

PRIORITIZING RISK AND PROTECTIVE FACTORS Region B Workbook

Region B: Bridges to Prevention Coalition *Sub-Regions and Towns*

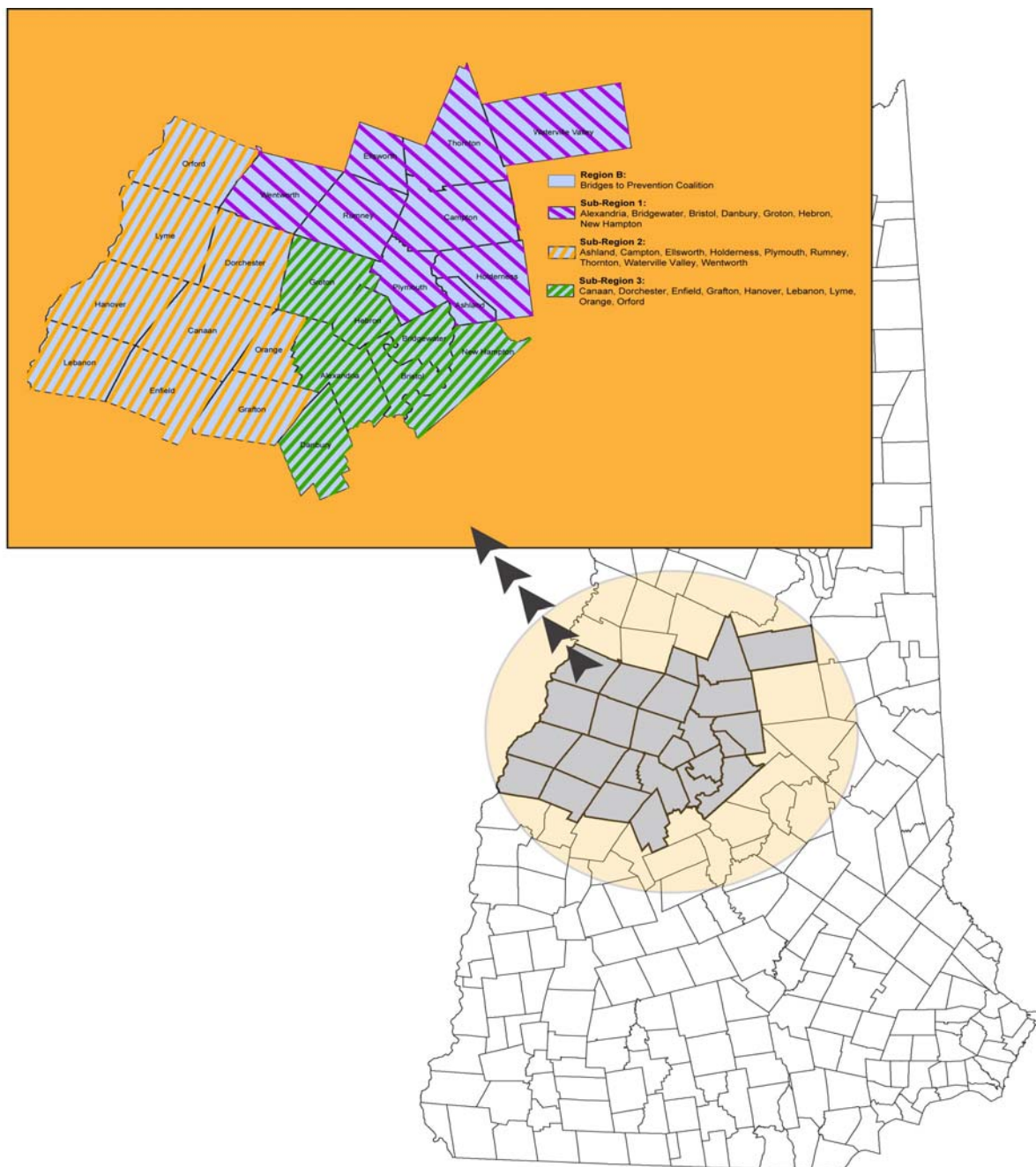


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P R I O R I T I Z I N G R I S K A N D P R O T E C T I V E F A C T O R S

1

RETAIL ACCESS/AVAILABILITY

IDENTIFYING CONTRIBUTING FACTORS

What Contributes to Retail Access?

