



COMMUNITIES MOBILIZING FOR CHANGE ON ALCOHOL

Youth Leadership Institute





COMMUNITIES MOBILIZING FOR CHANGE ON ALCOHOL (CMCA) TRAINING MENU

TRAINING & CONSULTING SERVICES

To ensure the highest quality experience, YLI customizes our training and consulting services to meet your group's unique needs. Our trainings are interactive and incorporate a wide range of training tools and techniques to accommodate diverse learning styles. Trainings can be adapted for youth, adults, or youth and adult groups.

ACHIEVEMENTS

The Communities Mobilizing for Change on Alcohol (CMCA) is listed on the Substance Abuse and Mental Health Services Administration (SAMHSA) National Registry of Evidence-Based Programs and Practices (NREPP) as a Model Program. It is based on field-tested research and uses community organizing and advocacy to reduce youth access to alcohol. As the exclusive national trainer for CMCA SAMHSA Model Program, Youth Leadership Institute is here to help!

GET IN TOUCH WITH US

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COMMUNITIES MOBILIZING FOR CHANGE ON ALCOHOL (CMCA) FOUNDATION TRAINING

The CMCA foundation training is a two-day training program that provides an overview of fundamental strategies of CMCA; including community assessment tactics that lead to localized policies and ordinances addressing youth access to alcohol. The training includes a brief introduction to advocacy and community organizing.

CMCA INTENSIVE TRAINING SERIES

The intensive training series is a six-day series offering participants and in-depth understanding of CMCA, Environmental Prevention, community organizing, policy change, and evaluation strategies. Additionally, participants will develop and practice the skills necessary to successfully implement CMCA in their community. The six days of training is implemented in three 2-day sessions over 3 to 6 months. The advanced training series is highly interactive and includes numerous opportunities to engage in dialogue and activities.

CMCA SUPPLEMENTAL TRAININGS

To enhance knowledge and subsequent work, communities have the option of combining one of the above trainings with a customized training. Some examples of possible training areas are listed below:

Coalition Development and Sustainability and Youth Leadership *Possible areas covered in this 1-2 day training:*

- Building community leadership
- Assessing coalition readiness
- Determining roles and responsibilities
- Recruitment and retention strategies for building coalitions and youth participation
- Youth development and successful youth-adult partnerships
- Strategies for training and preparing coalition members

Successful Environmental Prevention Strategies: Examples & Methods

Possible areas covered in this 1-2 day training:

- Understanding Environmental Prevention
- Action planning and project implementation
- Policy advocacy
- Using ordinances and planning strategies for prevention
- Using community organizing and public policy strategies for prevention
- Interplay of prevention strategies: Coordinating evidence-based approaches in communities
- Media advocacy

Evaluation & Outcomes: Building Outcome & Measurement Tools

Possible areas covered in this 1-2 day training:

- Building outcome and measurement tools for Environmental Prevention and CMCA related strategies
- Building an evidence base for Environmental Strategies
- Prevention framework and youth development outcomes
- Developing alcohol access surveys



COMMUNITIES MOBILIZING FOR CHANGE ON ALCOHOL

Communities Mobilizing for Change on Alcohol (CMCA) is a nationally recognized program that uses community-organizing strategies to reduce youth access to alcohol by changing community policies and practices.

APPLICABILITY

CMCA has been successfully implemented in communities throughout the United States. It can work in virtually any rural, suburban, or urban community.

HOLISTIC CHANGE

CMCA employs a range of organizing techniques to address legal, institutional, social, and health issues in order to reduce youth alcohol use.

LIMITING ACCESS

CMCA motivates community members to make changes to the local policies and practices that affect youth access to alcohol.

EVIDENCE-BASED

CMCA is listed on the Substance Abuse and Mental Health Services Administration (SAMHSA) National Registry of Evidence-Based Programs and Practices (NREPP).



CMCA TRAINING & CONSULTATION PACKAGES

CMCA Training & Consultation Packages are designed to support communities from the piloting of the model program, to the development of their community coalitions, and drafting of policy to effect change. Communities can choose from:



THE 6-DAY INTENSIVE TRAINING

THE 2-DAY OVERVIEW TRAINING

INTENSIVE CMCA TRAINING

MODULE I (2 DAYS)

CMCA MODEL OVERVIEW & ENVIRONMENTAL PREVENTION

This first training day introduces participants to the originating research of the CMCA model, foundational principles, and implementation stages of the program. It also focuses on enhancing participant understanding of environmental factors (norms, media, policies, and accessibility), and the reduction of access through social, commercial, and community stakeholder policies.

INITIAL COMMUNITY ORGANIZING & ENGAGEMENT

Participants will plan initial community organizing activities in CMCA (such as one-on-one conversations with community stakeholders), so that they may begin the CMCA process in their community.

MODULE II (2 DAYS)

COMMUNITY ORGANIZING & POLICY

Trainers will highlight different model policy and ordinance options in detail, and review strategies and methods used to successfully garner political and community support. Coalitions will also have the opportunity to prioritize issues and identify subsequent strategies to focus on.

ACTION PLANNING & ALCOHOL POLICY TACTICS

This training provides participants with practical and tangible strategies to build their community base, expand their outreach and support efforts, and develop their campaign action plans based upon the CMCA stages of community organizing.

MODULE III (2 DAYS)

ROADMAP FOR MOVING FORWARD

This training allows the coalition to reassess their action plan, and if needed, revise and reprioritize strategies. Youth engagement and youth-adult partnerships within coalition efforts will also be covered.

ACTION RESEARCH & EVALUATION STRATEGIES

The last day of the training series covers evaluation for environmental strategies (both process and outcome evaluation), as well as sample tools and strategies to measure outcomes.



CMCA TRAINING PACKAGES

Intensive CMCA Training Package | \$21,000

- 6 Days On-Site Coalition Training (Three 2-Day Trainings Over Time)
- 6 Additional Hours of Remote Technical Assistance (Phone/Email)
- 25 CMCA Intensive Training Manuals

Trainer travel and lodging not included.

CMCA Overview Training Package | \$7,500

- 2-Day Overview Training
- 4 Additional Hours of Remote Technical Assistance (Phone/Email)
- 25 CMCA Overview Manuals

Trainer travel and lodging not included.

Supplemental Services

- In addition to standard CMCA trainings, communities may work with the Youth Leadership Institute to develop customized training, consultation services, and assessment tools for CMCA implementation.

OVERVIEW CMCA TRAINING

The 2-Day CMCA Overview Training covers the fundamental strategies of CMCA, including community organizing tactics that lead to localized policies and ordinances addressing youth access to alcohol. The training also includes a brief introduction to specific CMCA evaluation strategies, and best practices for engaging youth in CMCA efforts.