Mobilizing and Engaging Stakeholders for Community Change

Cory Mashburn, M.S.
Director
Office of Prevention
City of Somerville, MA
Somerville Office of Prevention

- Somerville Cares About Prevention
- 6 City Tobacco Initiative
- Trauma Response Network

Somerville Cares About Prevention: Through the Years

Over 600 Prevention Initiatives —— Over 1 MILLION people reached

- 2004
- Funding 200,000
- 2005
- Funding 217,500
- 2006
- Funding 215,750
- 2007
- Funding 215,750
- 2008
- Funding 299,775
- 2009
- Funding 200,000
- 2010
- Funding 200,000
- 2011
- Funding 110,000
- Decrease in funding by 90,000
- 2012
- Funding 109,220
- 2013
- Funding 108,496
- Future

Starting July 1, 2014
SCAP will lose 100,000 in funding

Alcohol – 33% reduction in current use over the past 10 years
Marijuana - 25% reduction in current use over the past 8 years
OxyContin - 66% reduction in lifetime use over the past 8 years
Objectives

• Identify strategies to build capacity to engage key stakeholders.
• Recognize different tactics to share local health data to stakeholders.
• Discussions with other attendees about their strategies around building capacity and mobilizing key stakeholder for community change.
Who are Important Stakeholders In your community?
Why bring in Stakeholders?

1. Provide Expertise
2. Reduce and Uncover Risk
3. Increase Project Success
4. Grant Project Acceptance
3 Community Events

1. Social Norms Campaigns
2. Student Health Survey Game Show
3. World Café
Social Norms

“Social norms are the behavioral expectations and cues within a society or group. This sociological term has been defined as "the rules that a group uses for appropriate and inappropriate values, beliefs, attitudes and behaviors. They have also been described as the "customary rules of behavior that coordinate our interactions with others." The social norms indicate the established and approved ways of doing things, of dress, of speech and of appearance.”
84% DON’T USE Marijuana

81% DON’T USE Alcohol

2016 Somerville Student Health Survey Shows MOST SHS Students Make Healthy Choices

Many people have misperceptions that “everyone does it” but the fact is MOST DON’T
Participate in our We R Somerville Campaign
Created by Somerville Positive Youth Leaders to promote positive self-identity, friendliness & connections.

It's lots of FUN...
Just write a few positive things about yourself on one of our buttons or stickers then SHOW IT and SHARE IT!

We all have our own unique identities and ... We R SOMERVILLE!
3 Community Events

1. Social Norms Campaigns
2. Student Health Survey Game Show
3. World Café
Student Health Survey
Game Show

1. Invite key stakeholders
2. Lets community members learn about data in a fun and interesting way
3. Youth present information
4. Highlights data hot points
Student Health Survey
Game Show

How To Play:

- Listen to question
- Choose an answer
- Hold up the letter that matches your choice
- Observe surprises for group discussions
SUBSTANCE ABUSE
What percentage of students DON’T use Marijuana? (30 day use)

A: 54%
B: 64%
C: 74%
D: 84%
The Answer Is:

D) 84%

A 2% drop in marijuana use in just two years
MENTAL HEALTH & Resiliency

SOMERVILLE CARES ABOUT PREVENTION
Together we can make a difference
What percent of students reported depression? (past 12 months)

A: 41%
B: 31%
C: 21%
D: 11%
The Answer Is:

B) 31%

269 out of 868 SHS students reported depression.
What percentage of students reported being bullied at school? *(In the last 12 months)*

A: 43%
B: 33%
C: 23%
D: 13%
The Answer Is:

D) 13%

This decreased from 20% in 2004.
3 Community Events

1. Social Norms Campaigns
2. Student Health Survey Game Show
3. World Café

EMPOWERING THE LEADER IN ALL OF US
WORLD CAFE

“Time to discuss”
Discussion Questions

For each health topic area answer the following:

1. What are the current issues that teens are facing around marijuana?
2. What are the current resources available around marijuana prevention?
3. What are the needed resources for people around marijuana prevention?
Objectives: Conclusion

- Identify strategies to build capacity to engage key stakeholders.
- Recognize different tactics to share local health data to stakeholders.
- Discussions with other attendees about their strategies around building capacity and mobilizing key stakeholder for community change.
Questions?
Cory Mashburn, M.S.
Director
Office of Prevention
City of Somerville, MA
cmashburn@somervillema.gov
617-625-6600 x2570