



**Tales of
triumphs & challenges.**

**Uniting funding
for
community-level change**

Washington State Prevention Summit

November 5, 2019

Washington State
Health Care Authority

Tales of triumphs & challenges. Uniting funding for community-level change.

Drug-Free Communities (DFC) and Community Prevention and Wellness Initiative (CPWI), a combination that can do wonders. Hear directly from coalition coordinators that have navigated, integrated, and balanced the approaches, goals and requirements of these two funding sources. From accomplishments to barriers, learn what has worked, what hasn't, and what to keep in mind. This workshop is ideal for coalitions that receive both DFC and CPWI funding, or a CPWI coalition that is exploring DFC funding.

Tales of triumphs & challenges. Uniting CPWI & DFC funding for community-level change.

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This is Chocolate...



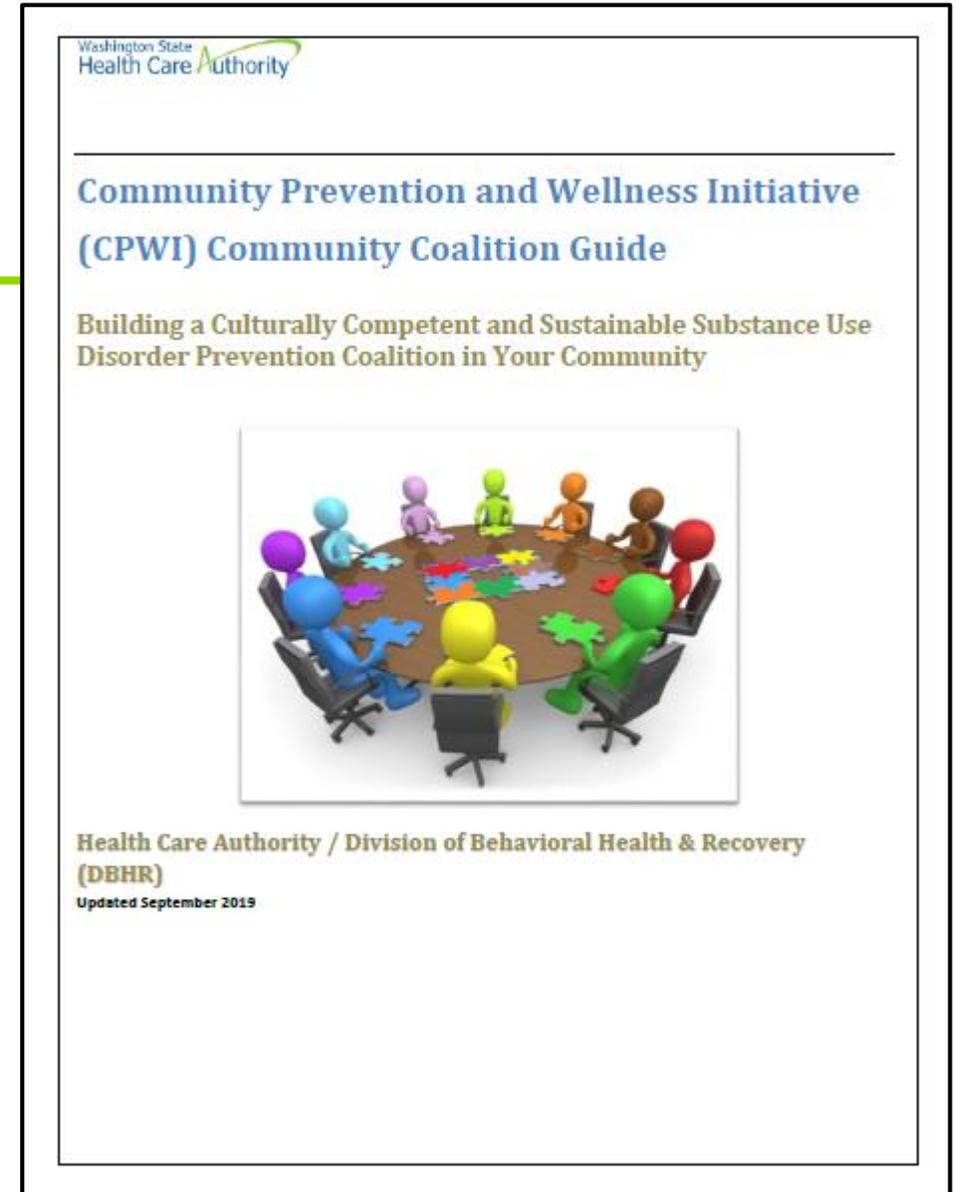
- ▶ Community Prevention and Wellness Initiative [CPWI]
 - ▶ Coalition
 - ▶ At least 8 of 12 sectors
 - ▶ Coordinator – at least .5 FTE
 - ▶ Action Plan that includes at least:
 - 1 Direct Service Program
 - 1 Environmental Strategy
 - 1 Public Awareness Campaign

 - ▶ Student Assistance Professional

This is Chocolate...



www.theathenaforum.org/cpwi-community-coalition-guide



This is Peanut Butter...



