



O K A N O G A N

**C O U N T Y C O M M U N I T Y
C O A L I T I O N**

**Analytic Report on Ripple Effects Mapping for
Okanogan County Community Coalition, March
15, 2022**

Submitted by:

Scott Waller, M.Ed., CPP, and Rachel Montgomery, CPP

May 13, 2022



O K A N O G A N

C O U N T Y C O M M U N I T Y
C O A L I T I O N

Summary

In March 2022, 11 members of the Okanogan County Community Coalition (OCCC) explored the extended outcomes of the coalition's media and community awareness efforts.

Purposes for the Ripple Effects Mapping ¹ session

1) This Ripple Effects Mapping effort was intended to address two questions regarding OCCC's media and community awareness efforts:

- Whether the media and community awareness efforts supported by the coalition are being noticed.
- Whether the media and community awareness efforts supported by the coalition are producing any effects in the community.

Unfortunately, the REM session did not produce enough information to be able to address these two areas of inquiry.

2) During the REM session, however, there was considerable information gathered about the coalition itself.

These comments were organized and analyzed using the framework provided by The Six Elements of Effective Coalitions ² and presented in this report. There were several noteworthy themes that emerged from the feedback about the coalition.

Respectfully submitted by:

Scott Waller, M.Ed., CPP
(360) 701-8658
Tumh2o99@comcast.net

Rachel Montgomery, CPP
(360) 565-2637
rrey@co.clallam.wa.us

Report Contents

Topic	Page
Introduction	3-5
What is Ripple Effects Mapping?	3
Ripple Effects Mapping Process for Okanogan County Community Coalition (OCCC)	3-4
The effects of COVID	4-5
OCCC Media and Community Awareness Efforts	5-12
Whether media and community awareness efforts are noticed	5-8
Effectiveness of the media efforts	8-12
OCCC – function and relationships	12-18
Six Elements of Effective Coalitions	12-13
Mapping REM Responses to Effective Coalition Elements	14-17
Themes	17
Conclusions	18
Endnotes and References	18-19
Appendix 1 – OCCC Media Efforts Ripple Effects Map	20
Appendix 2 – OCCC Media Efforts Ripple Effects Map Coded with Six Essentials for Effective Coalitions	21

Okanogan County Community Coalition (OCCC)

Ripple Effects Mapping

Overview of Findings

Introduction

In March 2022, members of a Ripple Effects Mapping (REM) Community of Practice conducted a Ripple Effects Mapping session with the Okanogan County Community Coalition (OCCC). REM is a participatory evaluation tool that uses an appreciative inquiry approach to gather stories and impact from a group of participants. ¹ The REM session with the OCCC lasted approximately 90 minutes and involved speaking with 11 OCCC members.

“We can’t relax. Today, there is a baby being born that we can help have a better life.”

- OCCC coalition member
during March 15, 2022
Ripple Effects Mapping
session

What is Ripple Effects Mapping?

Ripple Effects Mapping is a highly participatory, qualitative evaluation technique. Participants processed, reflected upon; and with a facilitator, visually mapped the direct and extended outcomes associated with the coalition. Although REM has historically been conducted in person, the session with OCCC was conducted online using a Zoom platform.

This summary document provides Ripple Effects Mapping participants with an overview of the themes that emerged during the session.

Ripple Effects Mapping Process for OCCC

Appreciative Inquiry Interviews

Following some work involving the Community of Practice team and Coalition Coordinator Stacey Okland, the coalition discussed possible Appreciative Inquiry questions to use during the REM session and then chose the following three questions to be the focus:

- What are people doing differently because of the program?
- Who has benefitted from the program?
- What are the changes in the way the community groups do things?

During the REM session, participants were first asked to answer these three questions for themselves and to post their responses in the three questions in the chat box. Participants were then placed into small groups and asked to present their responses to their small group and to

discuss differences and similarities in responses. Participants were also asked to identify information that emerged through the discussion that was not included in anyone's individual responses to the questions.

Group Interview and Mapping

Members were invited to share the stories with the entire group. A member of the Community of Practice team mapped the stories using a "mind-mapping" software called XMind. Through the live annotation/mapping of the group interview, participants were able to identify their own stories as well as to identify and add to emerging themes.

Analysis

This document takes the first look at analyzing and theming the data, summarizing the findings, and offering the digital maps. This information can be used to further explore the value of the stories told, or information about other ways to think about the possible outcomes for OCCC.

Following the REM process, the Community of Practice team digitized the map, analyzed the data, and conducted a thematic coding process.

