

**TRI-COUNTY
MENTAL HEALTH
SERVICES, INC.**



**Northland
Coalition**

*Working to create safe, healthy and drug-free communities
in Clay, Platte and Ray counties*

Welcome to the Northland Coalition!

Northland Coalition Meeting Dates

*All general meetings for the remainder of 2020 will be held via Zoom from 11:30a-1:00p.

January 15th

March 25th—CANCELED

April 15th—CANCELED

May 20th—Via Zoom

June 17th—Via Zoom

August 26th—Via Zoom

September 16th—Via Zoom

October 21st—Via Zoom

December 2nd—Via Zoom

Northland Coalition Training and Event Opportunities: 2020

Northland Prevention Conference February 28th

Legislative Forum July 15th via Zoom

State Prevention Conference November 15th-17th via Zoom

Northland Coalition Frequently Asked Questions

What is the Northland Coalition?

The Northland Coalition is an “umbrella” coalition made up of volunteers who live or work in Clay, Platte and Ray Counties. Underneath this umbrella are 20 other local coalitions saturating the 3-county area. This means, every community in Clay, Platte, and Ray County have a local youth substance use prevention coalition. These coalitions are defined by school district boundaries.

The coalition is committed to preventing and reducing substance use among our youth. We want to work alongside the youth in our community and help them thrive. We develop programs and campaigns at a regional level that send a unified message: youth can reach their full potential in safe, healthy and drug-free communities.

What is the mission of the Northland Coalition?

Our mission statement is: Through community involvement, leadership, and sharing of resources, the Northland Coalition promotes and encourages the positive, healthy, and safe lifestyle decisions of our youth.

Who can be in the Northland Coalition?

Anyone living or working in Clay, Platte, and Ray Counties can be a part of the coalition. We have representation from all 12 sectors of the community, which include Parents, Youth, Education, Business, Law Enforcement, Healthcare, Media, Youth-Serving Organizations, Civic/Volunteer Organizations, Government, Faith-Based, and other Substance Abuse Organizations.

How involved do I have to be?

Your level of involvement is up to you! There are three different levels of involvement:

- **Active** members attend meetings regularly and are involved in the day-to-day work of the coalition.
- **Supporting** members are not able to attend meetings regularly, but are familiar with the work of the coalition and support prevention efforts.
- **Extended** members are not necessarily aware of the day-to-day work of the local coalition but are community leaders who may need to be contacted occasionally regarding specific prevention issues.

When are the meetings?

We meet on the third Wednesday of each month from 11:30a-1:00p via Zoom (for the remainder of 2020). An RSVP is appreciated to emilyb@tri-countymhs.org. A meeting reminder is sent out via Constant Contact at least one week before each meeting.

What happens at a Northland Coalition meeting?

Each meeting will begin with a welcome from the coalition president and introductions of those in attendance. Because the Northland Coalition operates at the regional level, we provide information that involves the three-county area. Updates are given on advocacy efforts, program development (campaigns, parent education, etc.), and youth programs. Each meeting features an educational component with a relevant speaker who will give information regarding substance use or mental health. The meeting wraps up with any additional announcements. These meetings are a great time to network with other agencies in the area and share resources.

How is the Northland Coalition funded?

The Northland Coalition is funded in part by a mini-grant provided through the Department of Mental Health and the Clay, Platte, and Ray County Tax Levy Grant. Each year the Northland Coalition hosts the Northland Prevention Conference in which a small registration fee is collected to help support the event and to go towards future prevention efforts.

How can I help?

We encourage new members to join us at monthly meetings, actively participate in events and trainings hosted by the coalition, and help us spread our prevention messages in the community. Join us on Facebook (<https://www.facebook.com/northlandcoalition>) or invite our prevention specialists to speak at your next club meeting. Training opportunities are available frequently including our Community Baseline training (Spring), the Northland Prevention Conference (Winter), or the State Prevention Conference (Fall).

How do you come up with strategies?