- ▶ Drug-Free Communities Support Program [DFC]



Drug-Free Community Support Program
Greg Grass, DFC Project Officer
SAMHSA/CSAP/DCP
November 2019

Division of Community Program
SAMHSA's Center for Substance Abuse Prevention



Partners

- **The United States Congress**
Created the program with the Drug Free Communities Act of 1997
- **The Office of National Drug Control Policy (ONDCP)**
Makes program policy decisions and reports progress to Congress
- **The Substance Abuse and Mental Health Services Administration (SAMHSA)**
Manages the grant program and works with grantees on a regular basis
- **The National Coalition Institute via CADCA**
Provides training and technical assistance to Drug Free Communities grantees
- **DFC National Evaluation Team – ICF International**
Evaluators of the DFC Support Program

Washington DFC Coalitions 2019

SP016532-10	Whatcom County Prevention Coalition
SP017044-10	Prevention Works in Seattle
SP017226-10	White Swan Arts and Recreation Coalition
SP019446-10	Lopez Island Prevention Coalition
SP019727-07	The Issaquah Drug Free Community Coalition
SP081038-07	Teen Advocacy Coalition (TAC) (Raymond)
SP020023-07	Sunnyside Coalition Against Substance Abuse
SP082056-06	Prevent Together: Battle Ground Prevention Alliance
SP020753-05	Prosser Community Involvement & Action C
SP021389-10	Okanogan County Community Coalition (Omak)
SP021537-04	Oroville CARES Coalition
SP021640-04	Unite! Washougal Community Coalition
SP021866-04	Clark County, WA Project to Reduce Underage Drinking
SP021902-04	Kent Police Dept Underage Drinking Prevention
SP021924-04	Neighborhood House - Project STOP Act
SP081190-01	City of Mercer Island
SP081105-01	Pacific County, South Bend
SP023003-04	La Center United
SP080088-08	Safe Yakima Valley Drug Free Action Team
SP080106-03	Connect Evergreen Coalition
SP080619-02	Northeast Washington ESD 101 (West Central Spokane)
SP080676-02	Community Counseling Institute (Tacoma)
SP080728-02	Foundation of District 304 (Sedro-Woolley)
SP080742-02	Washington Gorge Action Program (Klickitat County)
SP081842-01	Vancouver Housing Authority Inc. (West Vancouver)
SP081921-01	Wahluke School District 73 (Mattawa)
SP081823-01	Funhouse Commons (Orcas Island)

DFC OVERALL

- **731** Communities
- **\$90** Million in grants

Washington

- **22** DFC
- **5** STOP Act

Potential of more DFC awards by December has been announced.

DFC Goals

- 1) Establish and strengthen collaboration among communities, public and private non-profit agencies; as well as federal, state, local, and tribal governments to support the efforts of community coalitions working to prevent and reduce substance use among youth.**
- 2) Reduce substance use among youth and, over time, reduce substance abuse 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.**

Overview and Expectations

- **Drug-Free Communities Support Program (DFC) provides funding to community-based coalitions to organize and prevent youth substance abuse.**
- **The program is overseen by the Office of National Drug Control Policy (ONDCP) with day-to-day management conducted by SAMHSA/CSAP.**
- **DFC grants are funded for five year cycles with a maximum of 10 years of funding or two five year cycles.**
- **Coalitions can ask for up to \$125,000 per year and must provide at least a one-to-one match (cash, in-kind, donations, but not federal funds except for certain Tribal governments).**

Overview and Expectations

- **Grants awarded through the DFC program are intended to support established community-based coalitions capable of effecting community-level change.**
- **DFC Coalitions must target multiple drugs.**
- **Coalitions receiving DFC funds are expected to work with leaders within their communities to identify and address local youth substance use problems and create sustainable community-level change through environmental strategies.**

Overview and Expectations

Coalition must have at least 1 representative from the required 12 sectors.

- 1) Youth (individual 18 or younger)
- 2) Parent
- 3) Business
- 4) Media
- 5) School
- 6) Youth Serving Organization
- 7) Law enforcement
- 8) Religious or fraternal organization
- 9) Civic or volunteer Group
- 10) Healthcare Professional
- 11) State, local, or tribal governmental agency with expertise in the field of substance abuse
- 12) Other organization involved in reducing substance abuse

Overview and Expectations

Coalition must address multiple drugs in its annual Action Plan for each year of funding

- Core Measures require data be collected on Alcohol, Tobacco, Marijuana, and Prescription drugs
- Each drug your coalition is targeting should have a unique logic model.