From this activity, the following two primary findings were discovered:

First, the stated purpose of the session was to gather feedback about the OCCC media and community awareness efforts, but few coalition participants stated much awareness about those efforts or the time and expense involved in changing messages on six different billboards every six months.

Second, there were few stories shared about effectiveness of those efforts, but there was broad support from the OCCC members for continuing the media and community awareness efforts.

What that group did share – in detail – was information about the coalition itself, its significant role in the community as a connector and moral guidepost, and an overall message of "caring" that was perceived by REM participants. This valuable input regarding the coalition was coded using The Six Elements of Effective Coalitions ² and then themes were derived from that coding regarding OCCC.

The effects of COVID

It is difficult to analyze the effect the COVID pandemic and social isolation had on both the overall functioning of the media and community awareness efforts of this coalition as well as the coalition's and community's knowledge about what media activities were happening. Although Okanogan County did not "lock down" as much as some areas of the state because of the pandemic, there still was a significant reduction in people interacting with each other. That

interaction leads to word-of-mouth message transference, the goal of most effective media and community awareness efforts. One example of an impact of COVID on media and community awareness efforts is that people were not able to see movies at the town's one movie theatre. So, during the time the theatre was closed, no one in the community was seeing the coalition-sponsored messages that appear in the advertising message spaces before the movie plays.

OCCC Media and Community Awareness Efforts

OCCC Coordinator Stacey Okland provided an overview of the coalition's media and community awareness efforts at the start of the session so that all REM participants could have at least a minimal foundation about the work the coalition was supporting. The media and community awareness efforts included print and radio public serve announcements, community-based events like Sticker Shock (often involving youth), public awareness efforts through community celebrations, and Most of Okanogan Valley (MOOV) Positive Community Norms billboards. There are six billboards and the messages are changed at least every six months using information gathered through the coalition's annual community survey.

The stated purpose of the REM session was to get feedback from the coalition about: 1) whether the media and community awareness efforts were noticed, and 2) whether they were effective.

Of 88 total comments that were "mapped" during the session, only 17 dealt directly with media and community awareness efforts (19 percent).



Appendix 1 contains a Ripple Effects Map that specifically identifies comments made about media or community awareness efforts using this symbol

1) Regarding whether media and community awareness efforts are noticed, the comments from participants in the REM session included the following:

“When I first got into town, one of the things that I spotted right away, where the billboards that use the theme of Most of Okanogan Valley, the MOOV campaign.”

“As a communicator I really appreciated that because it was very memorable and implied forward momentum on the project.”

“It established normal and what's not normal, and the fact that it wasn't saying “don't do this don't do that” it was saying here's what's normal for Okanogan Valley.”

“By the time they're in sixth grade, you're calling out that most people don't do that and I like that, because it's positive messaging, and that is one of my favorite things that I

noticed right off the BAT even before I joined I joined a SEC.

“Communication is so important because all of the outreach in so many different forms of communications, whether it's one on one or billboards and radio ads is a huge factor in building awareness and commitment to not use.”

“I think we heard from several people that positive social norms are important those need to continue.”

Summary of findings regarding “noticeability” of coalition supported media and community awareness efforts

The responses given were not of sufficient quantity or detail to provide a definitive response to this inquiry.

Coalition coordinator Stacey Okland said this was not a surprise to her. She said that there will be increased efforts to analyze community reaction to the media messages to determine how much they are being noticed. One of her concerns, she said, is whether the amount of funding dedicated media and community awareness efforts is justified.

Information that would have aided analysis

The coalition has several media and community awareness efforts that could readily be recognized by the Omak community. Each had missing information provided through the REM session that made analysis difficult.

There are at least two – and probably many more - reasons why this information might not have shown up in the participant responses. One possibility is that the participants in the REM session simply did not have this information to share.

Another possibility is that either the Appreciative Inquiry questions used or the actual facilitation of the REM process was not effective in drawing out the information. In the OCCC session, the Community of Practice team asked participants to write their responses to the Appreciative Inquiry questions in the chat box. Their written responses were then shared in their small group meet ups. Using the written comments to guide their small group participation may have choked off more spontaneous sharing of information during the small group and group interview stages of the process.

The current OCCC media and community awareness efforts include:

Participation/sponsorship of community events

There was mention of participation/sponsorship of community events like fun runs, Autumn Festival, Okanogan County Fair, and non-removable ID bracelets for the beer garden at the Omak Stampede. But there were no stories shared about reactions from community members to these efforts.

Operation Sticker Shock

This initiative involves placing notices on beer and wine coolers in grocery stores and mini marts that providing alcohol to underage persons is a crime in Washington State. The effort involves lots of youth as well as adults. Although there was a statement made about Operation Sticker Shock, there was no information provided about how the community reacts to the stickers.

