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**INTER-AMERICAN DRUG ABUSE  
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**CADCA AND THE DEVELOPMENT OF  
ANTI-DRUG COMMUNITY COALITIONS  
BY EDUARDO HERNANDEZ ALARCON**



# **CADCA and the Development of Anti-Drug Community Coalitions**

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Miami, Florida



## What is CADCA?

- Independent, non-partisan non-governmental organization (NGO) that represents more than 5,000 community anti-drug coalitions in the United States and foreign countries.
- Founded in 1992 CADCA is one of the nation's leading substance abuse prevention organizations.





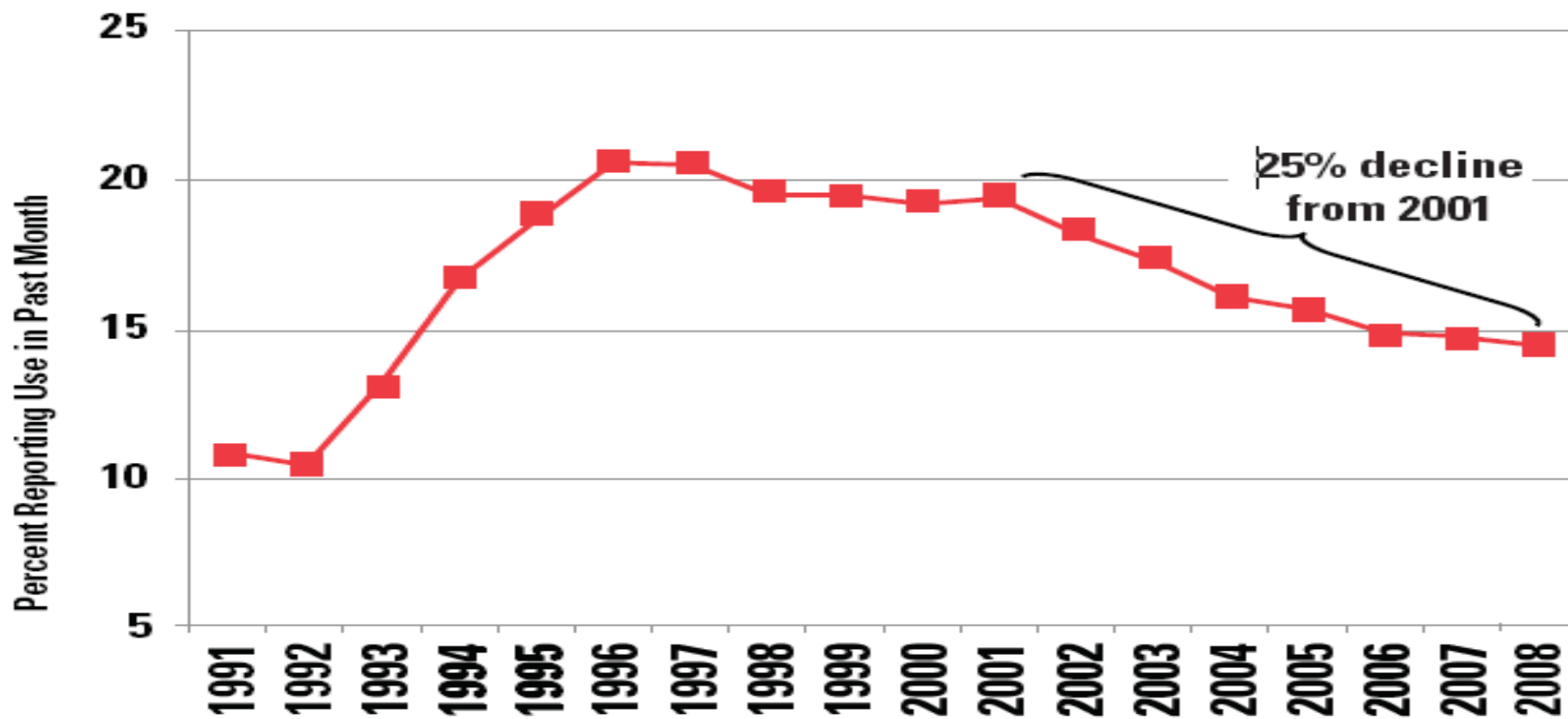
## CADCA Core Services

- Public policy & advocacy
- Training and technical assistance
- Research dissemination & evaluation
- Communications & media strategies
- Publications
- Special events & conferences
- International programs





