The Coalition Approach to Reducing Marijuana's Impact

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# 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 **achieve population level reductions** in substance abuse.

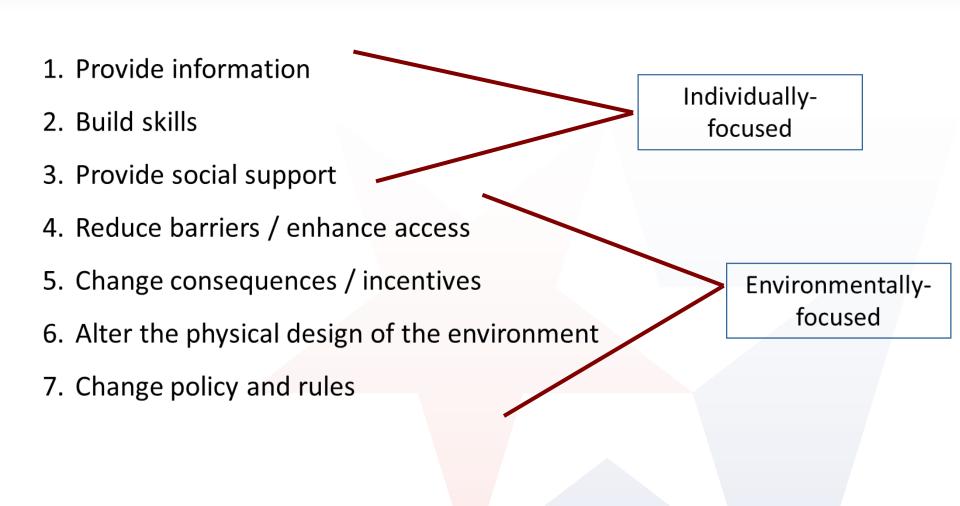
#### Coalitions Engage Many Community Sectors

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

# How Coalitions Achieve Impact

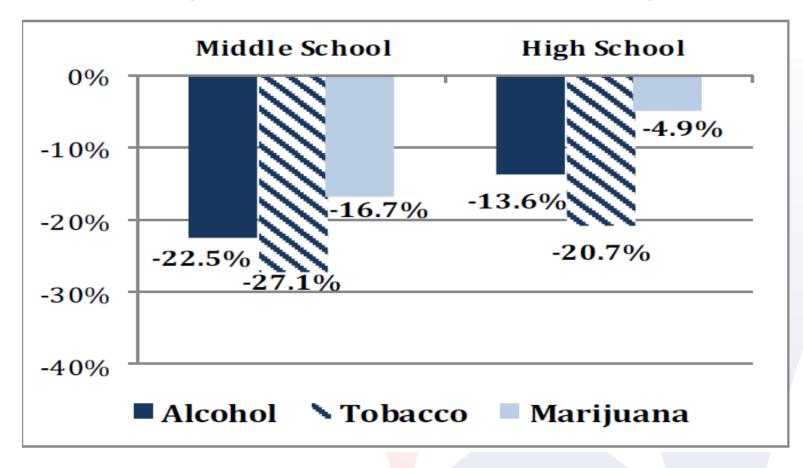


### The U.S. Drug-Free Communities Program

- 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.

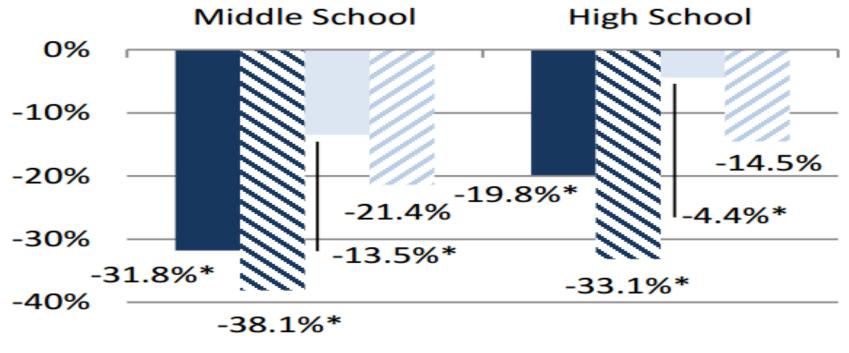
### **Drug-Free Communities National Evaluation**