Radio and print public service announcements

A key part of any community-activated prevention effort is raising the general awareness level of the population. In Okanogan County, there is limited access to traditional media like radio and newspapers. The coalition is active in using the available traditional media to provide general awareness messaging to its service population. And social media platforms like Facebook are also used for this purpose. But no information was provided by REM session participants about any reactions they had seen or heard from community members to the general awareness messaging.

Positive Community Norms billboards for the Most of Okanogan Valley (MOOV) campaign

There were several mentions of billboards and the MOOV campaign from participants. But there was no information provided that showed an awareness that the messages on the billboards are changed every six months or that there is a significant commitment of resources to support the billboards. Further, the references to the billboards that the group did make seemed to be referencing past experiences rather than current experiences. Again, information from the population about recognizing the billboards and the changing messages is necessary to effectively answer the question about whether the billboards are noticed.

Strategies for OCCC to consider for acquiring this information

It would be beneficial to OCCC to try to determine what factors influence whether the current billboards are noticed and if not, why not. Without that information, the coalition will wind up guessing about whether its messages – especially those on the billboards – are noticeable enough to provide a public education function.

Some more specific ideas for getting that information include:

- Online survey of youth using population selection and geo-location capabilities of Twitter, Instagram, and Facebook to link youth to a brief survey about OCCC's messaging. In the survey, it would be good to focus on the two very physical efforts with Operation Sticker Shock and the MOOV billboards. One way to present a survey of this nature would be to provide respondents with a group of images and ask them to identify the ones they think they have seen before in Omak. They can also be asked questions about what kind of information and presentation strategies tend to catch their attention.
- Similar survey for adults in the community. Matching adult results with youth results could be illuminating.
- Ask people who come to information tables at the community events about which images they think they have seen in Omak.
- Add questions to the annual community survey to gather input from the community about whether the media and community awareness efforts are noticed.
- Develop a mechanism – using focus groups – to get input directly from community members who are not on the coalition about the noticeability and effectiveness of the media and community awareness efforts.
- Make evaluation of how the community notices the media and community awareness efforts a piece of the coalition's annual workplan.

2) Regarding effectiveness of the media efforts, participant comments included the following:

“Before I was part of the coalition three of the billboards were between my house and the hospital, where I work. And my daughter was learning to read, and she would read these positive social norms, as we were driving by and it forced the conversation before I was ready to have it. With my four- and five-year-old to talk about who's now. To talk about, you know, drugs and alcohol marijuana, and she would watch me have a Margarita at dinner.

“And so now we're having these conversations about you know what that means, and when is it safe and when is it not, and should you be drinking at all, and you know and then calling out she would call out other family members that who made poor life choices.”

“I think just that continuity of conversation has been brought to the forefront by those different campaigns.”

“I do think that's in part of the social norms campaigns and, in part, just the fact that they are armed with more information now and they could still use a lot more. They understand the dangers of things and they understand the risks and I think that those who do choose to partake, are better at calling for rides and I know my kids have been called to provide rides. It's not the cool thing to do, anymore to drive under the influence you are kind of an asshole if you do, and I see those shifts and attitudes among teenagers.”

“Since we started doing the campaign several years ago and then I've heard a talk about that specific campaign today, and I think that's great and I loved everything she said about it today to that.”

“It was nice to hear someone that wasn't a part of the coalition at the time when that campaign was brought to us that saw those billboards that paid attention to them that read what they said that it stood out.”

“And that she remembered them and that's what that's what this is about right that's what we want to know that's the feedback that we want and I think that there's nothing better than that that that's showing that that it's working and I just think that's amazing.”

Summary of findings regarding “effectiveness” of coalition supported media and community awareness efforts

The responses given were not of sufficient quantity or detail to provide a definitive response to this inquiry.

Coalition coordinator Stacey Okland said determining the effectiveness of the media and community awareness efforts is a critical task. She said the coalition has a communications team but that it was inactive most of the last two years due to the COVID pandemic. She said she will bring information about both the noticeability and effectiveness of the media first by adding questions to the community survey required of all CPWI coalitions and then by developing a mechanism to get ongoing input from the community about whether the media and community awareness efforts are noticed and whether they are effective.

She said that there will be increased efforts to analyze community reaction to the media messages to determine how much they are being noticed. One of her concerns, she said, remains determining whether the amount of funding dedicated to support of media and community awareness efforts by the coalition is justified.

Information that would have aided analysis

The coalition has several media and community awareness efforts that could readily be recognized by the Omak community. Each had missing information provided through the REM session that made analysis difficult.

