Promoting Healthy Youth Development and Crime Reduction Using a Community Mobilization Process

Communities that Care Squamish

February 2008
Communities That Care in the Sea to Sky Corridor

- Squamish-First community in Canada to implement the CTC process.
- 9 years old
- Whistler For Youth
- 5 years
- Northern Corridor (C6)
- 1 year
CTC Vision

• Squamish is a (safe), healthy and supportive community which embraces diversity and provides opportunities for everyone to contribute and succeed.

-The CTC Project
Background

• In 1998, the Healthy Communities Committee initiated the Communities That Care project as a way of creating opportunities for young people to reach their best potential in life.
Prevent Six youth health and behavior problems

(School drop out, violence, delinquency, substance abuse, teen pregnancy and depression/anxiety)
Build Positive Futures

Begin with the end in mind.

-Stephen Covey
Social Development Strategy
Implementing the Communities That Care system

Getting Started

Implementing and Evaluating the Community Action Plan

Organizing, Introducing, Involving

Creating a Community Action Plan

Developing a Community Profile

The Communities That Care system
Who is involved?

- The project participants include youth, parents, service providers, local government, law enforcement, education, faith community, cultural groups, business community, recreation, health, mental health, social services, cultural groups and other community members.
How does it work?

- The philosophy of CTC is that through a process of reduction of risk and strengthening of protective factors throughout the course of young people’s development that we can prevent many problems from developing.
<table>
<thead>
<tr>
<th>Risk Factors for Adolescent Problem Behavior</th>
<th>Substance Abuse</th>
<th>Delinquency</th>
<th>Teen Pregnancy</th>
<th>School Drop-Out</th>
<th>Violence</th>
<th>Depression &amp; Anxiety</th>
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<tbody>
<tr>
<td><strong>Risk Factors</strong></td>
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<td><strong>Community</strong></td>
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<td>Availability of Drugs</td>
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<td>Availability of Firearms</td>
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<td>Community Laws and Norms Favorable Toward Drug Use, Firearms, and Crime</td>
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<td>Media Portrayals of Violence</td>
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<td>Transitions and Mobility</td>
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<td>Low Neighborhood Attachment and Community Disorganization</td>
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<td>Extreme Economic Deprivation</td>
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<td><strong>Family</strong></td>
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<td>Family History of the Problem Behavior</td>
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<td>Family Management Problems</td>
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<td>Family Conflict</td>
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<td>Favorable Parental Attitudes and Involvement in the Problem Behavior</td>
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<td>Academic Failure Beginning in Late Elementary School</td>
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<td>Lack of Commitment to School</td>
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<td><strong>Individual/Peer</strong></td>
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<td>Early and Persistent Antisocial Behavior</td>
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<td>Rebelliousness</td>
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<td>Friends Who Engage in the Problem Behavior</td>
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<tr>
<td>Favorable Attitudes Toward the Problem Behavior</td>
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<td>Early Initiation of the Problem Behavior</td>
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<td>Constitutional Factors</td>
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Process

Assess readiness, mobilize the community
Assess risk, protection, behavior and resources
Develop Community Action Plan
6-9 mos.

Process
Implement tested, effective prevention strategies
1 year

Process
Increase in priority protective factors
Decrease in priority risk factors
2-5 years

Process
Increase in positive youth development
Reduction in problem behaviors
3-10 years

Vision for a healthy community
10-15 years

Evaluate measurable outcomes

Key Leader Orientation © 2003 Channing Bete Company, Inc. Item # 501264A
Principles

• Inclusive
• Proactive
• Based on rigorous research
• Community-specific
We’re all in it together

• The CTC approach aims to strengthen the different environments that affect children and youth: *home, school, peer group and the larger community.*
Protective Factors

• Protective factors within individuals and communities counter risk factors or provide buffers to reduce the negative impact.
• They strengthen healthy beliefs and clear standards for behavior, or
• They build bonding to family, community, school and/or positive peers by providing opportunities for meaningful contribution, teaching skills necessary for contributing and recognizing skillful performance.

E.g. Youth bonding with at least one caring adult.
Communities That Care Youth Survey

- Was developed from solid research
- Uses valid and reliable measures
- Is valid across gender and age groups
- Is valid across racial and ethnic groups.
Process overview

- Communities That Care Youth Survey
- Archival data
- Prioritization:
  - Risk and protective factors
- 2-5 priority risk & protective factors
- Community strengths
- Community Assessment Report
We have created two Community Assessment Reports on the priority risk factors in Squamish. The 3rd report is scheduled for 2008.