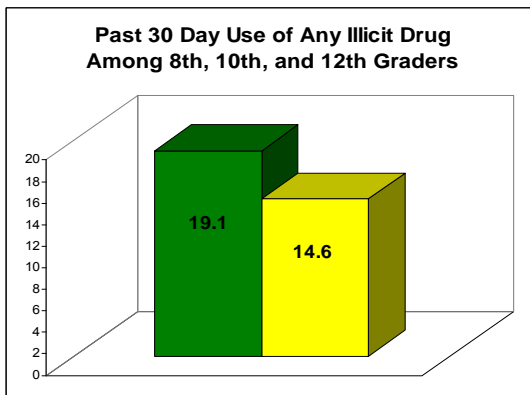
## Teen Drug Use is Down Sharply from 2001



Source: 2008 Monitoring the Future (MTF) study, special tabulations for combined 8th, 10th, and 12th graders (December 2008).

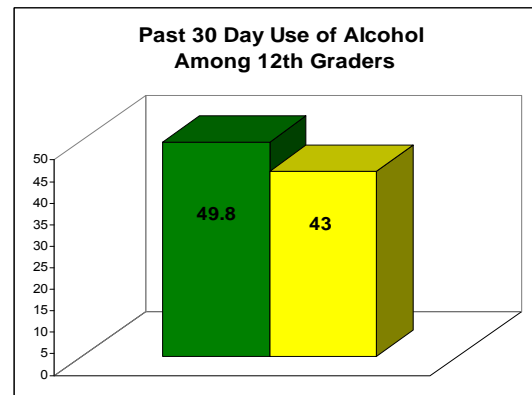


# Drug Use, Underage Drinking and Tobacco Use Are Declining



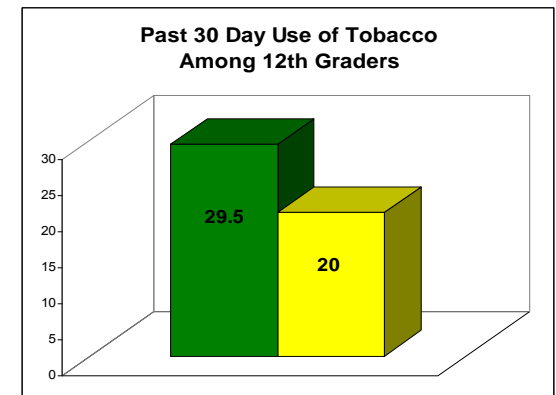
■ 2001 ■ 2008

**Decreased at a rate of 23.6%**, from 19.1% in 2001 to 14.6% in 2008.



■ 2001 ■ 2008

**Decreased at a rate of 13.7%**, from 49.8% in 2001 to 43% in 2008.



■ 2001 ■ 2008

**Decreased at a rate of 32.2%**, from 29.5% in 2001 to 20% in 2008.



## Drug Free Communities Program

- National program, created by Congress in 1997
- Recognizes the importance of multisector community coalitions in reducing substance abuse
- Establishes funding for local community coalitions – (local coalitions can apply for up to \$125,000 dollars per year for a period of up to five years - renewable)
- FY2008 cohort has almost **800 grants** in all 50 States with over **10,000 community volunteers** actively participating in reducing youth drug use at the local level.