There are at least two – and probably many more - reasons why this information might not have shown up in the participant responses. One possibility is that the participants in the REM session simply did not have this information to share.

Another possibility is that either the Appreciative Inquiry questions used or the actual facilitation of the REM process was not effective in drawing out the information. In the OCCC session, the Community of Practice team asked participants to write their responses to the Appreciative Inquiry questions in the chat box. Their written responses were then shared in their small group meet ups. Using the written comments to guide their small group participation may have choked off more spontaneous sharing of information during the small group and group interview stages of the process.

The current OCCC media and community awareness efforts include:

Participation/sponsorship of community events

There was mention of some participation/sponsorship of community events like fun runs, Autumn Festival, Okanogan County Fair, and non-removable ID bracelets for the beer garden at the Omak Stampede. But there were no stories shared about how that involvement is seen by the population. For instance, in the coalition effectiveness portion of this analysis, we will highlight involvement by coalition members in efforts to keep community events and the Okanogan County Fair alcohol-free. A key piece of information for this analysis would be what were the reactions from community members to those efforts.

A key goal for media and community awareness efforts is to see examples of the coalition's messaging transferred to other applications. Coalition coordinator Stacey Okland provided an example of how that transference of messaging has occurred:

Omak Middle School has facilitated Project Northland's Slick Tracy alcohol prevention curriculum in the 6th grade. In 2015, we held a community event where we brought in the Reptile Man and provided information to parents during the same time that poster boards

designed by the 6th grade class detailing what they learned from the Slick Tracy curriculum were set up in the foyer of the Performance Art Center. Two poster boards incorporated images of our Positive Social Norms billboard, “9 out of 10 adults don't approve of underage drinking billboard. It was exciting to see and we hope to see more of that post-COVID.”

Operation Sticker Shock

This initiative involves placing notices on beer and wine coolers in grocery stores and mini marts that providing alcohol to underage persons is a crime in Washington State. The effort involves lots of youth as well as adults. Although there was a statement made about Operation Sticker Shock, there was no information provided about how the community reacts to the stickers. Like the community events example, above, what does it mean to people to see youth involved in an effort like this?

Radio and print public service announcements

A key part of any community-activated prevention effort is raising the general awareness level of the population. In Okanogan County, there is limited access to traditional media like radio and newspapers. The coalition is active in using the available traditional media to provide general awareness messaging to its service population. And social media platforms like Facebook are also used for this purpose. But no information was provided by REM session participants about effectiveness of general awareness messaging. Are there any stories – preferably within the past three years – of community members commenting about information in the general awareness messaging?

Positive Community Norms billboards for Most of Okanogan Valley (MOOV) campaign

There were several mentions of billboards and the MOOV campaign from participants. But there was no information provided about which messages had the most effect. Are there any stories - preferably within the past three years – of community members commenting about information from the MOOV billboards?

Strategies for OCCC to consider for acquiring this information

It would be beneficial to OCCC to try to determine what factors influence effectiveness for the community. Without that information, the coalition will wind up guessing about whether its messages – especially those on the billboards – are effective for Omak.

Some more specific ideas for getting that information include:

- Online survey of youth using population selection and geo-location capabilities of Twitter, Instagram, and Facebook to link youth to a brief survey about OCCC's messaging. In the survey, it would be good to focus on the two very physical efforts with Operation Sticker Shock and the MOOV billboards. One way to present a survey of this nature would be to provide respondents with a group of images and ask them to identify which ones have the most effective messaging. They can also be asked questions about what kind of information and presentation strategies tend to catch their attention.
- Similar survey for adults in the community. Matching adult results with youth results could be illuminating.
- Ask people who come to information tables at the community events about which images they think have been most effective.
- Add questions to the annual community survey to gather input from the community about whether the media and community awareness efforts are noticed.
- Develop a mechanism – using focus groups – to get input directly from community members who are not on the coalition about the noticeability and effectiveness of the media and community awareness efforts.
- Make evaluation of how the community notices the media and community awareness efforts a piece of the coalition's annual workplan.

OCCC – function and relationships

In response to the Appreciative Inquiry questions, participants in the OCCC Ripple Effects Mapping session provided extensive information about the function of the group and its relationships. Though this was not part of the original charge for the REM session, it is valuable information that can – and should – be categorized and analyzed.

To aid in coding the information provided by REM participants about OCCC, we will utilize The Six Elements of Effective Coalitions (Prevention Technology and Transfer Center, 2019).

Information provided during the REM session was assigned to one of the six categories and then the responses were analyzed to identify themes.

