies and Members of Congress participate
- **Regional, State & Local Training**
 - Provide customized face-to-face training in various regions, states and communities throughout the year.



Training Leads to Community Changes



How Coalitions Achieve Impact

1. Provide information

2. Build skills

3. Provide social support

4. Reduce barriers / enhance access

5. Change consequences / incentives

6. Alter the physical design of the environment

7. Change policy and rules

Individually-
focused

Environmentally-
focused

The U.S. Drug-Free Communities Program

- The U.S. has invested a total of \$1.25 billion in the DFC program since it began in 1998.
- The DFC Program has funded **more than 2,000 coalitions** since it began.
- Currently, the U.S. has **680 DFC Grantees**.
- CADCA was the driving force behind the passage of this program and is the primary training and technical assistance provider for the program.

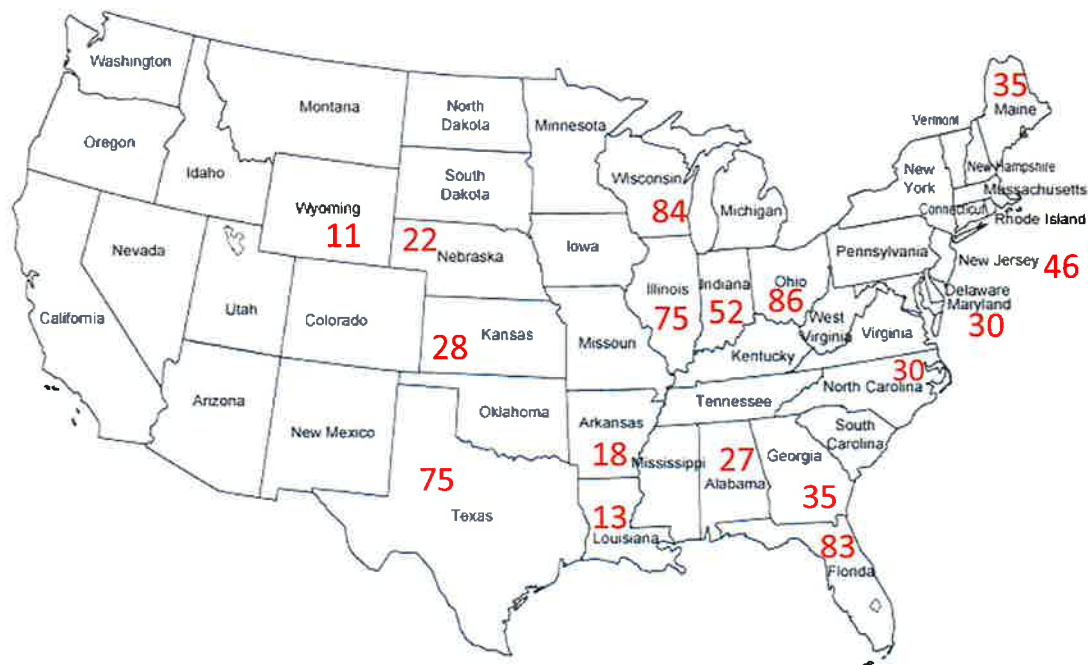
Current Drug-Free Communities Grantees



Building Safe, Healthy, and Drug Free Communities



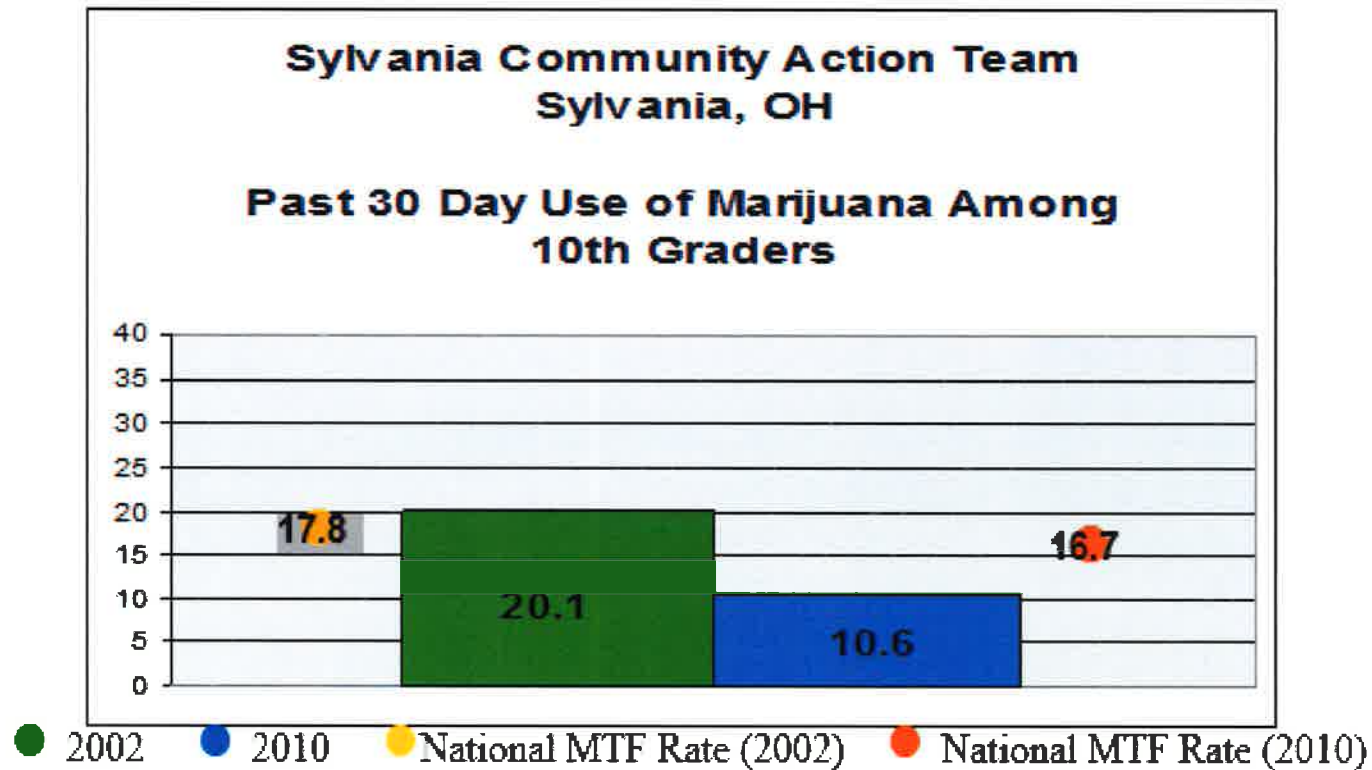
Total Drug-Free Communities Grantees



Building Safe, Healthy, and Drug Free Communities



Coalition Marijuana Prevention Outcomes



In this DFC community, past 30 day use of marijuana use among 10th graders decreased to 10.6% in 2010, a 47.3% decrease since 2002. During this same time frame, according to Monitoring the Future (MTF), the national rate decreased to 16.7%, a 6.2% decrease since 2002.

Sylvania, Ohio - Strategies Implemented

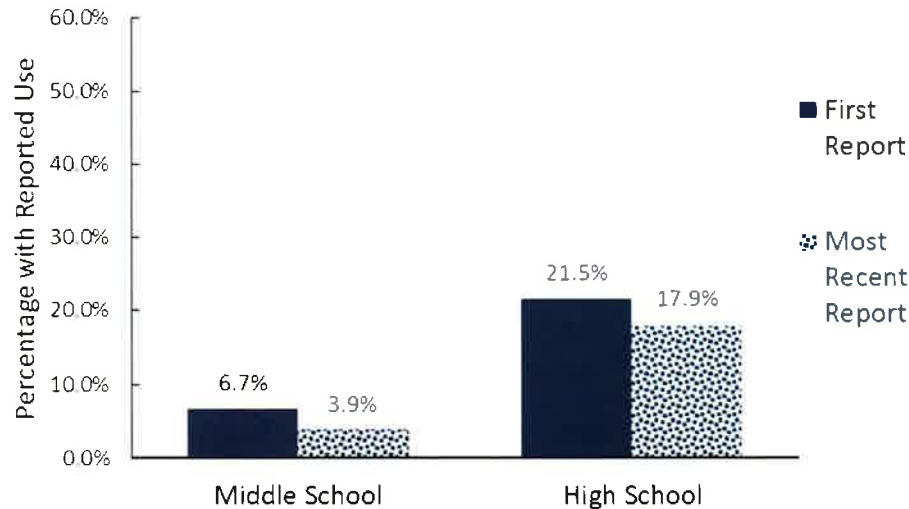
The Sylvania Community Action Team achieved these decreases by:

- partnering with schools to implement zero tolerance policies related to any substance that is illegal or the abuse of legal drugs (over the counter drug or prescription drugs);
- providing youth leadership training and parent education workshops; and
- partnering with local newspapers to raise awareness about the risks/harms associated with illegal drugs and alcohol.

Coalition Marijuana Prevention Outcomes

LiveFree! Substance Abuse Prevention Coalition of Pinellas County Pinellas Park, FL

Past 30-Day Use of Marijuana



