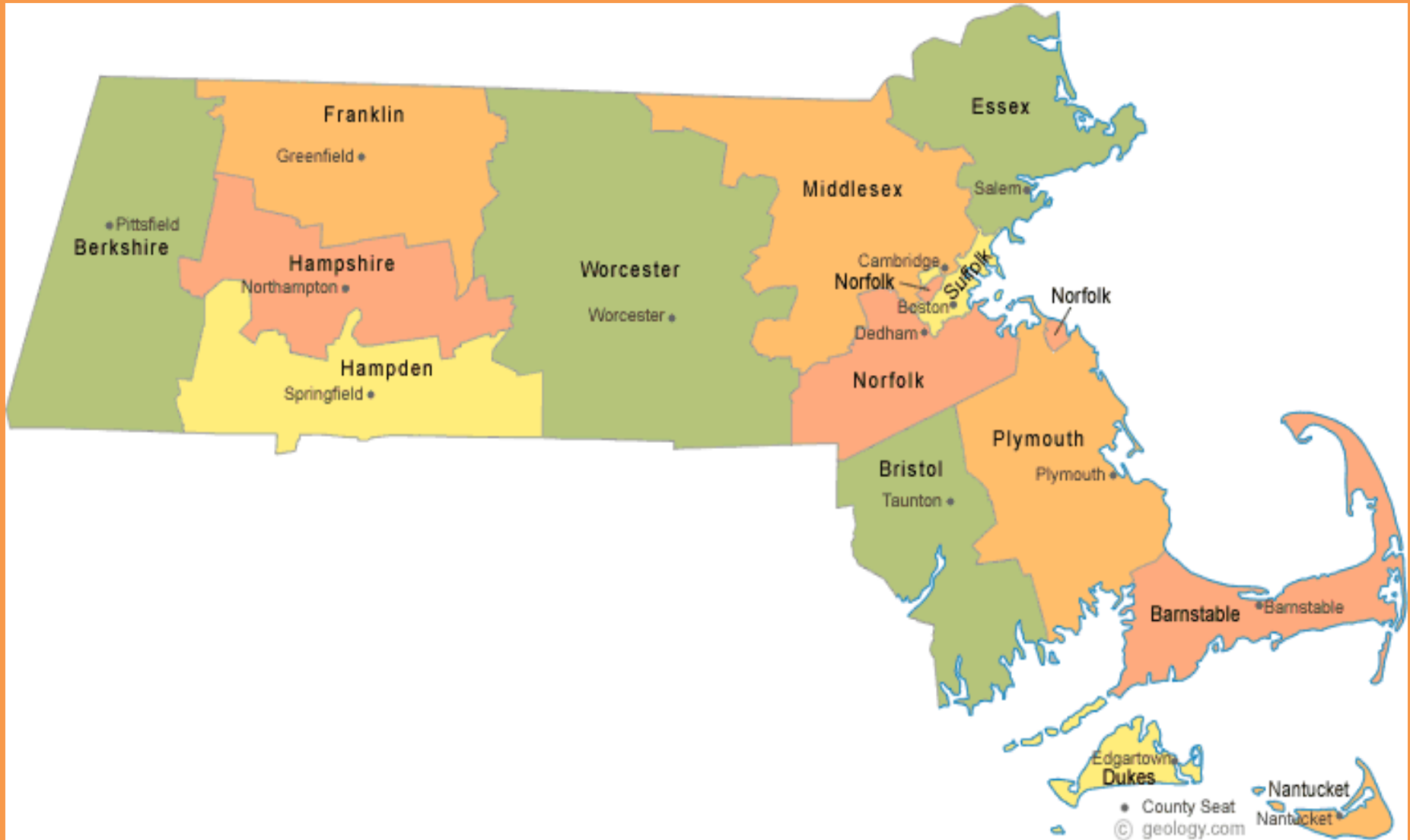
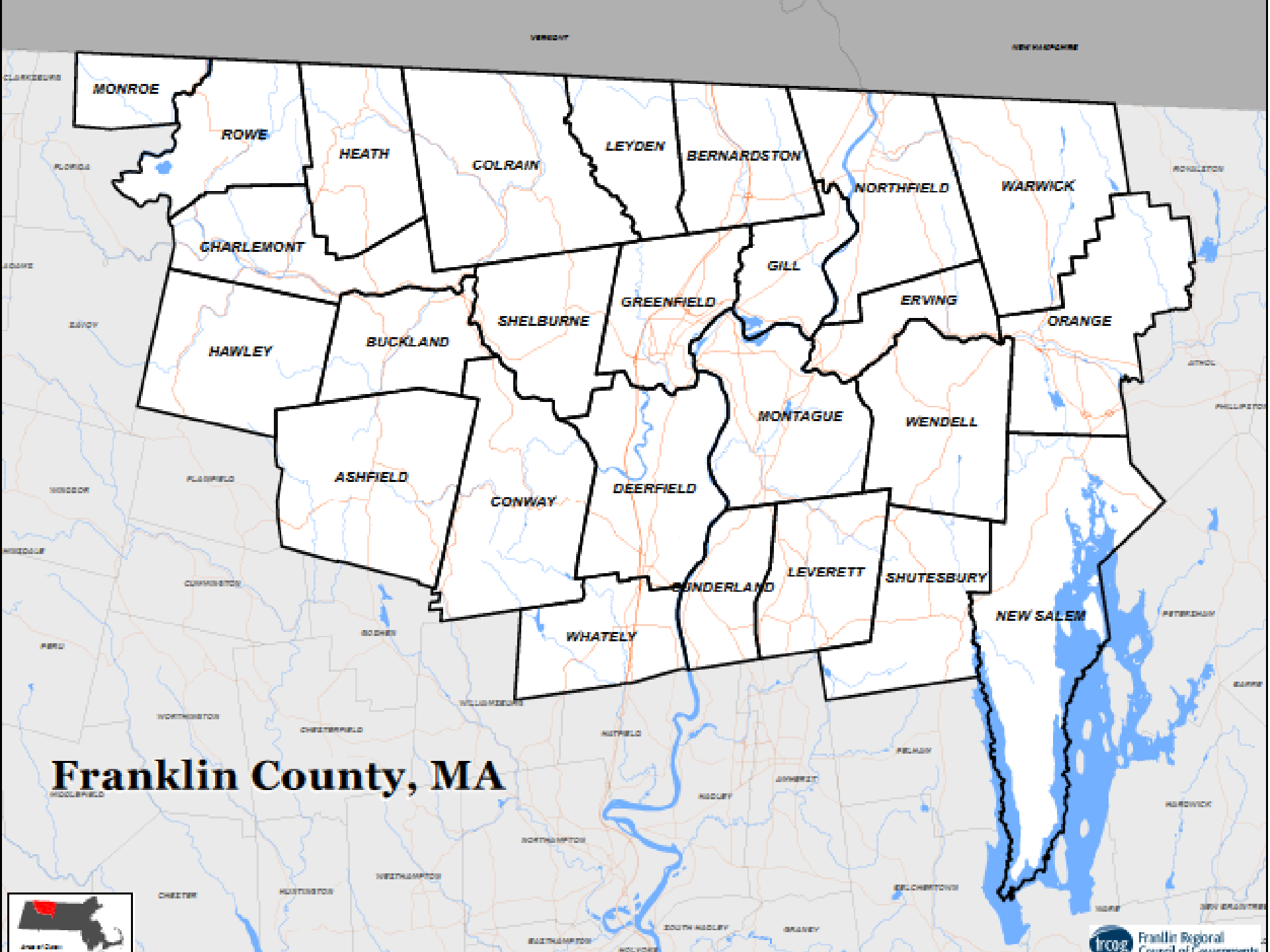


