True Talk: Advocating for the Expansion of Youth SBIRT

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Community Catalyst

NAADAC
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AGENDA

1. What is advocacy
2. What is SBIRT
3. Making the connections
4. Activity
Community Catalyst

- Advocates for high-quality, affordable health care for all
- National partners
- Networks in 40+ states, connect states
- Issue campaigns
- New models of care
Advocacy is the application of pressure and influence on the people and institutions that have the power to give you what you want.
Your Advocacy: Why it Matters

• Directly connected to consumer experiences

• Provide expertise on addiction & help build stakeholder alliances

• Monitor implementation and provide feedback to policymakers

• Educate communities; identify issues and concerns
Developing a Goal

- What do you want?
- Why do you want it?
- Who (specifically) has the power to give it to you?
Our Approach

COMMUNITY CATALYST
SYSTEM OF ADVOCACY
1. Policy Analysis ➔ Winning solutions
   • Proposed laws and regulations
   • Policy options and solution
   • Data and context to address concerns
   • Monitor implementation

December 6, 2010

An act to add Section 14005.60 to the Welfare and Institutions Code, relating to Medi-Cal.
1. Policy Analysis → Winning solutions

2. Grassroots Organizing
   • Engage affected community members
   • Build leadership at the local level
   • Feedback loop
1. Policy Analysis → Winning solutions

2. Grassroots Organizing

3. Coalition & Stakeholder Alliances
   - Build and maintain strong coalitions
   - Diversity in constituencies
   - Broad range of organizations
Communications

1. Policy Analysis → Winning solutions
2. Grassroots Organizing
3. Coalition & Stakeholder Alliances
4. Communications
   - Right message
   - Right audience
   - Build public and political support
1. Policy Analysis → Winning solutions

2. Grassroots Organizing

3. Coalition & Stakeholder Alliances

4. Communications

5. Campaign Development
   - Integrate the six capacities
   - Coordinate partner involvement
   - Systems of communication
1. Policy Analysis → Winning solutions
2. Grassroots Organizing
3. Coalitions & Stakeholder Alliances
4. Communications
5. Campaign Development
6. Funding
   • Build relationships
   • Sustain advocacy work over time
TRUE TALK: POWER OF PREVENTION
What is SBIRT?

SCREENING

NO
Healthcare professional reinforces positive behavior

YES
Healthcare professional asks further questions to assess level of use

HIGH-RISK USE → BRIEF INTERVENTION

SEVERE USE → REFERRAL TO TREATMENT
Goals of Project

Expand Youth SBIRT by:
- Securing sustainable funding
- Increasing the number and types of locations
- Expanding the use of peers, paraprofessionals
- Gathering and sharing lessons
True Talk Partner States

**Georgia**
- Georgians for a Healthy Future
- Georgia Council on Substance Abuse

**Massachusetts**
- Massachusetts Society for the Prevention of Cruelty to Children
- Parent/Professional Advocacy League

**New Jersey**
- New Jersey Citizen Action
- National Council on Alcoholism and Drug Dependence of NJ

**Ohio**
- UHCAN Ohio
- Urban Minority Alcoholism and Drug Abuse Outreach Program

**Wisconsin**
- Citizen Action of Wisconsin
- Elevate, Inc.
- IMPACT, Inc
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Thank You

Community Catalyst