The percentage of middle school youth reporting past 30-day use of marijuana **decreased by 41.9%**, from 6.7% in 2004 to 3.9% in 2012. The percentage of high school youth reporting past 30-day use of marijuana **decreased by 16.7%**, from 21.5% in 2004 to 17.9% in 2012.

Pinellas County - Strategies Implemented



The LiveFree! Substance Abuse Prevention Coalition of Pinellas County achieved these decreases by:

- Town hall meetings on ATOD problems within the community
- Social norms campaigns
- Recognition programs for ATOD-free youth
- Educational & training events for youth and parents
- Culturally competent materials that educate the public about issues related to ATOD use
- Formalized school ATOD policies
- Strengthening enforcement
- Drugged driving prevention initiatives

CADCA Resources on Marijuana

- Public policy support
 - Considerable work at the Federal level to educate lawmakers
 - State-level work, when invited
- Marijuana Track at CADCA Trainings – National Leadership Forum and Mid-Year Training Institute
 - Courses designed to give coalitions the tools they need to have conversations that matter in the community
- Online course developed with NIDA
 - “What Do We Know about Marijuana?”
 - 45 minute online course using NIDA’s research
 - Available at learning.cadca.org
- Specialized technical assistance
 - Responding to calls and requests to speak
 - Training at other conferences
 - Offering members-only resources
- Media support
 - Articles in Coalitions Online, our weekly e-newsletter that reaches 23,000 subscribers
 - Social media posts and select interviews
- White paper on Marijuana Impact in Wash. and Colo. supported by SAMHSA
 - Interviewed key leaders and coalitions in 2014

Marijuana Courses at 2015 CADCA Mid-Year

- The Naked Truth About Marijuana
- Measuring Marijuana's Impact Locally: Trends and the 8 Enforcement Priorities
- Marijuana and Kids' Brains: What's the Real Buzz? (with NIDA)
- Marijuana's Impact on Highway Safety: Drugged Driving
- Marijuana's Impact on the Workplace
- Adapting to the Marijuana Legalization Movement: Lessons from the Field and Responding to the Rhetoric

Stay Connected with CADCA

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Building Safe, Healthy, and Drug Free Communities

