



Coalition training needs survey results

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Introduction

Wilder Research, with funding and assistance from the Minnesota Department of Human Services and as part of the ongoing evaluation of the work of the Regional Prevention Coordinators (RPCs), developed a survey to inform training topics for Fiscal Year 2013 regional trainings across the state. The tool was designed to assess coalition member interest in a number of different coalition infrastructure training topics, as well as interest in several Alcohol, Tobacco, and Other Drug (ATOD) prevention topics. The following report summarizes the statewide results of this survey.

Methods

Wilder Research, in collaboration with ADAD, RPCs, and with input from former Planning and Implementation (P&I) grantees and current Drug Free Communities (DFC) grantees, developed a survey which assessed the training needs and interests of coalition members within each region. The survey instrument was designed to gather similar information across each region. Regional Prevention Coordinators contacted leaders of the coalitions within their region and invited the coordinators to ask their coalition members to complete the survey in May and June 2012. The survey was available to coalition members either online, via Survey Monkey, or via paper and pencil. Surveys completed online were accessed by Wilder Research for analysis; surveys completed by paper and pencil were either mailed to the RPC who then mailed them to Wilder, or were mailed directly to Wilder for data entry and analysis. It should also be noted that the individuals sampled were given “open links” so they could pass the survey to other coalition members who would be interested in completing the survey. For this reason, calculating an exact response rate for this survey is not possible.

Respondents were asked about the populations they serve, and coalition building and prevention content areas or topics in which they are interested in building skills or knowledge. Respondents were also asked about the methods (time, place, format) by which they prefer to receive training.

The survey is intended to be implemented once a year to provide ongoing and updated information about the needs within each region as well as statewide.

This report includes the combined results from all seven regions. Please note that 12 surveys for Region 6 were received after the end date for data collection and analysis and therefore are not included in the statewide aggregate results. Region-specific reports were prepared and shared with ADAD and the respective RPC.

Characteristics of coalition members

A total of 315 coalition members in 44 coalitions across the state completed the survey. Of these, 17 percent were members of a Planning and Implementing (P&I) grant-funded coalition and 32 percent were members of Strategic Prevention Framework-State Incentive Grant (SPF-SIG) coalition (Figure 1).

Survey respondents represented all regions of the state, with the most coming from the East Central (22%), Southwest (20%), and Northeast regions (18%) (Figure 2).

1. Type of coalition (N=315)

	% of respondents
P&I	17%
SPF-SIG	32%
Other	51%

2. Region (N=315)

	% of respondents
Region 1-Northwest	13%
Region 2-Northeast	18%
Region 3-West Central	9%
Region 4-East Central	22%
Region 5-Southwest	20%
Region 6- Southeast	7%
Region 7-Metro	11%

Focus of coalition work

Respondents represent in a variety of sectors, with the highest percentage (19%) saying they most represent schools. Very few respondents identified with a specific cultural group over the other sectors (<1%) (Figure 3).

All Minnesota reservations are served by a coalition. The Leech Lake/Cass Lake reservation is served by the largest number of coalitions (9%), while less than one percent of respondents noted that their coalition serves the Prairie Island and Shakopee Mdewakanton reservations (Figure 4).

Coalitions overwhelmingly focus their work on teenagers ages 12 to 18 (90%), with over half of coalitions also focusing on young adults ages 19 to 21. Respondents were asked to select more than one target population for their coalition (Figure 5).