Based on information from the Liquor Commission and your coalition's observations of retailers, bars and restaurants that sell alcohol, please list up to three contributing factors that have the greatest influence on *retail access and availability* in your region. Remember, these factors are the conditions that contribute to the problem and are specific enough to become a direct target of your coalition's interventions, should you choose to make retail access a high priority in your strategic plan. Please indicate up to three factors that contribute most to the problem of retail access in your region.

1. _____

2. _____

3. _____

CONTRIBUTING FACTOR WORKSHEET

Instructions: Complete the following worksheet and priority matrix for **each** contributing factor.

Consequence (check one): Underage Drinking
 Underage Binge Drinking
 Binge Drinking Young Adults

Risk/Protective Factor: **RETAIL ACCESS/AVAILABILITY**

Factor: RETAIL ACCESS	Contributing Factor 1	Contributing Factor 2	Contributing Factor 3
Factor Name:			
Who does this affect/occur with?			
Who allows this?			
When does this occur?			
Where does this occur?			
How does it occur?			
Under what other conditions is this allowed to happen?			

SUMMARY QUESTION: Retail Access/Availability

How does *retail access and availability* impact underage drinking and/or binge drinking problems in your community/region? Is it a risk or protective factor? Justify your decision.

RANKING QUESTION: RETAIL ACCESS/AVAILABILITY

Based on the above considerations, to what degree does your coalition believe *retail access and availability* is affecting underage drinking and/or binge drinking in your community?

Risk Factor				Protective Factor		
-3	-2	-1	0	1	2	3
high	moderate	low	neutral	low	moderate	high

P R I O R I T I Z I N G R I S K A N D P R O T E C T I V E F A C T O R

2

S O C I A L A C C E S S / A V A I L A B I L I T Y

IDENTIFYING CONTRIBUTING FACTORS

What Contributes to Social Access?

Based on information from any public gatherings you've held, and any other data your coalition has available that is relevant to this factor, please list up to three contributing factors that have the greatest influence on *social access and availability* in your region. Remember, these factors are the conditions that contribute to the problem and are specific enough to become a direct target of your coalition's interventions, should you choose to make social access a high priority in your strategic plan. Please indicate up to three factors that contribute most to the problem of social access in your region.

1. _____
2. _____
3. _____

CONTRIBUTING FACTOR WORKSHEET

Instructions: Complete the following worksheet and priority matrix for **each** contributing factor.

Consequence (check one): Underage Drinking
 Underage Binge Drinking
 Binge Drinking Young Adults

Risk/Protective Factor: **SOCIAL ACCESS/AVAILABILITY**

Factor: SOCIAL ACCESS	Contributing Factor 1	Contributing Factor 2	Contributing Factor 3
Factor Name:			
Who does this affect/occur with?			
Who allows this?			
When does this occur?			
Where does this occur?			
How does it occur?			
Under what other conditions is this allowed to happen?			

SUMMARY QUESTION: SOCIAL ACCESS/AVAILABILITY

How does *social access and availability* impact underage drinking and/or binge drinking problems in your community/region? Is it a risk or protective factor? Justify your decision.

RANKING QUESTION: SOCIAL ACCESS/AVAILABILITY

Based on the above considerations, to what degree does your coalition believe *social access and availability* is affecting underage drinking and/or binge drinking in your community?

Risk Factor				Protective Factor		
-3	-2	-1	0	1	2	3
high	moderate	low	neutral	low	moderate	high

P R I O R I T I Z I N G R I S K A N D P R O T E C T I V E F A C T O R S

3

ENFORCEMENT

IDENTIFYING CONTRIBUTING FACTORS

What Contributes to Enforcement?

Based on information from the Liquor Commission, key interviews, and any other data your coalition has available that is relevant to this factor, please list up to three contributing factors that have the greatest influence on *enforcement* in your region. Remember, these factors are the conditions that contribute to the problem and are specific enough to become a direct target of your coalition's interventions, should you choose to make social access a high priority in your strategic plan. Please indicate up to three factors that contribute most to the problem of enforcement in your region.

1. _____
2. _____
3. _____

CONTRIBUTING FACTOR WORKSHEET

Instructions: Complete the following worksheet and priority matrix for **each** contributing factor.