Six Elements of Effective Coalitions



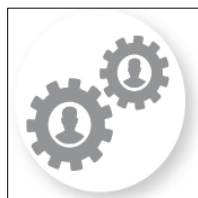
Goal Directedness - Coalitions are vehicles for members and stakeholders to achieve common goals or shared vision. Goal-directedness is important because it is easy to be side-tracked by smaller issues or pet projects that surround the coalition's central goals, thus making task-focus a critical element in achieving goals. ^{3,4}



Coalition efficiency refers to the work ethic and task focus of the coalition, and the coalition's ability to utilize its resources to deliver services in a well-organized and effective manner. People and organizations join or form coalitions to accomplish together what they cannot alone. Often coalitions are working with limited resources and require nimbleness to respond to a quick and changing timeline. ^{3,6}



Opportunities for participation include encouraging members to take on a variety of formal positions or roles within the coalition that are tied to their expertise, abilities, and interests. Retention of members may be an issue if members do not have opportunities to participate in a meaningful way. A coalition may be very successful at attracting membership, but if opportunities are not provided for members to contribute meaningfully, retention could become an issue. Opportunities for members to take on significant roles has been shown to create an empowering environment as well as increase the program's success. ^{5,6,7,8,9}



Coalition Cohesion - Coalition cohesion can be seen at both the member-level and the organizational-level. Feelings of unity, group spirit, trust, and belonging are a few common features of a cohesive coalition. ^{3,10} Cohesion among coalition members can be seen as strong interpersonal relationships, effective collaboration strategies, and increased commitment. ³ Organizational cohesion leads to member satisfaction, commitment, and retention; implementation effectiveness; and the long-term viability of the project. ⁴



Diverse Stakeholders - Coalitions that engage a diverse set of sectors in a prevention effort represent a broader group of stakeholders in the community. ¹⁰ Involving stakeholders who represent targeted sectors is associated with more impactful planning and implementation of prevention strategies. Inclusion of diverse sectors promotes collaboration, builds stronger bridges to the target populations, pools resources and builds strategic influence. ^{11,12,13}



New Skills - Having a variety of opportunities for trainings and technical assistance can help build upon and refresh staff and coalition members' skills. As a coalition builds and enhances its functioning, acquisition and fostering of new knowledge and skills among its members can increase the effectiveness of the coalition in achieving outcomes.¹⁴ Opportunities for skills building and technical assistance not only improves the coalition's impact but can also promote member retention and self-efficacy¹⁵ Greater coalition accountability can come from providing appropriate trainings and lead to solid implementation of prevention strategies.¹⁶

Mapping REM Responses to Effective Coalition Elements

The comments from the REM session are presented here for narrative analysis. Appendix 2 contains a Ripple Effects Map that specifically attributes comments from the REM session to these categories.

Goal-Directedness: Coalitions are not formed just for the sake of bringing people together. They are intended as vehicles for members and stakeholders to achieve a common goal or shared vision. Remaining focused on achieving this goal, or maintaining goal-directedness, will help the coalition deliver high-quality program implementation.

“And the Community coalition took the same stance as it did with a beer garden at the fair and said, “Nope, if it's family friendly than it needs to be family friendly, and this is not something we're going to support.”

“By that same token, we do support making sure that the alcohol that is served at the stampede stays in an environment where only adults have access. That position has bought us a seat at the table with the stampede as well, where alcohol is present, we know that we can't get rid of the alcohol that's there. So, our focus shifted to how we control it and make sure that it stays out of the hands of youth, so making sure that they have enough funding to support. The coalition supported wristbands that can't be torn off and put back on somebody else.”

Efficiency - Coalition efficiency refers to the work ethic and task focus of the coalition, and the coalition's ability to utilize its resources to deliver services in a well-organized and effective manner.

“We partner with different organizations as a way of supporting positive family friendly environments. I don't think that the Community changed as much as we learned how to network better.”

“I need to tell my favorite coalition story. We got word that there was going to be an underage drinking party out at a local campground. I think it was Omak lake and it was

around Memorial Day weekend, and we were just completing state assessments, so I had most of my students in.

“Andi, the previous director to Stacey, and Stacey, asked if they could come in and decorate our building and absolutely, of course, so. They had posters with a simple six-word phrase, “Party this weekend, consider us invited,” with a picture of a cop car. It was a half sheet paper and they taped them up in every bathroom so all every window in a bathroom mirror in the bathroom all over the school.

“We contacted kids that we had heard rumors were going to be part of it and said, “Hey, we're aware of it and we've already contacted Washington state patrol, fish and wildlife, and police.”

“Because of our networking with law enforcement, the tribal police department, Omak Police Department, and Okanogan County Sheriff's Office were ready for the event.

