

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 will be held via Zoom from 11:30a-1:00p until further notice.

January 20<sup>th</sup>

February 17<sup>th</sup>

April 21<sup>st</sup>

May 19<sup>th</sup>

June 16<sup>th</sup>

August 18<sup>th</sup>

September 15<sup>th</sup>

October 20<sup>th</sup>

December 15<sup>th</sup>

### Northland Coalition Training and Event Opportunities: 2021

Northland Prevention Conference March 5<sup>th</sup>

State Prevention Conference November 15<sup>th</sup>-16<sup>th</sup>

\*\*Training and event opportunities are regularly included in NC meeting packet, website, and Facebook posts.

# 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 four different levels of involvement:

- **Helping Hands:** You will be placed on a contact list where we will reach out to you for specific projects that we need volunteer support for. Examples might be: helping with set up or take down at a community event or helping stuff information bags for a health fair.
- **Coalition Member:** You will be placed on a contact list to participate in monthly coalition meetings. These meetings are held from 11:30am-1:00pm on the 3<sup>rd</sup> Wednesday of every month. These meetings consist of educating members on local issues related to substance use prevention and building youth resiliency, and updates on regional efforts. Meetings also provide information on training opportunities.
- **Supporting Member:** You may not be able to attend meetings regularly, but are familiar with the work of the coalition and support prevention efforts.
- **Sector Representative:** You will be an identified member of our Coalition Steering Committee. The steering committee meets quarterly; dates and times vary. As the sector representative

you will be asked to serve as a liaison between your sector and the work of the coalition. The steering committee also assists in planning and implementing of coalition events (i.e. Northland Prevention Conference) and regional campaigns.

### **When are the meetings?**

We meet on the third Wednesday of each month from 11:30a-1:00p via Zoom until further notice. A meeting reminder, with a link to RSVP, is sent out via Constant Contact at least one week before each meeting. If you have trouble submitting your RSVP or have questions about meetings, please contact Emily Barnes at [emilyb@tri-countymhs.org](mailto:emilyb@tri-countymhs.org).

### **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](http://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

