

# USING COLLECTIVE IMPACT STRATEGIES TO CREATE CHANGE IN HIGH USE RURAL SETTINGS

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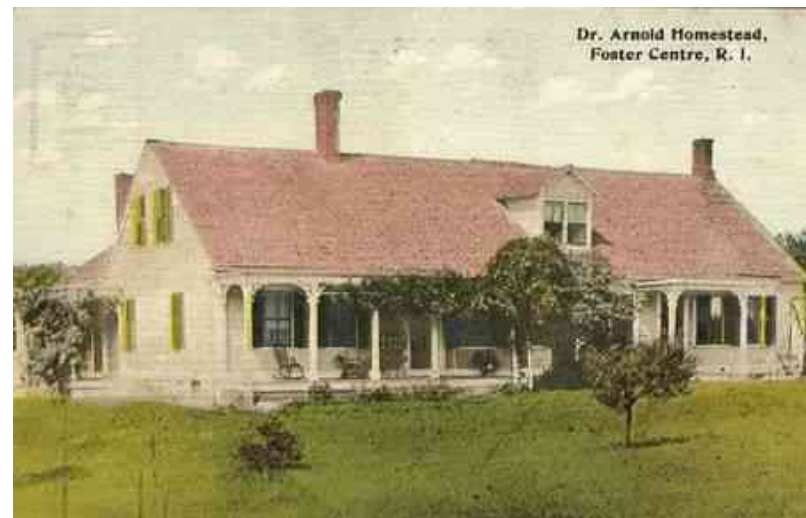
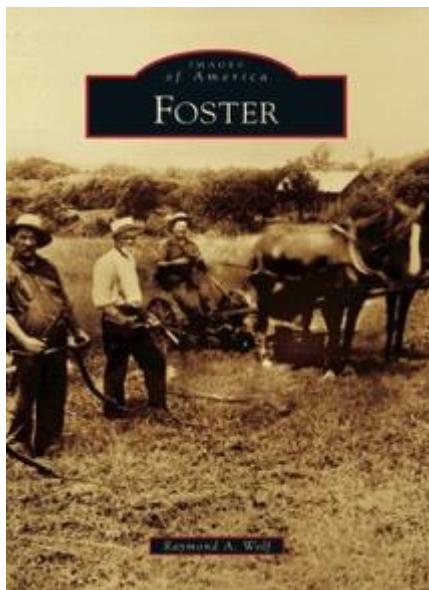
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**CAST**



**Citizens and Students Together**  
Coalition for Community Health

# FOSTER RI: Understanding the Past Informing The Future





# FOSTER. RI

Pop. 4,606



# AGENDA

- The CAST Coalition's - Project Site – Foster, RI - USA
- Why Integrate Developmental Assets™ and Developmental Relationships™ as our evidence based framework
- Why and how we used Collective Impact Strategies for Implementation and Sustainability of the ACP including: overcoming obstacles culturally sensitive and creative strategies for youth and adult engagement
- CAST (Citizens And Students Together) Successes
- Questions

# FUNDAMENTAL ASSUMPTION OF THE DEVELOPMENTAL ASSET™ (DA) MODEL

*The more positive experiences young people have in their lives, the greater the likelihood that they will succeed developmentally.*

Cumulative Asset Model

*What's typically graphed is a Cumulative Risk Model*

# TWO SHIFTS

## First Shift

From young people as  
a problem to be fixed



Young people as a  
resource to be built

## Second Shift

Beyond programs and  
curriculum



Relationships

# ASSETS = 40 QUALITIES TO HEALTHY DEVELOPMENT

Search Institute has identified 40 positive experiences and qualities that all of us have the power to bring into the lives of children and youth, which are called *Developmental Assets™*.

There are two types of *Developmental Assets™*:

1. External Assets- structures, relationships, in the environment
2. Internal Assets- skills, beliefs and values needed to engage

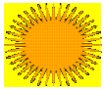
These two types are then broken down into eight categories.



