

Coaching, Mentoring, and Sustainability Planning for Substance Abuse Prevention



Jane Clark, Principal Consultant of ClarKinetics Consulting & Associates

Erin J. Day, Director, Division of Coalition Support, Community Impact North Carolina

Jamie Edwards, Director, North Carolina Training and Technical Assistance Center

Training Summary

This training is useful for a variety of audiences, such as prevention grantees, coalitions, individuals providing prevention in the community, and local management entities (LMEs). The topic segments – Coaching, Mentoring, Sustainability – are individually applicable to program and/or staffing needs; but when combined they build a solid foundation for creating, maintaining, and sustaining programs and people contributing to creating healthier communities.

Goals

- Coaching (Today)
 - The coaching portion of the event provides an overview of what coaching is, evaluating the participants coaching style and how to use individual strengths and overcome challenges to develop and encourage prevention and community staff. Four primary coaching styles will be discussed and emphasized.
- Mentoring (Today)
 - This portion focuses on how to effectively mentor individuals doing prevention work – whether that be community members or prevention staff – by providing a standardized skill set and a broader perspective of why this work matters and how it fits into a bigger picture of better health. Purposeful mentoring can create longer-term involvement in prevention projects, deeper understanding of the work within communities, and strengthened long-term staffing in the prevention field.
- Sustainability (Tomorrow)
 - This portion provides an overview of what sustainability is including a discussion about organizational and initiative sustainability. The content will also propose a sustainability planning model to adequately equip communities with the ability to plan for the longevity of their organization and their prevention efforts. Sustainability has long been a hurdle in the prevention field and this portion of the training period will aid in the confidence of preventionists in their ability to plan for sustainability beyond funding.

Introductions and Expectations

- What's Your Name
- How Long Have You Been in the Prevention Field?
- What is your proudest moment when you felt like you helped someone grow personally?
- •What is your proudest moment when you felt like you helped someone grow professionally?

Why are Coaching, Mentoring and Sustainability Topics Important to Substance Abuse Prevention?

- Coaching – Jamie
- Mentoring – Jane
- Sustainability – Erin

Coaching Is...

A goal-oriented, generative, solutions-focused process in which an adopter is guided to develop a vision, delineate a range of goals and options to realize this vision, develop and implement action plans to achieve those goals, identifying roadblocks and constructing possible solutions to these throughout the change process.

Hum...

How Coaching Works

- <https://www.youtube.com/watch?v=UY75MQte4RU&feature=youtu.be>

Challenges and Benefits of Coaching

- From our own professional/personal experiences
- Do you have a memory or person who helped you personally or professionally?

