



A CASE STUDY OF PREVENTION STRATEGIES TO ADDRESS SHARED RISK AND PROTECTIVE FACTORS

Build Public Support for Family Friendly Business Practices

Kaitlynn Jones, MPH
Teresa Mescher, BS, MPH
Kit Jones, MSW
Sophie Dila, MA



colorado school of
public health



COLORADO
Department of Public
Health & Environmen

Introduction


In recent years, Colorado community coalitions leveraging the Communities That Care (CTC) model implemented evidence-based upstream prevention strategies to address shared risk and protective factors that impact health and behavior outcomes. In partnership with the Colorado Department of Public Health and Environment (CDPHE), researchers on the Technical Assistance and Evaluation team at the University of Colorado Anschutz's Colorado School of Public Health (the CU team) directly supported communities implementing CTC and prevention strategies. As part of this support, the CU team collected data from communities who implemented a prevention strategy to Build Public Support for Family Friendly Business Practices (FFBP).

The goal of this data collection effort was to highlight best practices and challenges faced by communities implementing this prevention strategy. This case study report was produced to help any community organizing for prevention to gain a deeper understanding of how the prevention strategy works in practice. This report provides valuable information based on community lived experience by noting strategy successes and challenges.

Communities organizing for prevention can use the best practices featured in this report in the planning and implementation of prevention strategies locally. In addition, awareness of common issues and pitfalls can help set up other communities for success and streamline progress.

In January 2021, the CU team began collecting data from pre-recorded affinity group (prevention strategy) meetings and focus group interviews. Data analysis began in April 2021, and final reports were written in August 2021. Of note is that prevention strategy implementation largely occurred during the COVID-19 pandemic, which is important context surrounding the challenges experienced by communities. Analysis of focus group interviews and prevention strategy meetings revealed best practices that encouraged the success of the strategy.

Following is a summary of the results, and major themes are discussed in more detail in this report.



Building a foundation and integrating messaging; aligning work with other community organizations; Leveraging connection and relationships; incorporating communities and people directly impacted; and being open to what the work looks like were all things that led to the success of the strategy. However, Organizational Leadership Buy-in; and intersections of FFBP were challenges encountered by the communities implementing this work. COVID-19 had a mixed impact on the work making outreach more challenging, but the pandemic brought to light the lack of FFBPs that currently exist in our communities.

Methods

This project aimed to collect data from prevention strategy meetings and focus group interviews about evidence-based upstream prevention strategy implementation to focus on the experiences of Colorado community coalitions and highlight best practices and challenges. The results featured in this case study report can assist communities organizing for prevention in current or future implementation efforts



Focus group interviews were conducted with community members involved in the FFBP prevention strategy that had been implemented locally for more than six months.



Audio recordings of interviews and prevention strategy meetings were transcribed with transcription software and reviewed for accuracy.



Transcripts were examined for meaningful statements and phrases, which were noted using a defined code. All statements that embodied each code were analyzed for overarching ideas and themes.

Major themes were separated into two distinct categories highlighting the prevention strategy's

1. Best practices
2. Challenges experienced during implementation

In addition, communities offered recommendations for success for other communities planning to implement this strategy in the future.

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Strategy Results: Family Friendly Business Practices

Recommendations for Family Friendly Business Practices

- Scan the current FFBP policies that are in place in your community. Then examine them with an equity lens.
- Take some time to talk to underserved communities and ask them what it is they want and need from their employers and the community.
- Build a foundation of knowledge to create shared understanding of FFBP and related topics.
- Integrate the work not only in your strategic plan but weave it throughout other organizations strategic plans.

Best Practices

Build a foundation of knowledge and integrate it into everything

It's important to meet the community where they are and so it may be important to spend time building a shared understanding about FFBP. Communities have focused on doing outreach on toxic stress or Adverse Childhood Events (ACEs) as an entry way to talking about FFBP. Coalitions have also found it helpful to weave these knowledge areas into every presentation, conversation, and other outreach avenues.

Align the work with other community organizations

Increasing collaboration around this strategy can have a lot of benefits. When we work together with other organizations who have a similar vision, the reach of our efforts can extend much further. We can also think more strategically about funding when thinking about the community as a whole instead of just one organization. Writing each other's organizations into grants can be a great way to increase sustainability of these efforts.

Leverage your connections and relationships

Identifying and capitalizing on community members who are passionate about this topic can really help keep this work on people's minds. Community organizations who have bought into the work are also great places to host trainings, identify solutions, and put this work into practice. Make sure that these relationships are mutually beneficial for everyone!

Incorporate communities and people directly impacted

Hearing directly from community members about the impacts of current and future FFBPs is vital. This is practicing the idea of 'nothing about us, without us,' which aims to incorporate community members at every step of the process. It's also important to increase cultural humility and refrain from judging community members who may have different cultural beliefs. Communities also provided incentives for people participating in trainings and focus groups.

Be open to different pathways to reach your goal

While coalitions who are planning this work might have an idea of where they want to go with this strategy, it's important to keep our minds and ears open to other possibilities. Coalitions found that while participating in other council meetings, they were able to gain insights and make connections that they weren't aware of previously. Other community stakeholders may have different needs or ways to integrate related topics into their work.

Challenges

COVID-19 impacts

Coalitions could not predict the COVID-19 pandemic, and it impacted strategies in many ways. Some trainings and outreach efforts were put on hold during this time. While the pandemic was a challenge – it also brought to light the lack of FFBP that currently exist in our communities, which created more buy-in.

Organizational leadership may not be modeling Family Friendly Business Practices

When community organizations lead by example and model what positive FFBP looks like, it can pave the way for the community to follow suit. Communities have found that some leading organizations have pushed back on implementing FFBPs in their organizations because they don't believe that their employees 'need' it.

Intersections of FFBP

There are a lot of related factors that can influence the work with this strategy. For example, lack of quality early childcare in the community can affect the ability of parents or guardians to go to work. While we might be focusing on FFBP, we need to take into account what other factors might influence the work that we're doing.