‘Communi-versity’

Campus and Community Collaboration to Address Substance Misuse
Creative Collaboration

The Eastern Illinois University (EIU) Mayhem Prevention Team

• EIU Office of Student Standards
• EIU Police Department
• Charleston Police Department
• Student Community Service
• Health Education Resource Center
Welcome

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- Author, Speaker, Trainer
- Father
AGENDA

• Starting the Journey
• Assessing Readiness
• Building Your Team
• Strategies to Engage
Starting the Journey
Benefits of Collaboration

• Increases your access to local resources
• Helps you build prevention knowledge
• Gets more done
• Sustains your prevention efforts

Collaboration is the only way to move the prevention needle.
Principles of Collaboration

• Intentional
• Requires flexibility
• Must be mutually beneficial
• One size does not fit all
• A journey, not a destination
• It takes time to build
Let’s Hear From You

Who currently has a campus & community coalition?
Strategic Prevention Framework
Are You Ready?

- Assessing Readiness -
Begin With Assessment

- Problems
- Magnitude
- Risk and protective factors
- Assets, gaps, and readiness
Readiness Defined

The degree to which a community is willing and prepared to address prevention needs.

Factors that affect readiness include:

- Knowledge of the substance use problem
- Existing efforts to address the problem
- Availability of local resources
- Support of local leaders
- Community attitudes toward the problem
Why Assess Readiness?

Partners’ readiness to collaborate can be assessed according to the following criteria:

- Motivation to engage
- Connection to prevention issue(s) and related problems
- Capacity to engage
Let’s Hear From You

How would you rate your community’s readiness to address underage drinking?

What would be a next step to begin to assess readiness in your community?
Building Your Team
☐ Do your homework
☐ Establish a relationship
☐ Develop your elevator pitch
☐ Choose a delivery approach
Who Should be Part of the Solution?
Analyzing Stakeholders

- **Low Interest, Low Influence**
- **High Interest, High Influence**
- **Low Interest, High Influence**
- **High Interest, Low Influence**

Stakeholder Influence: High to Low

Stakeholder Interest: Low to High
Analyzing Stakeholders: Where are they?

- Low Interest, Low Influence
- High Interest, Low Influence
- Low Interest, High Influence
- High Interest, High Influence

Stakeholder Influence

Stakeholder Interest
Analyzing Stakeholders: What’s their role?

- **Low Interest, Low Influence**: Those you need to keep informed
- **High Interest, Low Influence**: Those you need to involve and consult
- **Low Interest, High Influence**: Powerful stakeholders you need to engage
- **High Interest, High Influence**: Partners you need to collaborate with
Engaging Stakeholders

- Low Interest, Low Influence: Inform, Consult
- Low Interest, High Influence: Inform, Consult
- High Interest, Low Influence: Inform, Consult
- High Interest, High Influence: Inform, Collaborate
Let’s Hear From You

What new stakeholder(s) might help you strengthen or sustain your prevention efforts?
Do your homework
Establish a relationship
Develop your elevator pitch
Choose a delivery approach
Tools & Strategies to Inform, Consult, and Collaborate

**Inform**
- Meeting or training
- Infographic or fact sheet
- Media or op-ed

**Consult**
- Key informant interview
- Focus group
- Expert reviewer
- Champion
- Survey
**Persuasive Language**

- Logos, pathos, ethos
- Examples or testimonials
- “What if” scenarios
- Positioning
Let’s Hear From You

What strategies have been most effective for you in engaging stakeholders?
Local law enforcement combines to enforce drinking laws

By the numbers: Unofficial tickets
Local police departments combine their efforts to help contain Unofficial St. Patrick’s Day. For the past five years, the Champaign police have given out the most tickets.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Tickets</th>
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<tbody>
<tr>
<td>2009</td>
<td>274</td>
</tr>
<tr>
<td>2010</td>
<td>184</td>
</tr>
<tr>
<td>2011</td>
<td>295</td>
</tr>
<tr>
<td>2012</td>
<td>265</td>
</tr>
<tr>
<td>2013</td>
<td>204</td>
</tr>
</tbody>
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The department was awarded a nearly $6,000 grant by Community Elements, Inc. to help provide the department with extra financial support this year. To receive the grant, the department agreed to perform 38 compliance checks, hire covert units and train two new Training for Intervention Procedures trainers.

“If we have weather on Friday that’s supposed to be (around) 50 degrees from what I understand, it’s usually a madhouse,” Champaign Police Detective-Joe Ketchum told The Daily Illini on Tuesday. “There will be parties all over the place, there will be intoxicated people at bars, people trying to get into the bars that aren’t supposed to.”

The University will also use State Farm Center security officers to monitor large classrooms, many of which will also have bag checks to make sure students are not bringing alcohol to class.

In addition to the police reserves, the Champaign Fire Department plans on having four extra firefighters on duty Friday, said Dave Ferber, acting fire chief. Two firefighters will be assigned to the Life Safety Division — whose responsibilities include conducting bar and balcony checks — while the other two firefighters will be assigned to the Suppression Division, which responds to dispatch.

What are alternate events to go to?
BY BRYAN BOCCHELLI AND TERYN PAYNE
STAFF WRITERS

The Illini Union Board in conjunction with other organizations will host an All Greek Comedy Jam on Friday as an alternative for those wishing not to partake in Unofficial St. Patrick’s Day.

With hopes of attracting a diverse crowd, the Illini Union Board decided to cosponsor the event with the Illinois Student Senate, Black Greek Council and United Greek Council.

“This event will give students a chance to enjoy themselves without consuming alcohol,” said Immanuel Campbell, supervisor of the comedy show and freshman in ACES. “We don’t want everyone to feel like they have to be a part of the tradition of being drunk all day.”

The board will also be offering the chance for students to win gift cards to Illini Union-based stores and eateries through a raffle, along with free popcorn and prizes for all attendees.

“IUB provides options for students that don’t do drugs, consume alcohol or participate in the campus-traditional nightlife activity,” said Jocelyn Velazquez, Illini Union Board president.
Let’s Connect

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