

## Lead & Seed

...LEADing Community Action

...SEEDing Anti-Drug Efforts

## Bonus!

With every Lead & Seed training, students are presented with 100 youth-led, community mobilization projects and activities. Each activity is in a lesson plan format and includes materials needed, possible business and funding partnerships, and suggested ways to measure and evaluate outcomes.

- Website: [www.leadandseed.com](http://www.leadandseed.com)
- Email: [ndrexler@alutiiq.com](mailto:ndrexler@alutiiq.com)
- Phone: 703-399-1825

## Lead & Seed incorporates...

Strategic Planning (SAMHSA-SPF model)

- Technical Assistance
- Outcomes Measurement
- Coalition Building strategies
- Adult/Parent Training
- Speakers
- Youth Training
- Social Marketing
- Advocacy
- Competitions
- Links to State and National Partnerships
- Sustainability training
- Law Enforcement Partnerships
- Print, Broadcast & Electronic Media
- Access to other funding opportunity
- Community Events
- Youth and Adult Conferences
- Leadership Training
- Resources for parents and schools
- Environmental/Population Change
- Community Service Opportunities and Leadership Awards

---

**Stephen Gingrich**

Program Director  
Phone: (703) 581-7376  
[sgingrich@alutiiq.com](mailto:sgingrich@alutiiq.com)

---

**Nora Drexler**

Project Manager  
Phone: (703) 399-1825  
[ndrexler@alutiiq.com](mailto:ndrexler@alutiiq.com)

# Alutiiq



A Wholly Owned Subsidiary of  
Afognak Native Corporation

## Lead & Seed

Exceptional Service  
Proven Results



[www.alutiiq.com](http://www.alutiiq.com)

## Lead & Seed

- *Lead & Seed provides the tools that communities need to introduce individual and population change in terms of preventing and reducing drug use.*

### THEORY OF CHANGE:

- IF, during the Lead & Seed Program Phase I, youth and adult leaders receive training in leadership, advocacy, social marketing and environmental strategies, in addition to the 5-Step Strategic Prevention Framework process, THEN, a viable, localized plan, (Logic Model), can be developed with youth as the vehicles of change in Lead & Seed Phase II to initiate population-level change in the community. IF, in the Lead & Seed Program Phase I training, youth and adults change their knowledge, attitudes and skill levels, THEN, they will be more likely to experience and promote behavioral change at the population level.

### GOALS AND OBJECTIVES:

Lead & Seed follows the 5-step SAMHSA's Strategic Prevention Framework planning process and the goal is to prevent and reduce underage alcohol consumption and consequences, teen tobacco use and illicit drug use. Objectives of the program are to:

- (1) Build human, technical and financial capacities
- (2) Change policies, practices and procedures
- (3) Utilize print, broadcast, electronic media
- (4) Cultivate advocacy skills
- (5) Build leadership skills
- (6) Increase intergenerational involvement

## Lead & Seed

### ...LEADING Community Action ...SEEDING Anti-Drug Efforts

- Lead & Seed offers a 2-day training, (LEAD) whereby participants learn and apply best strategies through SAMHSA's 5 step strategic planning process. After the training, the trained leaders take action in their community (SEED), following their own logic model and action plans generated during the training.

**VISION:** A community whereby adults enforce anti-drug policies, procedures and laws, support drug-free choices for minors and empower youth with the decision-making skills that enable them to lead healthy, drug-free lifestyles.

**MISSION:** To reduce and prevent underage alcohol consumption, teen tobacco use and illicit drug use at the individual and population level by empowering youth and adults with the knowledge and strategies they need to build human, technical and financial capacities, build leadership skills and use print, broadcast and electronic media effectively.

**TRAINING:** Training is provided by Alutiiq LLC, a Native American Corporation. Go to [www.alutiiq.com](http://www.alutiiq.com) to learn more about Alutiiq. To inquire about, or schedule a training, visit Lead & Seed at: [www.leadandseed.com](http://www.leadandseed.com)

## Lead & Seed Successes

1. Lead & Seed program and outcomes were presented at the NPN, (National Prevention Network), Research Conference in August 2008 and again for the National Leadership Forum in Washington DC in 2010.
2. Environmental projects and activities from Lead & Seed were used and highlighted exclusively for "SAMHSA's Town Hall Meeting" 2008 national training.
3. Sites trained in Lead & Seed have been successfully replicated across the USA for urban, suburban and rural areas and varied target audiences.
4. Funding has been provided from the U.S. Dept. of Ed, Safe and Drug-free Schools and Grants to Reduce Alcohol Abuse to provide Lead & Seed trainings.
5. Lead & Seed adapts well to local or state online evaluation systems.
6. Lead & Seed is funded in the state of PA and that state has adapted their online data collection system to capture program and process outcomes from Lead & Seed on their web based online system for Pennsylvania's "Performance Based Prevention System."
7. Lead & Seed was selected for the SAMHSA's National Service to Science Academy and was awarded the National Building Capacity and Evaluation Award.