#### FIGURE 1: PERCENTAGE CHANGE IN PAST 30-DAY USE: FIRST REPORT TO MOST RECENT REPORT (ALL DFC GRANTEES EVER FUNDED)



#### **Drug-Free Communities National Evaluation**

#### FIGURE 2: PERCENTAGE CHANGE IN PAST 30 DAY USE: FIRST REPORT TO MOST RECENT REPORT (FY2013 DFC GRANTEES ONLY)



-50%

Alcohol Stobacco Marijuana Prescription Drug

## **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.



## CADCA's Signature Training Events

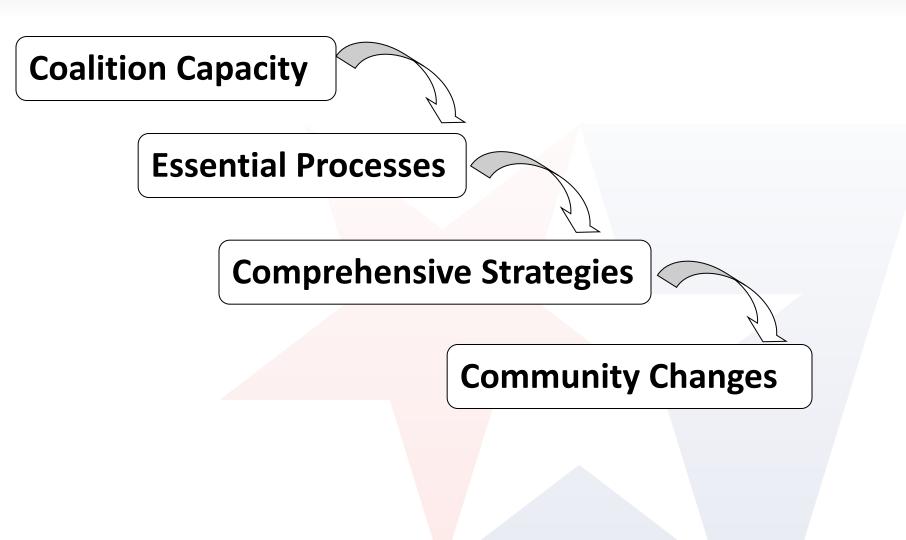
- Mid-Year Training Institute
  - Annual summer training, moves locations around the U.S.
  - Offers in-depth courses, training is application-based
  - Average attendance is 1700; National Youth Leadership Initiative (NYLI) attracts 300 youth

#### National Leadership Forum

- 26<sup>th</sup> 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.

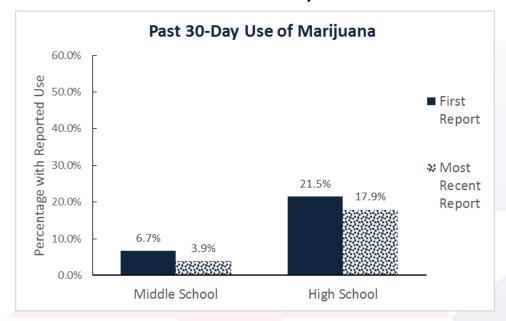


## **Training Leads to Community Changes**



## **Coalition Marijuana Prevention Outcomes**

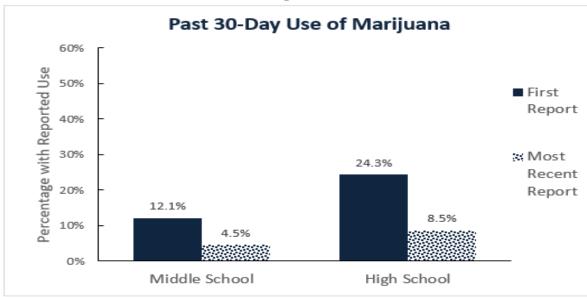
#### LiveFree! Substance Abuse Prevention Coalition of Pinellas County Pinellas Park, FL



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

## **Coalition Marijuana Prevention Outcomes**

#### Concho Valley C.A.R.E.S. Coalition San Angelo, TX



The percentage of middle school youth reporting past 30-day use of marijuana **decreased at a rate of -62.9%**, from 12.1% in 2002 to 4.5% in 2014.

The percentage of high school youth reporting past 30-day use of marijuana <u>decreased at a rate of -65.2%</u>, from 24.3% in 2002 to 8.5% in 2014.

## 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

### CADCA Expertise in Facilitating State and Local Community Dialogues

- CADCA is adept at logistical planning, hosting, and facilitating local and state-level town hall meetings that are strategic and lead to outcomes
- Statewide and community dialogues spur the identification of specific state and local strategies and establish stronger lines of communication among all key sectors

### CADCA Expertise in Facilitating State and Local Community Dialogues

- CADCA works hard to ensure our events achieve the desired goals, whether it be to attract the attention of local and national elected officials, garner media attention, and/or increase awareness of the dangers associated with the misuse of drugs
- As part of CADCA's National Medicine Abuse Awareness Month, CADCA is helping our members host 100 community forums on OTC and Rx drug abuse in 2016
- CADCA can do this for the marijuana issue as well

# Stay Connected with CADCA

#### Sue Thau Public Policy Consultant CADCA Email: suerthau@aol.com

Engage with CADCA –

Visit: <u>www.cadca.org</u>

Call: 1+1-800-54-CADCA

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- YouTube: youtube.com/cadca09
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