

# Service Types

The Service Type field appears in the Build Capacity channel within the Capacity Activities sub-channel when the selected Activity Type is **Development**.

The Service Type field is used to **identify the type of behind-the-scenes work performed to build capacity and readiness** for substance use disorder prevention and mental health promotion services. Select the applicable Service Type when reporting behind-the-scenes staff hours. To learn more about capacity activities and activity types, review *Minerva 2.0 User Guide: Build Capacity – Capacity Activities*.

This document applies only to CBO, CPWI community coalition, and Tribe/UIO account types. If you are reporting in a CPWI SAP account, refer to the separate document, *Service Types for CPWI School-based Services*.

Service Types		
Service Type	Definition	Minerva 2.0 Examples
Coalition Capacity Development	<p>Behind-the-scenes work that strengthens the structure, function, and readiness of the coalition in alignment with the Strategic Prevention Framework (SPF).</p> <p><b>Does not include</b> time spent delivering or supporting coalition activities such as meetings, events, and other delivery services. Report that time with the implementation activities for the community coalition.</p>	<ul style="list-style-type: none"> <li>• Drafting annual work plans or goal trackers</li> <li>• Drafting internal processes or process maps</li> <li>• Preparing training materials on the Strategic Prevention Framework (SPF) for members</li> <li>• Reviewing bylaws or decision-making protocols</li> </ul>
Coalition/Tribe Communications	<p>Behind-the-scenes work that keeps coalition members or Tribal partners informed, organized, and aligned through internal communications.</p> <p><b>Does not include</b> delivering or supporting external, public-facing communication products. Report that time with the implementation activities for community outreach or public awareness.</p>	<ul style="list-style-type: none"> <li>• Coordinating agenda setting</li> <li>• Drafting internal coalition/Tribe communications</li> <li>• Documenting internal communication processes</li> <li>• Managing the listserv</li> <li>• Organizing monthly calendar</li> <li>• Sending emails</li> </ul>
Community Outreach* (*this is not the same as the Program & Strategy Community Outreach bucket)	<p>Behind-the-scenes work that builds awareness and relationships between the coalition or Tribe and community partners and stakeholders in the broader community.</p> <p><b>Does not include</b> delivering or supporting public-facing outreach</p>	<ul style="list-style-type: none"> <li>• Attending one-on-one or small group meetings with community partners and stakeholders</li> <li>• Checking in with community groups for updates and information sharing</li> </ul>

	<p>activities, such as giving a formal presentation, distributing materials at a community event, or directly engaging an audience on behalf of the coalition or Tribe. Report that time with the implementation activities for community outreach.</p>	<ul style="list-style-type: none"> <li>• Connecting with and building relationships with other community-based entities</li> <li>• Designing an outreach strategy</li> <li>• Meeting with local media outlets</li> <li>• Preparing a resource packet or other coalition promotional materials</li> <li>• Updating outreach plans</li> </ul>
Key Leader Engagement/ Relationship Building	<p>Behind-the-scenes work to identify, build, and sustain relationships with key leaders, including elders, Tribal leaders, elected officials, directors, and other leaders.</p> <p><b>Does not include</b> delivering or supporting your Key Leader Events. Report that time with the individual activity for the Key Leader Event.</p>	<ul style="list-style-type: none"> <li>• Attending a school board meeting or a city council meeting</li> <li>• Drafting and sending follow-up emails or phone calls with key leaders</li> <li>• Identifying key community contacts</li> <li>• Meeting with a superintendent, elected officials, director, and other leaders in the community</li> <li>• Preparing briefing materials</li> <li>• Scheduling meetings with key leaders</li> </ul>
Membership Recruitment and Retention	<p>Behind-the-scenes work to maintain sector representation, recruit new members, and engage existing coalition members.</p> <p><b>Does not include</b> delivering or supporting public recruitment events, or presenting to potential members during a public, external meeting or event. Report that time with the implementation activities for community outreach.</p>	<ul style="list-style-type: none"> <li>• Coordinating new member orientations</li> <li>• Developing recruitment plans</li> <li>• Drafting and sending follow-up emails or phone calls</li> <li>• Preparing welcome or orientation materials</li> <li>• Tracking member engagement</li> <li>• Researching stakeholders</li> <li>• Scheduling meetings with members</li> </ul>
Organization Support	<p>Behind-the-scenes work in support of internal organizational processes.</p>	<ul style="list-style-type: none"> <li>• Attending internal all-staff meetings</li> <li>• Coordinating internal grant-related logistics</li> <li>• Drafting and submitting A-19s</li> <li>• Information management (i.e., file storage and retention, site visit preparations)</li> <li>• Preparing administration reports</li> <li>• Preparing budget documents</li> <li>• Reviewing subcontractor deliverables</li> </ul>
Reporting and Evaluation	<p>Behind-the-scenes work to perform data entry, organize evaluation processes,</p>	<ul style="list-style-type: none"> <li>• Performing Minerva 2.0 data entry</li> <li>• Collecting and compiling data from external sources</li> </ul>

	<p>and document coalition or program progress.</p> <p><b>Does not include</b> administering surveys with participants, leading evaluation activities with others, or time spent on evaluation with a workgroup. Report that time with the implementation activities for the direct service, activity, or workgroup meeting.</p>	<ul style="list-style-type: none"> <li>• Preparing data reports or reviewing outcomes data</li> <li>• Meeting with external evaluators</li> </ul>
Strategic Planning	<p>Behind-the-scenes work to coordinate or support efforts to set goals, strategies, and priorities using data and community, coalition, or Tribe input.</p> <p><b>Does not include</b> delivering or supporting a strategic planning workgroup or subcommittee meeting. Report that time with the implementation activities for the workgroup or subcommittee.</p>	<ul style="list-style-type: none"> <li>• Coordinating needs assessments, resources assessments, gap analysis, and strategy selection</li> <li>• Developing a planning template</li> <li>• Drafting implementation plans and program launch timelines</li> <li>• Scheduling priority-setting or planning sessions</li> <li>• Reviewing strategic plan drafts</li> </ul>
Program Start-up	<p>Behind-the-scenes work preparing for the launch of a new prevention strategy or program, or attendance at an event or conference.</p>	<ul style="list-style-type: none"> <li>• Ordering materials or supplies</li> <li>• Purchasing training or travel-related expenses ahead of program launch</li> </ul>

**Program start-up reporting rule**

Program Start-up may only be reported once per program & strategy per month. It captures one-time preparatory work or expense before a program launches or during a period of inactivity and should not be used as a recurring service type.

**Questions?**

For additional information and support, please get in touch with your HCA Prevention Manager.