

Gaining Perspective

For Effective OPNA Data Collection

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SLIDE 2: No magic silver Bullet

Sorry to disappoint those of you who thought I was going to share an easy magic bullet. They don't exist

But if gathering a valid and reliable data sample is important to you, then you will put forth the effort. Community prevention funding often depends on it. You can't get grants without good data.

Achieving 70+%



SLIDE 3: Achieving 70+%

Achieving 70 or more percent of your school district participation requires a few things:

box shredder thinking

It requires lots of time out of the office, away from the computer,

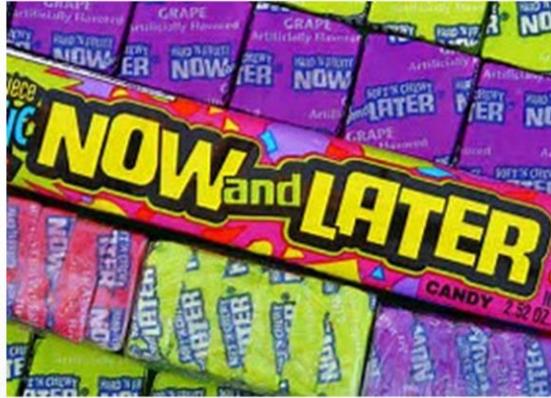
Boots on the ground and mud on your boots,

hundreds of miles on your car

and sometimes blisters on your palms kind of work depending how far you go to

scratch backs to get your partnerships like a coalition member setting up and tending school gardens in exchange for participation.

Accepting Basic Principles



SLIDE 4: ACCEPTING BASIC PRINCIPLES

The way I see it, there are 4 basic Principles you must accept and implement now before you are told to begin recruiting

You know this is something you're going to have to do later, so pass on a second helping of procrastination and be proactive now. This is crucial to achieve the level of success I'm talking about....

Principles #1: “The Path”



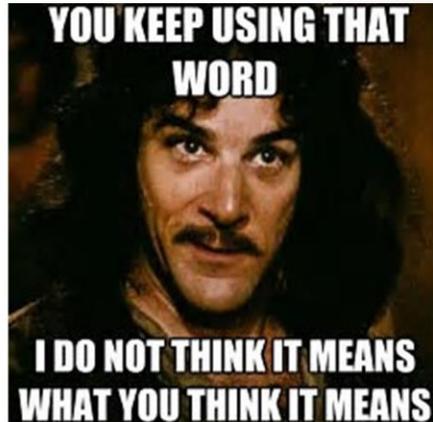
SLIDE 5: Principle #1 The Path

“Take the Crooked path

It’s the idea that a straight line isn’t always the best way to grandmothers house. If you want that warm apple pie you sometimes have to go over the river and through the woods a few times. It may take longer, but this is about planning ahead and giving yourself time to secure commitments.

Principle #2: The “No”

- The True Meaning of “No”



SLIDE 6: PRINCIPLE 2: THE “NO”

If you have a district that is never taken the survey, GETTING A “YES” rarely happens with a direct verbal or written COMMITMENT.

And when you hear no the first handful of times they don’t really mean no they mean, “ I don’t know why this is important to my school or what it can do for us in the end”

Providing the Why, is something the state can do for you. They have shared with the network in the past some selling points that can be successful if delivered BY THE RIGHT PERSON and that may not be you. And that is ok.

This resource document for how to turn a no into a yes can be built by looking at the reasons that schools have said no in the past, and then prescribing a solution for each of those excuses.

I.E. if its not enough staff or not enough time... then the solution is to go to the school with coalition members and you administer the survey for the school so it frees up school personnel. Once again...not easy...but effective.

Principle #3: The “Coffee”



SLIDE 7: PRINCIPLE 4: THE “COFFEE”

Plain and simple and literal.