# Greetings from WESTERN MASSACHUSETTS



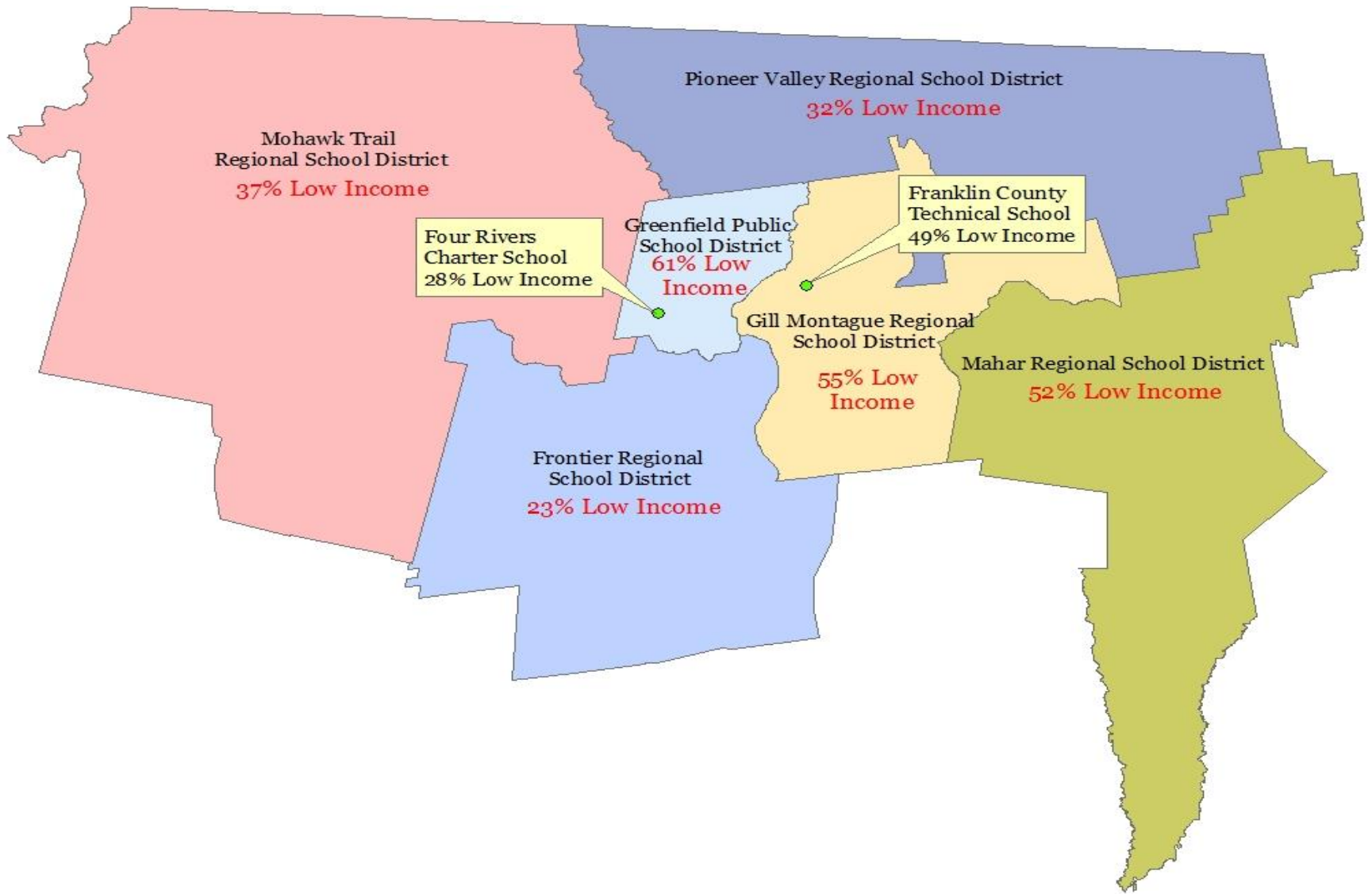
# Franklin County, Massachusetts





# Franklin County, MA





Mohawk Trail  
Regional School District  
37% Low Income

Pioneer Valley Regional School District  
32% Low Income

Four Rivers  
Charter School  
28% Low Income

Greenfield Public  
School District  
61% Low  
Income

Franklin County  
Technical School  
49% Low Income

Gill Montague Regional  
School District  
55% Low  
Income

Frontier Regional  
School District  
23% Low Income

Mahar Regional School District  
52% Low Income



# Communities that Care

Prevention Works. It's working Here.

# Communities that Care

Prevention Works. It's working Here.

The Communities That Care Coalition's **vision** is that Franklin County and the North Quabbin Region be a place where young people are able to reach their full potential and thrive with ongoing and coordinated support from schools, families, and the community.

The Communities That Care Coalition's **mission** is to bring together schools, families, youth, and the community to promote protective factors, reduce risk factors, prevent substance use and other risky behaviors, and increase healthy eating and active living to improve young people's ability to reach their full potential and thrive.

