

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

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

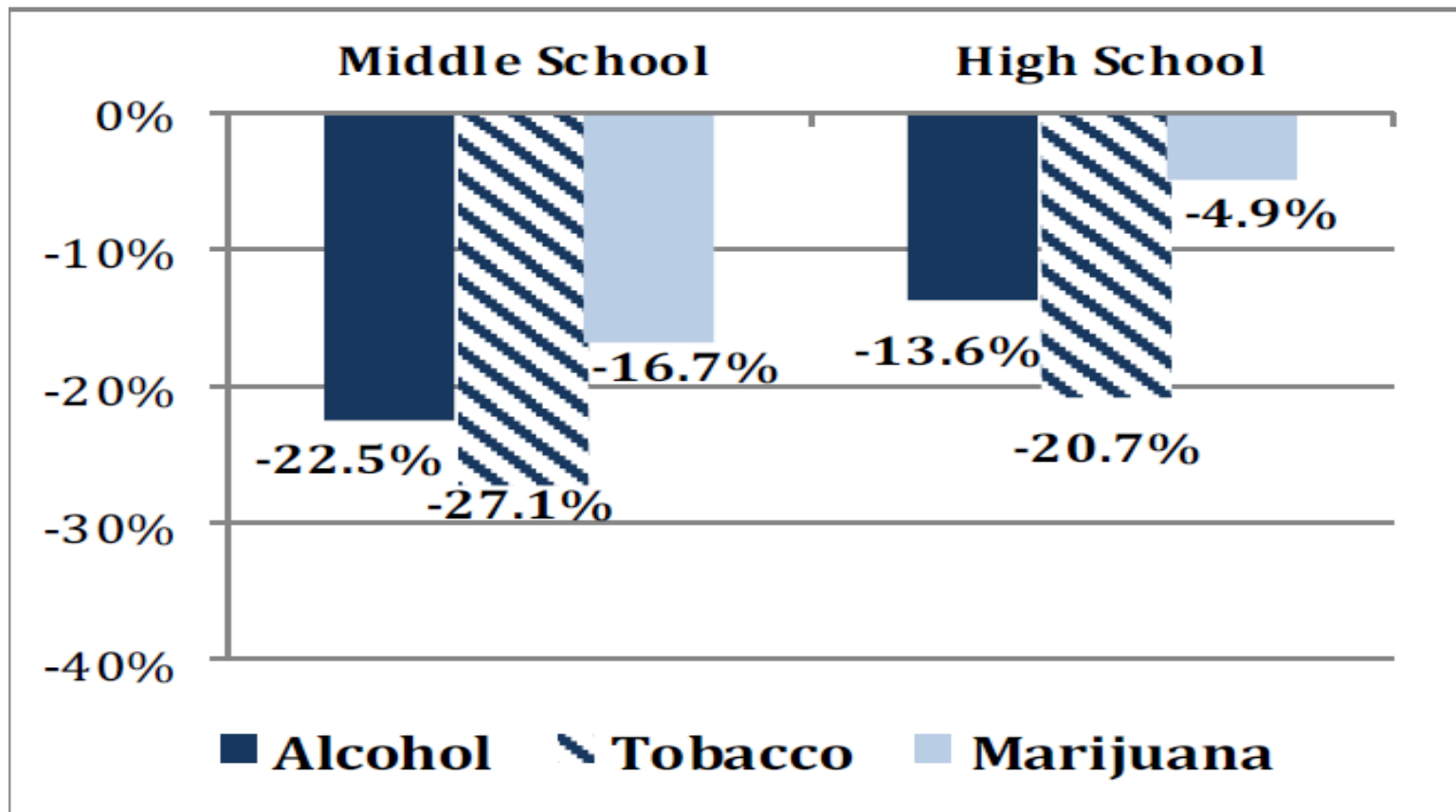
Environmentally-
focused

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.

