

# Creating Resources in Times of Scarcity: The Partnership to Prevent FASD Model\*

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“Necessity, who is the mother  
of invention.”

–Plato, *The Republic* (380 BC)



“There is nothing so practical as  
a good theory.”

–Kurt Lewin (1951)



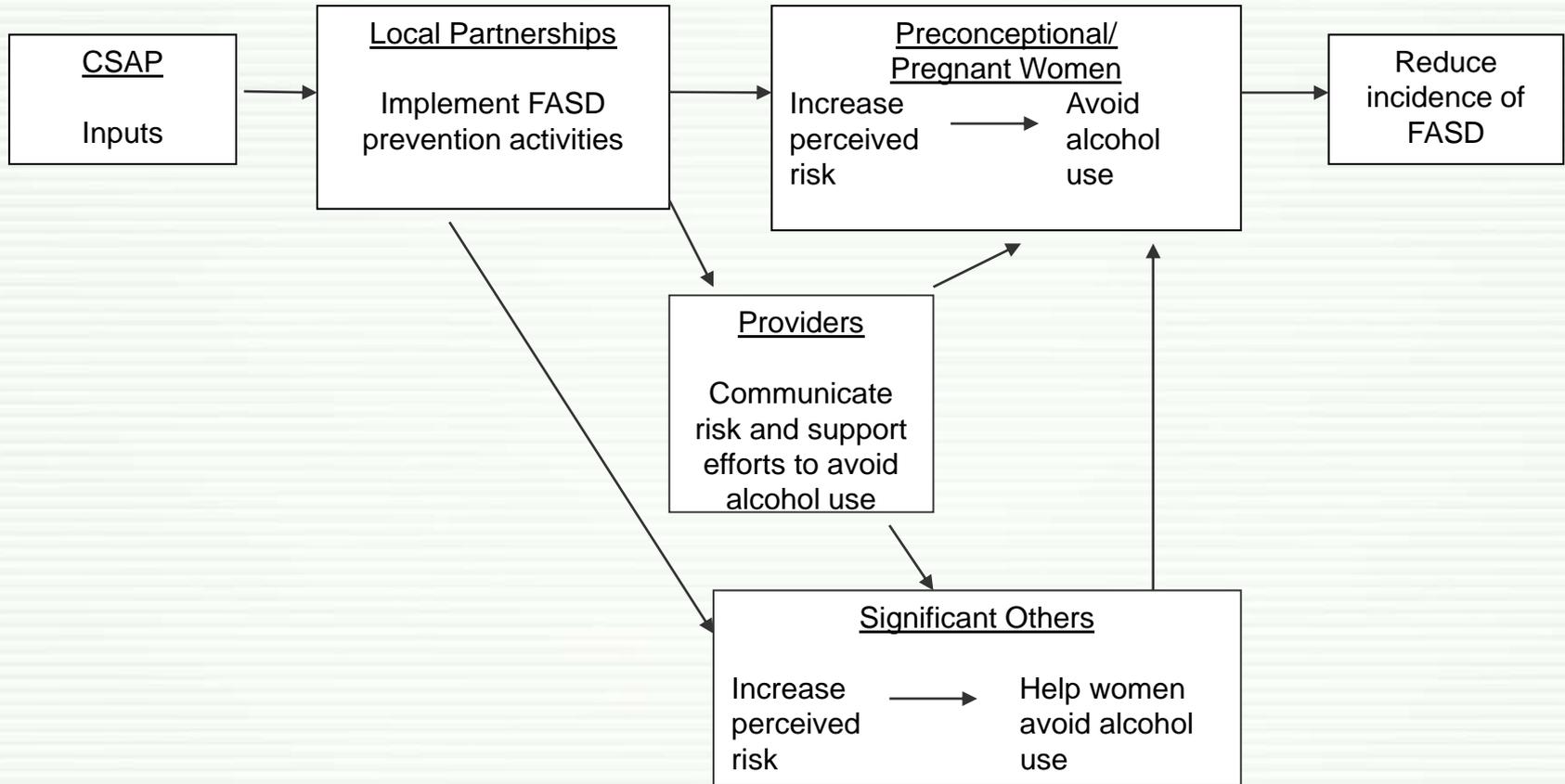
# The Ecological Perspective: Cycling of Resources\*

- Focus on how resources are defined, managed, and how they can be developed.
- Resources include people and community settings that can contribute to social problem solving.
  - Individuals
  - Social networks
  - Social settings

\* (Kelly, 1968, 1970, 1971; Trickett, 1996; Trickett & Birman, 1989; Trickett, Kelly, & Todd, 1972; Trickett, Kelly, & Vincent, 1988 cited in Trickett & Pequegnat, 2005)