3. Sectors represented (N=310)

Which sector do you most represent by being part of the coalition?	% of respondents
School	19%
State, local, tribal government	14%
Youth-serving organization	11%
Healthcare professionals	10%
Parent	8%
Law enforcement	7%
Other prevention organization	7%
Justice/corrections	6%
Business	5%
Youth	4%
Civic volunteer group	4%
Spiritual or fraternal organization	3%
Media	1%
Specific cultural group	<1%

4. Reservations served (N=262)

Which Minnesota reservations does your coalition serve?	% of respondents
Leech Lake/Cass Lake	9%
Mille Lacs	5%
Red Lake	4%
White Earth	4%
Fond du Lac	3%
Bois Fort	2%
Grand Portage	2%
Upper Sioux	2%
Lower Sioux	2%
Prairie Island	<1%
Shakopee Mdewakanton	<1%

5. Target population of coalition (N=307)

Which of the following are target populations for the work of your coalition?	% of respondents
Teenagers (12 to 18)	90%
Young adults (19 to 21)	58%
Parents	47%
Children (11 and under)	31%
Specific cultural group	6%
Other	6%

Interest in training topics

Coalition building and strengthening

All coalition members were asked about their interest in a variety of topics related to building and strengthening coalitions. At the statewide level, respondents were “very interested” in learning about supporting and collaborating with youth groups (62%), as well as engaging and retaining representatives from underserved or high risk populations (57%), youth coalition members (56%), and adult coalition members (50%). Respondents noted that they were “not interested” in trainings related to understanding coalition basics (25%), managing and resolving conflict (25%), and building consensus and facilitating meetings effectively (19%) (Figures 6-8).

Both P&I and SPF-SIG coalition members had similar levels of interest when compared to the overall state results. P&I coalition members were also “very interested” in supporting and collaborating with youth groups (58%) and engaging and retaining youth coalition members (54%). They were “not interested” in understanding coalition basics (21%) and managing and resolving conflict (21%). SPF-SIG coalition members were “very interested” in engaging and retaining representatives from underserved or high risk populations (60%). Of these coalition members, 30 percent indicated that they were “not interested” in understanding coalition basics (Figures 7-8).

6. Level of interest in coalition building and strengthening topics: Statewide results (N=273-280)

	Very interested	Somewhat interested	Not interested
Engaging and retaining youth coalition members	56%	39%	6%
Engaging and retaining adult coalition members	50%	44%	6%
Engaging and retaining representatives from underserved or high risk populations	57%	38%	5%
Supporting and collaborating with youth groups	62%	33%	5%
Understanding coalition basics-creating vision, mission, bylaws	21%	54%	25%
Identifying and supporting leadership within the coalition	37%	53%	10%
Managing and resolving conflict	24%	50%	25%
Building consensus and facilitating meetings effectively	30%	51%	19%

7. Level of interest in coalition building and strengthening topics: P&I coalitions compared to statewide (N=47-48)

	Very interested (Statewide)	Very interested (P&I)	Somewhat interested (P&I)	Not interested (P&I)
Engaging and retaining youth coalition members	56%	54%	40%	6%
Engaging and retaining adult coalition members	50%	50%	44%	6%
Engaging and retaining representatives from underserved or high risk populations	57%	53%	43%	4%
Supporting and collaborating with youth groups	62%	58%	35%	6%
Understanding coalition basics-creating vision, mission, bylaws	21%	23%	55%	21%
Identifying and supporting leadership within the coalition	37%	40%	51%	9%
Managing and resolving conflict	24%	21%	57%	21%
Building consensus and facilitating meetings effectively	30%	30%	51%	19%

8. Level of interest in coalition building and strengthening topics: SPF-SIG coalitions compared to statewide (N=88-90)

Please indicate your level of interest in building your skills and knowledge in the following <i>coalition building and strengthening</i> topics	Very interested (Statewide)	Very interested (SPF-SIG)	Somewhat interested (SPF-SIG)	Not interested (SPF-SIG)
Engaging and retaining youth coalition members	56%	56%	39%	5%
Engaging and retaining adult coalition members	50%	42%	51%	7%
Engaging and retaining representatives from underserved or high risk populations	57%	60%	33%	7%
Supporting and collaborating with youth groups	62%	55%	42%	3%
Understanding coalition basics-creating vision, mission, bylaws	21%	19%	51%	30%
Identifying and supporting leadership within the coalition	37%	28%	61%	11%
Managing and resolving conflict	24%	23%	51%	26%
Building consensus and facilitating meetings effectively	30%	27%	45%	28%