# EXTERNAL ASSETS:



Support



Empowerment



Boundaries & Expectations



Constructive Use of Time



# INTERNAL ASSETS:



Commitment to Learning



Positive Values

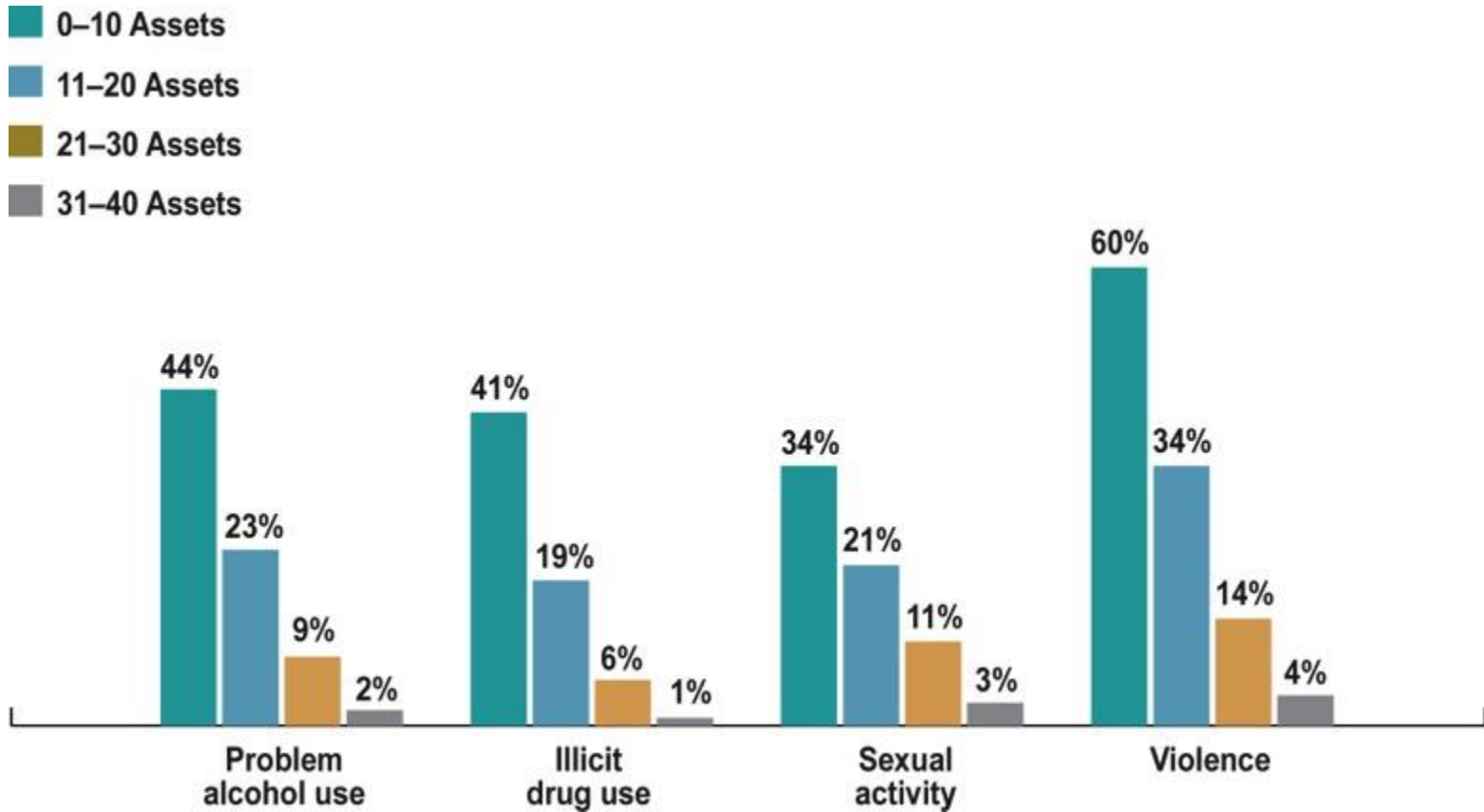


Social Competencies

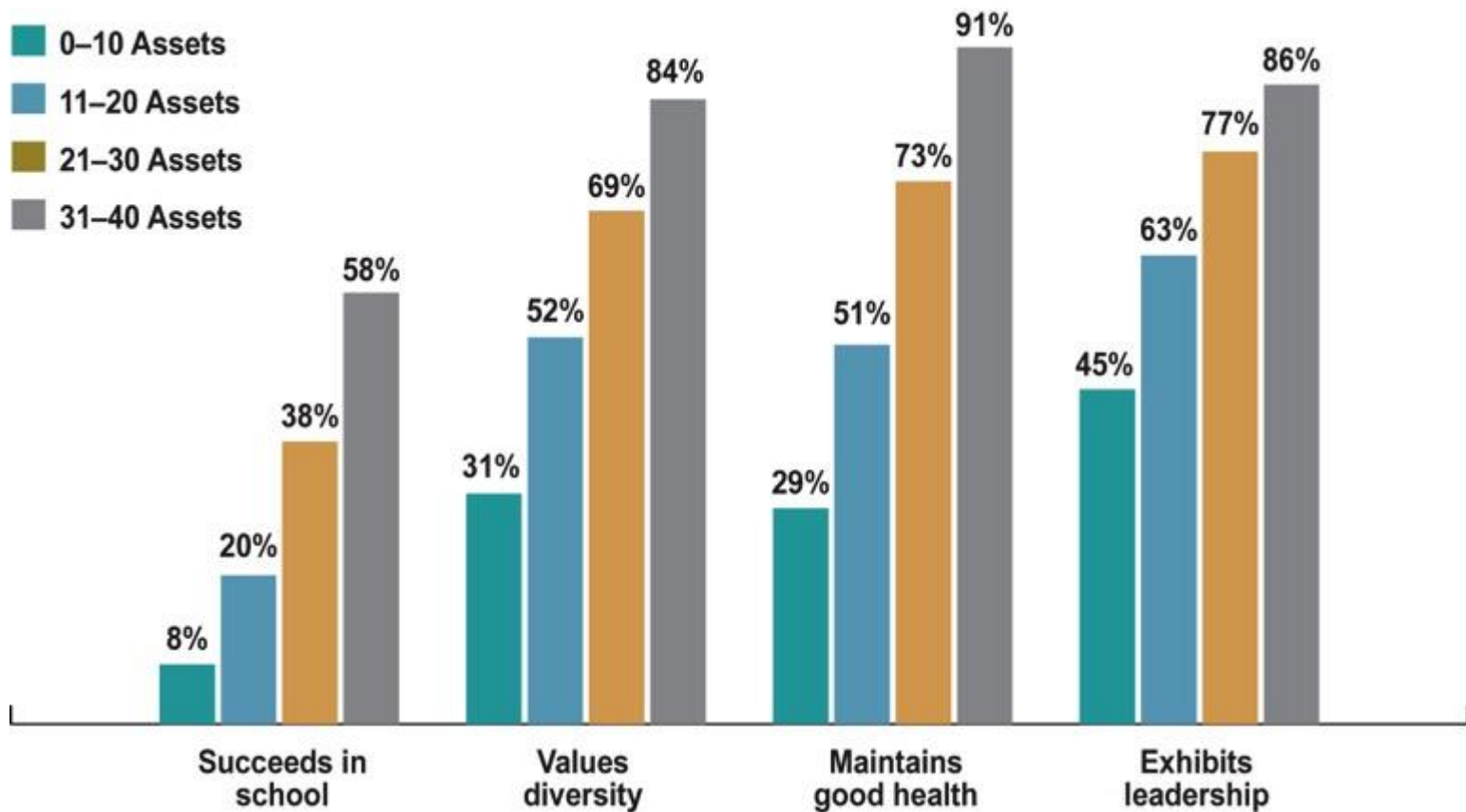


Positive Identity

# THE POWER OF ASSETS TO PROTECT



# THE POWER OF ASSETS TO PROMOTE



# WHAT DO YOU SEE?



***What we see depends mainly on what we look for.***



*John Lubbock, 1870's musician & politician*

***If we look for strengths and resources in youth, we are more likely to find it than if we were focusing on problems.***

**Developmental Relationships** are close connections through which young people discover who they are, cultivate abilities to shape their lives and learn how to engage with and contribute to the world around them.

