



CAPACITY

Phase 2 of the Strategic Prevention Framework (SPF) focuses on utilizing a community-based process to empower coalition members to address substance problems from a prevention approach. Key activities include building the capacity of the coalition and its members.

Understand Coalition Action Theory

Organize and strengthen the coalition.

Ground the Coalition in Action Theory

- Utilize the Community Coalition Action Theory (Butterfoss & Kegler, 2002) to guide the coalition's development of its capacity to address substance problems

Recognize Stages of Coalition Development & Community Context

- Understand & develop your coalition capacity based on current needs
- Consider community context, which heavily influences coalition functioning

Utilize a Community-Based Process

Address problems using a community-based process to ensure cultural competence.

Recognize the Role of the Lead Agency

- Clarify the purpose of the coalition and responsibilities of the convening group

Credentialing Options

- Registered Applicant (RA)
- Ohio Certified Prevention Specialist Assistant (OCPSA)
- Ohio Certified Prevention Specialist (OCPS)
- Ohio Certified Prevention Consultant (OCPC)

Identify & Fill Membership Gaps

- Engage prevention partners from diverse & representative sectors
- Connect with high-risk, hard-to-reach populations of focus to ensure their interests are represented
- Consider prevention credentials
- Develop credentialing plans

Strengthen Coalition Capacity

Strengthen the coalition's capacity to address prevention issues.

Structure Operations & Processes

Examples to consider:

- Adopt or review by-laws
- Solidify nonprofit status, if applicable
- Ensure strong decision-making, communication & conflict management procedures
- Formalize rules, roles, structures & procedures

Shore Up Leadership & Staffing

- Build widespread community awareness & support for prevention
- Identify ways to maintain internal commitment to issues
- Build capacity to support data-driven prevention efforts

Capitalize on Synergy

Use synergy to leverage resources & build community awareness & support.

Pool Resources Creatively

- How can resources be maximized & leveraged across members?
- What mutual benefits exist for members?

Engage Members in Data-Driven Planning Process

- Articulate membership benefits
- Clarify & grow participation roles
- Utilize an evidence-based planning framework, such as the SPF

Evaluate & Sustain Coalition Capacity

Consider your coalition's capacity to sustain its data-driven planning efforts.



Intervene at Multiple Community Levels



Implement Environmental-Level Changes



Focus on the Capacity to Change Outcomes



Apply Data-Driven Planning to Other Efforts

See Also: SAMHSA. (2017). *Focus on Prevention*. HHS Publication No. (SMA) 10-4120. Rockville, MD: <https://store.samhsa.gov/product/Focus-on-Prevention/sma10-4120>

Butterfoss, F. D., & Kegler, M. C. (2002). Toward a comprehensive understanding of community coalitions: Moving from practice to theory. In R. J. DiClemente, R. A. Crosby, & M. C. Kegler (Eds.), *Emerging theories in health promotion practice and research: Strategies for improving public health* (pp. 157-193). San Francisco: Jossey-Bass.

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