#1 Family Focus - Make Squamish an easier community to have healthy beginnings and healthy families.
Priorities for Action cont’d

#2 Community and Family Focus-Laws and Norms Favorable Toward ATOD

Other related priority risk factors:

✓ Perceived Availability of Drugs-Community
✓ Family Stressors/Extreme Economic Deprivation-Community

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Phase Two

• Community strengths and resources assessment including review of laws and norms.

• The assessment found lower numbers of resources in some developmental age and risk factor areas of life long impact:
  – Family Management
  – Community Laws and Norms Favorable.
Phase Three

✓ We have identified four promising approaches which:
  • Address research-based risk factors for the 5 problem behaviors
  • Increase protective factors
  • Intervene at a developmentally appropriate age
  • Have shown positive effects in high-quality tests.
  • Provide value for cost
  • Build on existing services
  • Use community resources e.g. parents/volunteers
Phase Four

✓ We have defined desired outcomes
✓ We have implemented the Strengthening Families Program
✓ We have implemented the High Scope Approach at three pre-school sites in Squamish
✓ We have begun implementation of Parenting Wisely
✓ We have begun implementation of the Municipal Alcohol Policy, Step Up! Social Marketing Campaign and Environmental Strategies

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Strengthening Families Program

- SFP is a 14-session life skills training program designed to increase resilience and reduce risk factors for substance abuse, depression, violence and aggression, delinquency, foster care and school failure in high-risk 6-11 year old children and their parents. Although originally developed for children of substance abusers, SFP is effective and widely used with non-substance abusing families in many settings.
High Scope Preschool Program

• The program provides a systematic approach to enhancing children’s development. It is effective with children from high risk families and those without known risks. Children attend five half-days per week. Essential components of the program include home visiting, systematic developmental assessments during the program to document changes and sensitivity to family needs.
High/Scope Returns

- Start at the beginning with Prenatal 0-6 age group.
- For every dollar spent on prevention up to $17.00 is saved
- Ready Schools Assessment

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Perry Preschool at 19 YO

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Changing the Community’s Views

- Municipal Alcohol Policy adopted by District of Squamish.

Six keys (Blue Ribbon Policy):
1. A list of locations eligible for alcohol use
2. Management Practices
3. Prevention
4. Enforcement Procedures and Penalties for non-compliance with policy.
5. Signs
6. Ongoing support carrying out the policy and plan

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Whistler For Youth

Stay In Tracks is a public awareness program designed to support the healthy development of children and youth by focusing on 18-26 year olds.

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Environmental Strategies to Reduce High/Risk Drinking and Related Trauma

• Focuses on the broad community
• All actions focus on preventing illegal behavior.
• It is not prohibitionist.

• http://www.pire.org/communitytrials/index.htm
Multi Component

• Components include public policy, media advocacy, enforcement, evaluation and would build on our already mobilized community.

• As with other CTC initiatives, the process is built on strong science, but is responsive to community uniquenesses.

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# Approaches to the Reduction of Alcohol Problems

<table>
<thead>
<tr>
<th></th>
<th>Traditional Approaches</th>
<th>Environmental Approaches</th>
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<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Individual Behavioral Change</td>
<td>Community System Change</td>
</tr>
<tr>
<td><strong>Use of Media</strong></td>
<td>Individual Influence</td>
<td>Policy Maker Influence</td>
</tr>
<tr>
<td><strong>Target</strong></td>
<td>Individuals At-Risk</td>
<td>Alcohol Environment</td>
</tr>
<tr>
<td><strong>Community Role</strong></td>
<td>Information Receivers and Disseminators</td>
<td>Provides Energy for Policy Change</td>
</tr>
<tr>
<td><strong>General Approach</strong></td>
<td>Demand-Oriented</td>
<td>Supply-Oriented</td>
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CTI Outcomes

– 51% decline in self reported driving when over the legal limit
– 6% decline in self-reported amounts consumed per drinking occasion
– 49% decline in self-reported having too much to drink
– (reductions in nighttime injury crashes, crashes where driver had been drinking, assault injuries reporting to emergency, hospitalized assault injuries)
Five Prevention Components

1. Community Mobilization
2. Responsible Beverage Service
3. Risk of Drinking and Driving
4. Underage Drinking
5. Alcohol Access

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# Examples of International Community Action Projects for Alcohol Prevention

