

Program and Strategy

Program Type Categories Definitions

Community Engagement/Coalition Development; These are programs which the focus is on developing a coalition of organizations, agencies and individuals to build ongoing, relationships for the purpose of applying a collective vision for the benefit of a community with the goal of moving communities towards positive change. Some examples of this would be Communities that Care (CTC); Community Coalitions; and Gathering of Native Americans (GONA)

Environmental; Are programs and strategies intended to change the systems, laws, policies, practices, or attitudes and norms that influence behavior for an entire community.

*NOTE: *This is a separated category from what used to be Environmental/Media Strategies*

Some examples of this would be Communities Mobilizing for Change on Alcohol (CMCA) and School Policy

Mentoring: Generally, a program organized around a 1-on-1 ongoing relationship between a youth and a positive adult role model, or a 1-on-1 ongoing peer relationship with High School Students mentoring younger kids in school-based setting. Some examples of this would be Across Ages and Big Brothers Big Sisters

Media/Public Awareness; Programs which focus is on working with community to reduce use and raise awareness around issues of drug use and/or mental illness and mental health promotion through use of media or other publicly accessible communication means

*Note *This is a separated category from what used to be Environmental/Media Strategies*

An example of this would be Social Norms Marketing (be sure to confirm with guidance document)

Parenting Education: The program focus is on working with parents and caregivers with the intention of reducing risk factors and/or increasing protective factors. Some examples of this would be Guiding Good Choices and Incredible Years

Tribal Traditional Teaching: These are programs that are culturally relevant, specific or adaptable in Tribal communities and that emphasize the importance of Tribal values, traditions, and/or spirituality while reducing substance misuse and promotion well-being. Some examples of this would be Canoe Journey; Healing of the Canoe; and Cultural Activities and Tribal Events.

Youth Education/Skills Building: Program focus is on the instruction or development of specific skills or knowledge intended to reduce, delay, or end substance use or other risky behavior. A couple examples of this would be Second Step and LifeSkills.

The last one is **Youth Leadership:** These are program that the focus is on developing leadership skills with participants younger than 18. Leadership skills would include, but are not limited to, goal setting, project planning, accountability and responsibility, organization of others to make positive change. Some examples of this would be Peer Assistance and Leadership (PAL) and Youth Prevention Group.