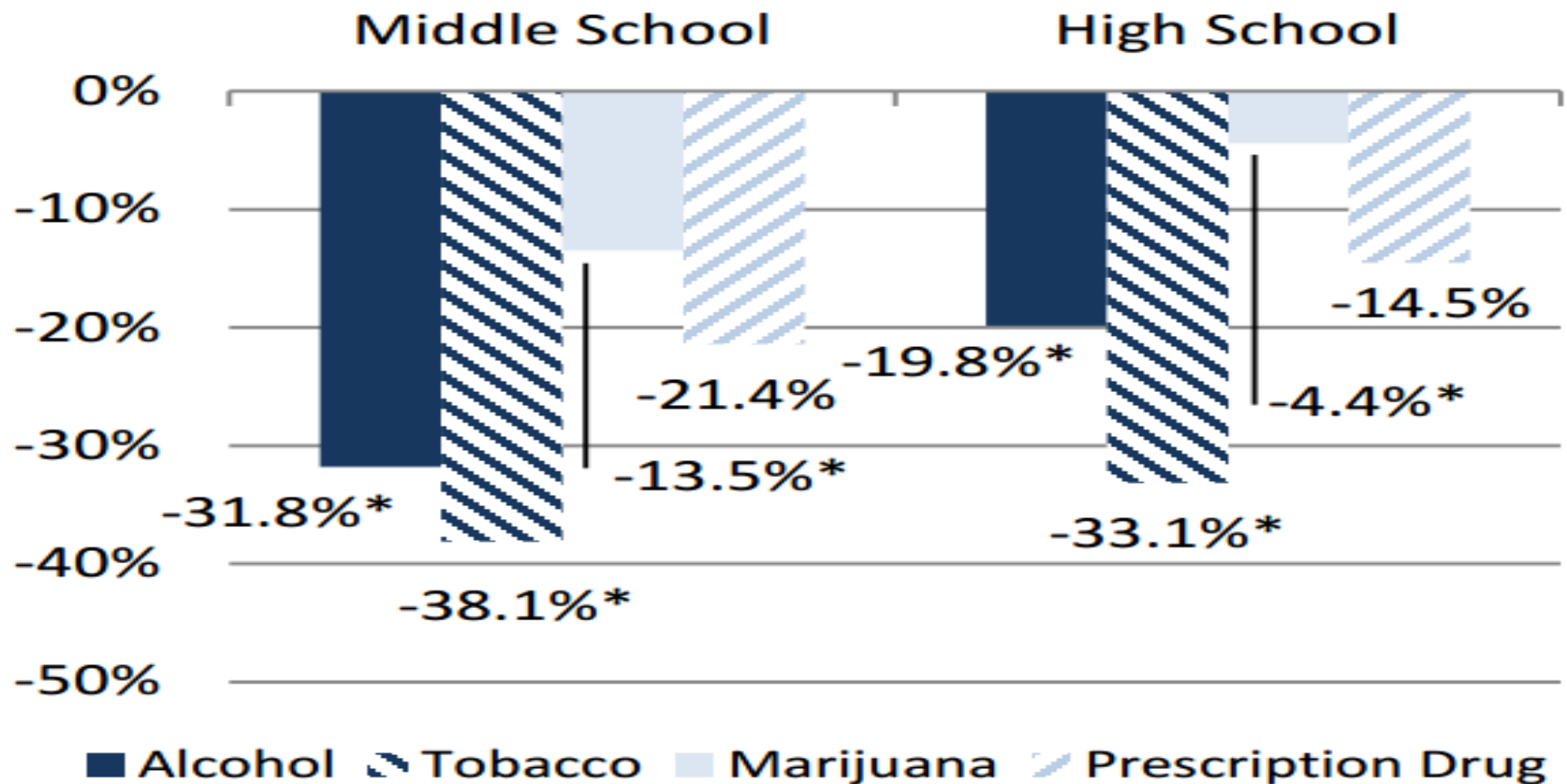
Drug-Free Communities National Evaluation

**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)



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.