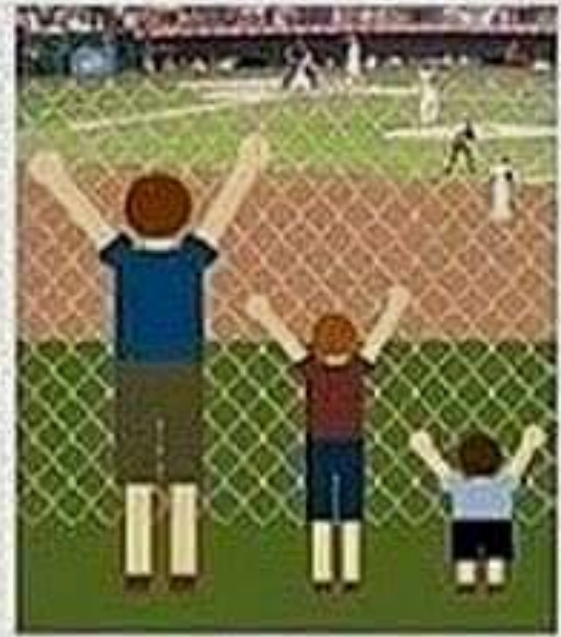
# New Focus on Health Equity



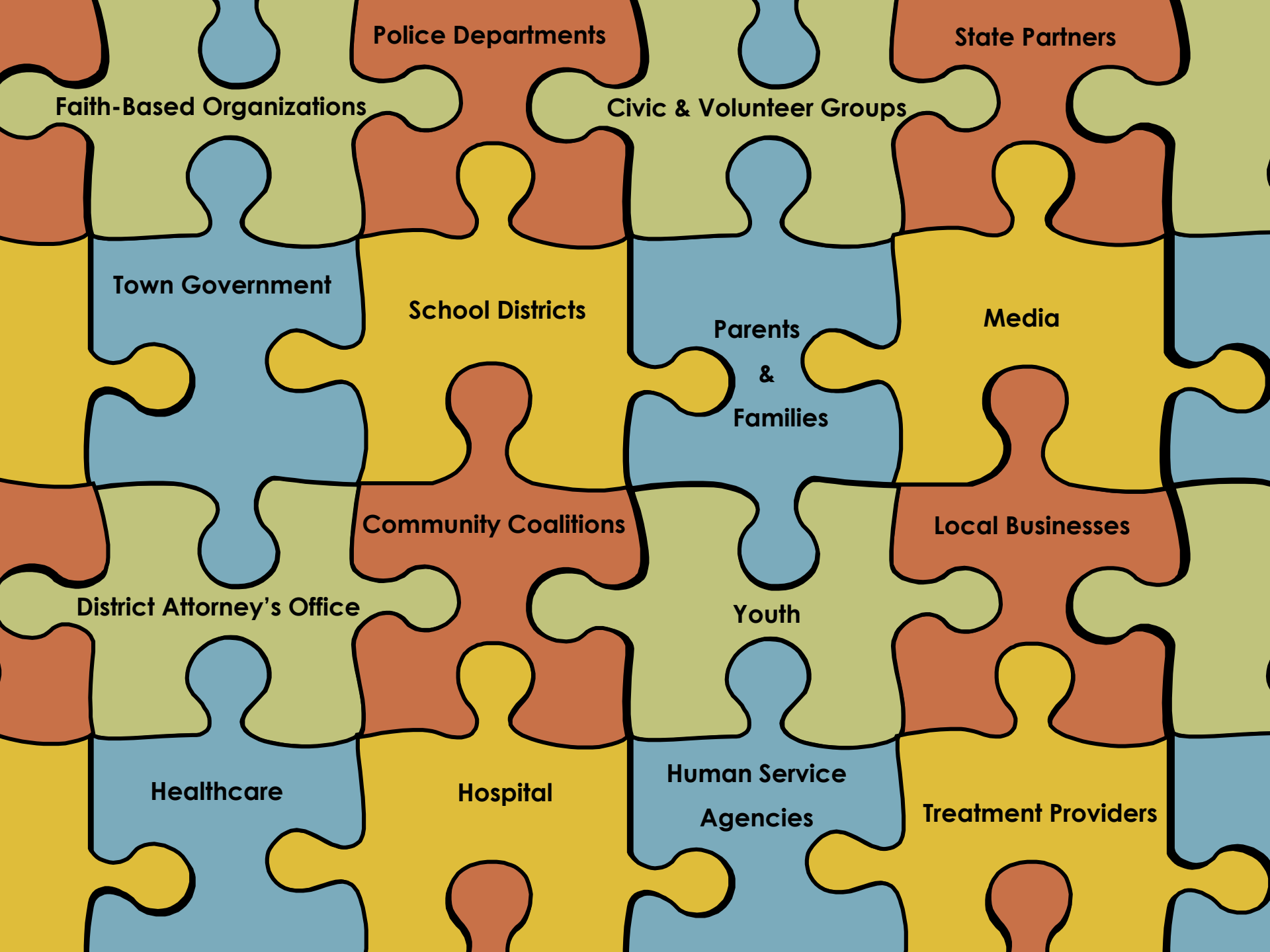
In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.



Police Departments

State Partners

Faith-Based Organizations

Civic & Volunteer Groups

Town Government

School Districts

Parents  
&  
Families

Media

Community Coalitions

Local Businesses

District Attorney's Office

Youth

Healthcare

Hospital

Human Service  
Agencies

Treatment Providers





**Building Protection: The Social Development Strategy**

The goal...  
**Healthy behaviors**  
for all children and youth

Start with...  
**Healthy beliefs & clear standards**  
...in families, schools, communities and peer groups

Build...  
**Bonding**  
■ Attachment    ■ Commitment  
...to families, schools, communities and peer groups

By providing...  
**Opportunities**

...in families, schools, communities and peer groups

By providing...  
**Skills**

By providing...  
**Recognition**

And by nurturing...  
**Individual characteristics**

## Risk Factors

## Adolescent Problem Behaviors

### Community

	Substance Abuse	Delinquency	Teen Pregnancy	School Drop-Out	Violence
Availability of drugs	●				●
Availability of firearms			●		●
Community laws and norms favorable toward drug use, firearms, and crime	●	●			●
Media portrayals of violence					●
Transitions and mobility	●	●		●	
Low neighborhood attachment and community disorganization	●	●			●
Extreme economic deprivation	●	●	●	●	●

### Family

Family history of the problem behavior	●	●	●	●	●
Family management problems	●	●	●	●	●
Family conflict	●	●	●	●	●
Favorable parental attitudes and involvement in the problem behavior	●	●			●

### School

Academic failure beginning in late elementary school	●	●	●	●	●
Lack of commitment to school	●	●	●	●	●

### Peer and Individual

Early and persistent antisocial behavior	●	●	●	●	●
Rebelliousness	●	●		●	
Friends who engage in the problem behavior	●	●	●	●	●
Gang involvement	●	●			●
Favorable attitudes toward the problem behavior	●	●	●	●	
Early initiation of the problem behavior	●	●	●	●	●
Constitutional factors	●	●			●

