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# Implementation of Communities That Care (CTC) in Colorado

Beverly Kingston, Ph.D.

Sabrina Arredondo Mattson, Ph.D.

Erin Kelly, Dr.P.H.



University of Colorado **Boulder** | Institute of Behavioral Science



Ticking away the moments that make up a dull day  
Fritter and waste the hours in an offhand way  
Kicking around on a piece of ground in your **home town**  
Waiting for *someone* or *something*  
to show you the way....

Pink Floyd - Time

# Statewide CTC Implementation



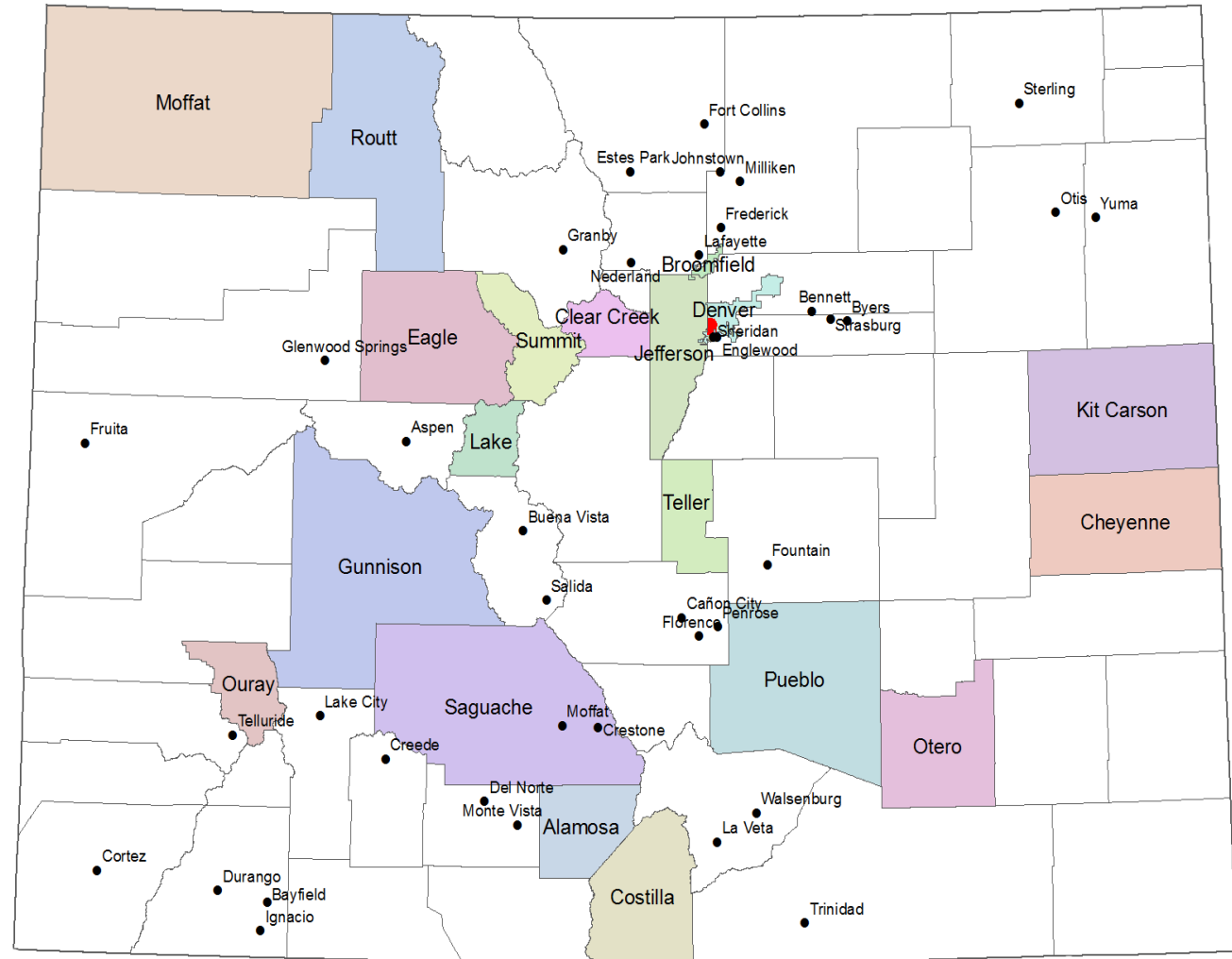
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## Statewide CTC Sites:

- Funded and led by Colorado Department of Public Health and Environment
- 47 sites; 43 counties

## Each Site Includes:

- A facilitator who coordinates all CTC efforts in their community
- A key leader and community board to carry out the CTC process



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- A community site representative who coordinates all CTC efforts in their community
- A community & joint key leader advisory board to carry out the CTC process



## **CTC community coalitions put ideas from research into practice by:**

- Using data to understand and prioritize the needs, gaps, and strengths
- Selecting evidence-based programs, policies, and strategies
- Evaluating the implementation process and impact



## **Strategies for addressing youth marijuana and all other substance use at the community-level:**

### *Assess Risk Factors and Protective Factors*

- Community laws/norms favorable to substance use
- Perceived availability of substances
- Risk and protective factors generally predictive of adolescent risk behavior (including marijuana use)

### *Example Community and Societal Level Prevention Strategies*

- Building community support to regulate establishments selling substances
- Gaining support from public for conventional enforcement of existing laws
- Communications/media campaigns to change community and social norms
- Implementing the LifeSkills Training Program across multiple middle schools in a district





## Community Strategies to Address Data-Identified Risk Factors – Park Hill

### Low Neighborhood Attachment:

**Mass Media Campaign:** To change perceptions of Park Hill through positive community norming using the message “My Voice Is...”

### Friends Engaging in Anti-social Behavior and Early and Persistent Problem Behaviors:

**Community-Wide Social Emotional Learning:** Training afterschool, summer, faith-based, and any other program that works with community children and youth in a common social emotional learning curriculum (e.g. Promoting Alternative Thinking Strategies PATHS)

### Family Management Problems:

**Community-Wide Parent Education Program:** Providing community-wide parent education opportunities using a common curriculum (e.g., Triple P)





## Community Strategies to Address Data-Identified Risk Factors - Montbello

### Low Neighborhood Attachment:

**Mass Media Campaign:** To engage community members in existing community-building initiatives while reinforcing the benefits of connection and togetherness using the message “One Montbello: Pride, Dignity and Diversity”

**Mini-Grants:** To engage grassroots initiatives conducting community-building activities to encourage coordinated and strategic alignment of efforts while also promoting youth-driven involvement

**Listening Campaign:** To use Asset Based Community Development techniques to affirm positive assets within the community, while identifying potential community interests currently unaddressed by other initiatives







- **No “hit and run research”** – *Trust and relationships must come first (transparency, listening, flexibility, commitment)*
- Our measures, language, and processes can **unintentionally harm** community relationships
- Invest time on the front end to **ensure fit** for prevention strategies
- **Ease already taxed systems** – *align initiatives, leverage resources, make things easier, give not take*
- **Community Ownership** - *critical for successful implementation and sustainability*

# Project Collaborators



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## **CDC Project:**

- Beverly Kingston, Ph.D., PI
- Dave Huizinga, Ph.D., Co-I
- Sabrina Arredondo Mattson, Ph.D., Co-I
- Eric Sigel, M.D., Co-I
- Fred Pampel, Ph.D., Senior Research Associate
- Dave Bechhoefer, Project Director
- Heidi Grove, Community Site Representative
- Analise Harris, Community Site Representative
- Andrew MacFarland, Research Analyst
- Angelina Baker, Strategy Implementation Coordinator
- William Woodward, Training Director

## **CDPHE Evaluation Project:**

- Beverly Kingston, Ph.D., PI
- Sabrina Arredondo Mattson, Ph.D. Co-Investigator
- Erin Kelly, DrPH, Co-I, Project Director
- Sophie Dila, Technical Assistance Project Manager
- Rachel Lambert, Community Evaluation Advisor
- Natalie Henderson, Community Evaluation Advisor
- Andrew MacFarland, Senior Data Analyst



Community work requires you to...



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**TAKE CHANCES,  
MAKE MISTAKES,**

*Get Messy*

- Ms. Frizzle, The Magic School Bus