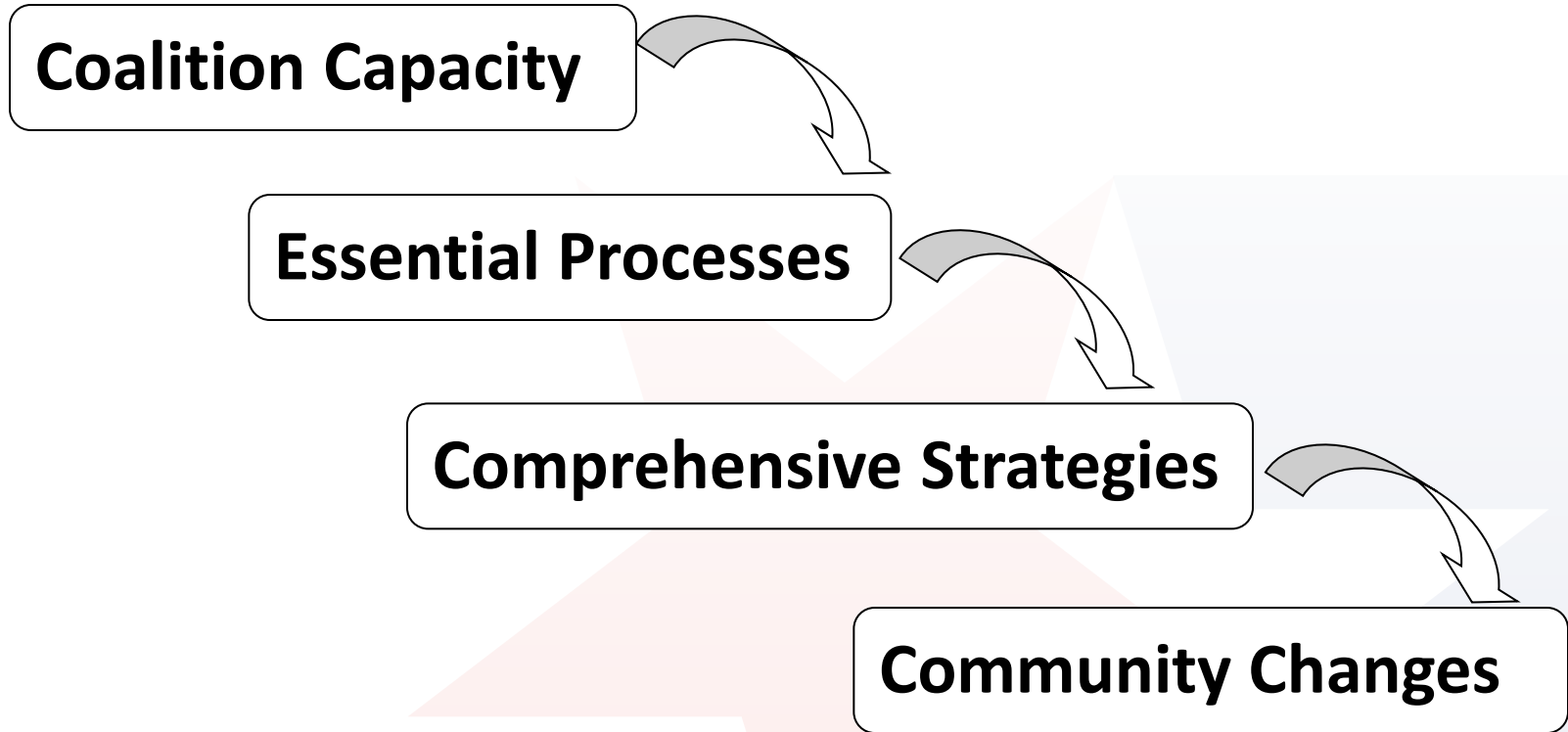


CADCA's Signature Training Events

- **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**
 - 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.