Increasing strength and sustainability of prevention work

Coalition members were also asked about their interest in topics related to increasing the strength and sustainability of prevention work in their communities. At the statewide level, respondents indicated they were “very interested” in communicating prevention messages to the community (61%), sustaining coalition activities when current funding ends (54%), and strategic planning for ATOD prevention (50%). However, there was a similar level of interest in the other topics as well, with the exception of grant writing and fundraising for ATOD programs; 37% of respondents indicating that they were “not interested” in developing their skill in that area (Figures 9-11).

Members of P&I coalitions expressed more interest in understanding and using data for community ATOD prevention work than did the respondents statewide, with 62 percent indicating that they were “very interested” in that topic. They were also “very interested” in learning about sustaining coalition activities when current funding ends (59%). Similar to statewide results, P&I coalition members were least interested in building their grant writing and fundraising skills, with 43 percent noting that they were “not interested” in that topic (Figure 10).

Like coalition members across the state, SPF-SIG members expressed the most interest in learning about communicating prevention messages to the community and strategic planning for ATOD prevention, with 60 percent and 52 percent indicating they were “very interested” in those topics. SPF-SIG coalition members were also “not interested” in grant writing and fundraising for ATOD programs (44%) (Figure 11).

9. Level of interest in increasing strength and sustainability: Statewide results (N=269-275)

	Very interested	Somewhat interested	Not interested
Assessing community readiness for ATOD prevention	32%	54%	14%
Assessing community needs for ATOD prevention	39%	50%	11%
Strategic planning for ATOD prevention	50%	40%	11%
Grant writing and fundraising for ATOD programs	21%	42%	37%
Promoting or publicizing ATOD programs or activities	47%	44%	9%
Understanding and using data for community ATOD prevention work	47%	43%	10%
Measuring outcomes	38%	52%	11%
Facilitating environmental strategies (social host ordinances, responsible beverage server training, etc.)	41%	42%	17%
Communicating prevention messages to the community	61%	33%	6%
Sustaining coalition activities when current funding ends	54%	40%	6%

10. Level of interest in increasing strength and sustainability: P&I coalitions compared to statewide (N=46-47)

	Very interested (Statewide)	Very interested (P&I)	Somewhat interested (P&I)	Not interested (P&I)
Assessing community readiness for ATOD prevention	32%	30%	64%	6%
Assessing community needs for ATOD prevention	39%	36%	60%	4%
Strategic planning for ATOD prevention	50%	47%	47%	6%
Grant writing and fundraising for ATOD programs	21%	15%	43%	43%
Promoting or publicizing ATOD programs or activities	47%	53%	40%	6%
Understanding and using data for community ATOD prevention work	47%	62%	36%	2%
Measuring outcomes	38%	43%	51%	6%
Facilitating environmental strategies (social host ordinances, responsible beverage server training, etc.)	41%	34%	38%	28%
Communicating prevention messages to the community	61%	53%	36%	11%
Sustaining coalition activities when current funding ends	54%	59%	39%	2%

11. Level of interest in increasing strength and sustainability: SPF-SIG coalitions compared to statewide (N=86-88)

Please indicate your level of interest in building your skills and knowledge in the following <i>coalition building and strengthening</i> topics	Very interested (Statewide)	Very interested (SPF-SIG)	Somewhat interested (SPF-SIG)	Not interested (SPF-SIG)
Assessing community readiness for ATOD prevention	32%	33%	53%	14%
Assessing community needs for ATOD prevention	39%	44%	45%	12%
Strategic planning for ATOD prevention	50%	52%	36%	13%
Grant writing and fundraising for ATOD programs	21%	20%	37%	44%
Promoting or publicizing ATOD programs or activities	47%	35%	54%	12%
Understanding and using data for community ATOD prevention work	47%	40%	49%	11%
Measuring outcomes	38%	35%	47%	18%
Facilitating environmental strategies (social host ordinances, responsible beverage server training, etc.)	41%	41%	40%	18%
Communicating prevention messages to the community	61%	60%	33%	7%
Sustaining coalition activities when current funding ends	54%	46%	48%	6%