## Goals of DFC

- To **establish and strengthen collaboration** among communities, private nonprofit agencies, and Federal, State, local and tribal governments to support the efforts of community coalitions to prevent & reduce substance abuse among youth.



- To **reduce substance abuse among youth** and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.





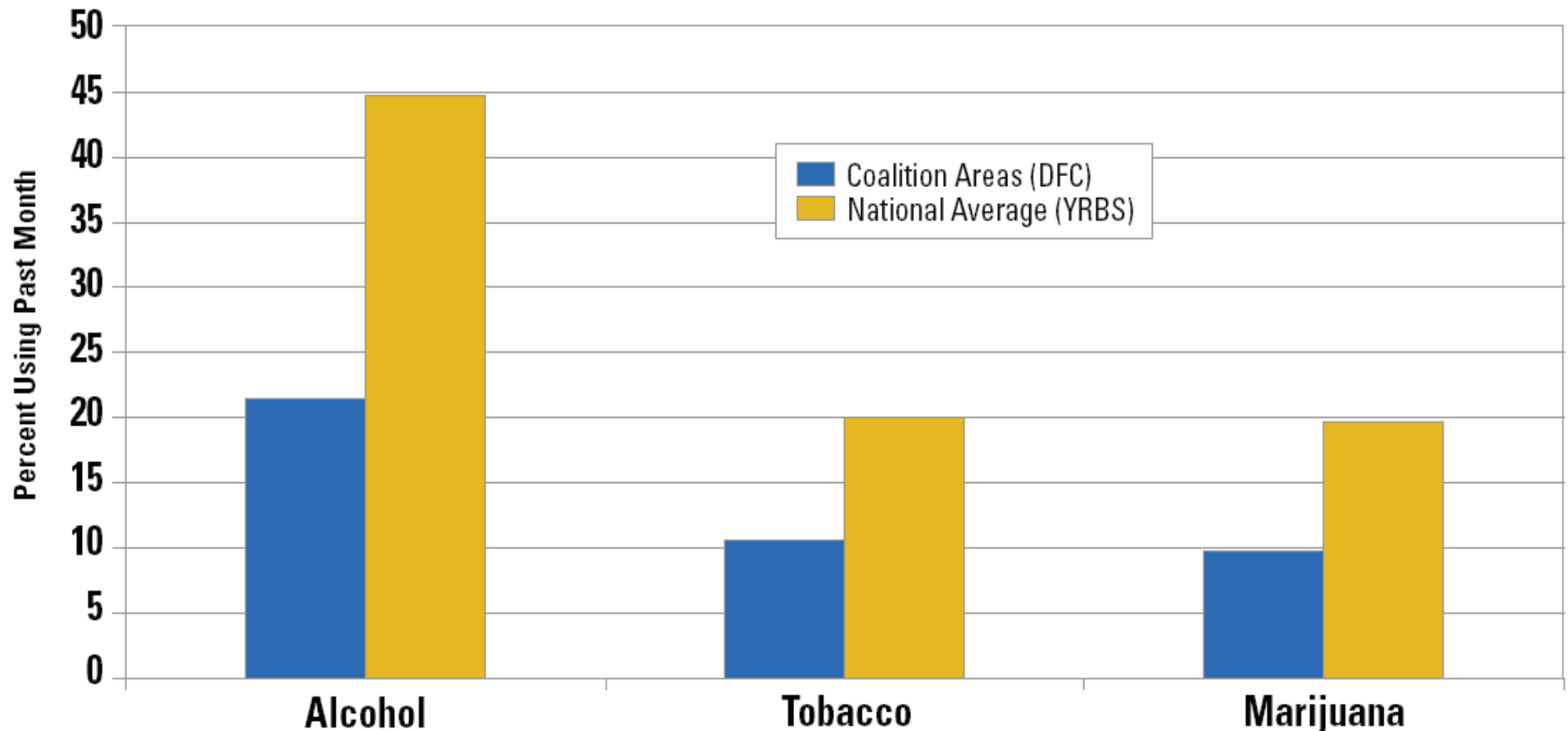
The community coalition model has proven successful in reducing drug use and underage drinking



Outcomes for communities with Drug Free Community-funded coalitions are better than national MTF trends.



