

COMMUNITY COALITIONS' APPROACH TO DRUG PREVENTION

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WHAT IS CADCKE

- ▶ Founded in 2013 on recommendation from NACADA and with the technical Support of Community Anti-drug Coalitions of America(CADCA)
- ▶ CADCKE Supports a comprehensive data driven approach to prevent the use of ADA across vulnerable groups
- ▶ CADCKE represents 4 Coalitions: Nairobi, Mombasa , Kwale & Muranga with more than 100 organizations
- ▶ VISION:A country of safe, healthy and drug-free communities.
- ▶ MISSION: To Educate, Support and Empower communities on the dangers of alcohol and drug



WHAT IS A COALITION

- ▶ A Coalition is a formal arrangement for co-operation and **collaboration** between groups or **sectors** of the community in which each group retains its identity but all agree to work together towards **a common goal** of building a safe, healthy and drug free community

How do we work ?

- By mobilizing diverse sectors of the community to analyze **local data** and implement **comprehensive strategies** that foster effective **programs, policies and practices** to create **population level** reductions in substance abuse

Coalitions Engage Diverse Community Partners

- ▶ Coalitions convene and combine talent and resources to address local ADA issues
 - Youth
 - Parents
 - Businesses
 - Media
 - Schools
 - Youth serving organizations
 - Faith based community
 - Civic and volunteer groups
 - Law enforcement
 - Health care professionals
 - State, local or tribal agencies
 - Other organizations involved in reducing substance abuse

NAIROBI COALITION MEMBERS



Kwale Coalition



Coalitions are Strategic and Data-Driven



Assessment-collect data to determine the population needs, resources, and gaps.

Capacity-mobilize and/or build up resources to meet goals.

Planning-development of a comprehensive plan.

Implementation-carrying out of the plan, using evidence-based prevention programs.

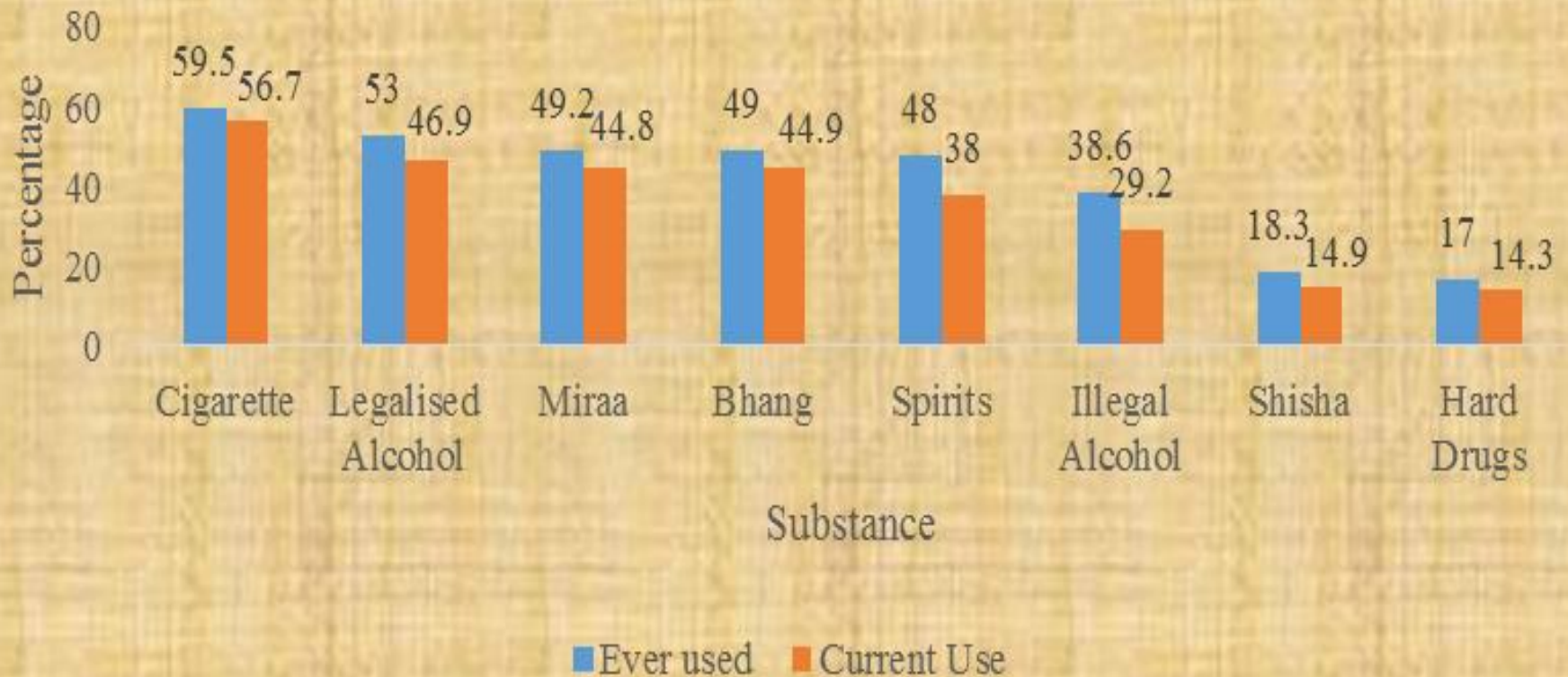
Evaluation-monitoring the implementation, measuring impact, and determining needed improvements.

Always be mindful of:
Sustainability-process of integrating prevention into ongoing operations.

Cultural Competence-interacting with audiences from diverse backgrounds.

