

Community Action on Youth and Drugs



Learning from Success Stories

Community Action on Youth and Drugs

- ✦ In 25 high need communities
- ✦ Outcome driven: Reduce harm from AoD
- ✦ Aims to prevent harm at population level
- ✦ Long term change
- ✦ Ministry of Health funded
- ✦ Local coordination

Why Video Success Stories?

Raise CAYAD's profile for

- ★ Increased support and reach for new projects
- ★ Training and sharing project ideas

Video is

- ★ Accessible, has high authenticity
- ★ Relevant to our workforce



Paratahood



Highlighting Success Factors

1. Getting Started

Whakawhanaungatanga

- Raise awareness of issues and evidence
- Take time, build trust
- Target people with **influence** and the **will**
- Consultation, negotiation

Outcomes:

- Shared purpose, working agreements
- Important stakeholders actively involved
- Support & resources at the ready

2. Strategic Planning

Evidence-Based Planning

- Gather **local knowledge, research**
- Facilitation: to define a logical path of action
- Link short- to long term change

Outcomes:

- Increased awareness and commitment
- Local needs identified
- Relevant actions and resources identified



3. Implementation

Action, reflection & extension

- Coordinating delivery of projects
- Promotion and use of media
- Evaluation: emerging outcomes, success factors
- Funding and hand-over

Outcomes:

- Maximised impact
- Extension: over time, other communities
- Acknowledgement and encouragement

Looking Ahead

Final editing * Disseminate video * Inspire!



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