

*The Vermont Strategic Prevention Framework (SPF)  
2009-2010 Learning Community Training Series*

***Implementing the Strategic Prevention Framework in VT:  
Fundraising, Advocacy and Strategy Implementation***

March 8, 2010: 9 am – 4 pm Lake Morey Fairlee, VT

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## **Presentation and Workshop Overview**

### **Morning Session**

9:15 – 12:15pm

#### **When the SPF Money Runs Out: Raising Money Today as if Tomorrow Were Already Here**

*Andy Robinson, Non-profit Consultant*

#### Objectives:

1. Acknowledge the reality of reduced state funding for prevention work.
2. Identify other options for funding.
3. Begin to develop a funding diversification plan and figure out ways to engage community partners in implementing the plan.
4. Validate the good work already being done!

The clock is ticking. If you want to survive and thrive when the SPF ends, you need to reduce your reliance on state funding and identify new sources of revenue. We'll discuss:

- Lots of options: Building a diverse funding base
- The psychology of fundraising: Why people give
- Identifying prospects
- Getting board members and volunteers to help
- Integrating fundraising into your program and outreach work

### **Afternoon- Concurrent Sessions**

1:45 – 2:45pm

#### **Honing Your Advocacy Skills to Talk to Community/Coalition Members, Legislators about Minimum Legal Drinking Age and Alcopops**

*JoEllen Tarallo-Falk, CHL Tinalyn Caisse, TogetherWorks John Searles, VDH*

### Objectives:

1. Practice skills to engage policy makers and community members in advocating for strategies that decrease underage drinking (focusing on MLDA and Alcopops).
2. Identify resources available to support this work.

This session is a follow-up to previous sessions developing knowledge about advocacy. This session will focus on your own skill development in holding a meaningful discussion with stakeholders. An original model, "A is for Advocacy" will introduce skills to *Anchor, Add, Apply* and send your constituents *Away* with information and recommendations on action steps for supporting strategies that decrease underage drinking. Participants will have a chance to further use the Prevention Works briefs on MLDA and Alcopops to identify and strengthen their responses to issues raised. Active participation in discussion, scripted and paired role plays and PowerPoint will be used in this presentation. All practice will occur in pairs and not in front of a large group.

### **Strategy Implementation – Modified Open Space**

*Matt Myers and Coalition Representatives*

*Many thanks to the coalition representatives and VDH staff participating in this session!*

### Objective:

To provide an opportunity for participants to network and to share their learning and experience on prevention strategies that are of most interest to them.

We will use a modified open space design with tables identified by topic. Topics of interest to Vermont coalitions have been determined ahead of time. Coalition representatives experienced with this topic have been asked to serve as Facilitator and Resource Person at each table. A Note Taker will also be designated to enhance the quality of the discussion. Participants move to the table with a topic of interest. Each participant writes questions they have about the topic. Facilitator collects, organizes and posts the topics and guides the discussion.

The Resource Person, along with participants, offer their perspectives and experiences with the particular strategy being discussed. The Resource Person may also share materials they have used and found helpful. The Note Taker records information to be shared with other groups.

The topics that will be discussed include:

Communities Mobilizing for Change on Alcohol

Social Marketing, Media Campaigns and Social Norms

Enforcement

Parent Education

Work-Place Programs

School Curriculum