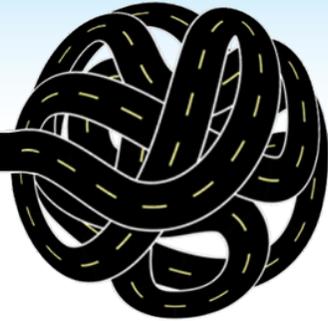


# **Drugs & Driving**

*Being smart, safe and supportive*



**Guide for Community Coalitions**

**Drugs & Driving** is an innovative program that seeks to encourage diverse parts of a community to band together to increase

- ✓ personal and public literacy around impaired driving,
- ✓ collective ownership of the phenomenon of impaired driving in society, and
- ✓ social support for young drivers and passengers to help them avoid impaired-driving situations.

The program involves two components. The first is a set of learning activities for Grade 10 students – supported by an interactive website – through which students learn to develop social marketing materials to influence peers and the wider community. The second component involves a coalition of community organizations helping to implement a social marketing campaign in their community using materials developed by the students.

This guide is for individuals and groups wanting to support local Grade 10 students in mobilizing the social marketing strategies and tools developed to address impaired-driving as part of the classroom module.

### ***A brief word on a community response to drug-impaired driving***

Expanded literacy is more than just greater awareness of certain items of information about drug-impaired driving. It refers to increased ability to access and relate to such learning material in a manner that improves and promotes health for oneself and others. It means people not only build up their own skill set and resilience against harmful behaviours, but also become better equipped to appreciate and act positively on the range of influences that impact choices and actions for them and fellow citizens.

Since personality and lack of awareness are only two of the many factors that contribute to drug-impaired driving, community efforts must go beyond a focus on the individual in order to be effective. People, after all, are not isolated, independent, solely self-determining entities.

Our choices and behaviours are influenced by our relationships and environment. Therefore, the campaign should address a plurality of fronts involving individual capacity, social support and cultural context.

The community outreach phase of Drugs & Driving gives communities an opportunity to mobilize around a worthy cause. It also allows adults in a community to demonstrate appreciation for its youth as contributors to public well-being, supporting them in their development as engaged citizens. What is more, it increases incentive and enhances capacity for future joint initiatives aimed at addressing related issues.

***If frogs in a pond were exhibiting behaviour that was dangerous or harmful to other frogs, we would not simply examine the frogs. We would wonder what was happening in and around the pond. We need to take this same approach with drugs and driving in our communities.***

The campaign should aim to

- ✓ help individuals take responsibility for their actions, make wise choices, and build effective support networks, and
- ✓ influence the community to address the conditions that lead to drug-impaired driving and promote a social environment that encourages safe, responsible action

*For more detail see the Project Backgrounder on [drugsanddriving.ca](http://drugsanddriving.ca).*

### ***Keys to disseminating students' social marketing messages***

There is no “one way” to launch and expand upon students’ social marketing messages in a community. Each community is unique in its resources, organizational arrangements, established conventions of civic life, discourse and action.

But all involved adults in a community may want to try to build relationships with other leaders and sponsors, in particular those who

- ✓ have proven reputations or show real promise in assembling, organizing and mobilizing others,
- ✓ will enthusiastically endorse the initiative and identify with its perspective and approach, and
- ✓ will encourage purposeful collective action to improve how the community itself shapes the landscape around impaired driving.

A diverse group of stakeholders with a common vision, relationship-building skills, expertise, eagerness to make a positive difference, and willingness to learn together can inspire a local population to increasingly embrace healthier attitudes and behaviours related to drugs and driving.

Some things the community coalition might undertake include

- ✓ ensuring a selection of student-developed materials is utilized in a local multi-media campaign,
- ✓ providing awards to students for the best products, and
- ✓ planning complementary activities in the community.

### ***Markers of progress***

#### **1. Breadth of participation**

The broader the range of stakeholders, the more likely a community campaign is to be successful in generating public attention, fruitful discussion and constructive decision-making. And the more sincerely invested the stakeholders, the better the chances that real change will occur. In other words, it is best to avoid tokenism that serves only to secure customary figureheads or politically-correct diversity. A better bet is to recruit leaders who will work hard to encourage their circles to become involved.

Ideally, your community coalition will include solid representation of enthusiastic stakeholders from such sectors as

- ✓ local government
- ✓ commerce/business
- ✓ school community (administrators, teachers, counsellors)
- ✓ hospitality industry
- ✓ public recreation
- ✓ health and social services
- ✓ civic transportation
- ✓ neighborhood associations
- ✓ parent groups
- ✓ cultural bodies
- ✓ faith communities
- ✓ law enforcement
- ✓ media agencies
- ✓ other

## **2. Quality of collaboration**

Equitable, meaningful and productive involvement of stakeholders is necessary for a collaborative effort to be truly successful. This requires that there be a process in place that empowers community coalition members (a) to contribute to the identification of the factors in your community that might lead young people to drive while impaired and (b) to create solutions involving individuals and the wider community. The best leadership styles and management processes are those oriented toward implementing an interdependent partnership, sharing authority and responsibility, and jointly defining strategy and methods.

Ideally, your community coalition will involve stakeholders committed to

- ✓ learning together
- ✓ supporting and supplementing each other
- ✓ becoming integrally involved in design and delivery
- ✓ engaging in (and enjoying) the process, to the best of their ability
- ✓ recognizing and applauding the efforts of others

## **3. Diversity in promotion**

Reaching different people in a community requires using various vehicles of communication and tailored messaging that matches particular audiences, all the while maintaining consistency on major campaign themes. The campaign might involve promoting awareness messages, examining social norms or institutional policies, changing sales and service practices or developing transportation alternatives, to name just a few of the options. Embracing diversity rather than uniformity in promotion allows for broader and more effective coverage.

