



## Community Mobilization: A Successful Model for Ending Drug Abuse Through Collaboration

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## Community Mobilization



## An Interdisciplinary Approach



## Community Mobilization



## A Mother's Story









In all mobilized neighborhoods in Tacoma, crime rates dropped between 2009 and 2010:

- Calls-for-service related to prostitution were reduced from 606 to 388.
- Crimes related to "destruction/damage/vandalism were reduced by up to 37.3% across the city.
- Simple assaults were reduced by up to 21.8%.
- There were reductions in incidents of intimidation that ranged from 33.3% to 82.7%.

At the same time, surveys conducted in mobilized areas with active neighborhood coalitions showed a dramatic increase in residents' feelings of neighborhood attachment and safety.



### PIERCE-POINT.map

Neighborhood survey data tracking feelings of attachment, leadership and engagement is mapped and compared to changes in crime rates.

Mobilized communities show decreases in crime rates and increases in measures for neighborhood attachment and perceptions of safety.

Neighborhood Links –



Evaluation Questionnaire (Excerpt)

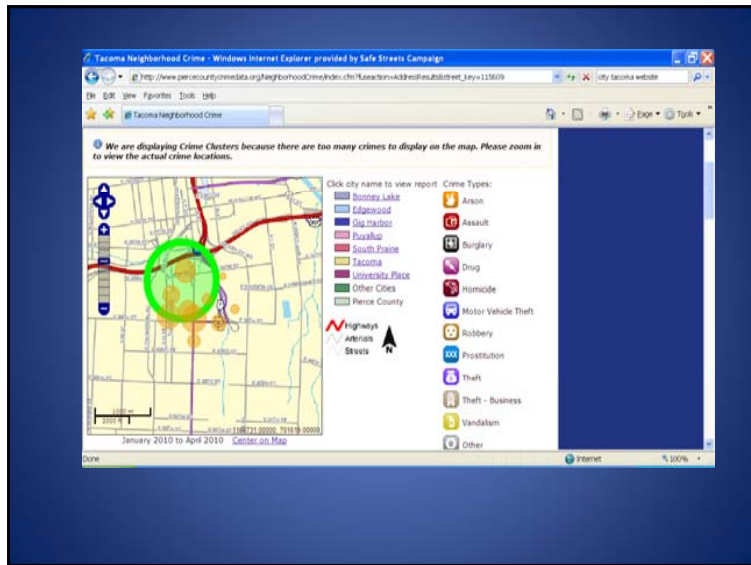
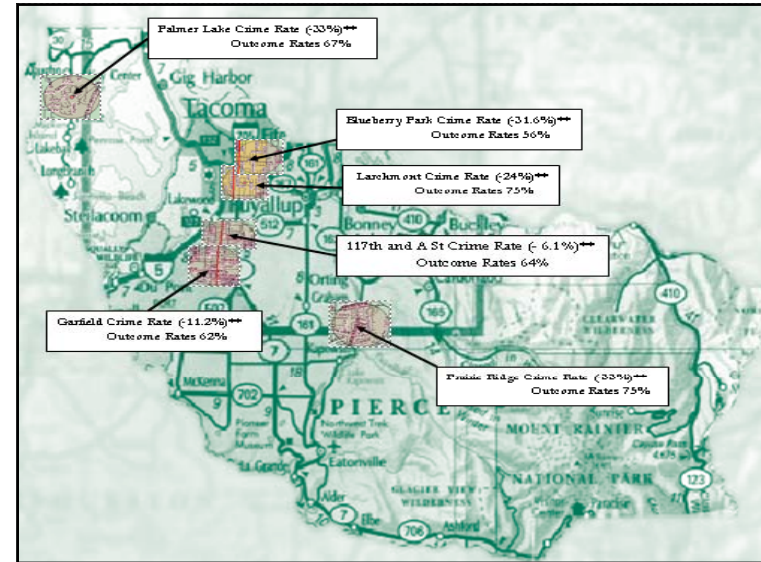
1. In the last 6 months, how often do you feel afraid of walking around your neighborhood?