# The Partnership to Prevent FASD Approach

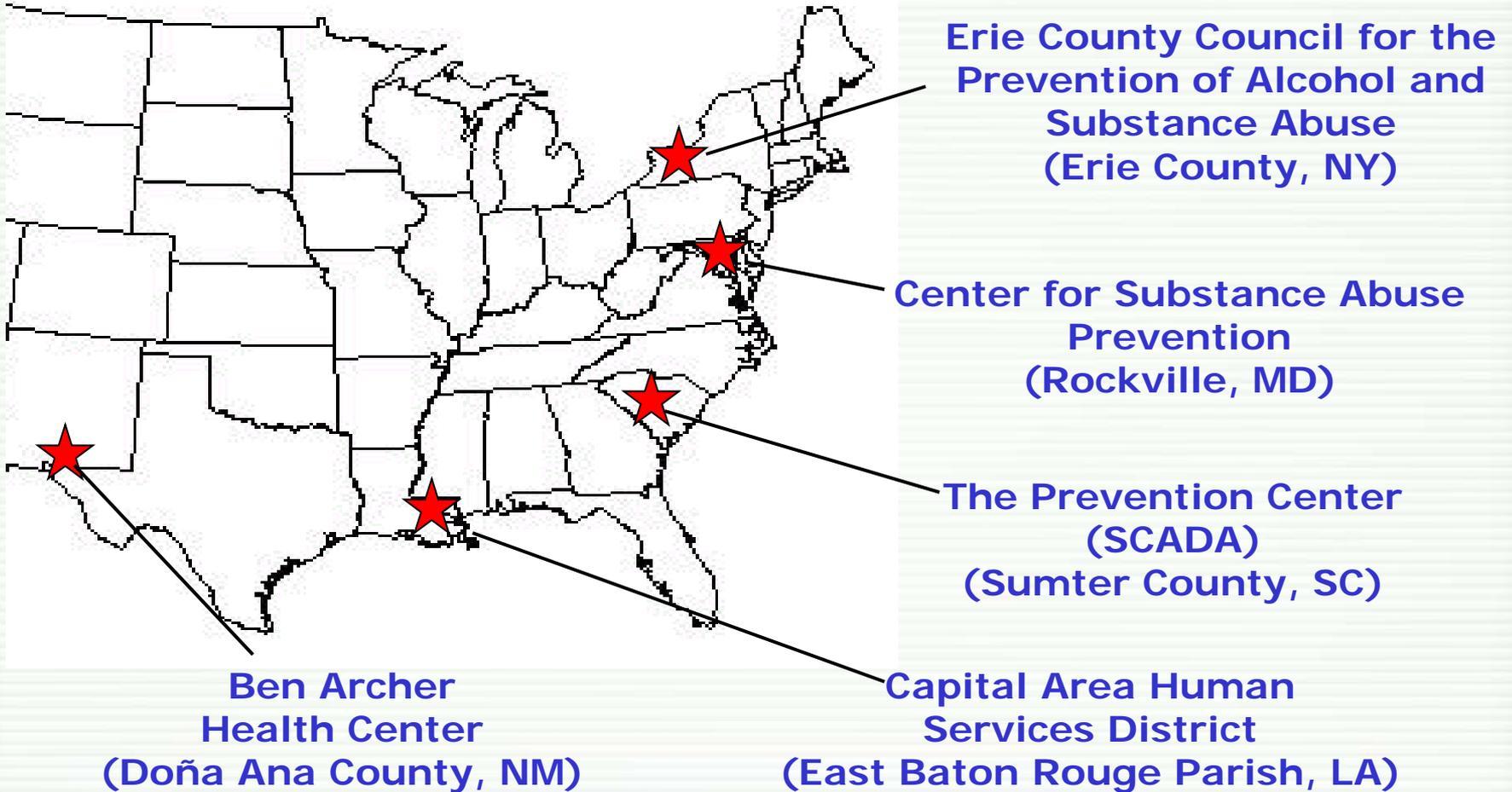


# Strengths of the Partnership Approach

- Effective and consistent messages
- Local and cultural relevance
- Credibility and trust
- Expansion of resources
- Sustainability