The Northland Coalition uses SAMHSA's Strategic Prevention Framework and CADCA's Seven Strategies for Community Change. This process includes data collection, assessment, and collaboration from all 12 sectors of our community. When possible, we focus on environmental strategies for long-term impact. On the Seven Strategies for Community Change, these are strategies #4-#7.

Seven strategies to affect community change

1. **Provide information**—Educational presentations, workshops or seminars, and data or media presentations (e.g., public service announcements, brochures, billboard campaigns, community meetings, town halls, forums, web-based communication).
2. **Enhance skills**—Workshops, seminars or activities designed to increase the skills of participants, members and staff (e.g., training, technical assistance, distance learning, strategic planning retreats, parenting classes, model programs in schools).
3. **Provide support**—Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals for services, support groups, youth clubs, parenting groups, Alcoholics or Narcotics Anonymous).
4. **Enhance access/reduce barriers****—Improving systems and processes to increase the ease, ability and opportunity to utilize systems and services (e.g., access to treatment, childcare, transportation, housing, education, special needs, cultural and language sensitivity).
5. **Change consequences (incentives/disincentives)**—Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).
6. **Change physical design**—Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).
7. **Modify/change policies**—Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

** **Note:** This strategy also can be utilized when it is turned around to **reducing access/enhancing barriers**. When community coalitions establish barriers to underage drinking or other illegal drug use, they decrease its accessibility. Prevention science tells us that when more resources (money, time, etc.) are required to obtain illegal substances, use declines. When many states began to mandate the placement of pseudoephedrine-based products behind the pharmacy counter, communities experienced a significant decrease in local clandestine methamphetamine labs. Barriers were put into place that led to a decrease in the accessibility of the precursor materials for meth production.

The list of strategies were distilled by the University of Kansas Work Group on Health Promotion and Community Development—a World Health Organization Collaborating Centre. Research cited in selection of the strategies is documented in the Resources and Research section of the CADCA website, www.cadca.org. The Institute uses this list by permission of the University.

Strategic Prevention Framework Supports Accountability, Capacity, and Effectiveness



