

# Capacity Building: A Better Me, a Better We, A Better Us

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# Capacity Building Training: A Better Me, a Better We, a Better Us

DDATA and the SPF-SIG Evaluation Team present a two training on Capacity Building. The goals of the training is:

1. to understand and be able to implement processes for educating leadership and the community (a better me)
2. to be able to identify and link resources effectively (a better we)
3. to be able to build a sustainable infrastructure to maximize use and impact of resources  
to reach a common goal (a better us)

The first part will provide guidance in two-related areas. First, instruction will guide participants through a process of identification and recruitment of strategically important and culturally diverse and representative community individuals and agencies. Second, there will be instruction in the importance of and methods of training those individuals in prevention and leadership skills.

The second part of the training will focus on building structure within the community, generally in the form of a coalition. The structure will enable the coalition to work together effectively, strengthen relationships built, identify roles and responsibilities and enhance sustainability.

Capacity Building, like charity,  
begins at home  
(with yourself).

# To understand and be able to implement processes for educating leadership and the community (a better me)

- Understand your content
  - Identify your Problem
  - Identify your Theory of Change
  - Prepare/gather materials
- Understand your process
  - Be familiar with how things work in your community
  - Identify your Contact Pathways

# The Problem

- Problems have boundaries
  - Time
  - Space
  - Age
  - Other factors (i.e., culture)
- Problems have names

# Understand your problem

- Can you name it?
- Can you describe it?
- Can you explain why it's a problem?  
(consequences)
- Can you explain why it happens? (Theory of Change)
- Can you document it? (Indicators)

# Can you express it?

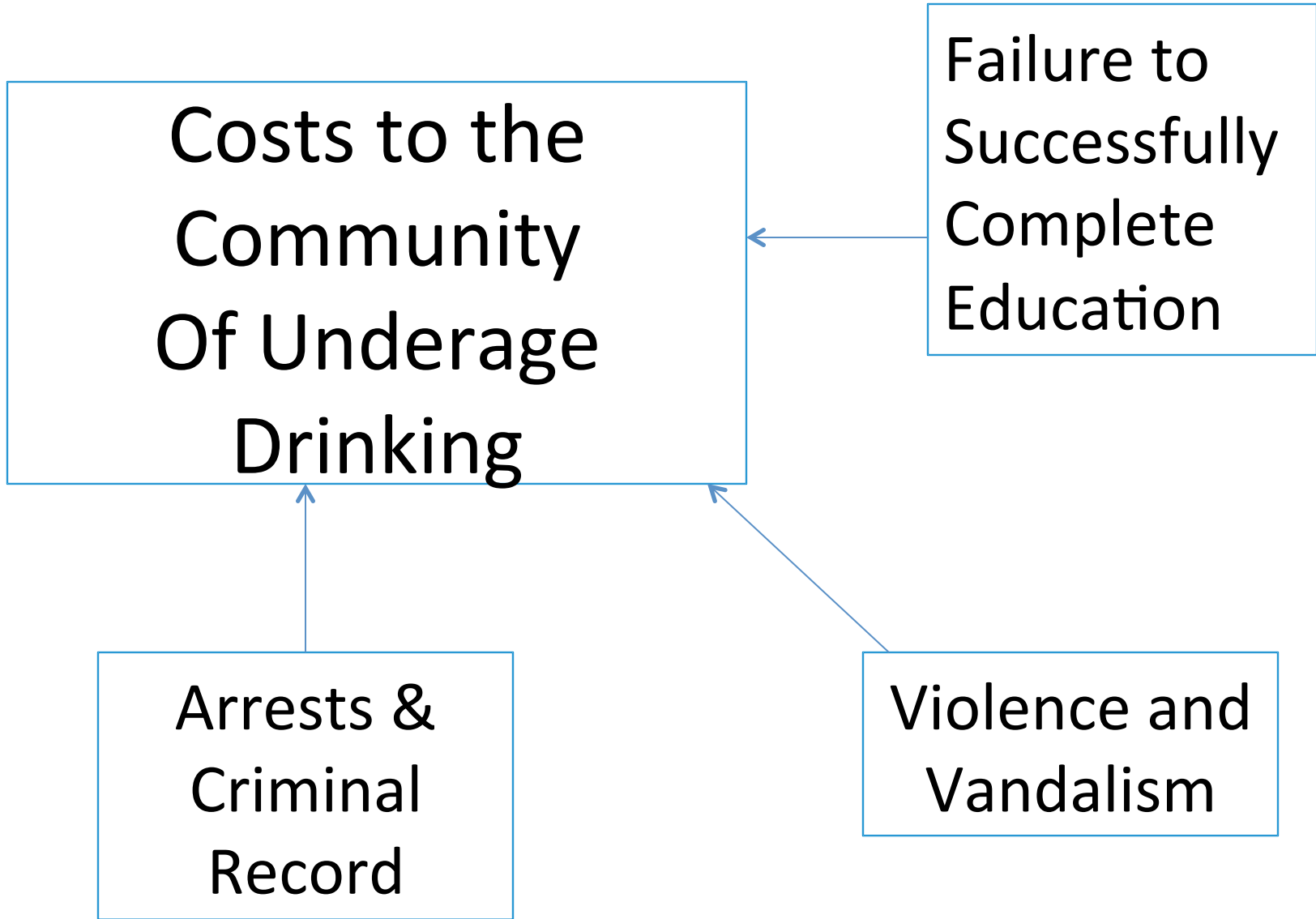
- Words
  - Name (teen drinking, underage drinking)
  - Definitions (drinking, underage)
  - Talking points (no more than 3)
- Pictures
  - Logic models/flow charts
  - Memorable images

Costs to the  
Community  
Of Underage  
Drinking

Failure to  
Successfully  
Complete  
Education

Arrests &  
Criminal  
Record

Violence and  
Vandalism





# Underage Drinking in Our Town



# Underage Drinking in Our Town



# Underage Drinking in Our Town



# Understand your process

- Be familiar with how things work in your community
  - Culture(s)
  - Values
  - System of government
  - Media
  - Hierarchies