

What You Can Do Right Now: Plan for Sustainability

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Southwest Resource Team

SAMHSA's Center for the Application of Prevention Technologies

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Primary Audience

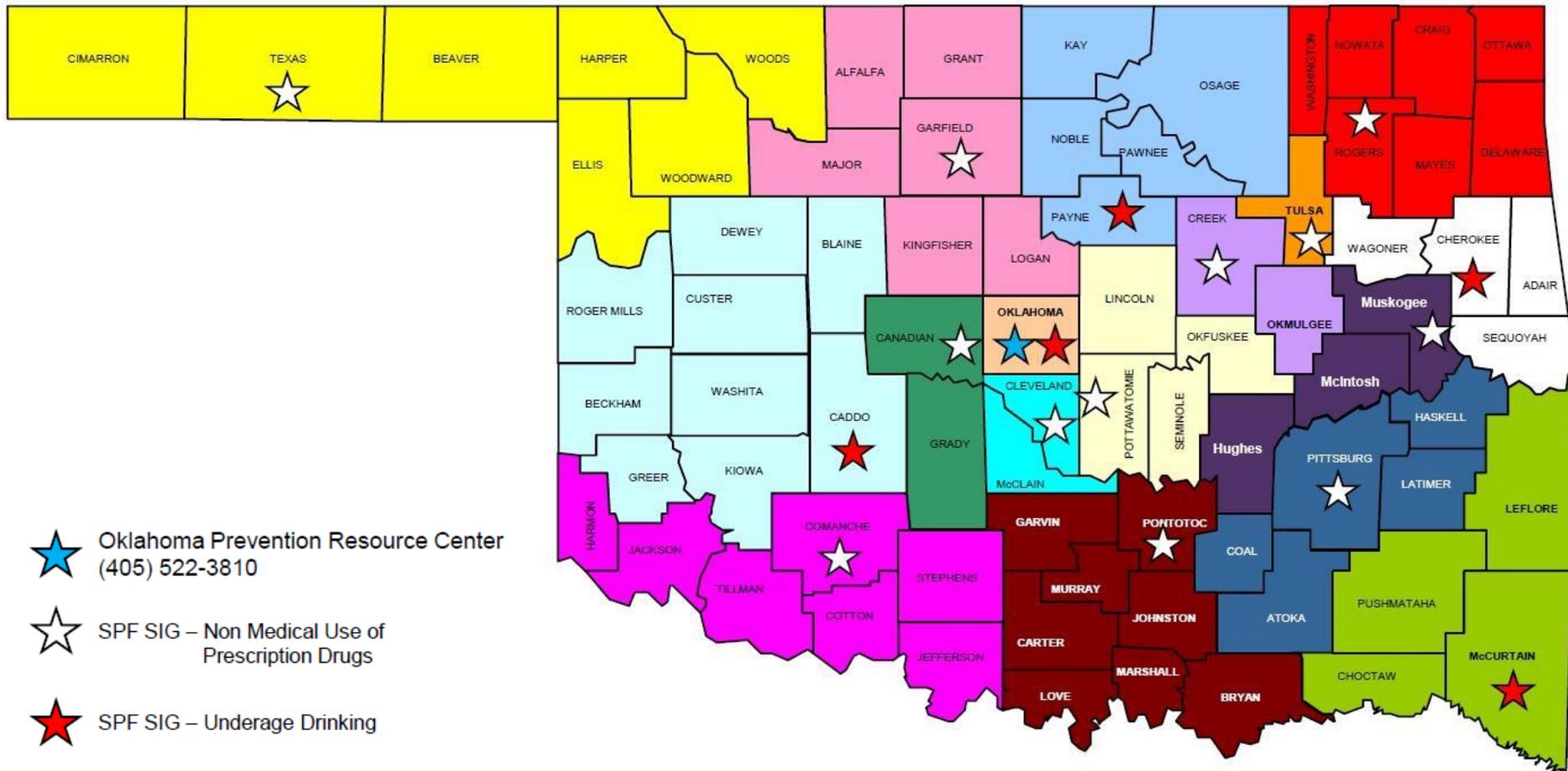
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- Oklahoma prevention providers
 - Regional Prevention Coordinators
 - SPF-SIG Coordinators
- Oklahoma state-level prevention staff

Introductions

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Regional Prevention Coordinators



Learning Objectives

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Participants will

- Describe the basic components of a sustainability plan
- Prioritize key strategies needed to sustain prevention outcomes
- Develop realistic, local sustainability goals based on identified priorities
- Identify the key components of a resource analysis plan

Let's Review

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- What do you remember from the October webinar overview “**Sustaining Prevention Outcomes**”?
- What are your expectations for this two-day workshop?

Central to the SPF

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Sustainability is...

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...a community's ***ongoing*** capacity and resolve ***to work together*** to establish, advance, and ***maintain effective strategies*** that ***continuously improve*** health and quality of life for all.

Self-Assess: Sustainability Tasks

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- ① Document current status, accomplishments, challenges, lessons learned, current program costs
- ② Identify priorities to sustain prevention outcomes
- ③ Complete a resource analysis and identify feasible strategies
- ④ Develop communication and marketing products and strategies
- ⑤ Implement dissemination plan to funders, stakeholders and supporters

Sustainability Plan Components

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- Executive Summary
- Community Sustainability Analysis
 - Prevention Processes and Outcomes
- Sustainability Goals
- Resource and Feasibility Analysis
 - Budget and Staffing Plan
 - Action Plan
- Partnerships and Leveraged Support

Expectations in Oklahoma

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Sustainability Planning: Parallel Tracks

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What are your processes?