Assessment

Profile population needs, resources, and readiness to address needs and gaps

Capacity

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

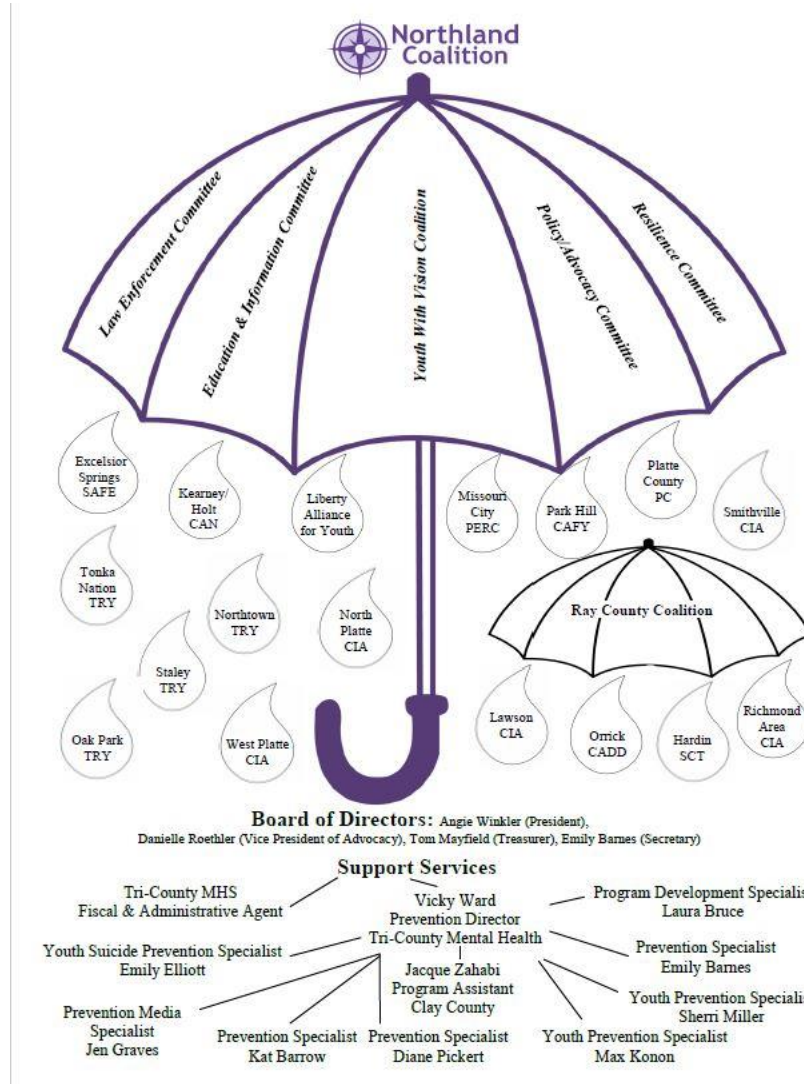
Implementation

Implement evidence-based prevention programs and activities

Evaluation

Monitor, evaluate, sustain, and improve or replace those that fail

Structure



Definitions and Contacts

CADCA (Community Anti-Drug Coalitions of America): “The mission of CADCA is to strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally. This is accomplished by providing technical assistance and training, public policy advocacy, media strategies and marketing programs, training and special events.” SAFE is a member of CADCA. CADCA hosts trainings to and provides support to coalitions all over the world.

SAMHSA (Substance Abuse and Mental Health Services Administration): SAMHSA is the agency

within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation.

ONDCP (Office of National Drug Control Policy): The ONDCP is a component of the Executive Office of the President of the United States. It works to reduce drug use and its consequences by leading and coordinating the development, implementation, and assessment of U.S. drug policy.

DFC (Drug Free Communities): The DFC Support Program is a Federal grant program that provides funding to community-based coalitions that organize to prevent youth substance use. Directed by the White House Office of National Drug Control Policy (ONDCP) in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA), the DFC Program provides grants to community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use.

Northland Coalition: The Northland Coalition is the overarching coalition for Clay, Platte, and Ray Counties. It was created by and is supported by Tri-County Prevention Services. There are approximately 20 smaller coalitions in the Tri-County area that are supported by the Northland Coalition.

Contacts:

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- Kendra Callaway—Liberty Alliance For Youth (LAFY) Coalition Drug Free Communities Program Director Kendra.callaway@gmail.com
- Jennifer Rhoad—Smithville CIA Coalition Drug Free Communities Program Director dfcsmithvillecia@gmail.com
- Tiffany Van Sickle—Park Hill CAFY Coalition Drug Free Communities Program Director parkhillcafy@gmail.com

Useful Websites and Resources:

Northland Coalition Website: <http://www.northlandcoalition.com>

Northland Coalition Facebook: <https://www.facebook.com/NorthlandCoalition>

www.parentupkc.com A youth alcohol use prevention website created and maintained by Tri-County Prevention and several local coalitions.

www.roots-of-resilience.com A website for our Roots of Resilience campaign. SAFE and other nearby coalitions pooled resources for one campaign with the goal of informing the Northland about ACES and Resilience.

<http://learning.cadca.org/available-courses> Free courses on CADCA's website with a ton of information on substance use, as well as coalition work.

www.drugfree.org Partnership for Drug-Free Kids website--information on substance use, as well as support resources/downloadable guides on a variety of topics.

www.drugabuse.gov A website for the National Institute on Drug Abuse.

www.Acestoohigh.com A comprehensive website about ACES (Adverse Childhood Experiences) with links to many other resources.

www.operationprevention.com A DEA resource centered on youth opioid misuse prevention.

www.generationrx.com An empowering site for community members to become experts on medication safety so that more people can be reached with these messages. It includes PowerPoint presentation for download, as well as age-specific modules.