Ideally, your campaign will

- ✓ employ diverse media in creative and innovative ways
- ✓ deliver messages that match the target audience(s)

- ✓ address a range of factors (individual features, interpersonal connections, institutional conditions, community norms and societal contexts)

### ***Measuring the Impact***

While it is impossible to predict with certainty the outcome of any attempt to change individual human behaviour and social culture, indicators of change related to substance-impaired driving may be observable.

Ideally, your campaign will result in heightened intentionality and enhanced capacity to make a positive difference, meaning you will see evidence of

- ✓ increased familiarity with issues related to drugs and driving
- ✓ more constructive discussion within the community of matters related to drugs and driving
- ✓ increased readiness to explore and pursue a variety of strategies to reduce impaired driving
- ✓ a balance in emphasis between individual responsibility and social support
- ✓ developments in the local environment that specifically address impaired driving
- ✓ increased collaboration among citizen groups (including students) in addressing social issues

### ***Last word on the collective community response to drug-impaired driving***

Drug-impaired driving is a behaviour that can be discouraged, and its negative impact diminished. Participating in a Drugs & Driving social marketing campaign can contribute to that end. By collaborating with others in the manner and spirit sketched out in this guide, you can help to reduce impaired-driving rates in your community.

### ***Some tools to help***

This Guide includes three tools (also provided as separate worksheets on the website) to further assist communities in conducting and evaluating their own campaign.

- ✓ The **Community Social Marketing Strategy Form** helps coalitions clearly articulate and document their campaign's overall goal, targeted audiences, key messaging and particular vehicles for conveying that message.
- ✓ The **List of Members in the Community Coalition** helps track the extent to which it is including stakeholders in the campaign and the way in which it is involving them in the endeavor.
- ✓ The **Community Coalition Self-Assessment** provides a means to gauge the quality of participation in the initiative. This form can be distributed among coalition members for stakeholder representatives to fill out and return in a manner that preserves anonymity and facilitates constructive dialogue.

## COMMUNITY SOCIAL MARKETING STRATEGY FORM

<b>Focus/Vision</b> (a statement that sets out what your community coalition would like to achieve)		
<b>Audiences</b> (Identify several audiences—groups of people—that you need to engage in order to reduce substance impaired driving among young people in your community)	<b>Goal or key message</b> (What does the particular audience need to know or do?)	<b>Mechanisms or tools</b> (What specific tools or mechanisms will you use to ensure that you reach the audience with the message?)
<b>Young drivers</b>		
<b>Other young people</b>		
<b>Community group 1*</b>		
<b>Community group 2*</b>		
<b>Community group 3*</b>		
<b>Community group 4*</b>		

\*Community groups might include any group your coalition identifies as able to either influence the behaviour of young drivers or shape the social, cultural or physical environment in ways that discourage impaired driving.



## COMMUNITY COALITION SELF-ASSESSMENT

	Strongly Disagree	Disagree	Neutral or no opinion	Agree	Strongly Agree
1. People involved in our community coalition (i.e., members) always trust one another.	1	2	3	4	5
2. I have a lot of respect for the other people involved in our community coalition.	1	2	3	4	5
3. The people involved in our coalition represent a cross section of those who have a stake in what we are trying to accomplish.	1	2	3	4	5
4. All the organizations that we need to have involved in our community coalition are involved.	1	2	3	4	5
5. Everyone who is a member of our community coalition wants this project to succeed.	1	2	3	4	5
6. The level of commitment among our community coalition members is high.	1	2	3	4	5
7. There is a high level of participation among people in our community coalition.	1	2	3	4	5
8. There is a sense of shared authority and responsibility among people in our community coalition.	1	2	3	4	5
9. People in our community coalition have a clear sense of their roles and responsibilities.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral or no opinion	Agree	Strongly Agree
10. There is a clear process for making decisions among the people in our coalition.	1	2	3	4	5
11. People in our coalition communicate openly with one another.	1	2	3	4	5
12. The people who lead our community coalition communicate well with the people in our coalition.	1	2	3	4	5
13. I have a clear understanding of what our coalition is trying to accomplish (i.e., its goals).	1	2	3	4	5
14. People in our community coalition know and understand our coalition's goals.	1	2	3	4	5
15. People in our community coalition work collaboratively to define our strategy and methods.	1	2	3	4	5
16. Our community coalition empowers members to contribute to developing creative and innovative solutions to the problems we are trying to address.	1	2	3	4	5
17. The people in our community coalition are dedicated to the idea that we can make this project work.	1	2	3	4	5
18. The people in leadership positions for our coalition have good skills for working with other people and organizations.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral or no opinion	Agree	Strongly Agree
19. In order to achieve our goals, people in our coalition work to build relationships with other leaders and stakeholders.	1	2	3	4	5

20. Our community coalition has the capacity to inspire the local population.	1	2	3	4	5
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21. The top three ways in which our community coalition could strengthen its capacity to achieve its goals are:

(1) \_\_\_\_\_  
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(2) \_\_\_\_\_  
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 \_\_\_\_\_  
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(3) \_\_\_\_\_  
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This Community Coalition Self-Assessment has been adapted in part from a pre-existing tool developed by others: Amherst H. Wilder Foundation (2001). *Wilder Collaboration Factors Inventory*.