Other coalition building and strengthening topics

Respondents expressed interest in additional coalition building and strengthening topics that were not mentioned in the survey. Some wanted to gain more knowledge about how best to recruit and retain coalition members. Others mentioned building and maintaining strategic partnerships to help coalitions reach their goals (Figure 12).

12. Other coalition building and strengthening topics

Coalition Membership

On-going recruitment and re-vitalizing membership.

Finding and retaining coalition members.

Recruitment strategies in a time of limited resources-financial and human.

Partnerships

Partnerships-how can we continue to help one another.

Strengthening relationships with enforcement and courts.

How to get specific sectors to the table. We have youth, how do we keep them engaged to follow through with projects.

Working with schools-administration and staff.

Other

Leadership skills.

Committee development and sustainment.

Goal setting, evaluation.

Sustaining visions.

Team-building.

Effectively networking and utilizing available resources.

Coalition structure-how to get youth to buy in a fulfill their projects, how coalitions can work effectively with their fiscal agents, what should be expected of membership and their roles, what works for others.

Other topics related to increasing the strength and sustainability of prevention work

Coalition members also presented other topics related to increasing the strength and stability of their prevention work. Many wanted to learn more about obtaining external funding for the work of the coalition. They expressed interest in increasing both community and parent involvement in their work. Respondents also noted wanting to

build their skills related to marketing/messaging/disseminating information related to their coalition and prevention work (Figure 13).

13. Other topics related to increasing strength and sustainability

Funding

Funding opportunities.

External funding.

Sustaining and securing long-term funding.

Grant opportunities.

What is the best way to ask for money from townships, local government, schools, service clubs so that our efforts can be sustained by the community for long-term success.

Community involvement

The role of the faith community in prevention; the role of the business community in prevention.

Ways to encourage and involve the community with our mission.

Engaging community members in coalition work.

Community buy-in.

Community strategic partnerships.

Group/community collaboration.

How to connect with other community organizations to support these efforts.

How to get the community more involved.

Parent engagement

How to effectively engage parents in parenting activities.

Get those parents that are overindulged to make this a priority.

Reaching and engaging parents, changing the belief that alcohol use is a rite of passage.

Involving parents more in their child's life.

Information dissemination/marketing

Media and promotion ideas.

Disseminating coalition information and activities across the community.

The power of branding, marketing, and use of social media.

Telling your coalition's story.

Effective dissemination of accurate information.

13. Other topics related to increasing strength and sustainability (continued)

Other

Motivational-building community positive norms.

Talking effectively about suicide to at-risk youth, resolving issues with anger.

Action planning.

Vision for the future and changing social norms.

Creating policy change at a local level to last far past a campaign.

Innovation/brainstorming new ideas.

Putting all the alcohol prevention efforts together as one force in our community.

Systems changes between organizations.

Other training topics

Respondents also suggested other training topics and speakers that they felt would enhance their coalition's work (Figure 14-15).

14. Other general training topics

Cultural competency.

Harm reduction, drug court, restorative justice.

Brain development in youth and the need to educate parents and teachers around this issue. Why do we not want them to drink? We now have data regarding how it affects the brain differently at a young and developing age.

Legal effects of substance abuse, consequences of DWI, minor consumption, serving minors, etc.

Kids who experience trauma-how to help them cope.

Ethics.

Review of other successful programs.

Recovery coach training, beyond just prevention, SBIRT training (Screening, Brief Intervention, Referral to Treatment).

15. Specific training or speakers

Topics

Prescription drug abuse.

Photovoice and other youth-related resources.