“Kids admitted like yes it was going to happen and because of this but you totally shut it down. I was thinking that they would work on moving the party but we communicated that we were now onto the party and it would not be a good idea to go ahead with it..

“It was amazing how quickly the coalition went from social media rumor to action to rallying support. It was less than 12 hours, and you know, like God forbid, if we didn't take the steps we did and someone was hurt.”

Opportunities for Participation - Opportunities for participation include encouraging members to take on a variety of formal positions or roles within the coalition that are tied to their expertise, abilities, and interests.

“Discipline referrals spike thanksgiving and Christmas and for the longest time I didn't understand why. And then I realized that as families who have talked about whether they're going skiing or vacationing or how many Presidents or whether it will be ham or turkey or roast beef for dinner – those 16 days off that some of our students that that is not a safe time. You take away a lot of supports for kids. You take away food. You take away people who know them by name. You take away a place for them to get a safe environment and an education.

“I brought this up to Kiwanis and said, we should do something about it, so we invented this project called the three of club which is food friends and fun, the 3Fs Club..

“And then I leveraged different community groups to come in and host a day. The coalition was always on board. The library would host one day. Different churches would host a day and then your job was to go in and hang out with kids, play games, goof around, and provide lunch. We had them from nine to one.

“And then the local movie theater said it will do one better and provide a movie from two to four so basically now kids were supervised potentially from nine to four.

“Most parents don't have 16 days of vacation leave that they're going to go burn up at Christmas break. Sometimes, schools get referred to as daycare in schooling, so now parents with young children so we figured out how to add back structure and social.”

Coalition cohesion - can be seen at both the member-level and the organizational-level. Feelings of unity, group spirit, trust, and belonging are a few common features of a cohesive coalition.

“One of the ways that I saw the coalition really mold and change was when the Okanogan County fair board announced that they were looking at adding a beer garden to the Okanogan County Fair. The coalition got up in arms because drinking at the fairgrounds has always been an issue with kids hanging out and being kind of unsupervised in camping.

“A lot of students said that they had their first alcohol in the evenings at the fair. So, we tried to really say that that wasn't a necessity to add additional alcohol to an event that there were already concerns about.

“And then we worked to make people aware the coalition wasn't in support of that and it actually caused the fairgrounds to kind of change how they were doing some of their business because our advocacy then got people say, “Well then, I'm not going to be a superintendent of locations because I'm not going to support kids going being around alcohol. So that was a big eye-opener for me.”

“Some of the folks from the coalition went and spoke at a commissioner hearing to make our position known that these were supposed to be alcohol free events that are family friendly.

“Our position has earned us a place at the table where community events are being planned. There was an organization called Omega fit for life and the coalition had a partnership in a spot at the table with that group as well.”

Diverse Stakeholders - Coalitions that engage a diverse set of sectors in a prevention effort represent a broader group of stakeholders in the community.

“We partnered with the chamber to offer family friendly events for harvest festival.”

“We realized through our associations with the tribe that we need to also focus on substance use as one of the root causes of suicide. They were recognizing the need, with all the other things going on the reservation that alcohol was a serious problem so when they were seeing our alcohol-free events and family friendly family friendly events, they jumped on board on that too.”

“We also got parenting wisely implemented through the coalition. During the pandemic, there was no parenting classes available and so reaching out to community partners was hard. Stacy and I were able to get together the classes and they offered Parenting Wisely to families and youth in the community.

“Stable housing and coordination of services with the different groups and community members was so helpful during a time where we really needed something to get these families and friends or families some type of parenting class or something that would help them with the struggles that they're dealing with their youth that are using or potentially becoming homeless and things like that.”

“We don't have a ton of business owners in the coalition. We just have active Community members in the coalition so it's hard to say that they that people come and frequent the coalition's businesses because alone mission.”

“I love that we can bring so many different people with so many different fields of expertise to the table so often and learn from each other and grow together all for the same purposes to help our community and our youth, and I hope we never take each other for granted and continue to do great work together.”

New Skills - Having a variety of opportunities for trainings and technical assistance can help build upon and refresh staff and coalition members' skills.

There were no comments provided during the session about training and technical assistance adding to the coalition's work or outreach.

Themes

When asked for their reaction to the discussion during the REM session, the OCCC coalition participants identified the following themes.

- Value of the coalition is establishing networking.
- Communications is a huge factor in making sure people know what's going on and are ready for change.
- Positive Social Norms needs to continue.
- Coalition support for free- and low-cost things to do for families and kids must continue.
- Relationships developed by the coalition with youth reinforce the messages from the media and community awareness efforts.
- Need to frequent businesses that support what we do and stay away from those that put our kids at risk.