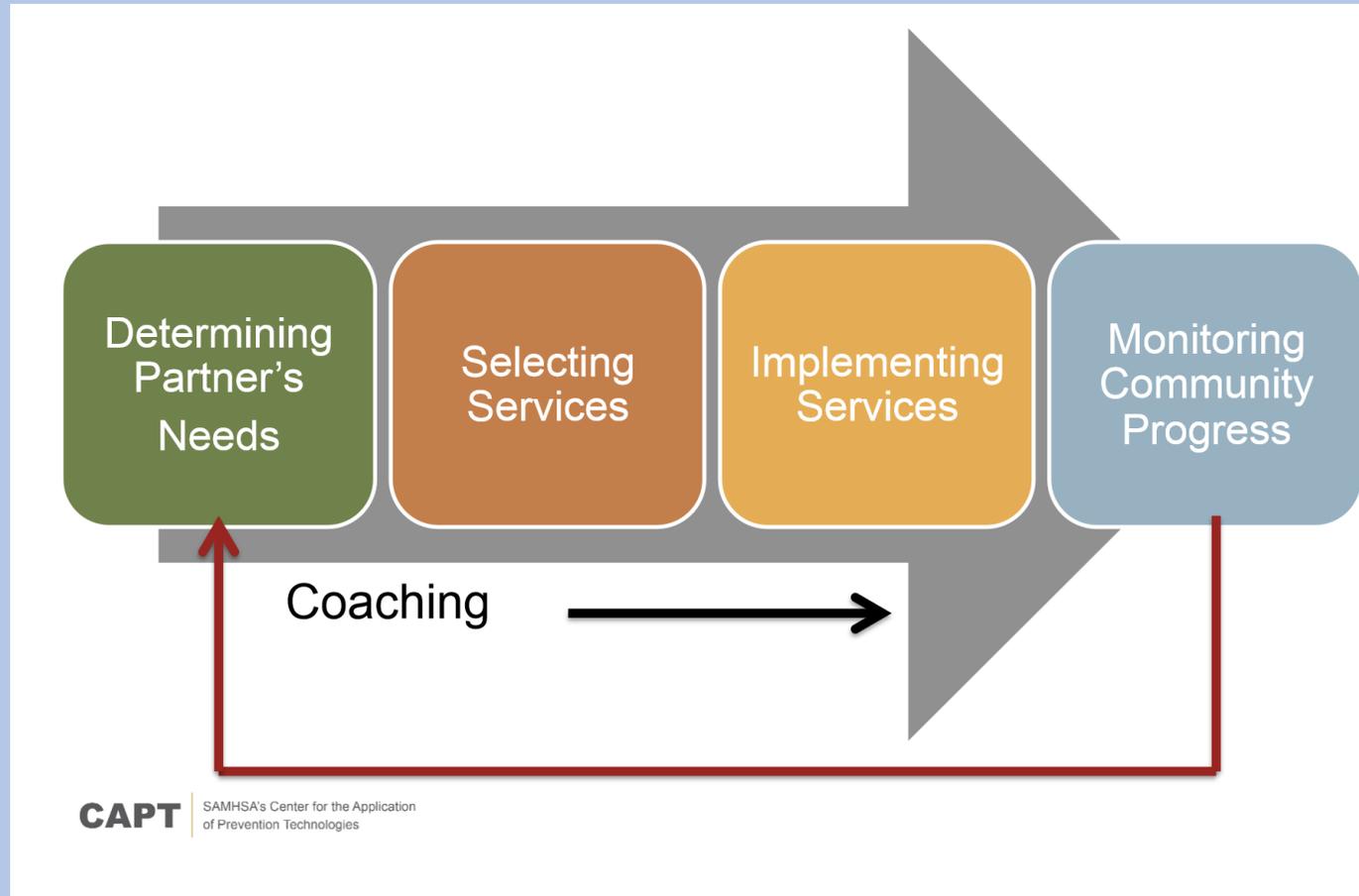
What is Mentoring

- What is mentoring? According to [Merriam-Webster Dictionary](#), the definition of this term is “a trusted counselor or guide”, it can also mean “tutor” or “coach”.
- Today, we use the word “mentor” for anyone who makes a positive, guiding influence on another person’s life but, at this point, the question is: why do we need someone to help us make our lives better?
- Mentoring is a process of direct transfer of experience and knowledge from one person to another.

Differences between Coaching and Mentoring

- Jamie and Jane lead the conversation for a brief overview
- For these two days let's consider an idea...
 - Coaching as short term and skills based perspective
 - Mentoring with a more long term as visionary and developmental
- We can coach individuals communities
- We can mentor individuals and communities

The Coaching Process Individually and Within Communities

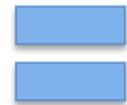


What Makes Coaching Effective?

Effective
Coaching



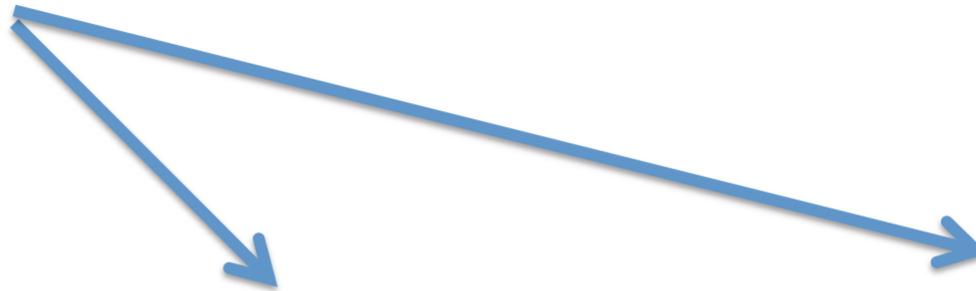
Capacity



Increase
Resources



Improve
Readiness



The Coaching Approach

- Can Be Short Term and Often Long Term (proactive vs. reactive)
- Builds overall capacity (goal oriented)
- Guides the learning process
- Provides support and encouragement
- Continues past community request (builds over time)

The Six Rs: Framework to Designing Coaching Strategies

- **Readiness** - Assessment of past efforts. Willingness to explore new ideas
- **Relationships** - Expand network of stakeholders
- **Reflection** - Communities take stock of past efforts and plan for the future
- **Results** - Communities put process in place that can be replicable to reach goals
- **Reach** - Communities ask what else and with whom
- **Resilience** - Coaches promote community conversations focused on sustainability

Meeting the Coaching Needs of Multiple Community Partners



Prevention Coaching Needs

- Think about your community and co-workers in the community.
 - What types of community members tend to need coaching about prevention topics?
 - What types of topics/information/skills are generally needed within communities to better implement prevention activities?
 - What types of prevention topics/information/skills are the hardest to encourage in our communities?

Integrating Coaching Skills

Coaching Skills

1. Assists community in comparing new information, skills and experiences with past practices
2. Establishes realistic expectations for the outcomes
3. Proactively asks questions and uses active listening skills



Application

Reviews the community's prior needs and services; determine how an expressed need fits with the community's history and capacity

Identifies the overall goal/vision; consider the capacity of those with the need

Uses "powerful questions" to dig deeper

Types of Coaching Opportunities

Training

- Substance Abuse Prevention Skills Training
- Content-specific trainings
- Skill-building trainings
- Strategic Prevention Framework-related trainings

Other Coaching Techniques

- Individual consultation
- Group consultation
- Peer-to-peer sharing
- Sharing resources, information, tools
- Troubleshooting/ problem solving

Continuum of Service and Coaching

Doing for Others/Tasks/Enabling Others/Holistic



Project management skills
Technical skills
Marketing skills
Subject matter expertise

Reflective professional relationship
Giving meaning
Flexibility of role
Realness/authenticity

Now Think About a Community Partner You Are Currently Working With

- Given the coaching topics we have discussed so far
 - What is your current coaching skill set?
 - What types of coaching skills have you used with your chosen community partner?
 - What might you do differently?
 - What do you need to use more of?

Coaching Style Evaluation

Let's Evaluate Your Very Own Coaching Style!