

ALIGN: Intervention mapping

Common Cause Condition: _____

To which issues/goals and root causes is this condition related?

Strategy for Changing the Condition	Potential Actions	Who Could Do This In Your Community?	How Much?	
			Effort Hi/Med/Lo	Cost Hi/Lo/No
Provide Information to change agent				
Build Skills of change agent				
Provide Support to change agent				
Change the Physical Design of the Environment				
Reduce Barriers & Enhance Access to Info, Training, Supports				
Change the Consequences				
Modify Policies				
Align Resources				
Strengthen Constituent Voice				



Strategy for Changing the Condition	Potential Interventions	Who Could do This in our Community?
Provide Information to change agent	Mass mailing to all outlets providing information about existing laws and consequences. [Jones County Model]	The Chamber of Commerce, the local Association of Petroleum Retailers, Quick Print, Inc. and AdCo Advertising.
	Inform key local leaders about the problem and data documenting the current problem. [Use Model from Last Policy Campaign]	Coalition policy committee, chief of police and Commissioner Bowden of the Alcohol and Beverage Control Commission.
Build Skills of change agent	Provide training to retail clerks on how to identify fake id's and correct id check procedures. [Use National Curriculum]	The Chamber of Commerce, the local Association of Petroleum Retailers and two coalition volunteer trainers.
Provide Support to change agent	Convene liquor outlets at an annual owners meeting to facilitate sharing of ideas to increase compliance. [Use the Texas, "Business Town Hall Meetings" Model]	The Chamber of Commerce, the local Association of Petroleum Retailers, the coalition special events committee, KTVR Channel 5, Crown Regional Distributing.
Reduce Barriers and Enhance Access	Offer recurring retail clerk training on-site. [Use National Curriculum]	ABC Commission, coalition volunteer trainers, M.A.D.D. volunteers, Mr. R. Smith (owner of North Town Liquors).
	Offer non-English version of retail clerk training. [Use National Curriculum]	ABC Commission, coalition volunteer trainers, M.A.D.D. volunteers, Lawndale Community College foreign language department teachers and students.
Change the Consequences	Provide recognition for high compliance outlets in quarterly advertising section of the newspaper. [Mercer County Model]	The Daily News and Gazette, coalition media committee.
	Create "thank you business cards" (with 10% mall discount incentive) for distribution to clerks who are seen to follow correct id process. [Mercer Co. Model]	AdCo Advertising, Chamber of Commerce, Quick Print, Inc., South County Mall Merchants Association.
	Increase the number of compliance checks to at least two per quarter.	County Sheriff's office, ABC commission, youth committee volunteers.
Change the Physical Design of the Environment	Increase the amount of in-store signage reminding patrons of id check law and procedures followed by store clerks.	AdCo Advertising, Chamber of Commerce, Quick Print, Inc., ABC Commission.
	Create yearly "born on this date" reminder stickers for each point of sale.	AdCo Advertising, Chamber of Commerce, Quick Print, Inc., ABC Commission.
Modify Policies	Increase fines for consecutive compliance check failure by 50%	ABC commission, Lawndale County Council
	Make rates of past compliance a condition for awarding new / renewing licenses.	ABC commission, Lawndale County Council
	Establish a probation period of one year for newly awarded liquor licenses requiring 100% compliance or revocation.	ABC commission, Lawndale County Council
Align Resources	Work with corporate sponsors of the various "We Card" type programs to increase coordination of outreach efforts to retail providers.	Chamber of Commerce
	Coordinate efforts to increase compliance of alcohol sales and tobacco product sales.	
Strengthen Constituent Voice	Engage young people as compliance testers.	Youth organizing group, student leadership groups
	Coordinate outreach efforts with local MADD and Anti-Smoking Coalitions	Coalition advocacy committee
	Identify champions among retailers	Coalition advocacy committee



ALIGN: Designing and Selecting Interventions

Selection Criteria

1. Have evidence of effectiveness.
2. Target the specific local conditions of interest.
3. Provide an opportunity to build local capacity.
4. Provide an opportunity to build community.

Resources for Finding Evidence-Based Causes, Strategies, and Interventions

From the United Way Worldwide:

http://unway.3cdn.net/51ffe2388d358ba0f6_av3m6kpae.pdf

Evidence-based strategies and effective approaches to implementing them in five building blocks of financial stability.

http://unway.3cdn.net/59533b0250e4d88684_y9m6iq5bs.pdf

Summary of research on challenges and effective responses in five key areas of education.

http://unway.3cdn.net/5872dd81d8ce449dff_1qm6yxly7.pdf

Core community strategies and high-impact implementation approaches for critical education, income, and health issues.

From Government Sponsored Research Summaries:

<http://www.nrepp.samhsa.gov/>

This resource is focused mainly on problem behaviors among adolescents and on building skills and resiliency among youth.

<http://www.thecommunityguide.org/index.html>

This resource provides evidence based interventions for a broad range of health and social outcomes including: adolescent health, alcohol, asthma, birth defects, cancer, cardiovascular disease, diabetes, health equity, HIV/AIDS, housing, mental health, motor vehicle injury, nutrition, obesity, oral health, physical activity, tobacco, vaccines, and violence amongst others.

From University and Private Sector Research Summaries:

<http://www.cssp.org/publications/pathways-to-outcomes>

This resource is focused on youth development, school readiness, 3rd grade success, and preventing child abuse.

www.colorado.edu/cspv/blueprints

This resource focusses on violence prevention

ALIGN: Action Planning for Distributed Responsibility

Who?	Will do what?	By when?	Resources needed.	Who should know?

Figure 6.3