# Pilot Communities



# Pilot Community Characteristics



**TABLE 1. Community Characteristics by Pilot Sites (2000 Census)**

Characteristic	Doña Ana County, NM	E. Baton Rouge Parish, LA	Erie County, NY	Sumter County, SC	United States
Land area (square miles)	<b>3,807.18</b> sq.mi.	<b>455.43</b> sq.mi.	<b>1,044.21</b> sq.mi.	<b>665.41</b> sq.mi.	<b>3,537,438.44</b> sq.mi.
Population	<b>174,682</b>	<b>412,852</b>	<b>950,265</b>	<b>104,646</b>	<b>281,421,906</b>
Racial/ethnic composition	<b>67.8%</b> White <b>63.4%</b> Hispanic <b>1.6%</b> Black <b>1.5%</b> American Indian and Alaska Native <b>0.8%</b> Asian <b>0.1%</b> Native Hawaiian and Other Pacific Islander	<b>56.2%</b> White <b>40.1%</b> Black <b>2.1%</b> Asian <b>1.8%</b> Hispanic <b>0.2%</b> American Indian and Alaska Native	<b>82.2%</b> White <b>13.0%</b> Black <b>3.3%</b> Hispanic <b>1.5%</b> Asian <b>0.6%</b> American Indian and Alaska Native	<b>50.1%</b> White <b>46.7%</b> Black <b>1.8%</b> Hispanic <b>0.9%</b> Asian <b>0.3%</b> American Indian and Alaska Native <b>0.1%</b> Native Hawaiian and Other Pacific Islander	<b>75.1%</b> White <b>12.5%</b> Hispanic <b>12.3%</b> Black <b>3.6%</b> Asian <b>0.9%</b> American Indian and Alaska Native <b>0.1%</b> Native Hawaiian and Other Pacific Islander
Foreign born	<b>18.7%</b>	<b>3.7%</b>	<b>4.5%</b>	<b>2.1%</b>	<b>11.1%</b>
Speak a language other than English at home	<b>54.4%</b>	<b>7.7%</b>	<b>9.0%</b>	<b>4.6%</b>	<b>17.9%</b>
Median family income (1999)	<b>\$33,576</b>	<b>\$47,480</b>	<b>\$49,490</b>	<b>\$38,970</b>	<b>\$50,046</b>
Persons living below poverty line (1999)	<b>25.4%</b>	<b>17.9%</b>	<b>12.2%</b>	<b>16.2%</b>	<b>12.4%</b>
Urban/Rural	<b>81.0%</b> Urban <b>19.0%</b> Rural	<b>93.4%</b> Urban <b>6.6%</b> Rural	<b>91.9%</b> Urban <b>8.1%</b> Rural	<b>62.0%</b> Urban <b>38.0%</b> Rural	<b>79.2%</b> Urban <b>20.8%</b> Rural
High school graduates or higher level of education	<b>70.0%</b>	<b>83.9%</b>	<b>82.9%</b>	<b>74.3%</b>	<b>80.4%</b>
Bachelor's degree or higher level of education	<b>22.3%</b>	<b>30.8%</b>	<b>24.5%</b>	<b>15.8%</b>	<b>24.4%</b>



## Expanding Resources

### National Resources:

- Research & planning
- Messages
- Materials
- Seed money

### Community Resources:

- Commitment
- Lead organizations
- Partner networks
- Settings for promoting the Partnership
- Mix of communication channels & openings



# Research and Planning

- Background Research:
  - Lit reviews
  - Audience profiles
  - Environmental scan
  - Materials audit
  - Expert panel
- Formative Research with pilot sites
  - Site visits
  - Focus groups with audiences
- Pilot Test/Development of Case Studies



# Partnership to Prevent FASD Materials



# Partnership to Prevent FASD Implementation

- Erie County, NY
  - Community with an extensive bus system
  - Created and placed ads inside buses and in bus shelters based on Partnership materials



# Implementation in Erie County, NY



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# Partnership to Prevent FASD Implementation

- East Baton Rouge Parish, LA
  - “Laissez les bon temps rouler”
  - Developed stadium cups based on Partnership materials



# Implementation in East Baton Rouge, LA

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# Partnership to Prevent FASD Implementation

- Sumter County, SC
  - High level of community service and volunteerism
  - Bible belt
  - Reach target populations at church sponsored health fairs (e.g., nail files, pens, calendar)



# Implementation in Sumter, SC





# Partnership to Prevent FASD Implementation

- Doña Ana County, NM
  - Geographically dispersed population
  - Close knit community with many family/cultural celebrations (e.g., first communions, quinceneras, Mother's Day)
  - Held non-alcoholic parties in multiple locations



# Implementation in Doña Ana County, NM

*Pregnant Pause Party*

*Celebrate Mother and encourage a pause in the consumption of alcohol during pregnancy*

**Saturday - May 8 • 9 AM - 11 AM**  
**3 Locations**  
**Farmers Market**  
 Downtown Mall, Las Cruces, NM  
**La Clinica de Familia Promotora Office**  
 816 Main Street, Anthony, NM  
**Hatch Community Center**  
 Hatch, NM

**PRIZES** **NON-ALCOHOLIC BEVERAGES WILL BE SERVED**

*Husbands, significant others or anyone caring for a pre-natal mom are welcome*

Sponsored by

Ben Archer Health Center  Partnership to Prevent Fetal Alcohol Spectrum Disorders  
 Prevention.samhsa.gov/faspartners/



Join us in the effort to unite local communities  
in a national concern.

- Begin today to establish your area's Partnership to Prevent FASD.
- For more information:
  - Attend this afternoon's breakout session (“Harmonizing Chords in States: Strategies for Developing and Sustaining Effective Partnerships”);
  - Request a copy of the Partnership manual; or
  - Find me or Helen Weinstein during a break.

