

# Alutiig



*A Wholly Owned Subsidiary of  
Afognak Native Corporation*

*Champions for  
Change: from  
Passion to Power*

# Lead & Seed

*Leading Community Action ...  
Seeding Anti-Drug Efforts...*

# *About “Alutiiq”*

Alutiiq is an Alaskan Native Owned Corporation (ANC), formed under the Alaska Native Claims Settlement Act of 1971 and participates in the SBA’s 8(a) Business Development Program. Alutiiq Training Services provide full service training expertise and professional consulting services to federal, state and local government and nonprofit and community based organizations. Alutiiq experts train the Lead and Seed program nationally.

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



# LEAD & SEED

*Leading*  
Community Action...

*Seeding*  
Anti-Drug Efforts...



# What is “Lead & Seed?”

- Lead & Seed is a youth empowered, adult supported, *ENVIRONMENTAL*, *balanced* approach to initiating healthy choices and lifestyles, including reducing substance abuse
- Youth leaders are selected and trained with their adult advisors, to change behavior by changing local practices, policies and procedures



# What is an *“Environmental Approach?”*

Environmental approaches are based on the fact that people’s behavior, including their use of substances, are shaped by...

- Their environment, including the messages delivered by the mass media
- Norms of their communities and social groups
- Availability of substances
- Other influences

# Lead & Seed

## Prepares Prevention Communities

### ENVIRONMENTAL:

Fixing and changing the *environment*, affecting the larger framework of society, impacting hundreds, if not thousands, of people to prepare them for mental, emotional, social and behavioral changes and wellness

### INDIVIDUAL APPROACH:

Fixing and changing the *individual*

# Preparing Prevention Communities

## *“Individual” Skill Development:*

- Efficacy
- Empowerment
- Problem Solving
- Decision Making
- Leadership
- Logic Models and Planning
- Use of Media and Marketing
- Communication
- Environmental Strategies
- Advocacy
- Civic Engagement
- Connecting to Others
- Evaluation



# Objectives

- Build human, technical and financial capacities
- Change community environment (policies, practices and procedures) to promote healthy choices and lifestyles, including substance abuse
- Utilize print, broadcast and electronic media for social marketing
- Enhance youth leadership and efficacy skills
- Initiate intergenerational involvement
- Cultivate mental, emotional and behavioral wellness in a “balanced approach” to prevention

# Program *Theory of Change* for Our Youth Empowerment Model

**KNOWLEDGE** improvements *will lead to...*



**SELF EFFICACY** Feelings *will lead to...*



**LEADERSHIP SKILLS** improvement,  
including how to facilitate, *will lead to...*



**ENVIRONMENTAL PREVENTION**  
strategies, *will lead to...*



**ATTITUDE CHANGES** about ATOD *will lead  
to...*



**PREVENTION and REDUCTION in ATOD**

# SAMHSA's Strategic Prevention Framework is Integrated

1. Assess
2. Build Capacity
3. Plan
4. Implement
5. Evaluate



*Data-driven action:*  
Such as reducing  
alcohol and tobacco  
access to minors

# The Process: Step 1. Training



- Training is delivered at local school or community site
- Logic Model and Action Plans are developed at the training with measureable outcomes
- Pre/Post Knowledge Assessments are given
- NOMs and specialized surveys that measure environmental knowledge, leadership, efficacy are administered
- Technical assistance is provided



# Step 2. Implementing the Plans



## *After the training...*

- Logic Model and Action Plans followed
- Community is mobilized
- Changes in local policies, practices and procedures occur
- CSAP Best Practice Strategies are used
- Process and Outcome Evaluation is completed
- Technical Assistance and follow-up provided



# Lead & Seed Measures Outcomes



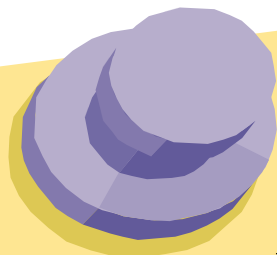
- Pre/Post Tests
- Efficacy, Empowerment, Leadership Surveys
- National Outcome Measures
- Community Indicators
- Process Outcomes and Final Outcomes
- Logic Models and Action Plans
- Online Data Collection Systems (KIT Solutions, Alutiiq LLC)

# Results of SAMHSA-Funded Study

## By Dr. Pam Imm – 2009-2010

- Average score on Knowledge Post Test = 96% correct
- Significant improvement in environmental change strategies
- Significant reductions in the use of ATOD
- Significant improvements in:  
*Efficacy, empowerment, decision making, connectivity to adults and peers, leadership skills, advocacy skills, media literacy and use of media, communication skills, working with others, evaluation and data collection, planning skills, and more...*
- Numerous changes in Policies, Practices and Procedures

# Lead & Seed Program Successes



- Used by SAMHSA for Town Hall Meeting Curriculum and training in 2008 and 2010 and videotaped - [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov)
- CAPT Service to Science Academy
- Highest scoring competitive award 2009 SAMHSA Building Evaluation Capacity

- Replicated in urban, suburban and rural sites and multiple states
- Highlighted at national SPF-SIG conference in May 2010
- Presentations at the NPN Conference 2008 & 2010
- Used in DFC, GRAA sites and SPF-SIG sites
- OJJDP Conference, 2010 Anaheim, CA

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