Consequence (check one): Underage Drinking
 Underage Binge Drinking
 Binge Drinking Young Adults

Risk/Protective Factor: **ENFORCEMENT**

Factor: ENFORCEMENT	Contributing Factor 1	Contributing Factor 2	Contributing Factor 3
Factor Name:			
Who does this affect/occur with?			
Who allows this?			
When does this occur?			
Where does this occur?			
How does it occur?			
Under what other conditions is this allowed to happen?			

SUMMARY QUESTION: ENFORCEMENT

How does *enforcement* impact underage drinking and/or binge drinking problems in your community/region? Is it a risk or protective factor? Justify your decision.

RANKING QUESTION: ENFORCEMENT

Based on the above considerations, to what degree does your coalition believe *enforcement* is affecting underage drinking and/or binge drinking in your community?

Risk Factor				Protective Factor		
-3	-2	-1	0	1	2	3
high	moderate	low	neutral	low	moderate	high

P R I O R I T I Z I N G R I S K A N D P R O T E C T I V E F A C T O R S

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PERCEPTION OF RISK

IDENTIFYING CONTRIBUTING FACTORS

What Contributes to Perception of Risk?

Based on information from any public gatherings you've held, and any other data your coalition has available that is relevant to this factor, please list up to three contributing factors that have the greatest influence on *perception of risk* in your region. Remember, these factors are the conditions that contribute to the problem and are specific enough to become a direct target of your coalition's interventions, should you choose to make *perception of risk* a high priority in your strategic plan. Please indicate up to three factors that contribute most to the problem of *perception of risk* in your region.

1. _____
2. _____
3. _____

CONTRIBUTING FACTOR WORKSHEET

Instructions: Complete the following worksheet and priority matrix for **each** contributing factor.

Consequence (check one): Underage Drinking
 Underage Binge Drinking
 Binge Drinking Young Adults

Risk/Protective Factor: **PERCEPTION OF RISK**

Factor: PERCEPTION OF RISK	Contributing Factor 1	Contributing Factor 2	Contributing Factor 3
Factor Name:			
Who does this affect/occur with?			
Who allows this?			
When does this occur?			
Where does this occur?			
How does it occur?			
Under what other conditions is this allowed to happen?			

SUMMARY QUESTION: PERCEPTION OF RISK

How does *perception of risk* impact underage drinking and/or binge drinking problems in your community/region? Is it a risk or protective factor? Justify your decision.

RANKING QUESTION: PERCEPTION OF RISK

Based on the above considerations, to what degree does your coalition believe *perception of risk* is affecting underage drinking and/or binge drinking in your community?

Risk Factor				Protective Factor		
-3	-2	-1	0	1	2	3
high	moderate	low	neutral	low	moderate	high

P R I O R I T I Z I N G R I S K A N D P R O T E C T I V E F A C T O R S

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S O C I A L N O R M S

IDENTIFYING CONTRIBUTING FACTORS

What Contributes to Social Norms?

Based on information from any public gatherings you've held, and any other data your coalition has available that is relevant to this factor, please list up to three contributing factors that have the greatest influence on *social norms* in your region. Remember, these factors are the conditions that contribute to the problem and are specific enough to become a direct target of your coalition's interventions, should you choose to make *social norms* a high priority in your strategic plan. Please indicate up to three factors that contribute most to the problem of *social norms* in your region.

1. _____
2. _____
3. _____

CONTRIBUTING FACTOR WORKSHEET

Instructions: Complete the following worksheet and priority matrix for **each** contributing factor.

Consequence (check one): Underage Drinking
 Underage Binge Drinking
 Binge Drinking Young Adults

Risk/Protective Factor: **PERCEPTION OF RISK**

Factor: SOCIAL NORMS	Contributing Factor 1	Contributing Factor 2	Contributing Factor 3
Factor Name:			
Who does this affect/occur with?			
Who allows this?			
When does this occur?			
Where does this occur?			
How does it occur?			
Under what other conditions is this allowed to happen?			

SUMMARY QUESTION: SOCIAL NORMS

How does *social norms* impact underage drinking and/or binge drinking problems in your community/region? Is it a risk or protective factor? Justify your decision.

RANKING QUESTION: SOCIAL NORMS

Based on the above considerations, to what degree does your coalition believe *social norms* is affecting underage drinking and/or binge drinking in your community?