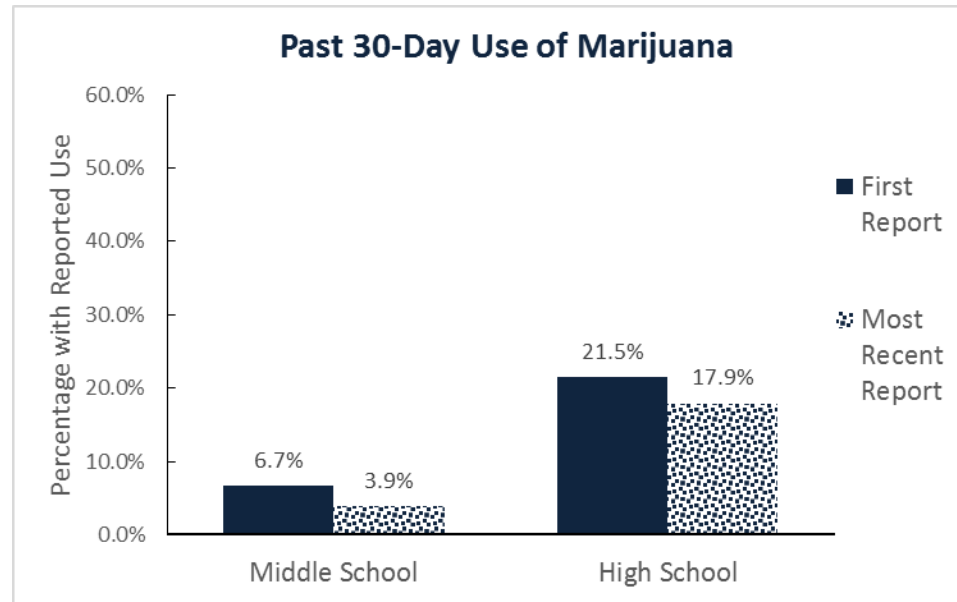


Training Leads to Community Changes



Coalition Marijuana Prevention Outcomes

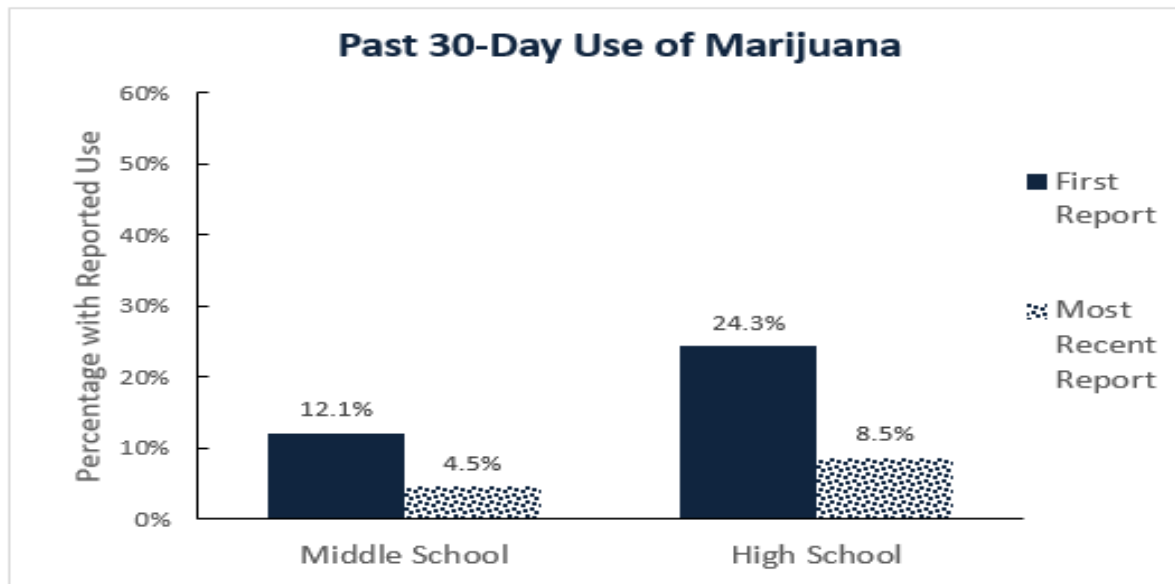
LiveFree! Substance Abuse Prevention Coalition of Pinellas County Pinellas Park, FL



The percentage of middle school youth reporting past 30-day use of marijuana **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.

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 **decreased at a rate of -65.2%**, 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

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