## Past Month Youth Substance Use Rates in Coalition Areas are Significantly Lower than the National Average in 2007



Source: Interim DFC Program Evaluation Findings Report. Produced for ONDCP by Battelle Memorial Institute Centers for Public Health Research and Evaluation (September 2008).  
DFC = Drug Free Coalition areas; YRBS = Youth Risk Behavior Survey national estimates



# Community Coalition: what exactly is it?



***co • a • li • tion*** (kō'ə lish'ən) n.

A democratic process to resolve  
community problems.



## *co • a • li • tion*

A coalition is defined as:

a formal arrangement for cooperation and collaboration between groups or sectors of a community, in which each group retains its identity but all agree to work together toward a common goal of building a safe, healthy and drug free community.



Vehicle for bringing together  
community sectors to develop  
and carry out strategies to  
achieve *population-level*  
reductions in substance abuse  
rates





# Differences Between Coalitions and Programs

- Scale
  - Population-level outcomes
- Multiple Causes
  - Identify and address all salient personal and environmental risk factors
  - Systems level solutions
- Actors
  - Coalition is neutral convener/coordinator
  - Action taken by all members of the coalition



## Who is a Coalition?

Elements (sectors) impacted by a problem that all contribute to carrying out strategies.







## 12 Community Sectors

- Youth
- Parents
- Business
- Media
- Education
- Youth serving agencies
- Justice
- Fraternal and religious organizations
- Civic Organizations
- Public Health professionals
- Government Agencies
- Substance Abuse organizations





# Youth







## Strategic Prevention Framework

- 5 element evidence-based process for community planning and decision-making
- 5 elements that assist coalitions in developing the infrastructure needed for community-based, public health approaches leading to effective and sustainable reductions in alcohol, tobacco and other drugs (ATOD) use and abuse



# Coalitions Pursuing Comprehensive Strategies

1. Provide information

2. Build skills

3. Provide social support

4. Reduce barriers / enhance access

5. Change consequences / incentives

6. Alter the physical design of the environment

7. Change policy and rules



Individually-  
focused



Environmentally-  
focused



# Seven Strategies for Community Change

## 4. Enhancing Access/ Reducing Barriers

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services.

- Healthcare and childcare
- Transportation and housing
- Safety
- Justice and education
- Special needs
- Cultural and language sensitivity



# Seven Strategies for Community Change

## 5. Changing Consequences

Incentives/Disincentives: Increasing or decreasing the probability of a specific behavior by altering the consequences of that behavior

- Individual and business rewards
- Taxes, citations, and fines
- Increasing public recognition
- Revocation/loss of privileges



# Seven Strategies for Community Change

## 6. Physical Design

Changing the physical design or structure of the environment to reduce risk or enhance protection

- Parks
- Landscape
- Signage
- Lighting
- Outlet density







# Seven Strategies for Community Change

## **7. Modifying/Changing Policies**

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation, and/or voting procedures

- Workplace initiatives
- Law enforcement procedures and practices
- Public policy actions
- Systems change within government, communities and organizations



# CADCA's International Programs

Helping communities build anti-drug coalitions





# International Programs At-A-Glance



- Began in 2004, through contract with the U.S. Dept. of State, Bureau of International Narcotics and Law Enforcement.
- Helping community leaders develop anti-drug coalitions through training and technical assistance to local non-governmental organizations.



# International Programs At-A-Glance

- Develop/publish materials in the country's native language.
- Current & past activities in Peru, El Salvador, Colombia, Brazil, Mexico, Guatemala, Honduras and South Africa.
- CADCA is a “NGO in Special Consultative Status” to the Economic and Social Council (ECOSOC) of the United Nations.