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>GOALS</th>
<th>STRATEGIES</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>Reduce drink/drive problems</td>
<td>• Public awareness using local news</td>
<td>➤ Fatal alcohol crashes reduced from 22 to 14%</td>
</tr>
<tr>
<td></td>
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<td>• Highly visible drink/drive enforcement</td>
<td>➤ Public perception of risk of being caught increased</td>
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<tr>
<td></td>
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<td>• Investigation of on-license premises based upon “place of last drink” data</td>
<td>➤ Alcohol positive breath checks decreased by 600%</td>
</tr>
<tr>
<td>Waikata Rural Drink/Drive Project</td>
<td>Increase local alcohol policy</td>
<td>• Local coordinating committee</td>
<td>➤ Greater news coverage</td>
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<tr>
<td></td>
<td></td>
<td>• Review of alcohol availability</td>
<td>➤ Increased public support of local policy</td>
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<tr>
<td></td>
<td></td>
<td>• Local alcohol advertising limits</td>
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<tr>
<td><strong>Canada</strong></td>
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<tr>
<td>Ontario (6 Projects)</td>
<td>Reduce alcohol problems</td>
<td>• Alcohol serving practices &amp; policies</td>
<td>➢ Reduced public drinking</td>
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<tr>
<td></td>
<td></td>
<td>• Municipal policies</td>
<td>➢ Lower heavy drinking in bars and restaurants</td>
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<tr>
<td></td>
<td></td>
<td>• DUI enforcement</td>
<td>➢ Modest effects on overall drinking</td>
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<tr>
<td><strong>Finland</strong></td>
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<tr>
<td>Lathi</td>
<td>Reduce heavy drinking</td>
<td>• Primary health care</td>
<td>➢ Reductions in heavy drinking</td>
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<td></td>
<td></td>
<td>• Community education</td>
<td>➢ Greater news coverage</td>
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<tr>
<td><strong>Sweden</strong></td>
<td></td>
<td>• News</td>
<td></td>
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<tr>
<td>Stockholm--Kungsholmen</td>
<td>Reduce heavy drinking and youth drinking</td>
<td>• School education</td>
<td>➢ Modest effect on heavy drinking</td>
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<td></td>
<td></td>
<td>• Public education</td>
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Honoring Diverse Cultures

• Special Project to deepen relationship with Indo-Canadian Community
• Sustaining strong relationship with First Nations
• Intercultural learning
  www.fncaringsociey.com
Community Action Plan

– Key Elements
  • Broad community involvement and ownership
  • Based on Data-driven assessment of risks
  • Mutually agreed upon focus and priorities
  • Research based programs, policies and practices, building on existing resources.
  • Outcome-based plan and evaluation strategy
Safe Communities Designation

- For every $1 spent on Safe Communities, Society Saves $40 (World Health Org.)
  - National Network and Marketing
  - Opportunities For Cross Sharing
  - Some seed funding available
Sustainability

- Launch High/Scope Centre for Excellence for BC
- Training of a certified CTC Trainer
- Certified SFP Trainers
- Safe Communities

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Additions to the CTC Model

✓ CTC has held four annual Conferences:

- Early Intervention
- Population Health
- Social Environments
- Community Development
Other benefits to the community

• National Family Week
• Child Abuse Awareness month
• Evaluation Workshop for Grass roots organizations
• Some of our partners/Squamish has received recognition based on CTC and its programs
Implementing the Comprehensive Community Action Plan

• Educating and engaging the entire community so that everyone has a significant and valued role to play in implementing the plan
• Monitoring implementation of programs, policies and practices
• Monitoring progress toward desired outcomes through regular assessment and evaluation
• Achieve community dosage rates
• Celebrating successes

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Sustainability

Sustainability plan.

– Build relationships with individual donors
– Don’t write grant applications-sell our expertise to recoup operating costs
– Broaden the circle of supporters
Resource Table

• Formerly known as the “Funders Table”
Predictors of Sustainability

Predictors of sustainability during initial funding:

• Fidelity of CTC Implementation
• Board Knowledge
• Coalition Functioning (internal)
• Coalition Functioning (external)
• Community Readiness
It’s bigger than youth

CTC Squamish has created a community environment that values collaboration and partnership which has helped many other groups and organizations thrive. It has created great confidence that complex community problems can be addressed by sustained local community action.

-Pam Gliatis, Squamish Volunteer Centre
Results, resilience and relationships

• Long – term action
• Invest in quality
• Celebrate your contribution

• THANK YOU FOR YOUR INTEREST!
Monkey see, Monkey do: What kind of role model are you?

Adults set the tone for children and youth. Squamish is doing well, but can do better.

www.ctcsquamish.com

Communities That Care is a research-supported prevention project that engages all areas of the community in promoting the positive development of young people.
For more information

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