Training for the coalition members and parents on how to respect the many ideas and beliefs on underage alcohol use.

Current health topics.

Using new media, social media in ATOD prevention.

Current drug use trends.

Power of Parents-MADD.

Project Northland.

Speakers

Kathy Marshall Emerson-National Resilience Resource Center, U of M.

Jerry Osterloh.

Rick Moldenheuer.

Steve Maurer.

Molly or Mikki.

Father Michael Oleska.

Ken Winters.

Steve Weber.

Shane Plumer-Manitou.

Eric Thomas.

Kay Pranis, Stephanie Haider, Terri Grob, Lori Thompson, Paula DeSanto.

Interest in Substance Abuse Prevention Specialist Training (SAPST)

The survey asked coalition members about whether or not they have completed Substance Abuse Prevention Specialist Training (SAPST) and how interested they might be in completing that training. At the statewide level, the majority of coalition members have not completed SAPS training (85%) and only a small percentage are “very interested” in doing so (17%). Another 35% are “somewhat interested” (Figure 16-17).

16. SAPST training (N=269)

	Yes	No
Have you completed the multi-day Substance Abuse Prevention Specialist Training (SAPST)?	15%	85%

17. SAPST training (N=278)

	Very interested	Somewhat interested	Not interested	Already certified
How interested are you in completing SAPST to become a Certified Prevention Professional?	17%	35%	38%	10%

Training specifics

Coalition members were asked about what training formats, locations, and times of year would be most convenient for them. They were also asked about the best ways to receive information about upcoming trainings. The majority of respondents indicated that they would be “very likely” to attend single day in-person trainings (71%) and trainings held during their regular coalition meeting (62%). They were “not likely” to attend trainings held over Skype (43%), in the evening (43%), that involve an overnight stay (37%), and independent learning sessions (37%) (Figure 18).

Respondents indicated that December (27%), May (33%), July (36%), and August (39%) are the least convenient months of the year for them to attend trainings. In terms of location, the majority said that they would travel to St. Cloud (58%) and the Twin Cities metro (52%) to attend trainings. Only 6 percent of respondents said they would attend trainings held in International Falls (Figure 19).

Most respondents noted that they would like to be informed of trainings via personal email (82%) and announcements at their regular coalition meetings (42%) (Figure 19).

Training formats

18. Training formats (N=220-266)

What types of training formats are you most likely to attend?	Very likely	Somewhat likely	Not likely
Single day in-person group training (no lodging)	71%	23%	5%
Multiple day in-person group training (overnight lodging)	23%	39%	37%
Interactive Television (ITV) or Skype	31%	40%	29%
Skype	18%	39%	43%
Webinars (online)	47%	34%	19%
Independent learning (with 1:1 assistance)	18%	46%	37%
Evening sessions (e.g. 1 hour classes after work)	22%	36%	43%
“Lunch and Learn” (over lunch hosted locally)	58%	32%	10%
“Brunch and Learn” (over breakfast hosted locally)	56%	30%	15%
Training during our regular coalition meeting	62%	29%	9%
Training just prior to or after our regular coalition meeting	48%	36%	16%

Training logistics

19. Training logistics (N=258-270)

Which months of the year generally work the best for you to attend trainings or allow you the time to engage in training activities?		What Minnesota cities would you travel to so that you could attend that training?		What is the best way to inform you of upcoming trainings or presentations in your area?	
January	58%	Alexandria	24%	Direct US mail	22%
February	64%	Bemidji	24%	Personal email	82%
March	62%	Brainerd	33%	Personal phone call or meeting	14%
April	53%	Crookston	12%		
May	33%	Duluth	36%	Announcement at regular coalition meeting	42%
June	40%	Fergus Falls	13%		
July	36%	Grand Rapids	23%	Website	10%
August	39%	Hinckley	25%	Blog	<1%
September	49%	International Falls	6%	Electronic newsletter	24%
October	61%	Mankato	21%	Other monthly electronic communication	5%
November	52%	Moorhead	14%		
December	27%	Red Wing	8%		
		Rochester	16%		
		Saint Cloud	58%		
		Twin Cities metro	52%		
		Willmar	19%		
		Winona	9%		
		Other	11%		

Note: Totals may exceed 100% because some respondents selected more than one option.

