

IT DOESN'T HAVE TO BE SCARY:  
USING STRATEGIC ACTION  
PLANNING TO ADDRESS THE  
THREATS TO YOUR COALITION

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# ABOUT MONTGOMERY COUNTY

- Constitutes Dayton and the surrounding suburbs and areas
- Population: 530,000
- 22% under age 18
- 51% Female, 49% Male
- 73% white
- Median household income: \$51,000
- 15% live below the poverty level
- 16 public school districts
- Urban, suburban and rural living areas



# ABOUT THE MONTGOMERY COUNTY PREVENTION COALITION

- 350 members from all across Montgomery County
- 7 subcommittees
- 2 co-chairs lead each subcommittee
- 3,007 service hours in FY 2022
- 122 Zoom meetings in FY 2022
- Funded by: Drug Free Communities Grant  
Montgomery County Human Services Levy



# TODAY'S AGENDA

- Introductions
  - Why Strategic Action Planning
- SWOT Analysis & Define the Threats
  - Problem Statements
  - Brainstorming the Solutions
- Putting It All Together - Your Coalition's SAP
  - Tips & Tricks From the MCPC

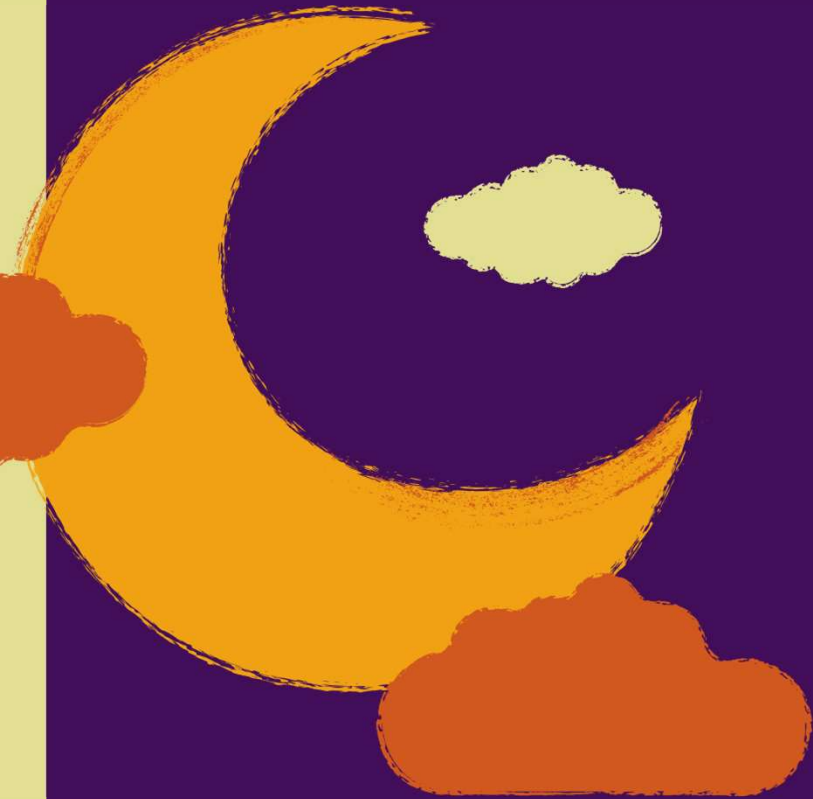


# TODAY'S DISCLAIMERS

1) This is a facilitated workshop – not a lecture! We'll be teaching and learning from each other.

2) I don't have all the answers for threats in your community. Or mine.

3) If you don't like Halloween-themed slides, you're out luck. Sorry!





## STRATEGIC ACTION PLANNING – WHY DO WE CARE?

- Ensures all team members understand the goals and direction of the group
- A quick way to get new members/stakeholders up to speed
- Ensures that our solutions are actually solving the problem
- Creates a consistent way to report and monitor your goals
- Helps us put ideas into action to start seeing results



# TODAY'S SAP PROCESS

1. Define Our Opportunities & Threats (SWOT Analysis)
2. Problem Statements
3. Brainstorm the Solutions
4. Prioritize Next Steps

# ○ SWOT ANALYSIS



Montgomery County  
Prevention Coalition

## STRENGTHS

Internal Supports

## WEAKNESSES

Internal Barriers

## OPPORTUNITIES

External Supports

## THREATS

External barriers



# YOUR SWOT ANALYSIS



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# TODAY'S SAP PROCESS

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# SWOT ANALYSIS 2023

## STRENGTHS

Very dedicated community & member involvement

Diversity in thought/ideas

Tangible, meaningful work done in the community

Number of committees and general prevention outcomes

Members are focused and on task

Input taken from subcommittees and members

Growth in numbers

Leadership structure

Staffing/resources

## WEAKNESSES

Meetings fall during typical work hours

Lack of diversity across sectors (Occupations, trans community, marginalized communities, Individuals who don't have credentials)

Participation in community events

Membership lack knowledge of how funding/DFC works

Lack of DEI specific goals on SAPs

Silent members

Disproportionate excitement/motivation across committees

## OPPORTUNITIES

Better communication via social media, newsletters, marketing/advertising

Different populations within the community to reach out to

More community understanding of prevention

More visibility, widespread sharing of our work

Collaboration across subcommittees

Connecting with other MC resources

ADAMHS provider involvement

## THREATS

Funding limitations - DFC funds end eventually

New laws/legislation

Social media

Time commitment to volunteering vs. professional obligations

Shifting community norms (marijuana, gambling) - desensitization

Lack of resources (waiting period for mental health care, safe housing)

Growth of Coalition

ADAMHS/MCPC overlap

Turnover (both leadership and member)



# SWOT ANALYSIS 2023

## THREATS

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# WHAT WE'RE DOING ABOUT IT

Threat: Lack of funding – DFC funds end eventually

- Applying for other sources of funding to diversify streams (Culture Works, Prevention COE, Coalition Institute, etc.)
- Updating sustainability plan
- Relationship with County commissioners to become budget line item
- Host a fundraiser!





## WHAT WE'RE DOING ABOUT IT

Threat: New laws are being considered that will strongly impact our Coalition work

- Educating our Coalition members and ourselves
- Providing our input (testifying, writing letters, etc.)
- Creating contingency plans
- Sharing resources like "The Hannah Report"
- Following statewide prevention's lead

# WHAT WE'RE DOING ABOUT IT

Threat: Volunteers are getting stretched thin between Coalition and work obligations

- No "special event" July
- New process for special event requests
- No more than 2 events per month
- Exec Board must approve additional events
- Offering a lot of grace
- Being flexible and accommodating



# WHAT WE'RE DOING ABOUT IT

Threat: Substance use and gambling is heavily normalized in our community. It's difficult to get people to care.

- Combined alcohol and cannabis committee to increase manpower
- "Safe Homes" campaign launch
- Offer recommendations for school fundraisers that don't include gambling
- Community Readiness Assessment







# WHAT WE'RE DOING ABOUT IT

Threat: The Coalition is growing!

- New Strategic Action Planning framework for consistency
- New process for special events
- Exec. Board approval for extra activities added to SAP
- New Member Orientation

# HAPPY HALLOWEEN

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