Never  
Once in a while or sometimes  
Often or always

Choose One

1. The top 3 things that make me feel most unsafe in my neighborhood:  
Please choose 3

# \_\_\_\_\_ Drug activity: e.g. suspected houses, open air dealing, littered paraphernalia  
# \_\_\_\_\_ Trashed, neglected or abandoned properties  
# \_\_\_\_\_ Graffiti  
# \_\_\_\_\_ Unknown people loitering outside  
# \_\_\_\_\_ Youth gangs  
# \_\_\_\_\_ Sex offenders  
# \_\_\_\_\_ Quantity of property crimes: e.g. car prowls/thefts, burglary, vandalism  
# \_\_\_\_\_ Quantity of crimes against people: e.g. assault, rape  
# \_\_\_\_\_ Not knowing my neighbors  
# \_\_\_\_\_ Other: \_\_\_\_\_



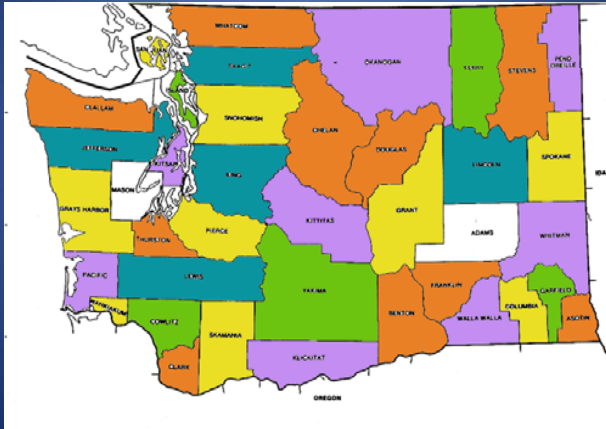
## Larchmont Neighborhood

Crime in the Larchmont Neighborhood down - 24% from 2009 to 2010

Neighborhood Attachment and Perception of Safety increased +88% from 2009 to 2010

Pierce County Sheriff's Department  
Neighborhood Crime

## Washington State Meth Initiative 36Meth Action Teams



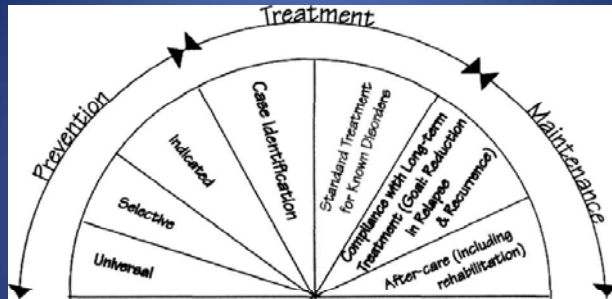
## Community Meth Action Teams

- Mobilize, organize, educate communities
- Build local initiative to assess impacts on collateral systems
- Develop local action plans
- Tracking and evaluating community strategies
- Publicize the hazards and strategies for protecting businesses and individuals and their families

## Meth Action Team on Island of Hawaii



## Institute of Medicine Continuum of Care



Different levels of prevention are distinguished by the level of risk of disorder/distress in various populations groups targeted.

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## Universal Prevention Strategies

Addresses the **entire** population. The aim is prevent/delay use of AOD. Deter onset by providing individuals with information/skills

### Examples:

- Media Campaigns
- Health education in the schools
- Parent involvement in schools
- Community Mobilization

## Selective Prevention Strategies

Target **subsets** of the population considered at risk by virtue of their membership in a particular segment of the population.

### Examples:

- Mentoring programs
- After school activities
- Parenting skills training
- Parent support groups

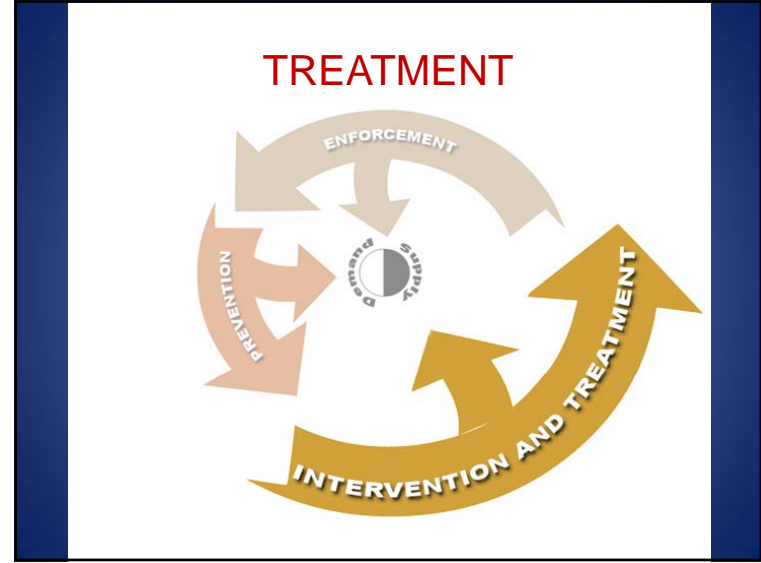
## Indicated Prevention Strategies

Target **individuals** who are exhibiting early signs or consequences of AOD use.