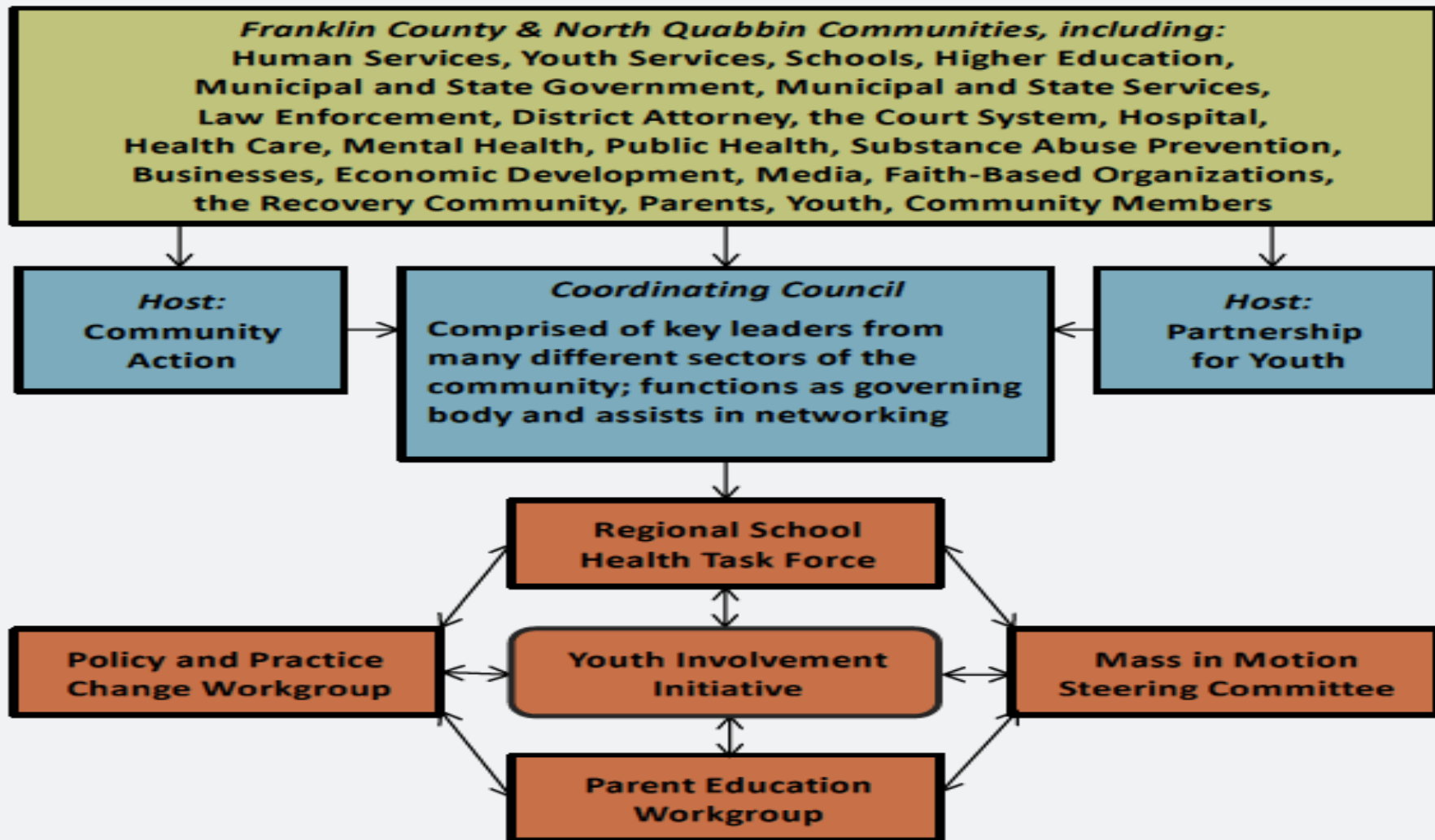
# Communities that Care

Prevention Works. It's working Here.

## Prioritized Risk Factors

- **Community Laws and Norms Favorable to Substance Use**
- **Parental Attitudes Favorable to Substance Use**
- **Family Management Problems**
- **Perceived Risk of Harm from Substance Use**

## Communities That Care Coalition Organizational Chart



The Coordinating Council & workgroups meet approximately monthly.  
The Full Coalition (all workgroups, the Coordinating Council and any interested community members) meets twice annually.

The Youth Involvement Initiative is currently under development.

# Data for Decision Making

Annual Regional Teen Health Survey (all 9 public middle and high school districts in our region)

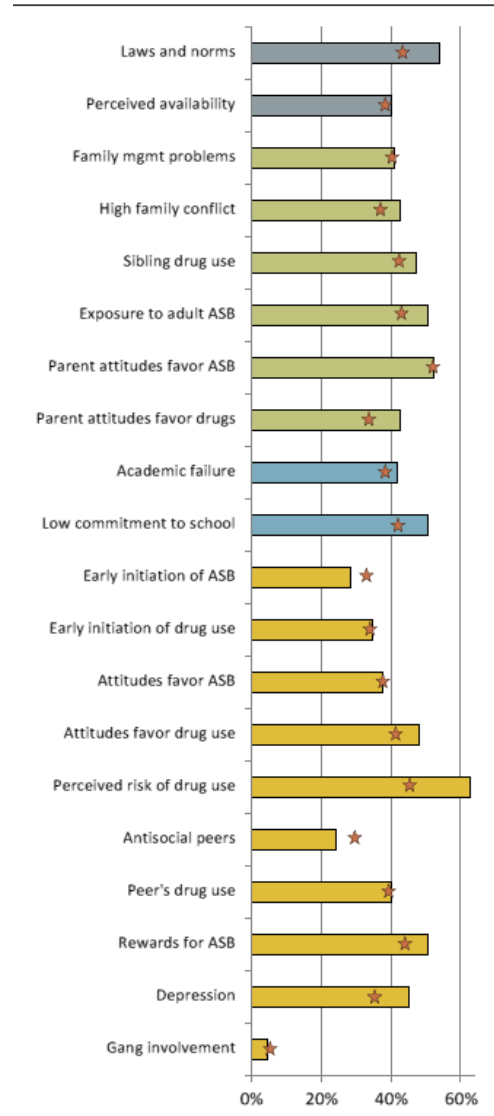
**Most local teens are choosing  
NOT to use!**

**7 out of 10  
don't drink**

**8 out of 10  
don't use marijuana**

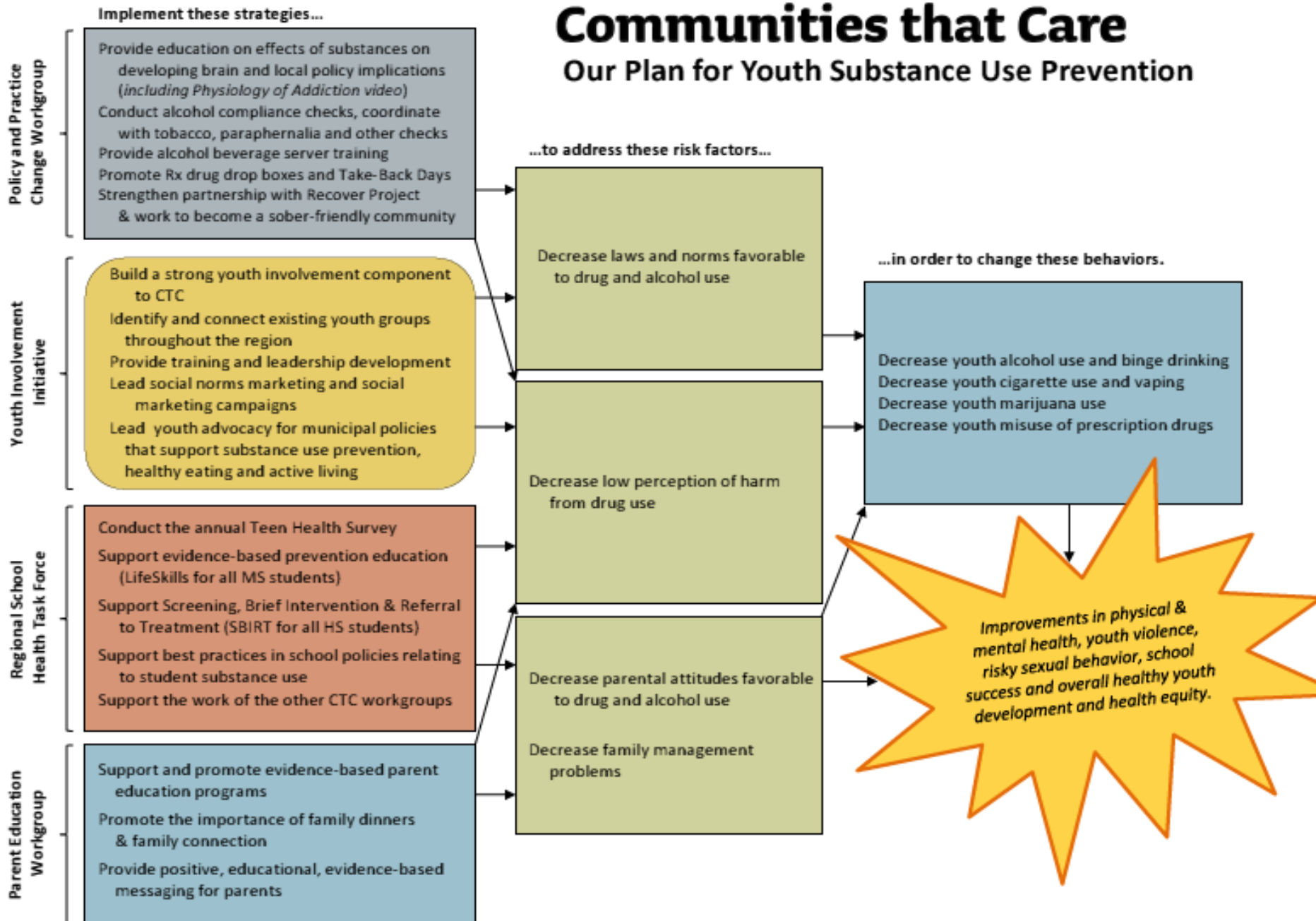
**9 out of 10  
don't smoke cigarettes**