- Doing this work takes effort and commitment. That’s what the coalition has always been about.
- If we stop telling our story, no one else will.
- We can’t relax. Today, there is a baby being born that we can help have a better life.

Conclusions

As the stories and testimonies show in the section on OCCC function and efficiency, this coalition gets a lot done. They practice partnership development because in a rural area cooperation is the only way that anything gets done. No agency or entity has enough resources to do things on its own.

The REM session was billed as an opportunity to provide feedback to the coalition about how their media and community awareness efforts were working. As it turned out, there was not enough information provided during the REM session to satisfy that request. Suggestions are included in this report for gathering other information about media and community awareness efforts that would aid an analysis effort.

However, the coalition members provided extensive information about how the coalition operates and maximizes opportunities. This is a closely bonded group who finds joy in helping the community they all live in and love.

End Notes and References

¹ Chazdon, S., Emery, M., Hansen, D., Higgins, L., and Sero, R. (2017) *A Field Guide to Ripple Effects Mapping*. Minnesota Evaluation Studies Institute, University of Minnesota. As found on 4/21/2022 at <https://ucanr.edu/sites/CEprogramevaluation/files/317076.pdf>.

² Prevention Technology Transfer Center. (2019) *The Six Elements of Effective Coalitions*. As found on 4/21/2022 at <https://pttcnetwork.org/centers/global-pttc/product/six-elements-effective-coalitions>.

Incorporated into this document, by reference, from *The Six Elements of Effective Coalitions*:

³ Brown LD, Feinberg ME, Greenberg MT. (2012). *Measuring Coalition Functioning: Refining Constructs Through Factor Analysis*. As found on 4/2/2022 at <https://pubmed.ncbi.nlm.nih.gov/22193112>.

⁴ Foster-Fisherman PG, Berkowitz SL. (2001). *Building Collaborative Capacity in Community Coalitions: A Review and Integrative Framework*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/11446279>.

⁵ Spoth RL, Greenberg MT. (2005). *Toward a Comprehensive Strategy for Effective Practitioner-Scientist Partnerships and Larger-Scale Community Health and Well-Being*. As found on 4/2/2022 at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2848444>.

⁶ Brown EC, Hawkins JD. (2014) *Prevention System Mediation of Communities That Care Effects on Youth Outcomes*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/23828448>.

⁷ Maton KI, Salem DA. (1995). *Organizational characteristics of empowering community settings: a multiple case study approach*. As found on 4/21/2022 at

<https://pubmed.ncbi.nlm.nih.gov/8851343/#:~:text=The%20organization%20features%20found%20to,encompassing%2C%20peer%2Dbased%2C%20and.>

⁸ Peterson NA, Zimmerman MA. (2004). *Beyond the individual: Toward a nomological network of organizational empowerment*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/15495799>.

⁹ Butterfoss FD, Goodman RM. (1996). *Community Coalitions for Prevention and Health Promotion: Factors Predicting Satisfaction, Participation, and Planning*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/8822402>.

¹⁰ Powell KG, Gold SL. (2017). *Empowerment in Coalitions Targeting Under-age Drinking: Differential Effects of Organizational Characteristics for Volunteers and Staff*. As found on 4/21/2022 at <https://www.tandfonline.com/doi/abs/10.1080/1533256X.2017.1304947>.

¹¹ Powell KG, Gold SL. (2017). *Empowerment in Coalitions Targeting Under-age Drinking: Differential Effects of Organizational Characteristics for Volunteers and Staff*. As found on 4/21/2022 at <https://www.tandfonline.com/doi/abs/10.1080/1533256X.2017.1304947>.

¹² Kegler MC, Steckler A. (1998). *Factors That Contribute to Effective Community Health Promotion Coalitions: A Study of 10 Project ASSIST Coalitions in North Carolina*. As found on 4/21/2022 at <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.927.9164&rep=rep1&type=pdf>.

¹³ Brown LD, Wells R. (2017). *Effects of Sectoral Diversity on Community Coalition Processes and Outcomes*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/28480493>.

¹⁴ Wandersman A, Goodman R. (1993). *Understanding Coalitions and How They Operate: An "Open Systems" Organizational Perspective*. As found on 4/21/2022 at <https://conservancy.umn.edu/handle/11299/205147>.

¹⁵ Kegler MC, Swan DW. (2012). *Advancing coalition theory: the effect of coalition factors on community capacity mediated by member engagement*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/21911845/#:~:text=Member%20engagement%20mediated%20the%20effects,direct%20effects%20were%20also%20observed.>

¹⁶ Feinberg ME, Jones D. (2010). *Effects of the communities that care model in Pennsylvania on change in adolescent risk and problem behaviors*. As found on 4/21/2022 at <https://pubmed.ncbi.nlm.nih.gov/20020209>.