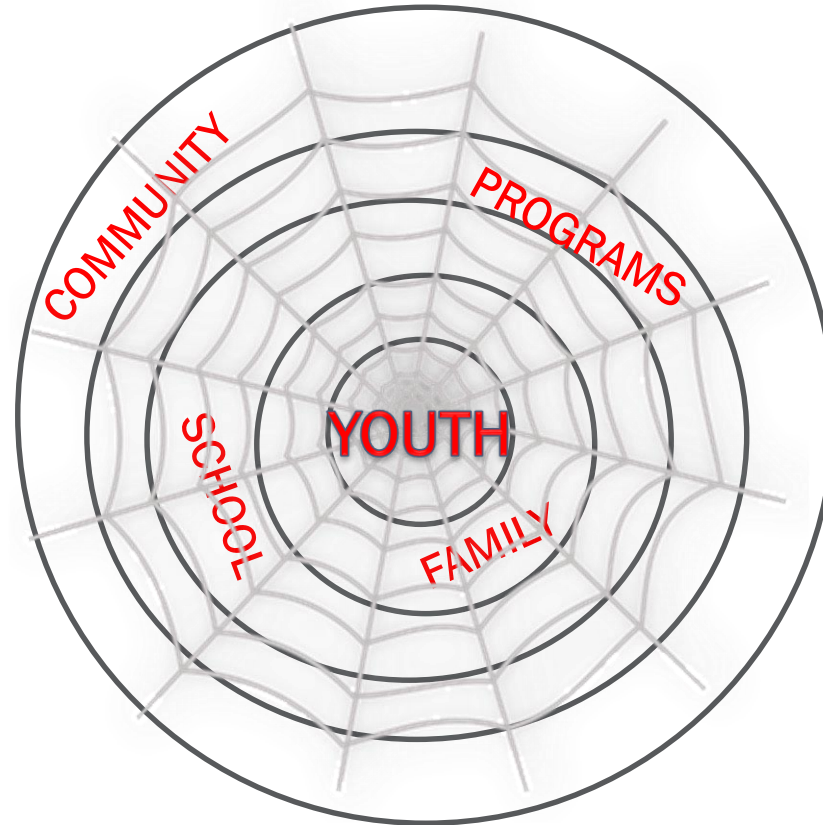
*The Developmental Relationship Framework identifies 5 elements expressed in 20 specific actions and definitions for those actions*



# Expanding the Web of Developmental Relationships (DR)

Expand  
Possibilities

Express  
Care



Share  
Power

Challenge  
Growth

Provide Support

Developmental Relationships Elements & Actions

# ACP' S STRATEGIES FOR ENGAGING YOUTH

- Youth Representatives are invited to the CAST membership
- A special agenda entitled *Youth Update* is on every agenda
- Youth are encouraged to sit on other Community Councils/Boards
- CAST uses the Developmental Relationships™ Framework, in every aspect of youth interaction, e.g. in training, in meetings, in focus groups etc.
- CAST Coordinator or member representative requests time to observe a youth group meeting or get formally on their agenda
- CAST Contacts adults or other already in a positive relationship with youth to provide an introduction or recommend an approach
- CAST encourages youth in leadership, advocacy, community service, provides opportunities and acknowledgement for youth input and contributions





# OBSTACLES TO SERVICE DELIVERY IN RURAL AREAS

Personnel Issues

Transportation

Remoteness & Isolation issues

Communication Issues

Understanding Rural Culture



# NAVIGATING RURAL CULTURE:

What can you learn about the values from the following rural proverbs? How might that help you understand the culture?

“You'll never plow a field by turning it over in your mind”.

"The nail that sticks up will be hammered down”.

"Paper can't wrap up a fire. ”



# *Vision is the art of seeing things Invisible*

Jonathan Swift

Everything is not about money. Bartering is common in rural. Volunteerism is part of the culture. Costs should not be an automatic barrier.

Getting to know the Social Networks of the community helps with all aspects of community organizing knowledge- communication- planning-action.

Always ask... *Do you know who in the community knows or can help?*

Then ask... Can I let them know you recommended them?



# TRANSFORMATION THROUGH COLLECTIVE IMPACT



*Collective impact is a framework for progress in specific social problems. It is the organized commitment of a group of people and institutions to a common agenda.*

John Kania and Mark Kramer.

# Criteria for Collective Impact



- **Common agenda**
- **Mutually reinforcing activities**
- **Measuring results consistently**
- **Continuous communication**
- **Backbone Organization**

# Collective Impact Criteria:

## 1. Developing A Common Agenda

- Begin with a core group
- Recruited as a result of assessment results
- Educate about Developmental Assets™ and Developmental Relationships™ and common interests for youth & families in the community.