**9 out of 10  
don't misuse prescription drugs**

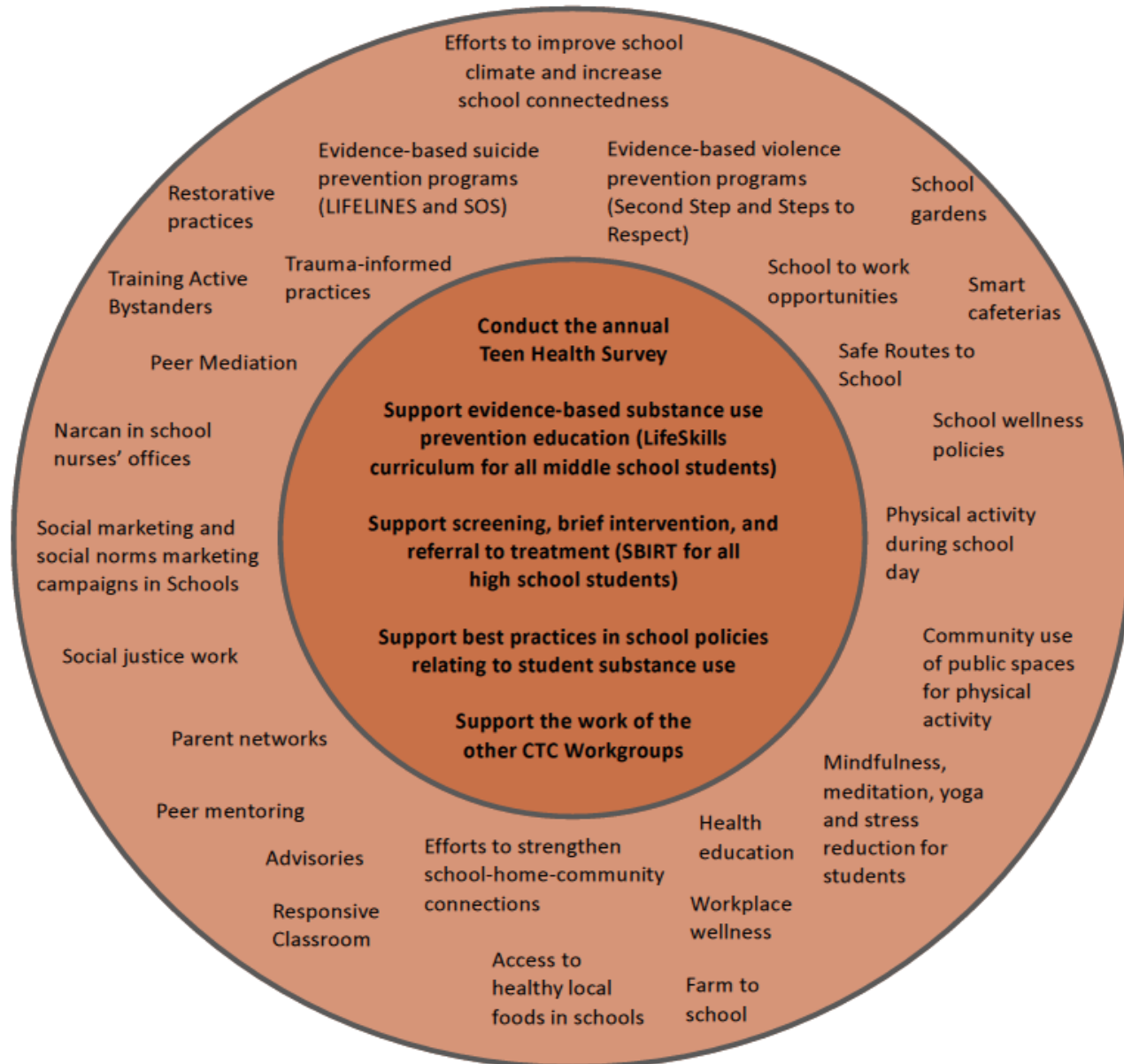


# Communities that Care

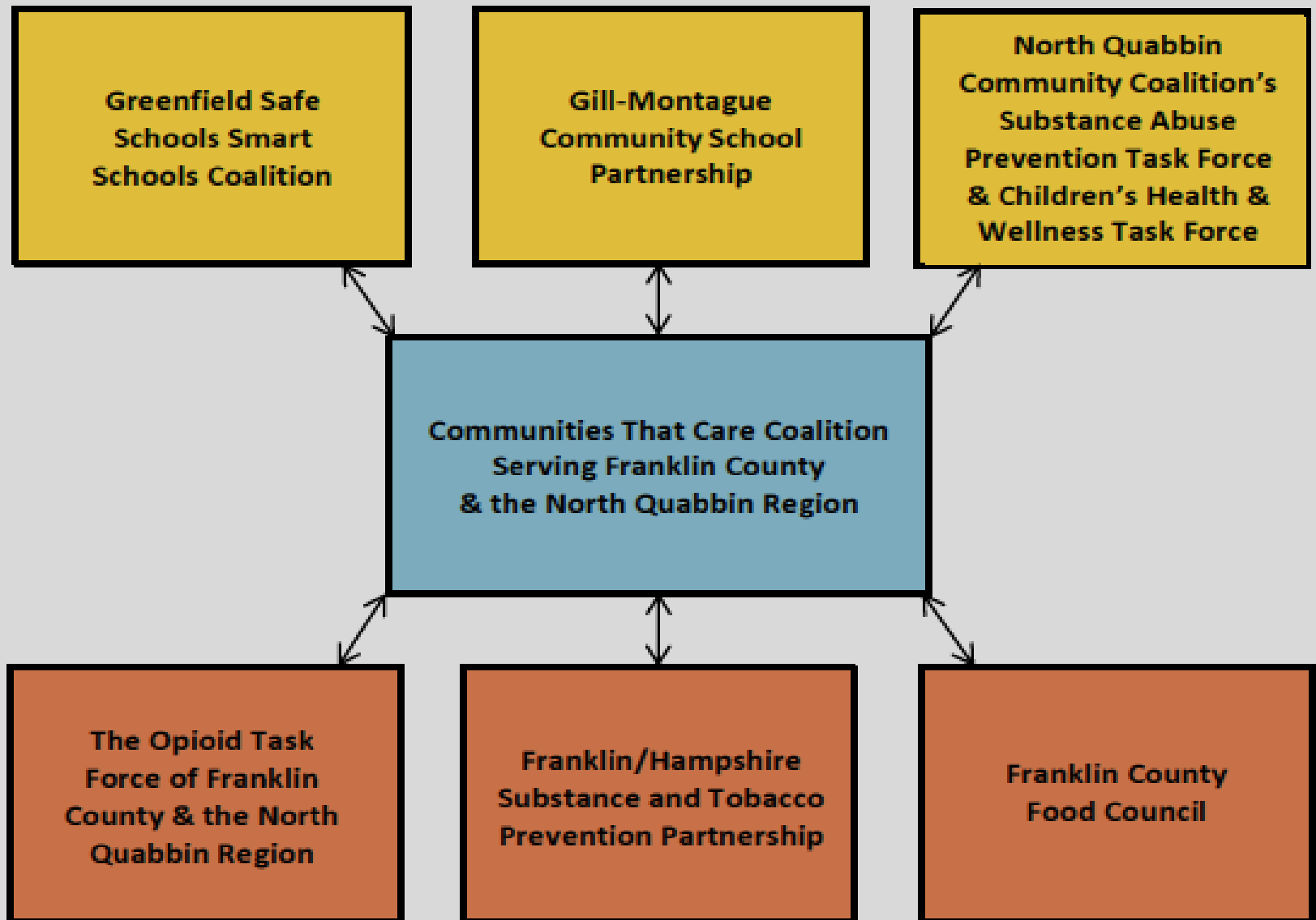
## Our Plan for Youth Substance Use Prevention