Comments

Respondents had several suggestions for ways in which Regional Prevention Coordinators could continue to help their coalitions. Most suggestions were related to training, including providing more information on training opportunities and other resources for coalitions. They also suggested that RPCs could attend more of their coalition meetings and continue sharing information (Figure 20-21).

20. What can the Regional Prevention Coordinator do to better serve your coalition?

Training-related

Trainings for support/partner agency to provide referral for services.

Informed on trainings and resources.

Provide training opportunities and consultation.

Educate on prescription drug abuse, methadone problems.

Trainings needed, resources, grants available.

Provide some of the training and support mentioned.

Attend meetings/share information

Keep sharing information like you do now.

Attend all meetings and report on activities.

At least quarterly attendance at meetings and regularly scheduled one-on-one consultation.

Attend more coalition meetings.

Email information to me.

Need to meet far more frequently and actually do things that we can assess results and grow the group.

Check in now and then by phone or email and attend our meetings once in a while.

Other

Outreach in the native communities.

Right now is doing a pretty good job, just need more help getting the word out to the public that we don't seem to reach.

Know and understand the history of our coalition. Know the training already done and previous work the coalition has been engaged in.

Engage with treatment providers and faith community.

Engage in all areas of ATOD-including tobacco, not just the A and the D.

21. Please provide any additional comments you may have on ATOD prevention in your region or statewide

Frustration related to engaging members.

How could we encourage Minnesota to participate in Youth Risk Behavior Survey? How do we encourage the best participation in the Minnesota Student Survey?

If you have training over a meal, please make sure the meal options are all healthy options.

A regional or statewide uniform promotion/media spread would be the best way to quickly have community members relate to the same mission.

Some areas of the state are so depressed that change is even harder because people can't get out of that box. Help those areas even greater.

Keep fighting to accomplish the ATOD goals.

I am concerned with our new focus on alcohol for adolescents over the age of 18 to the neglect of other drugs and tobacco for school age adolescents. I am aware of a significant spike in the use of heroin and other opiates in Hennepin county and am distressed at the problem.

Next Steps

Based on the findings from this evaluation, Wilder Research has developed the following recommendations for the RPCs.

- Focus training efforts on supporting and collaborating with youth; engaging and retaining youth coalition members, adult coalition members, and representatives from underserved or high-risk populations. P&I and SPF-SIG communities, in particular, were also interested in trainings about understanding and using data for community ATOD prevention work, communicating prevention messages to the community, and sustaining coalition activities when current funding ends.
- Consider opportunities for integrating other training topics into meetings and trainings, such as developing and maintaining partnerships, community involvement and buy-in, and parent engagement, as these topics were offered as other training topics by several respondents.
- Continue to offer trainings in various formats and of varying lengths of time. Most respondents were interested in single-day trainings or shorter, such as trainings offered during regular coalition meetings, or Brunch or Lunch and Learns. Fewer respondents were interested in overnight stays.
- Consider strategies for engaging coalitions who may not be fully formed and may be in need of greater infrastructure support. Few respondents indicated interest in training related to understanding coalition basics or managing and resolving conflict. It is possible that coalitions experiencing these challenges would have been under-represented in this data collection effort.
- Consider strategies for increasing response rate for coalitions who were not well represented. Some RPCs were successful in sending personalized, individualized emails to coalition coordinators asking them to coordinate the survey within their coalition. Others had success when the RPC could be present for the administration of the survey at a coalition meeting. Based on the feedback from RPCs, Wilder will work with the RPCs to administer the survey in March 2013, rather than May.