COMMON	
	GROUND

# Collective Impact Criteria:

## 2. Mutually Reinforcing Activities

- Secure buy-in through a formal Memorandum of Understanding Agreement (MOU).
- Offer Implementation Award or other incentives and continuous acknowledgement for joining the ACP collective.
- Offer Continuous Resources & Support.



# Mutually reinforcing activities

## Asset Champion Project-ACP:







**PHS Student Success Center**  
STARS students painting on student designed logo



# Collective Impact Criteria:

## 3. Shared Measurement Examples

- Community Assessment
- Focus Groups
- Surveys (e.g., Developmental Assets Profile)
- Consumer Feedback
- Town Meetings
- Intercept Surveys
- Readership, web hits
- RI Student Survey
- URI Evaluates Coordinator and Coalition Function

# MEASUREMENT: DEVELOPMENTAL ASSET PROFILE (DAP)

## Activity:

Place a star next to your top five assets

Place the Largest Star next to your strongest asset.



# MEASUREMENT: CAST STUDENT LEADERSHIP TRAINING PARTICIPATORY FEEDBACK ACTIVITY

Do you know what an internal asset is?

Do you know about at least one new  
Developmental Asset™ activity?

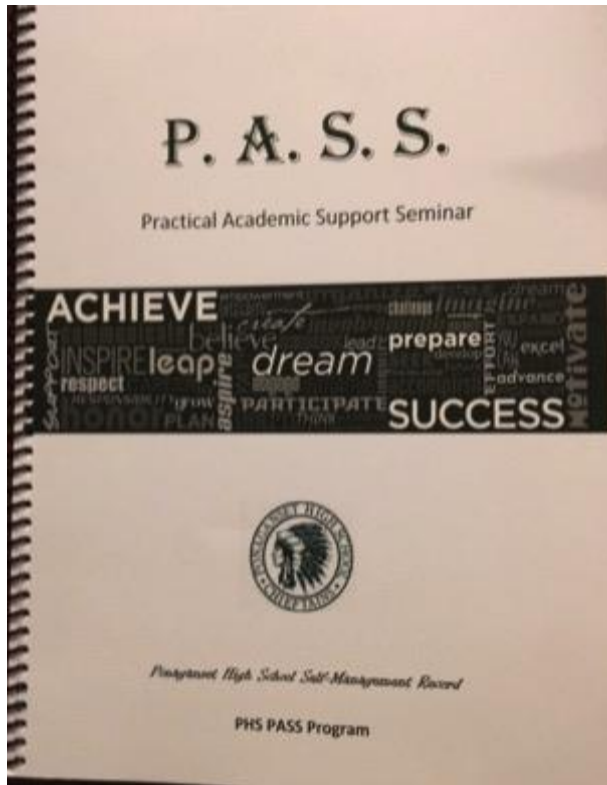
Did you have fun?

Thumbs Up, Down, Sideways



Students Taking Action on Real Situations  
(STARS)  
Youth to Youth, Gender-Sexuality Alliance (GSA)

# Student Self Monitoring- Workbook for Academically Challenged Students Designed by PHS Advisors



**PHS PASS Program**  
PASS Classroom Daily Student Record  
(Exit Summary)

Name: \_\_\_\_\_ Week of: \_\_\_\_\_ to: \_\_\_\_\_

Please Circle: 1=Strongly Disagree 2=Disagree 3=Agree 4=Strongly Agree

Completed by PASS Student	Monday	Tuesday	Wednesday	Thursday	Friday
Attended Class (Full/Partial)	<input type="checkbox"/> Full <input type="checkbox"/> Partial	<input type="checkbox"/> Full <input type="checkbox"/> Partial	<input type="checkbox"/> Full <input type="checkbox"/> Partial	<input type="checkbox"/> Full <input type="checkbox"/> Partial	<input type="checkbox"/> Full <input type="checkbox"/> Partial
<b>Organization:</b> Completion of Daily Entrance Task (Engaged)	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
<b>Engagement:</b> Work toward goals on task, self- advocacy, etc.	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
<b>Self-Management:</b> Completion of exit summary	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

# Collective Impact Criteria:

## 4. Continuous Communication

CAST communicates with many players to build trust, assure mutual objectives, and create common motivation.

CAST uses Social Norms & Social Marketing Campaigns to support all programs to reinforce messages.