# Regional School Health Task Force



## How We Connect to Other Groups

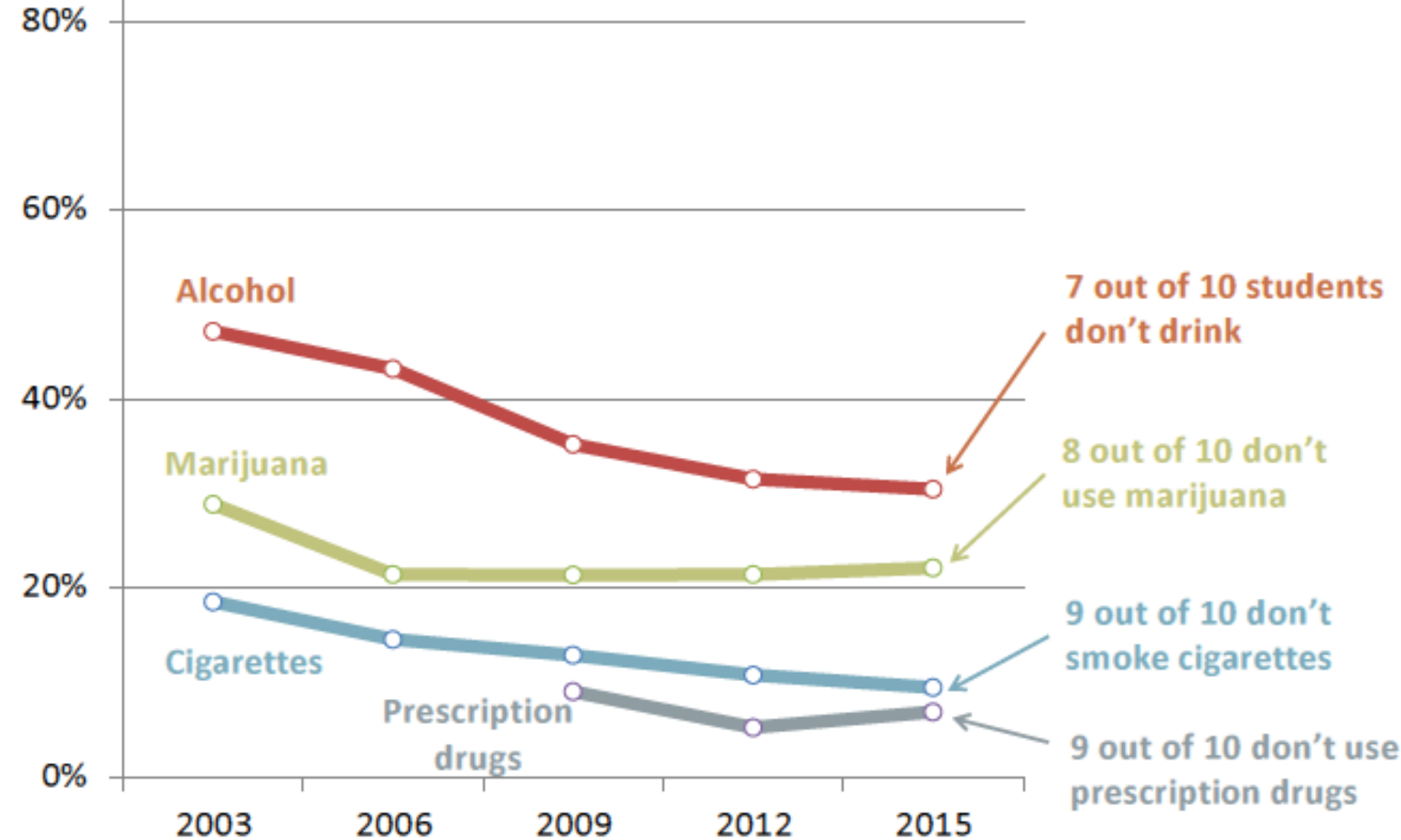




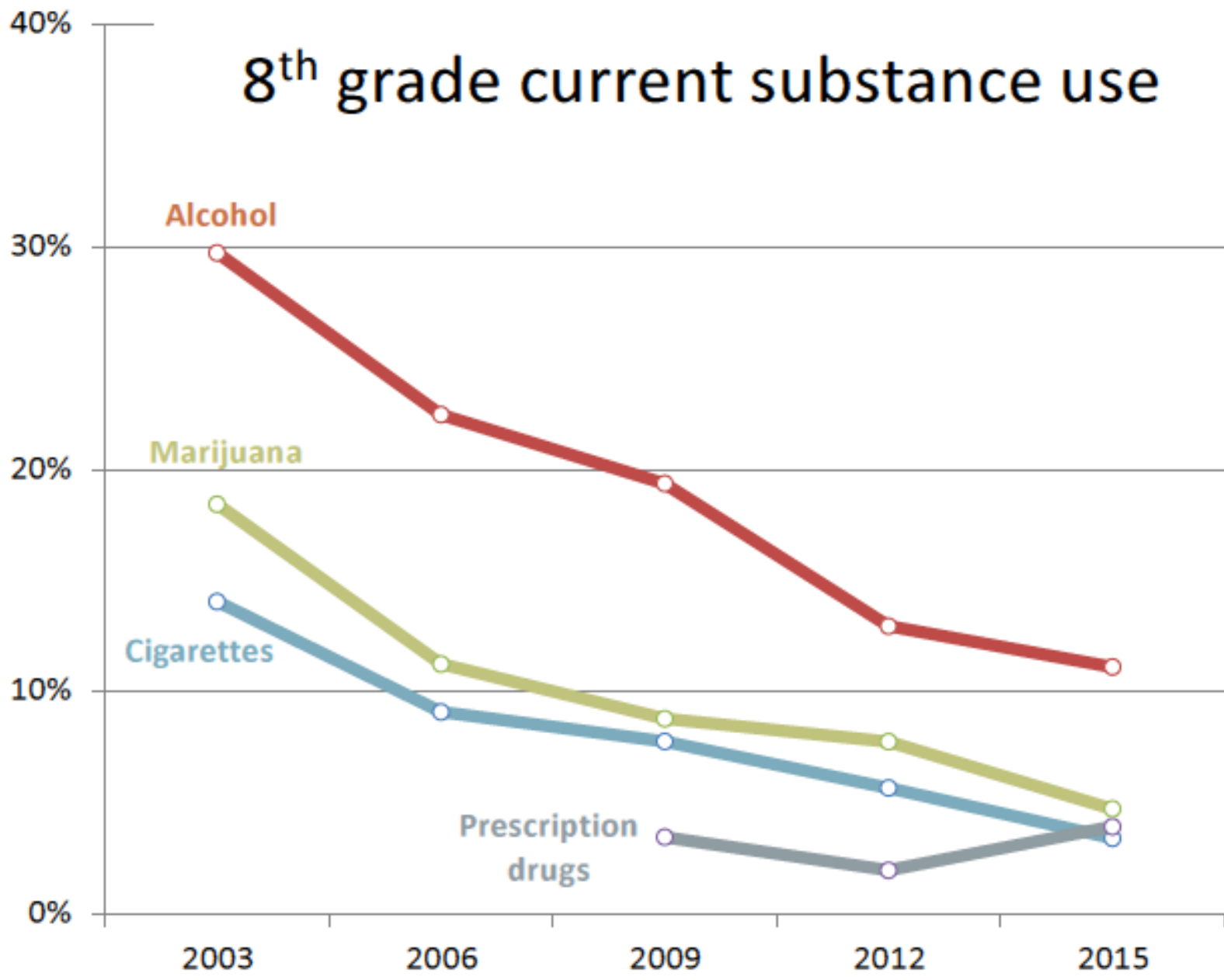
# Outcomes

## Local youth substance use Trends in current (past 30 day) use

FC/NQ PNA, 2003-2015.  
Data for original 5 districts.  
8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> grades  
combined, weighted  
to reflect enrollments.



# 8<sup>th</sup> grade current substance use



FC/NQ PNA. Data for original 5 districts.

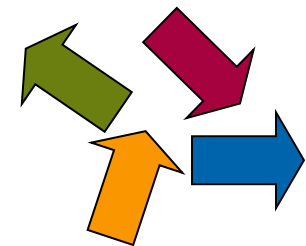
**Collective Impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.**

# Traditional Approaches Are Not Solving Our Toughest – Often Complex – Challenges

- Funders select **individual grantees**
- Organizations **work separately** and **compete**
- **Evaluation** attempts to **isolate** a particular organization's impact
- Large scale change is assumed to depend on **scaling organizations**
- Corporate and government sectors are often **disconnected** from foundations and nonprofits

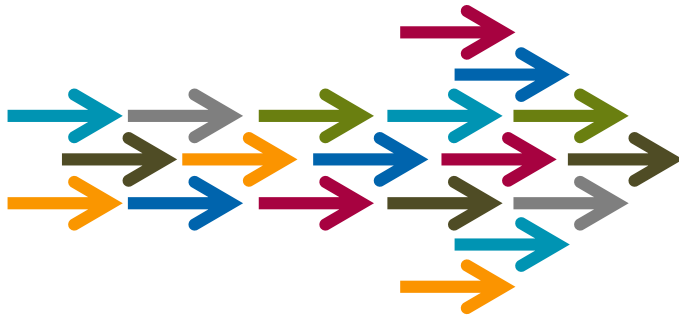


## Isolated Impact



# Imagine a Different Approach – Multiple Players Working Together to Solve Complex Issues

## Collective Impact



- Understand that social problems – and their solutions – arise from **interaction of many organizations within larger system**
- **Cross-sector alignment** with government, nonprofit, philanthropic and corporate sectors as partners
- **Organizations actively coordinating** their action and sharing lessons learned
- All working toward the **same goal and measuring the same things**