Sometimes 1 cup or sometimes 10 cups but it's more about how you think about your recruitment...you have to tell yourself “I'll have 100 cups if I have to”

And this isn't with your superintendent. It's about recruiting lower level influencers to reach your superintendent... you have to find some oil cans. Optimal Information Links

Principle #4: The “Oil Can”



SLIDE 8: PRINCIPLE 5: THE “OIL CANS”

People do not hold important positions like superintendent, principal or school board member in a sterile vacuum.

They live Work eat play exercise and worship in the community and have established relationships.

So before your efforts have turned to rust and locked up...find the oil cans of your community, for When you can't, an OIL Can!

Optimal Information Links are those individuals who have some type of peer to peer influence over the policy decision makers for your district and will be able to get the “say yes” gears moving just by sharing common grounds, interests and activities and fewer degrees of separation than you.

E.G. you may find through your coffee cups you know someone who has Zumba class with the superintendent's wife. We all know that this day and age the woman of House Rules the house ...and make most of the healthcare decisions and influences their family members. Using an Optimal Information link is a great way to find out who can be reached and persuaded to give the opna pitch.

So go out for coffee and call it capacity building or as community based processes on your OKpros logs.

If that sounds like too much work, then these next examples will be even more disappointing.

Incentivizing the “Yes”

Charity and Scholarship Fundraisers



SLIDE 9: Incentivizing THE “YES”

Charity and Scholarship Fundraisers:

Have some cups of coffee with school staff, office workers, teachers and do an informal school needs assessment to figure out what their school is struggling to provide or lack thereof as far as equipment, technology, resources and educational materials and services.

Have your coalition host some type of charity fundraiser where the proceeds go to meet the identified needs.

Specific Examples:

Have the fundraiser in the form of a scholarship for a senior student who writes an essay about why experimenting with opioids is not a smart way to achieve their personal and professional goals. Have the school take the credit for sponsoring the essay contest.

Then, through your media connections, highlight the chosen student’s essay in the local media to raise positive awareness for the school that sponsored the essay contest. This labels the school as a prevention ally, partnering on the fight against the opioid epidemic. Everyone wins. The school sees your organization in better light and when you ask about the OPNA, they will agree because they know you care about them.

Bingo Night -- Every school sends home packets to parents concerning fundraising opportunities whether its jog-a-thon or cookies or blue-n-gold

sausage. This will work the same way. Work with your school to be the fiscal agent for a bingo night. You sell it as a fundraiser to raise money to increase weekend access to basic needs of at risk children.

The school gets this benefit and looks golden in the eyes of the community and media and your coalition organizes it. Many towns have civil groups who search for community service projects and this can evolve into something sustained. Same as before, School is intrinsically motivated because you helped them improve the quality of service to the students. It shows you care, and they will then take the survey for you.

The coalition can leverage resources to purchase bingo cards, draft the fundraiser mailer and manage the event hosted in the school cafeteria complete with snacks provided and invite area health and social service agencies to set up booths to connect with the families in the community.

Players write a check or send cash back to school for how many bingo cards they want to purchase. They can also buy cards the day of the event. Make a list of who bought what so the players show their ID at the event and get the number of cards they bought. The winner of black out, four corners, straight bingo etc... gets a prize (in kind donations from a local business, like a meal or a service. Or a direct purchased prize by you or your coalition)

50/50 Raffle-- more so a 50/100 raffle. You raffle off a Traeger Pellet Grill or something else equally trendy and awesome like Kindle Fire HDs or Ipad, Kitchen Aid mixer...etc. Purchase the item on your grant budget as part of capacity building in the community to enhance vital state and county data collection efforts that both the state and your community need to continue future prevention projects.

School gets 100% of the proceeds from the raffle and the raffle winner gets the grill or other item. This is managed for the school in exchange for the MOU. These are charitable fundraising activities and therefore not for your own profit.

Community Service-- if you have some youth who need community service hours have them organize and manage a charity car wash or mobile yard clean up day and the proceeds go to the school in exchange for participation in OPNA and you sign off on the service hours for the youth.

And Now, Its Your Turn





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