Risk Factor				Protective Factor		
-3	-2	-1	0	1	2	3
high	moderate	low	neutral	low	moderate	high

P R I O R I T I Z I N G R I S K A N D P R O T E C T I V E F A C T O R S

6

ALCOHOL PRICING AND PROMOTION

IDENTIFYING CONTRIBUTING FACTORS

What Contributes to Alcohol Pricing and Promotion?

Based on information from any public gatherings you've held, and any other data your coalition has available that is relevant to this factor, please list up to three contributing factors that have the greatest influence on *alcohol pricing and promotion* in your region.

Remember, these factors are the conditions that contribute to the problem and are specific enough to become a direct target of your coalition's interventions, should you choose to make *alcohol pricing and promotion* a high priority in your strategic plan. Please indicate up to three factors that contribute most to the problem of *alcohol pricing and promotion* in your region.

4. _____

5. _____

6. _____

CONTRIBUTING FACTOR WORKSHEET

Instructions: Complete the following worksheet and priority matrix for **each** contributing factor.

Consequence (check one): Underage Drinking
 Underage Binge Drinking
 Binge Drinking Young Adults

Risk/Protective Factor: **ALCOHOL PRICING AND PROMOTION**

Factor: ALCOHOL PRICING AND PROMOTION	Contributing Factor 1	Contributing Factor 2	Contributing Factor 3
Factor Name:			
Who does this affect/occur with?			
Who allows this?			
When does this occur?			
Where does this occur?			
How does it occur?			
Under what other conditions is this allowed to happen?			

SUMMARY QUESTION: ALCOHOL PRICING AND PROMOTION

How does *alcohol pricing and promotion* impact underage drinking and/or binge drinking problems in your community/region? Is it a risk or protective factor? Justify your decision.

RANKING QUESTION: ALCOHOL PRICING AND PROMOTION

Based on the above considerations, to what degree does your coalition believe *alcohol pricing and promotion* are affecting underage drinking and/or binge drinking in your community?

Risk Factor				Protective Factor		
-3	-2	-1	0	1	2	3
high	moderate	low	neutral	low	moderate	high

C H A N G E A B I L I T Y of R I S K A N D P R O T E C T I V E F A C T O R S

SECTION 2

The next stage involves prioritizing the risk and protective factors that you explored in the last section. The first step is for your coalition to record the appropriate scores from each of the ranking questions detailed in Section 1: retail availability; social availability; enforcement; social norms; perceived risk; pricing and promotion; and availability of screening. Record the scores from Section 1 in the table below.

Recording Scores from Section 1	
SCORE	RISK / PROTECTIVE FACTOR
	RETAIL ACCESS/AVAILABILITY
	SOCIAL ACCESS/AVAILABILITY
	ENFORCEMENT
	PERCEPTION OF RISK
	SOCIAL NORMS
	ALCOHOL PROMOTION AND PRICING
	AVAILABILITY OF SCREENING

NEXT STEPS TOWARD STRATEGY SELECTION:

Rating Changeability

The NH Strategic Prevention Framework (SPF) recommends a five step planning process to guide Community Prevention Coalitions (CPCs) in their development of comprehensive plans to address underage and binge drinking among 12 to 34 year olds in their regions:

- ✓ 1. Prioritize Risk Factors
- 2. Identify and Select Strategies
- 3. Establish Measurable Objectives for Each Strategy
- 4. Specify Required Inputs and Resources for Each Strategy
- 5. Complete a Logic Model

In order to complete the prioritization process for the selection of appropriate and effective strategies based on assessment information, coalition members will use the data provided in addition to Community Readiness indicators based on a series of key informant interviews conducted within the region between January and June of 2008. Today's work session includes the next step of ranking risk factors as articulated below:

- 1. Review of **Community Readiness Scores**
- 2. Consensus on the **Importance** of each risk factor for the sub-region and/or region
- 3. Consensus on the **Changeability** of each risk factor for the sub-region and/or region

Sub-Region	Towns
BSRNF1	Alexandria, Bridgewater, Bristol, Danbury, Groton, Hebron, New Hampton
BSRPB2	Ashland, Campton, Ellsworth, Holderness, Plymouth, Rumney, Thornton, Waterville Valley, Wentworth
BSRUV3	Canaan, Dorchester, Enfield, Grafton, Hanover, Lebanon, Lyme, Orange, Orford