# Communities that Care Embodies the Five Conditions for Collective Impact



**Common Agenda**



**Shared  
Measurement**



**Mutually Reinforcing  
Activities**



**Continuous  
Communication**



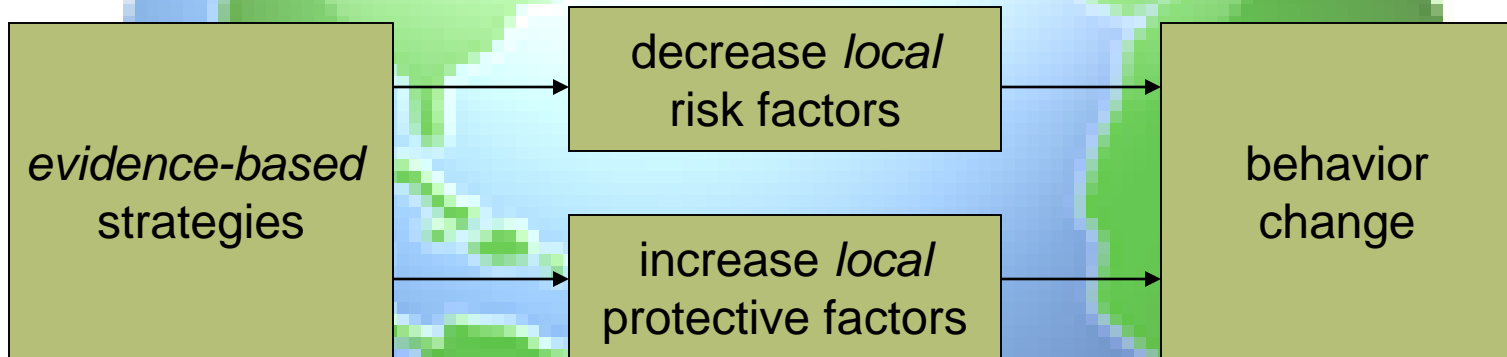
**Backbone  
Organizations**



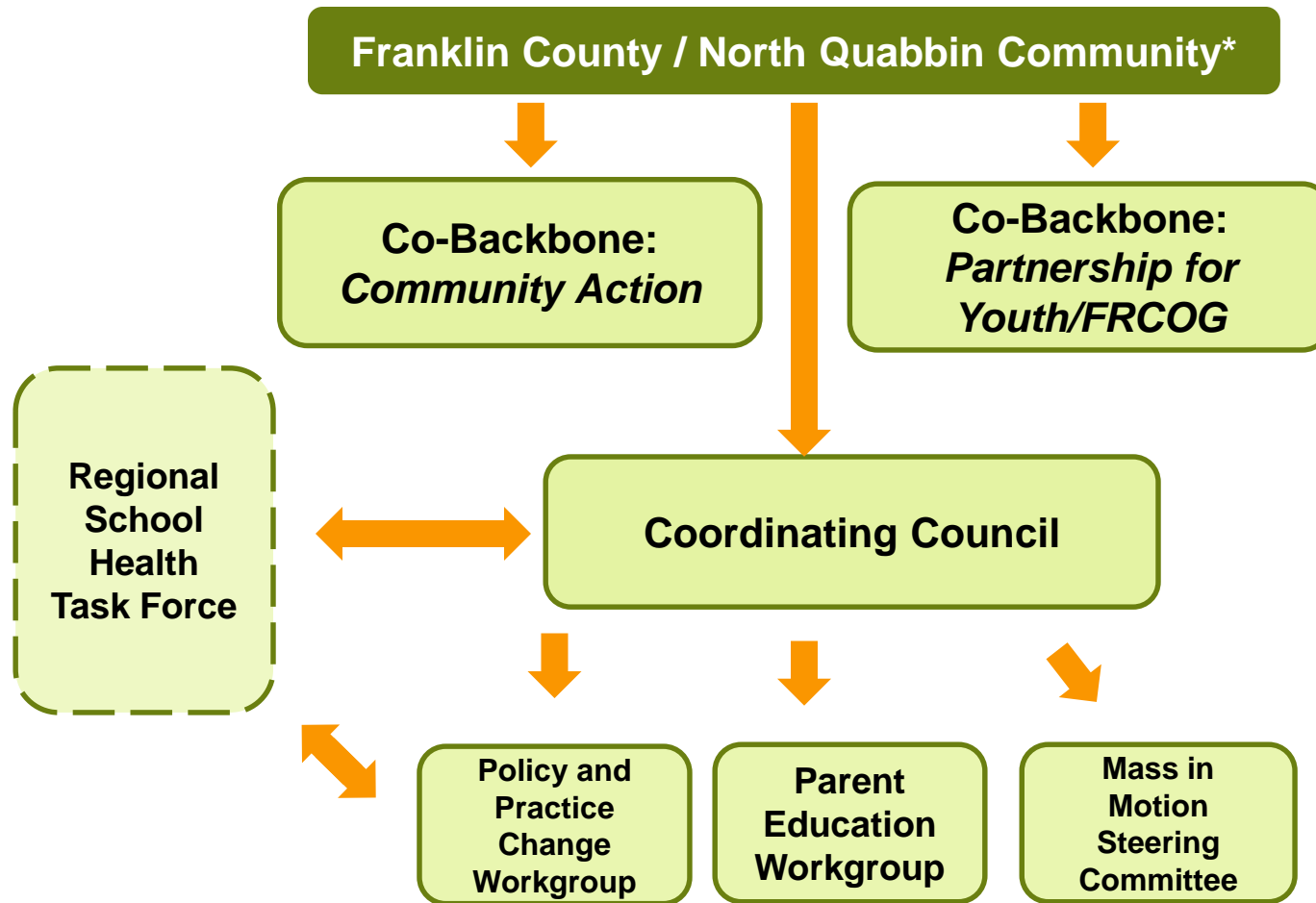
# Our Approach



Changes in policies,  
systems,  
and the environment



# The “Communities That Care” Coalition Has a Set Structure Including 2 Co-Backbone Organizations, a Coordinating Council and Working Groups



***Workgroups and Coordinating Council meet monthly while the full coalition (workgroups, coordinating council, and community) meets twice annually***



# Cascading Levels of Collaboration Simultaneously Produce Breadth and Depth of Impact That Combine to Amplify Impact

## Depth of Impact through Vertical Alignment

- Cross-sector leaders formulate a **common agenda**
- The core strategy then translates into **key program initiatives**, each with a set of **workgroups**
- Workgroups carry out work at the ground-level while **maintaining a common focus** and **set of objectives**

## Breadth of Impact through Horizontal Coordination

- Backbones guide working groups in creating **aligned** and **coordinated** action across multiple organizations
- Groups tackle **many different dimensions** of a complex social problem **at once**
- Multi-dimensional approach **amplifies impact** across sectors / geographies