# Communication: Youth Driven Message Saturation

**Join The Majority**  
**In the Tower of Power Challenge**  
Hosted by S.T.A.R.S.  
*Students Taking Action On Real Situations*

Teamwork  
Resourceful  
Ingenuity  
Sportsmanship  
Creativity  
Expect Success  
Fun!  
Supportive Friends

Beginning Thurs. April 10<sup>th</sup> and 4 Tuesdays after, Advisory classes will compete to create the largest balloon tower for their grade. You will have balloons and masking tape and the strengths/power of your group to succeed. The finalist will compete for the prize.



See MS Bucco for more information.

### Developmental Assets for Adolescents

**EXTERNAL ASSETS**

- Supportive Family
- High Expectations
- Safe Neighborhood
- Adult Role Models
- Community Involvement
- Safe School
- Quality of School
- Teacher Expectations
- Adult Mentors
- Participation in Decision Making
- Participation in School Activities
- Participation in Community Activities
- Participation in Family Activities
- Participation in Religious Activities
- Participation in Cultural Activities
- Participation in Sports Activities
- Participation in Arts Activities
- Participation in Music Activities
- Participation in Dance Activities
- Participation in Theater Activities
- Participation in Other Activities

**INTERNAL ASSETS**

- Commitment to Learning
- Self-Efficacy
- Self-Management
- Self-Regulation
- Positive Identity
- Social Competencies

*because*  
**I NEED MY BEARINGS**



**7 out of 10** PHC STUDENTS DON'T DRINK, SMOKE MARIJUANA OR USE OTHER DRUGS \*

**JOIN THE MAJORITY**

**CAST**  
Citizens and Students Together  
Coalition for Community Health

817.207.2016 | cast@castcoal.org | www.castcoal.org



# Tower of Power

## School-wide Developmental Asset™ Celebration



**S.T.A.R.S.**

*Students Taking Action for Real Situations*



**PHS** developed my confidence.  
 Now I'm growing  
 my own business.

**START HERE. GO BIG.**

[www.fg.k12.ri.us/PonagansetHigh.cfm](http://www.fg.k12.ri.us/PonagansetHigh.cfm) | [www.CastRI.org](http://www.CastRI.org)



*because*  
**I NEED MY BEARINGS**

**7 out of 10** PHS STUDENTS DON'T DRINK, SMOKE MARIJUANA OR USE OTHER DRUGS.\*

**JOIN THE MAJORITY**

**RESPECTFUL**  
**RESPONSIBLE**  
**REFLECTIVE**

**ATTITUDE IS EVERYTHING**

*because*  
**I WANT TO GET INTO THE BEST COLLEGE I CAN**

**7 out of 10** PHS STUDENTS DON'T DRINK, SMOKE MARIJUANA OR USE OTHER DRUGS.\*

**JOIN THE MAJORITY**

**PHS** motivated me  
 to do well  
 in school  
 Now I'm getting my MBA

**START HERE. GO BIG.**

[www.fg.k12.ri.us/PonagansetHigh.cfm](http://www.fg.k12.ri.us/PonagansetHigh.cfm) | [www.CastRI.org](http://www.CastRI.org)



Social Norms  
 Messages Student  
 Devised & Driven



# GIVE BACK



# GET REWARDED

Help build a safer community by volunteering as a first responder.

CONTACT:



# ORDINARY PEOPLE CAN MAKE EXTRAORDINARY HEROES


No matter your background or abilities, you can help build a safer community by volunteering as a first responder.



CONTACT:




# ORDINARY PEOPLE CAN MAKE EXTRAORDINARY HEROES











As a volunteer, you serve as a role model and support the healthy development of students in the community by demonstrating:

- Service to others
- Integrity
- Caring
- Responsibility



**CONTACT**

				
(401) 297-3317	(401) 472-4572	(401) 626-6470	(401) 392-0328	(401) 241-8514

# GET INVOLVED IT MATTERS


Research shows that when young people have:

- Positive Adult Role Models**
- Support from 3 or more adults in addition to their family**
- A Sense of Purpose**


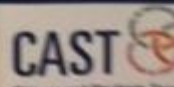
They are more likely to make healthy decisions throughout life

DEVELOPMENTAL ASSETS RESEARCH INSTITUTE

Volunteer with the Foster Department of Recreation



**For more information please contact:**  
 Foster Department of Recreation  
 Mike Polowski, Director  
 401.647.2811

EXAMPLE Continuous Communication:  
 Foster Home Journal Flyer: supports billboard messages with added information connecting to Developmental Assets™

Swamp Meadow Community Theatre  
Proudly Presents



# Our Town

written by Thornton Wilder

directed by Tim Hillman



Partnering with

# CAST



Citizens and Students Together  
Coalition for Community Health

Swamp Meadow Community Theatre is proud to be in partnership with C.A.S.T. in their goal to reduce violence and abuse of alcohol, tobacco and other drugs in our communities. We emphasize building community by encouraging individuals and establishing meaningful relationships.