For today's session, each sub-region will select a leader/recorder for the completion of the worksheets that are included and/or accompany this document:

Sub-Region: **BSRNF1** **BSRPB2** **BSRUV3**

Today's Participants: _____

I. Community Readiness Scores

The goal of Community Readiness Interviewing is to gauge the level of readiness of communities to participate in substance use prevention efforts. The stages of Community Readiness are presented below:

1. No Awareness/Community Tolerance (*the behavior is normative and accepted*)

Goal: Raise Awareness of the Issue

Strategies:

- ✓ One on one visits with community leaders and members
- ✓ Visit existing and established small groups to inform them of the issue
- ✓ Make one-on-one phone calls to friends and potential supporters

2. Denial (*the belief that the problem does not exist or that change is impossible*)

Goal: Raise Awareness That the Problem or Issue Exists in the Community

Strategies:

- ✓ Continue one-on-one visits and encourage those you've talked with to assist.
- ✓ Discuss descriptive local incidents related to the issue
- ✓ Approach and engage local education/health outreach programs to assist in the effort with flyers, posters, or brochures.
- ✓ Begin to point out media articles that describe local critical incidents.
- ✓ Prepare and submit articles for church bulletins, local newsletters, club newsletters, etc.
- ✓ Present information to community groups.

3. Vague Awareness (*recognition of the problem, but no motivation for action*)

Goal: Raise Awareness that the Community Can Do Something About the Problem

Strategies:

- ✓ Present information at local community events and to unrelated community groups
- ✓ Post flyers, posters, and billboards.
- ✓ Begin to initiate your own events to present information on the issue.
- ✓ Conduct informal local surveys/interviews with community people
- ✓ Publish newspaper editorials and articles with general information - but relate information to local situation.

4. Preplanning (*recognition of a problem and agreement that something needs to be done*)

Goal: Raise Awareness with Concrete Ideas to Combat Condition

Strategies:

- ✓ Introduce information about the issue through presentations and media.
- ✓ Visit and develop support from community leaders in the cause.

- ✓ Review existing efforts in community (curriculum, programs, activities, etc.) to determine who benefits and what the degree of success has been.
- ✓ Conduct local focus groups to discuss issues and develop strategies.
- ✓ Increase media exposure through radio and public service announcements.

5. Preparation (*active planning*)

Goal: Gather Existing Information to Help Plan Strategies

Strategies:

- ✓ Conduct school drug and alcohol surveys with general violence prevalence questions.
- ✓ Conduct community surveys.
- ✓ Sponsor a community picnic to kick off the effort.
- ✓ Present in-depth local statistics.
- ✓ Determine and publicize the costs of the problem to the community.
- ✓ Conduct public forums to develop strategies.
- ✓ Utilize key leaders and influential people to speak to groups and to participate in local radio and television shows.

6. Initiation (*implementation of a program or strategy*)

Goal: Provide Community-Specific Information

Strategies:

- ✓ Conduct in-service training for professionals and para-professionals.
- ✓ Plan publicity efforts associated with start-up of program or activity.
- ✓ Attend meetings to provide updates on progress of the effort.
- ✓ Conduct consumer interviews to identify service gaps and improve existing services.
- ✓ Begin library or internet search for resources and/or funding.

7. Stabilization/Institutionalization (*that one or two programs are operating and are stable*)

Goal: Stabilize Efforts/Program

Strategies:

- ✓ Plan community events to maintain support for the issue.
- ✓ Conduct training for community professionals.
- ✓ Conduct training for community members.
- ✓ Introduce program evaluation through training and newspaper articles.
- ✓ Conduct quarterly meetings to review progress and modify strategies.
- ✓ Hold special recognition events for local supporters or volunteers.
- ✓ Prepare and submit newspaper articles detailing progress and future plans.
- ✓ Begin networking between service providers and community systems.

8. Confirmation/Expansion (*recognition of limitations and attempts to improve existing programs*)

Goal: Expand and Enhance Service

Strategies:

- ✓ Formalize the networking with Qualified Service Agreements.
- ✓ Prepare a Community Risk Assessment Profile.
- ✓ Publish a localized Program Services Directory.
- ✓ Maintain a comprehensive database.
- ✓ Develop a local speakers bureau.
- ✓ Begin to initiate policy change through support of local city officials.
- ✓ Conduct media outreach on specific data and trends related to the issue.