Data Collection and Performance Measurement

- **Past 30–day use**
- **Perception of risk or harm**
- **Perception of parental disapproval of use**
- **Perception of peer disapproval of use**

Data Collection (continued)

- The four core measures must be reported every 2 years on alcohol, tobacco, marijuana, and prescription drugs for three grades (6th–12th)
- At least one middle school grade and at least one high school grade
- Data must be specific to the geographic area designated in the approved application. Data collection size must be sufficient to provide an accurate statistical representation of people in each of the geographic areas served by the coalition.



Thank you!

**Greg Grass, DFC Project Officer
PA, NM, WA**

**Greg.Grass@SAMHSA.hhs.gov
240 276-2919**

This is Peanut Butter...



- ▶ Drug-Free Communities Support Program [DFC]
 - ▶ Coalition
 - ▶ All 12 sectors
 - ▶ In existence for at least 6 months
 - ▶ Meaningful Memorandum of Understanding [MOU] between Coalition and Fiscal Agent.
 - ▶ Funding is awarded to the coalition, via a Fiscal Agent

This is what happens when
you put them together...



This is what happens when you put them together...

- ▶ Coalition structure
- ▶ Coalition staffing
- ▶ Fiscal Agent(s)



Sunnyside

Brenda Barrios,
Community Coalition
Program Specialist

Sunnyside United-Unidos



Omak

Stacey Okland, Director
Okanogan County
Community Coalition



O K A N O G A N

C O U N T Y C O M M U N I T Y
C O A L I T I O N

If you are looking to apply...

- ▶ **Make sure everyone is on board.**

That your fiscal agent and coalition is:

- ▶ Supportive of the DFC
- ▶ Clear on what the requirements are
- ▶ Understanding of what roles folks would play within the organization for the DFC grant.

If you are looking to apply...

▶ Is your Fiscal Agent prepared?

- ▶ Grant opportunities might have a quick turnaround time, and your fiscal agent's approval process may take a long time.
- ▶ Understanding that DFC is not about direct services.
- ▶ Aware of and comfortable with “policy” work that coalition may do.

Congratulations!
You have additional funding!!

Now what?



- ▶ Have systems to track your information!
 - ▶ Media:
(leveraging) (capturing in-kind) (track use of funding streams)
 - ▶ Capturing other in-kind:
(mtg time) (when coalition members are involved)
 - ▶ Budgets & Expenditures
avoiding billing both sources for same cost/expense

Now what?



Please use this table to document the Sunnyside United-Unidos coalition events. It is especially important to document events that occur or outside of coalition events. Those events that are not recorded here will be overlooked if they are not recorded in the Sunnyside United-Unidos coalition record.

Name: _____
 Occupation: _____

Date	

AD NAME	Date
Never too Soon	12
OCCC Talk	
Parents-Kennedy	
Something to Talk about Ben	
Dan DWI	
Leah & Sue	
Marcos Impaired	
Marcos MJ Laws	
Jeff Compliance Check	
Marcos&Dan DWI	
Dr. Walker	
Jeff/Dinish Rx Drug	
LEAH Power to Influence	
Sue Impaired-New	
OCCC Vaping	
Total Ads paid	
Total Ads Donated	

In Kind
Free @\$30/ad
Discount @\$24/ad
Discount @\$4/ad
Free @\$10/ad
Total

*\$30 Prime Time ads between 6-10pm
 *\$10 an ad during all other times

KOMW	KNCW	KZBE	GRANT	APPROVAL DATE
12	12	12	SABG	DBHR: 4/5/18



OCCC DFC Match Example

DFC Match	Amount	Invoice#	Sign-in Sheet
Grant	3,000.00		
PFS	5,600.00		
SABG	805.00		
Tobacco	-		✓
Traffic Safety	3,600.00		✓
NCBi radio	282.00		✓
Coalition Meeting	-		
Family Health Centers	250.00		
Planning Meetings			
Events			
Trainings			

Now what?



- ▶ Clear roles with staffing
- ▶ Coalition understands there are different funding sources
- ▶ Lines of communication
 - ▶ Nurture them
 - ▶ Keep them open

Questions?

Tools to use; Resources available

- ▶ EXCELS to track:
 - ▶ In-kind – media buys
 - ▶ In-kind – volunteer time
- ▶ Meeting Attendance
 - ▶ In-kind – volunteer time
 - ▶ Staff time - reporting
- ▶ Video series once next DFC Funding Opportunity Announcement [FOA] is released
- ▶ DBHR offers high level reviews of applications for the DFC and DFC-related funding



We have been...

- ▶ *Brenda Barrios, Sunnyside United Unidos;*
Brenda.Barrios@SunnysideSchools.org (509) 837-9629
- ▶ *Greg Grass, Drug- Free Communities, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention;*
Greg.Grass@SAMHSA.hhs.gov (240) 276-2919
- ▶ *Ray Horodowicz,*
Health Care Authority/Division of Behavioral Health and Recovery;
Ray.Horodowicz@hca.wa.gov (360) 725-1528
- ▶ *Stacey Okland, Okanogan County Community Coalition*
OCCCStacey@yahoo.com (509) 322-8431