**FAMILIES** that work **TOGETHER** on a **PLAY**  
will deal with **DRAMA** in a **HEALTHY WAY!**  
When **FAMILIES TOGETHER** come and see a **SHOW...**  
they're more ready for **ACTION** wherever they go!

Please join us in talking with your children about your need to trust them in making healthy choices. Spending mealtimes together helps families stay connected and keeps communication lines open.

For more information about C.A.S.T. and its program,  
call 401-397-5616.

C.A.S.T. P.O. Box 436 Foster, RI 02825

[www.castri.org](http://www.castri.org)

# YOUTH AS ASSET CHAMPION

*My experience is that Youth to Youth is a resource for substance abuse prevention, but it is not just that – it is a way to help peers get through whatever they need to get through. Youth to Youth is not just ‘anti-drug’ or ‘anti-alcohol’; it is ‘anti-anything that brings anyone down.’*

Youth to Youth Student



PHS- ASSET CHAMPION'S CHOOSE TO INCLUDE CAMPAIGN RALLY



CAST-POLICE –SCHOOL-BUSINESS COLLABORATION

**RURAL PREVENTION- FOSTER RI**  
**Asset Champions:**  
*Building Developmental Assets & Relationships*



**CAST- YOUTH ADVISORS**



PHS NATIONAL UNIFIED AWARD RECIPIENT



YOUTH ASSET DEV. LEADERSHIP TRAINING



ASSET CHAMPIONS-FIRE DEPT& BOY SCOUTS



*What is important is family, friends, giving back to your community and finding meaning in life.* Adrian Grenier



# Collective Impact

## 5. A Backbone Organization

- Citizen's And Student's Together (CAST) a Healthy, Communities Coalition is the backbone for the Asset Champion Project (ACP)
- 12 – Active members 10 adults 2 youth
- 15 – CAST Advisory members
- 3 – Three Advisory Youth Groups 60 Youth
- 1 – Parent Advisory Group

**Other community input is available through**

- Asset Champion Collective





CAST has Easily accessible advisory groups feeding the planning process

# SUSTAINABILITY- TIPS & TRUISMS

- Think about sustainability from the beginning.
- Build ownership among stakeholders.
- Track and tout outcomes.
- Identify program champions.
- Invest in capacity.
- Identify diverse resources, *including human, financial, material, and technological.*

# ACP INDICATORS OF SUCCESS AND SUSTAINABILITY

Participation

Economic Impact

Physical School/Community Improvements

Shift in Power Dynamics

Institutional Change





## Other Successes

- Foster is no longer assessed to be a high need town.
- Ponaganset High School has copyrighted the youth inspired *Start Here Go Big* campaign & it is the school's motto for recruiting out of district students and creating a positive school climate.
- The walls of the schools are covered with permanent murals inspired and created by students modeling youth contributions. Murals promote diversity & connection.
- Student & staff inspired custom designed workbooks are now available to help students with *attendance, organization, engagement, and self management.*



- 85 % of Asset Champion Projects will continue after the life of the grant, e.g. *Schools, police, theater groups, recreation, library, scouts, 8 faith based orgs. First Responders, 4-H, special needs classes, after school projects, 2 Libraries, service groups, Preservation Society, Farmers Coalitions, Granges, etc.*
- The detention room is now a Student Success Center (SSC). Staff was hired to assist youth at the SSC.
- A leadership curriculum & materials kit was created for STARS students for cross age teaching. The curriculum was based on RIDE core standards.

# TRIALS, TRIBULATIONS, & TRIUMPHS

*You measure the size of the accomplishment  
by the obstacles you had to overcome  
to reach your goals.*

-Booker T. Washington



***The only waste of human resources is  
letting them go unused***

Mark Victor Hansen