Community Assessment: Starehe Sub-County

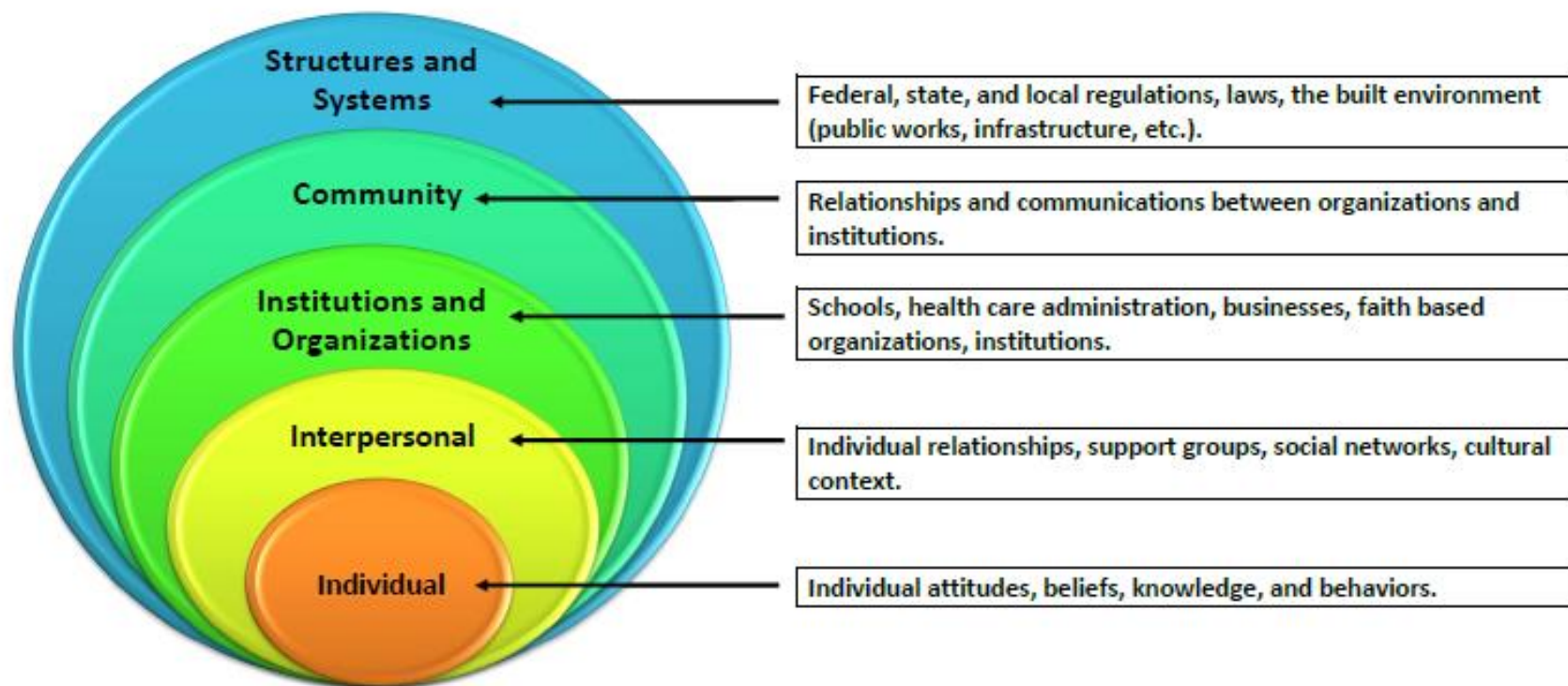
Prevalence of Ever Use and Current Use



Key informants

1. “Smoking is not acceptable for anybody because it is damaging to oneself and others.” – Adult, Starehe Sub-County
2. “We in Huruma, when we have a baptism or wedding, or maybe a football game, there is always alcohol.” – Adult, Huruma Division, Starehe Sub County
3. “For us, bhang is sacred. It carries our prayers up to the creator.” – Young adult, Starehe- Sub County.
“Alcohol is thought of as a waste of time in our community. NACADA people say it is poisonous but I am yet to prove that.” –Addicted Youth, Starehe Sub- County

Social Ecological Model



Coalitions engage at each step within this Public health model.

How Coalitions Achieve Impact

1. Provide information

2. Build skills

3. Provide social support

4. Reduce barriers / enhance access

5. Change consequences / incentives

6. Alter the physical design of the environment

7. Change policy and rules

Individually-
focused

Environmentally-
focused

Coalition Successes and Challenges ?

- ▶ Plans are underway : **Entrenchment of Coalition model** in the 'NATIONAL POLICY ON ALCOHOL AND DRUG PREVENTION, TREATMENT AND REHABILITATION' (NACADA)....Kenya Feted in 2016
- ▶ Advocacy: Revision for age of onset of drinking from 18 years to 21 years
- ▶ In Kwale we have succeeded in pushing for the establishment of **80 bed capacity model** treatment and Rehabilitation Centre.
- ▶ CADCKE-Mombasa has so far achieved taking more than **50** affected drug addicts to rehabilitation Centres in the Past one year
- ▶ The Chapter Coalitions have undertaken numerous advocacy meetings in different parts of the Country

Challenges

- ▶ Lack of funding to implement the Coalition's activ
- ▶ Resistance to change by some individual organizat
- ▶ Coalitions being at different levels as far as their co



PROPOSED MODEL REHAB CENTRE IN KWALE



WE ARE PART OF A GLOBAL COALITION MOVEMENT

- Our mother, CADCA began building anti-drug coalitions internationally in 2005
- CADCKE is part of over 130 international coalitions
- CADCA has Trained in 22 countries Including Kenya, on five continents
- The coalition model is adaptable around the world
- Effective on problems associated with illicit drugs, alcohol, tobacco, and the abuse of n

KENYA REPRESENTED IN CADCA MID YEAR MEETING ATTENDED BY 2000 PARTICIPANTS 2016



Stay Connected with CADCKE

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