Appendix 1 - OCCC Media Efforts Ripple Effects Map



OCCC Media efforts

Closing

the idea for this effort, a lot, but went forward anyway

thank you for all the sharing, can get bogged down - good to hear what's actually happening

different people, different expertise and learn from each other

continue to do great work together

thank you for buy-in - without you, children would be struggling even more - there is hope because of this group

If we stop telling our story, no one else will

can't relax, today there is a baby being born that we can help make a better life

PILB

all for the good of our youth

Positive Social Norms - heard a lot about that campaign today, great to hear

overall theme - we care!

P8MB

Parenting wisely available to families

so helpful when needed so much, high stress times during pandemic

P9NR

MOOV 9 out of 10 Adults DON'T approve of Underage Drinking. www.okccommunity.org

some kids are not pressured to use

part due to SocNorms, and armed with better information

those who do use, are better calling for rides

not cool to drive after using

Kids it's okay to say no to alcohol, drugs

Themes

value of the coalition is establishing networking

Networking - value of coalition is preventoin

communications - outreach in so many forms of communication, huge factor in having conversations happen

Positive Social Norms need to continue

Activities for kids and families to do - positive things to do, free or low-cost, donate food

relationships - developed by coalition members with youth that reinforces media campaign messages

some of the changes in pressuring youth directly because of these relationships

Frequenting theatre because of family friendly - not a ton of business owners in coalition - but active community members

PIOLM

parents appreciate the messaging because it gives them a chance to bring up the conversation

bringing up alcohol at public events has caused organizations to add family friendly activities

Heard conversations about youth access issues after sticker shock and signage

P6LS

buy in from community is amazing

DK favorite coalition story - word about youth party at omak lake

Andi Ervin/Stacey - asked to decorate building

group of people working to better the area

already contacted everyone,

ready for event

kids admitted it was going to happen, but shut it down based on networking

Party this weekend, consider us invited posters

could move party, but we know about it and we'll be looking

coalition - social media to rallying for action, less than 12 hours - kids were not hurt - part of the reason I stick around the coalition

P3DK

Okanagan County Fairgrounds

fairgrounds, beer garden

drinking at fairgrounds always been issue

camping, unsupervised

not necessary to add alcohol - make info known - caused fairgrounds to change what they're doing

coalition member said would not participate as superintendent of event

learned how to network better, synergy both sides

During pandemic, theatre ran drive in movies, ran pre roll videos

more inclined to go to their business because doing family friendly

discipline referrals spike between Tday and Xmas - some students that is not a safe time

for 16 days take away a lot of support

Don't patronize stores that are not in compliance with youth access laws

places I won't go because they feature Delta 8 products for sale and have failed compliance checks

Kiwanis, what if we do something, food, friends, fun, different organizations host a day 3F Club

9-1 local movie theatre, provide movie from 2-4,

transportation is barrier

P5AQ

coalition has funded youth activities, conversation was do we pull funding AQ

commissioners meeting AQ

alcohol free AQ - beergarden at Autumn fest = coalition took same stance -- family friendly AQ

Stampede - beergarden served in controlled environment - wristbands that can't be torn off AQ

increased funding for security

P4SO

party at Omak Lake - Omak police, fish and wildlife, everyone having fun no alcohol

Family friendly events - walk across the reservation, alcohol free events

Suicide is issue for tribe and overlap with substance use

Helped a conversation get started and grow

PIIRM

Can have party, just leave alcohol out

now, alcohol is not necessarily involved

coalition members offering time to volunteer

not necessarily that families are holding more friendly events

Parents are trying to be more aware of where their kids are at - parents of younger children because they are hearing the conversation at a younger age

less parents allowing kids to drink in their home

when other sectors got involved (Fish and Wildlife police) we saw a decrease in parties

offering more family friendly events and if there are beer gardens they are more secure

P2CB

can't see direct impact, family between generations

MOOV - saw billboards when came to county

established normal and normal is not SA

AQ three billboards were en route to work at hospital - daughter forded conversations by reading signs

what does it mean, when is it safe

emphasize 80 percent dont use

call out other family members who were not making good choices

friends still have the conversations about billboards, even with each other

before movie ads - recognize voices/faces

continuity of conversation brought to forefront by campaigns

formal initiatives that came out of community?

nothing came out of chamber

aq grow capital of state, impacts whole economy, tourism

sectors give feedback to Stacey for input to state

Advocacy at state level

Appendix 2 - OCCC Media Efforts Ripple Effects Map Coded with Six Essentials for Effective Coalitions