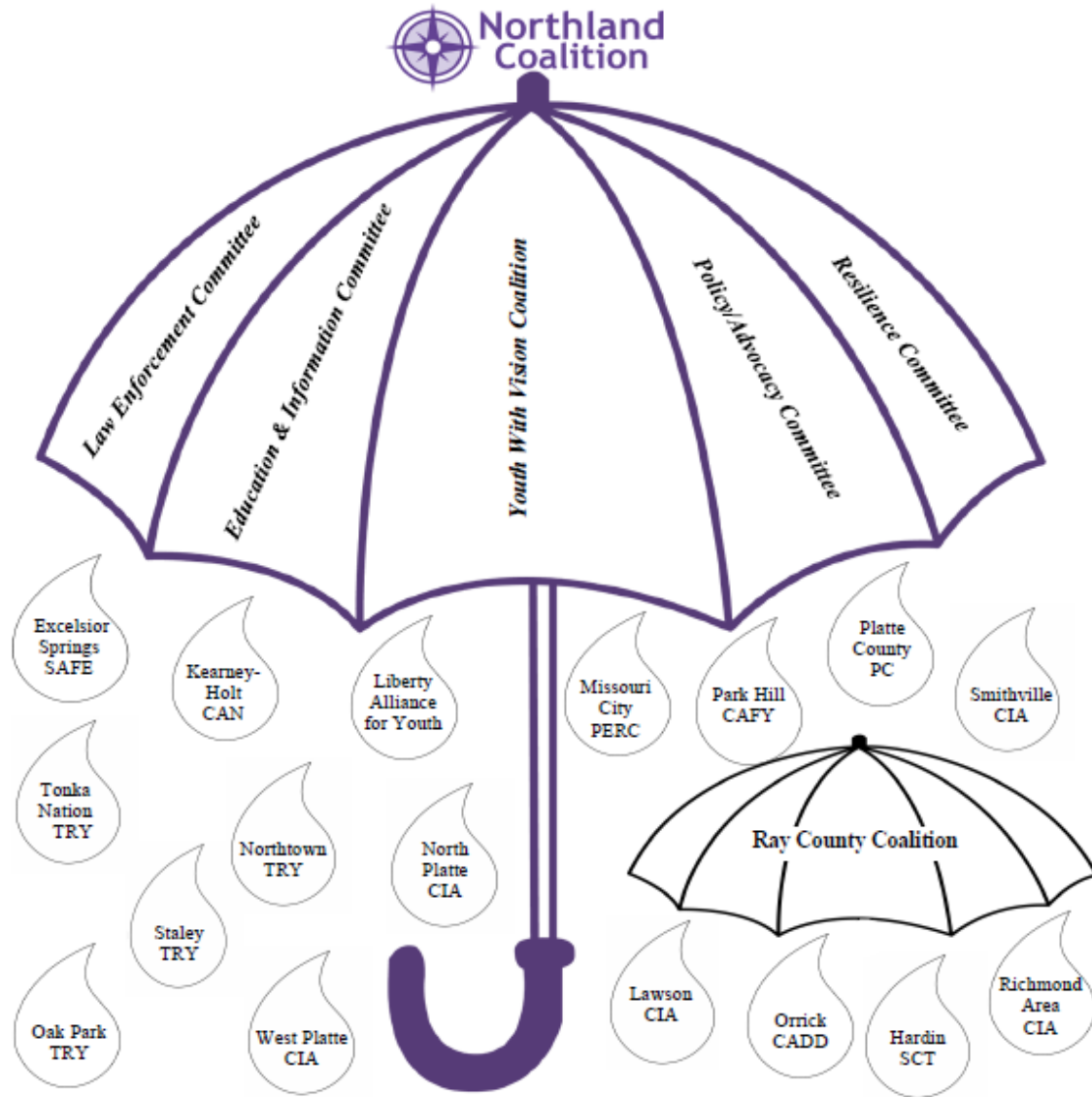
### Implementation

Implement evidence-based prevention programs and activities

### Evaluation

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

# Structure



**Board of Directors:** Jamie Parrett (President), Amy Ganaden (Vice President), Tom Mayfield (Treasurer), Emily Barnes (Secretary)

**Support Services:** Tri-County MHS  
Fiscal & Administrative Agent for the Northland Coalition  
Vicky Ward  
Prevention Director  
Tri-County Mental Health

Program Development Specialist Laura Bruce	TBD: Program Assistant Clay County	Prevention Specialist Emily Barnes
Prevention Media Specialist Jen Graves	Youth Prevention Specialist Sherri Miller	Prevention Specialist Diane Pickert
Youth Suicide Prevention Specialist TBD	Youth Prevention Specialist Max Konon	Prevention Specialist Kat Barrow

## 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:

- Emily Barnes—Community Prevention Specialist and Ray County Coalition DFC Project Coordinator [emilyb@tri-countymhs.org](mailto:emilyb@tri-countymhs.org) or [northlandcoalition@gmail.com](mailto:northlandcoalition@gmail.com)
- Vicky Ward—Prevention Manager [vickyw@tri-countymhs.org](mailto:vickyw@tri-countymhs.org)
- Laura Bruce—Program Development Specialist [laurab@tri-countymhs.org](mailto:laurab@tri-countymhs.org)
  - Park Hill CAFY Coalition Drug Free Communities Project Coordinator [parkhillcafy@gmail.com](mailto:parkhillcafy@gmail.com)
- Jennifer Graves—Prevention Media Specialist [jenniferg@tri-countymhs.org](mailto:jenniferg@tri-countymhs.org)
- Kat Barrow—Community Prevention Specialist and Smithville CIA DFC Project Coordinator [katb@tri-countymhs.org](mailto:katb@tri-countymhs.org)
- Diane Pickert—Community Prevention Specialist [dianep@tri-countymhs.org](mailto:dianep@tri-countymhs.org)

- Sherri Miller—Youth Prevention Specialist [sherrim@tri-countymhs.org](mailto:sherrim@tri-countymhs.org)
- Max Konon—Youth Prevention Specialist [maxk@tri-countymhs.org](mailto:maxk@tri-countymhs.org)
- Kara White –Ray County Coalition Drug Free Communities Program Director [karaw@tri-countymhs.org](mailto:karaw@tri-countymhs.org)
- Julia Mees—Excelsior Springs SAFE Coalition Drug Free Communities Program Director [safedfc@gmail.com](mailto:safedfc@gmail.com)
- Kendra Callaway—Liberty Alliance For Youth (LAFY) Coalition Drug Free Communities Program Director [Kendra.callaway@gmail.com](mailto:Kendra.callaway@gmail.com)
- Jennifer Rhoad—Smithville CIA Coalition Drug Free Communities Program Director [dfcsmithvillecia@gmail.com](mailto:dfcsmithvillecia@gmail.com)

## Useful Websites and Resources:

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

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

[www.parentupkc.com](http://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](http://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](http://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](http://www.drugabuse.gov) A website for the National Institute on Drug Abuse.

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

[www.operationprevention.com](http://www.operationprevention.com) A DEA resource centered on youth opioid misuse prevention.

[www.generationrx.com](http://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.