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What are some examples of ***processes*** you completed at each step of the SPF?

What are your outcomes?

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- Documented reductions in substance abuse behaviors
- Linked to community-level changes in risk factors that can be attributed to the strategy
- For example: “Less youth have access to alcohol through social access”

Capture the Current Picture

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In your groups:

- What information, data and other documentation, might be available?
- What challenges might you anticipate in capturing the needed information?
- What solutions might help you to address those challenges?



Photo Source: http://commons.wikimedia.org/wiki/File:Polaroid_poitiers.jpg

Yearly Working Budget

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Map out the existing infrastructure to identify resource needs, including:

- Coalition and program staff
- Program materials
- Community capacity building and training
- Evaluation support
- Program and office space

Sustainability Plan Components

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Day 1 Wrap-Up

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Plusses

Wishes

Sustainability Workshop: Day 2



Elevator Speech: Tell Your Story

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- Your Name
- Your prevention goals
- What has been accomplished
- Core prevention strategies
- Outcomes achieved



Photo Source: <http://en.wikipedia.org/wiki/Elevator>

Establish Priorities Linked to Outcomes

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- Available resources in place
- Level of community support
- Impact – evidence of strategy effectiveness?
- Still a documented need

Setting Sustainability Goals

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- These are different from your prevention goals (but related!)
- Goals should be clear, concrete, doable, and measurable
- Consensus on goals is important

Example Sustainability Goals

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- Maintain quality and frequency of compliance checks
- Maintain once-a-month party patrols
- Continue to increase community awareness and support via monthly education activities

Why Do a Resource Analysis?

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Helps to identify:

- Fundraising/grant development goals
- Local requests for donations
- In-kind support requests



Key Components of a Resource Analysis

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- Goal(s)
- Objectives
- Requirements
- Costs

Example Resource Analysis

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- **Goal:** Maintain the quality and frequency of retail compliance checks
- **Objective:** Complete 40 compliance checks with teams of 2 trained police officers and 2 youth at a minimum of 20 retail vendors of alcohol a year
- **Requirements:** Stipends for police officers and youth leaders, training on methods
- **Costs:** [Police stipends: $\$50 \times 4 \text{ officers} \times 20 \text{ checks} = \4000] + [Youth stipends: $\$10 \times 4 \text{ youth} \times 20 \text{ checks} = \800 (provided by x)] + [Training on best practices for compliance checks (provided in-kind by x)]

Projected Program Budget

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- Do for each priority strategy
- Provide clearly identified costs for staffing, training, administration, implementation, and evaluation
- Include a “rainy-day” fund



Determining Feasibility

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Given your priority prevention strategy,

- Consider the pros and cons of various options for sustainability
- Identify the best fit options

Whole group comparison-thumbs up,
thumbs down

Sustainability Action Plan

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For each fiscal strategy, identify...

- Technology and resources required
- By when
- By who

When aligning and updating your Communication/Marketing Plan, consider...

- Case statement
- Use of social media

Partnerships and Leveraged Support

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In your coalitions...

- Media contacts
- Communication experts
- Fiscal management and experience
- Local philanthropic organizations

In your community...

- Champions
- Stakeholders



Photo Source: <http://www.flickr.com/photos/ivanwalsh/4006230793/sizes/o/in/photostream/>

You Will Want to Ask

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- Who is offering solid in-kind or collaborative support?
- How will you leverage this support to engage potential supporters?
- How will you celebrate this support to retain current supporters?
- Do you have good solid documented agreements where money, time or resources are being exchanged?

Sustainability Plan Components

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Questions and Next Steps

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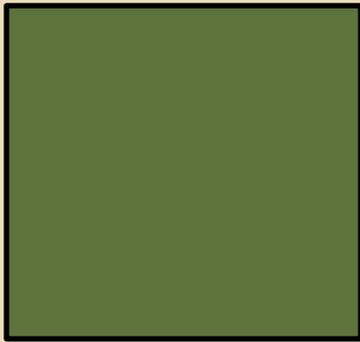


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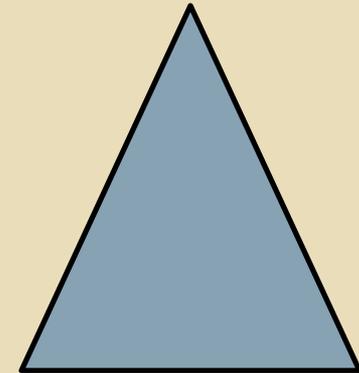
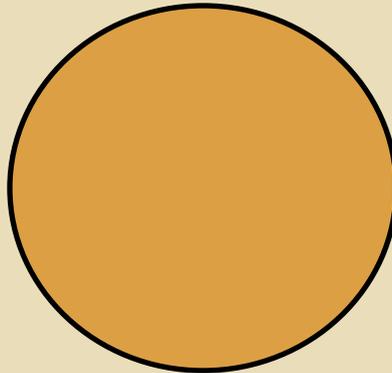
Day 2 Wrap-Up

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Something I learned that squares with my beliefs



Three points that were important to me



A new concept I need to get my head around

References

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Thank You!

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