9. Professionalization (*sophistication, training, and effective evaluation*)

Goal: Maintain Momentum and Continue Growth

Strategies:

- ✓ Engage local business community and solicit financial support from them.
- ✓ Diversify funding resources.
- ✓ Continue more advanced training of professional and para-professionals.
- ✓ Continue re-assessment of issue and progress made.
- ✓ Utilize external evaluation and use feedback for program modification.
- ✓ Track outcome data for use with future grant requests.
- ✓ Continue progress reports for benefit of community leaders and local sponsorship.

COMMUNITY READINESS SCORES FOR REGION B

Eighteen key informants working and/or living in Region B communities participated in a semi-structured interview with the Bridges to Prevention Coalition coordinator or evaluator. The interviews were scored independently by two evaluators and consensus for each domain's score was achieved. Scores of individual interviews were then averaged within each sub-region. The scores below demonstrate the level of community readiness for each sub-region and are to be considered during the planning process:

Sub-Region	Existing Efforts	Knowledge of Efforts	Leadership	Community Climate	Knowledge of Issue	Readiness Score
BSRNF1						
BSRPB2						
BSRUV3						
REGION B						

II. IMPORTANCE AND CHANGEABILITY RATINGS

For each risk factor that was prioritized by the coalition membership, sub-region leaders must:

A. Come to a Consensus on the Importance of Each Risk Factor

Next, coalition members will answer some questions on the importance of each risk factor based on the data that you have so far and your collective knowledge of the community. *As a group*, the coalition will then come to a consensus about whether each risk/protective factor is of high or low importance in your community.

What does the data show about how much each risk factor contributes to underage drinking in your community – its magnitude and impact?

What are the gaps in data?

B. Come to a Consensus on the Changeability of Each Risk Factor

Next, coalition members will answer questions about the community's readiness and capacity to address each risk/protective factor. *As a group*, the sub-region will then come to a consensus about whether each risk/protective factor is of high or low changeability in your community.

What community resources are available to address this risk/protective factor?

What are the gaps in community resources?

How ready is the community to address this risk/protective factor?

C. Determine Your Community's Priority Risk/Protective Factor(s)

In order to establish your sub-region's priority risk/protective factor(s), record your coalition's importance and changeability ratings in the grids below. Risk/protective factors that fall into the shaded box are your community's priorities (*Circle your selection*).

RETAIL ACCESS		
	MORE IMPORTANT	LESS IMPORTANT
HIGH LIKELIHOOD TO CHANGE	High priority for planning	Low priority
LOW LIKELIHOOD TO CHANGE	Low priority	No priority

Who? (Should we target a demographic subgroup?)



Where? (Should we target a geographic location?)