### Examples:

- Peer counseling programs
- Alternative classes in the schools
- Family therapy
- Gang prevention

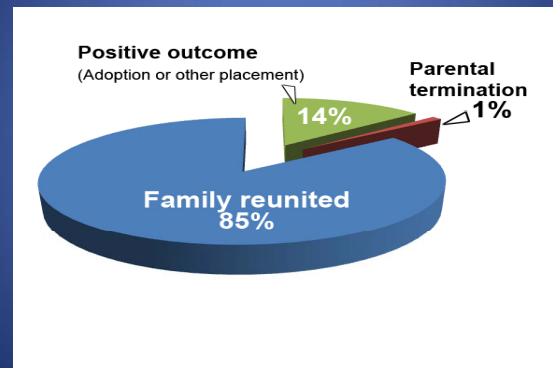




## Treatment



## FAMILY TREATMENT COURT Pierce County, Washington



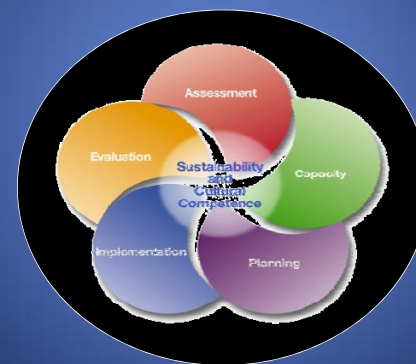
## Drug Courts



## Law Enforcement's Role



## Building your Plan for Action



## SAMHSA's Strategic Framework



### Assessment

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

### Capacity Building

Mobilize and/or build capacity to address needs

### Planning

Develop a Comprehensive Strategic Plan

### Implementation

Implement programs and activities

### Evaluation

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

## Step 1 – Assessment

- Assess the substance use and related problems of substance use.
- Assess the resources, gaps, and readiness of community to address problems
- Draft action recommendations and priorities

## Step 2 – Capacity Building

Identify types and levels of resources needed to address identified needs including:

- Human resources
- Technical resources
- Management and evaluation resources
- Financial resources



## Why community mobilization ...

To increase cross-sector collaboration and shared resources

### Stakeholders

Child Protective Services  
Civic and Service Clubs  
Community Mobilization  
Criminal Justice  
Educational Institutions  
Elected Officials  
Faith Community  
Corporate Sector  
Fire Departments  
Media

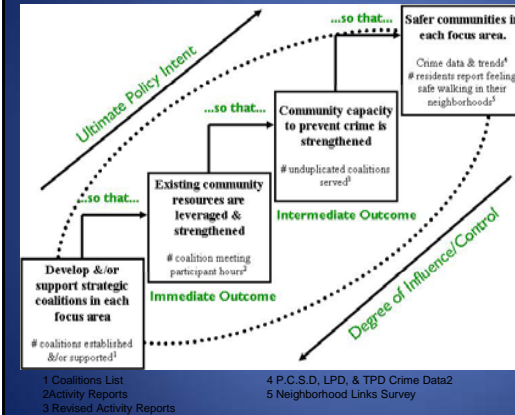


Medical and Dental Professionals  
Neighborhood Activists and Community Groups  
Organized Labor Groups  
Public Health  
Realtors and Property Managers  
Retail Business  
Social Services  
Young People

### Step 3 – Develop a Comprehensive Strategic Plan

- Develop a comprehensive, logical, and data driven plan to address the problems identified in Step 1, and resources from Step 2.
- The plan includes Strategic Goals, Objectives, and Performance Targets, as well as Logic Models and Action Plans

### Community Mobilization Coalitions



**OBJECTIVE A:**  
Organize neighborhoods and communities for action activities.

**ACTIVITY 1:**  
Support broad-based coalitions in each focus area to drive area improvement plans and ensure both adults and youth are involved.

**ACCOUNTABILITY LINK:**  
Moni Hoy  
Community Mobilization Manager

**TIMELINE:**  
Ongoing

### Step 4 – Implementation:

- Take action guided by the Strategic Plan developed in Step 3
- Develop detailed action plans
- Develop an evaluation plan to monitor the implementation and progress of your plan.

### Step 5 – Monitor, Evaluate, Sustain, and Improve or replace

- Evaluate the effectiveness of your process implementation.
- Collect data to assess the results of your plan.
- Review the effectiveness of any policies and programs developed through your plan.
- Develop recommendations for what to retain or improve in the future.



When we work together, we can make a difference in our communities.

For more information, training and resources for developing a community mobilization strategy, contact the National Methamphetamine Center

<http://www.nationalmethcenter.org/>