## Adoption Beyond the Central Scope of Impact

- As working groups engage with outside organizations and share progress, **the circle of alignment grows**
- External stakeholders **adopt new practices aligned** with the effort

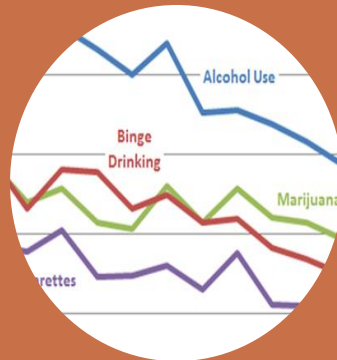
***An initiative's impact can reverberate throughout the system through its adoption by external stakeholders***

# Current Workgroups

## Coordinating Council



Parent Education Workgroup



Regional School Health Task Force



Policy and Practice Change Workgroup



Mass in Motion Steering Committee

# Communities That Care's Backbone Function

Guide Vision and Strategy

Establish Shared Measurement Practices

Support Aligned Activities

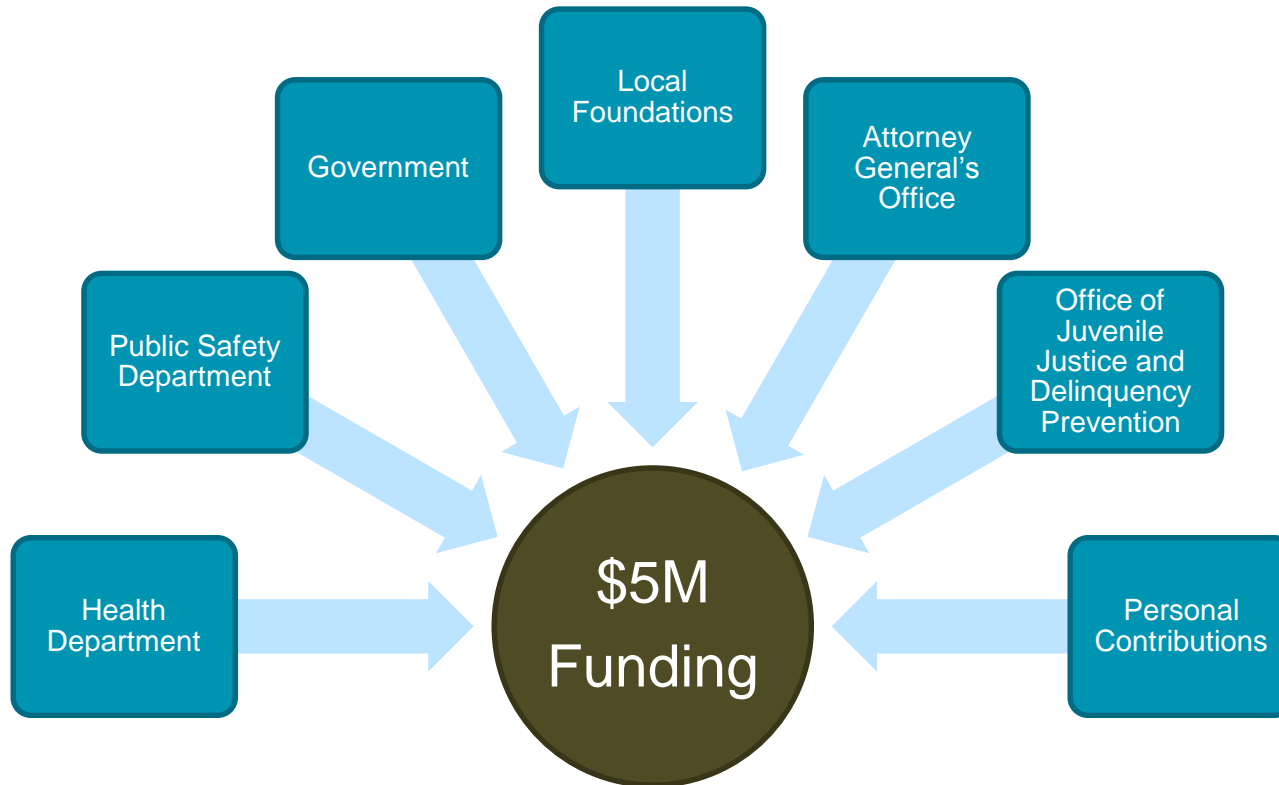
Mobilize Funding

Build Public Will

Advance Policy

*Tension between coordinating and maintaining accountability, while staying behind the scenes to establish collective ownership*

# Collective Impact Efforts Were Leveraged by Gathering Funding from Multiple Sources



***Since 2002, CTC has mobilized nearly \$5 Million in funding from various sources***

# Communities that Care

COALITION

*of Franklin County and the North Quabbin*

**Rachel Stoler**

Community Health Program Manager  
Partnership for Youth Co-coordinator

**Corey Sanderson**

Minister, Second Congregational Church  
Interfaith Council of Franklin County