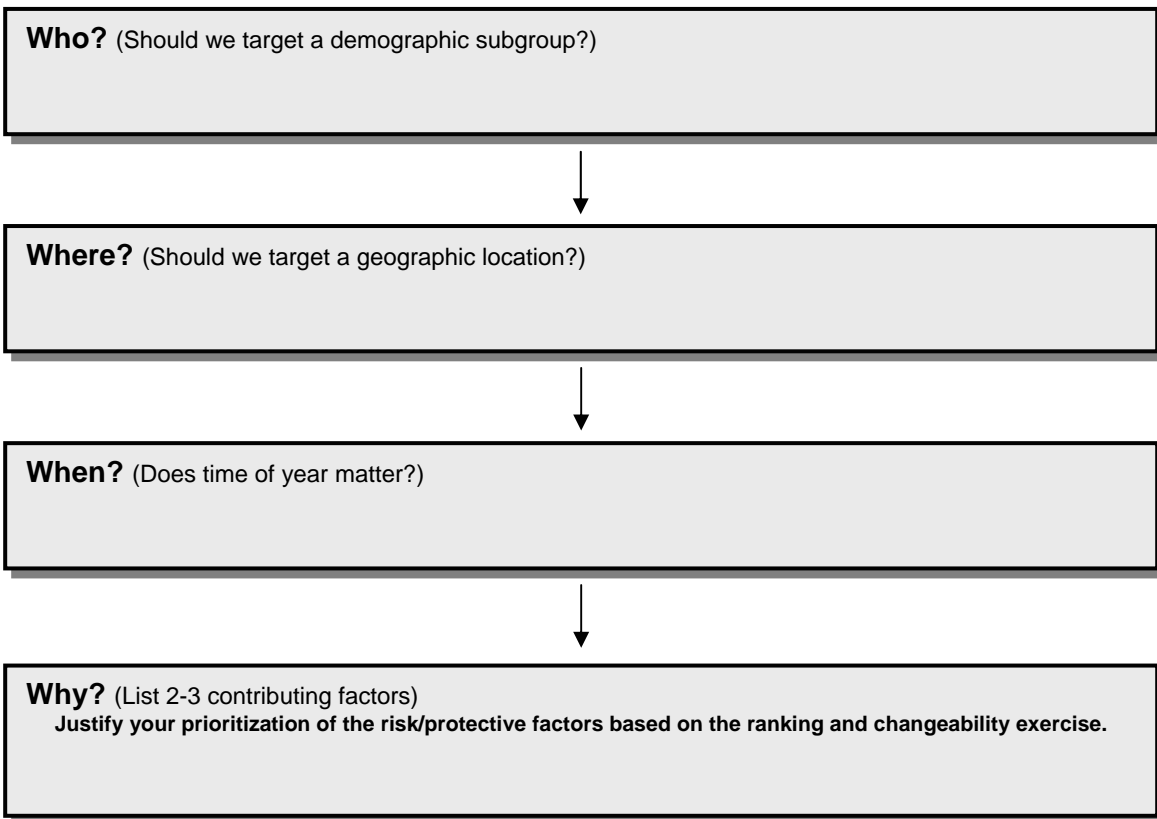


When? (Does time of year matter?)



Why? (List 2-3 contributing factors)
 Justify your prioritization of the risk/protective factors based on the ranking and changeability exercise.

SOCIAL ACCESS		
	MORE IMPORTANT	LESS IMPORTANT
HIGH LIKELIHOOD TO CHANGE	High priority for planning	Low priority
LOW LIKELIHOOD TO CHANGE	Low priority	No priority



ENFORCEMENT		
	MORE IMPORTANT	LESS IMPORTANT
HIGH LIKELIHOOD TO CHANGE	High priority for planning	Low priority
LOW LIKELIHOOD TO CHANGE	Low priority	No priority

Who? (Should we target a demographic subgroup?)



Where? (Should we target a geographic location?)



When? (Does time of year matter?)



Why? (List 2-3 contributing factors)
 Justify your prioritization of the risk/protective factors based on the ranking and changeability exercise.

PERCEPTION OF RISK		
	MORE IMPORTANT	LESS IMPORTANT
HIGH LIKELIHOOD TO CHANGE	High priority for planning	Low priority
LOW LIKELIHOOD TO CHANGE	Low priority	No priority

Who? (Should we target a demographic subgroup?)



Where? (Should we target a geographic location?)



When? (Does time of year matter?)



Why? (List 2-3 contributing factors)
 Justify your prioritization of the risk/protective factors based on the ranking and changeability exercise.

SOCIAL NORMS		
	MORE IMPORTANT	LESS IMPORTANT
HIGH LIKELIHOOD TO CHANGE	High priority for planning	Low priority
LOW LIKELIHOOD TO CHANGE	Low priority	No priority

Who? (Should we target a demographic subgroup?)



Where? (Should we target a geographic location?)



When? (Does time of year matter?)



Why? (List 2-3 contributing factors)
 Justify your prioritization of the risk/protective factors based on the ranking and changeability exercise.

ALCOHOL PRICING AND PROMOTION		
	MORE IMPORTANT	LESS IMPORTANT
HIGH LIKELIHOOD TO CHANGE	High priority for planning	Low priority
LOW LIKELIHOOD TO CHANGE	Low priority	No priority

Who? (Should we target a demographic subgroup?)



Where? (Should we target a geographic location?)



When? (Does time of year matter?)



Why? (List 2-3 contributing factors)
 Justify your prioritization of the risk/protective factors based on the ranking and changeability exercise.

THANK YOU!!!!!!!!!!!!!!!!!!!!

*The success of the SPF project, which is grounded in the theory of Community-Based Participatory Research, depends on **you**. Thank you for your time and commitment today and throughout the Strategic Prevention Framework project.*