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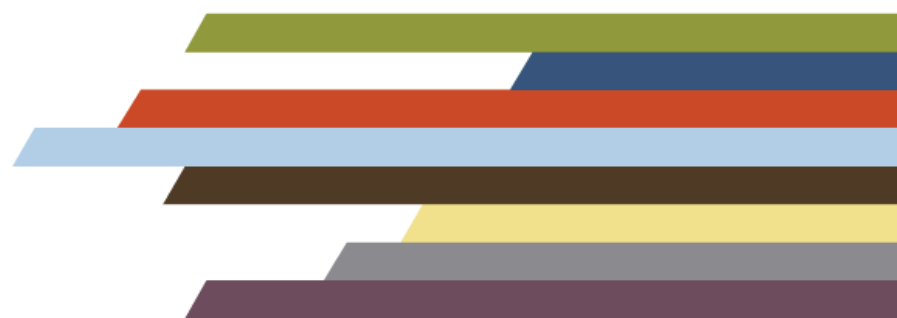
The Levels of Involvement:

A Practical Guide to Sector Engagement in Prevention Planning

October 27, 2025

Presenters

Sandra Puerini Del Sesto, M.Ed, ACPS, Technical Assistance Associate, EDC



Technical Information

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This session is being video recorded and the recording will be posted to the Northeast & Caribbean PTTC website for public viewing.

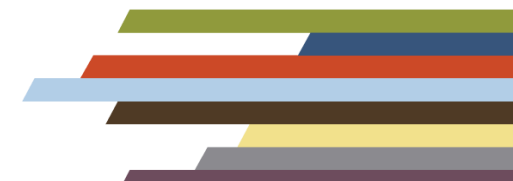
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Presenter



Sandra Del Sesto

T/TA Associate

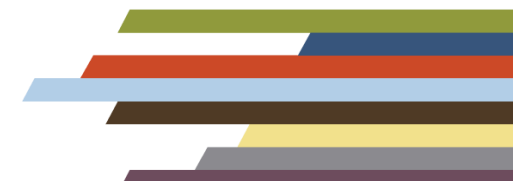
EDC



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Learning Objectives



Describe the Levels of Involvement and their importance in prevention planning



Identify the appropriate level of involvement for each sector based on the prevention issue focus and strategy



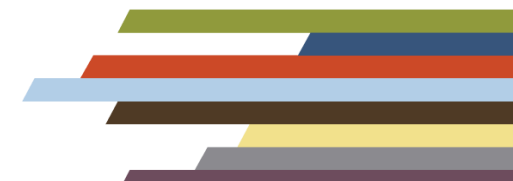
Summarize the three keys that help determine the most appropriate level of involvement for the issue being addressed.



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Mentimeter Instructions

Instructions

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www.menti.com

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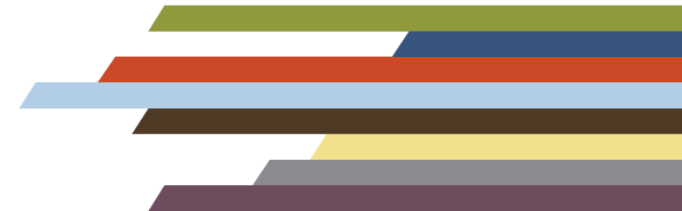
Or use QR code



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Mentimeter Question

How are you feeling today?

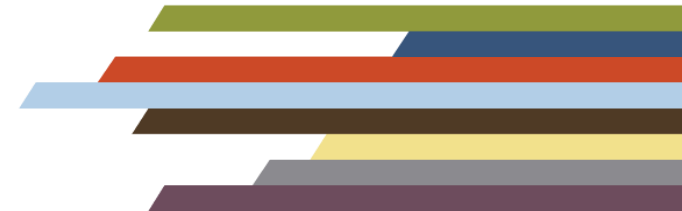
- ☐ Looking forward to a good week!
- ☐ I wish it was the weekend
- ☐ Too much to do this week



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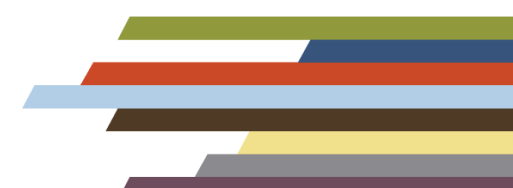
Why Do You Think Coalitions and Planning Groups Fail to Meet Their Goals?



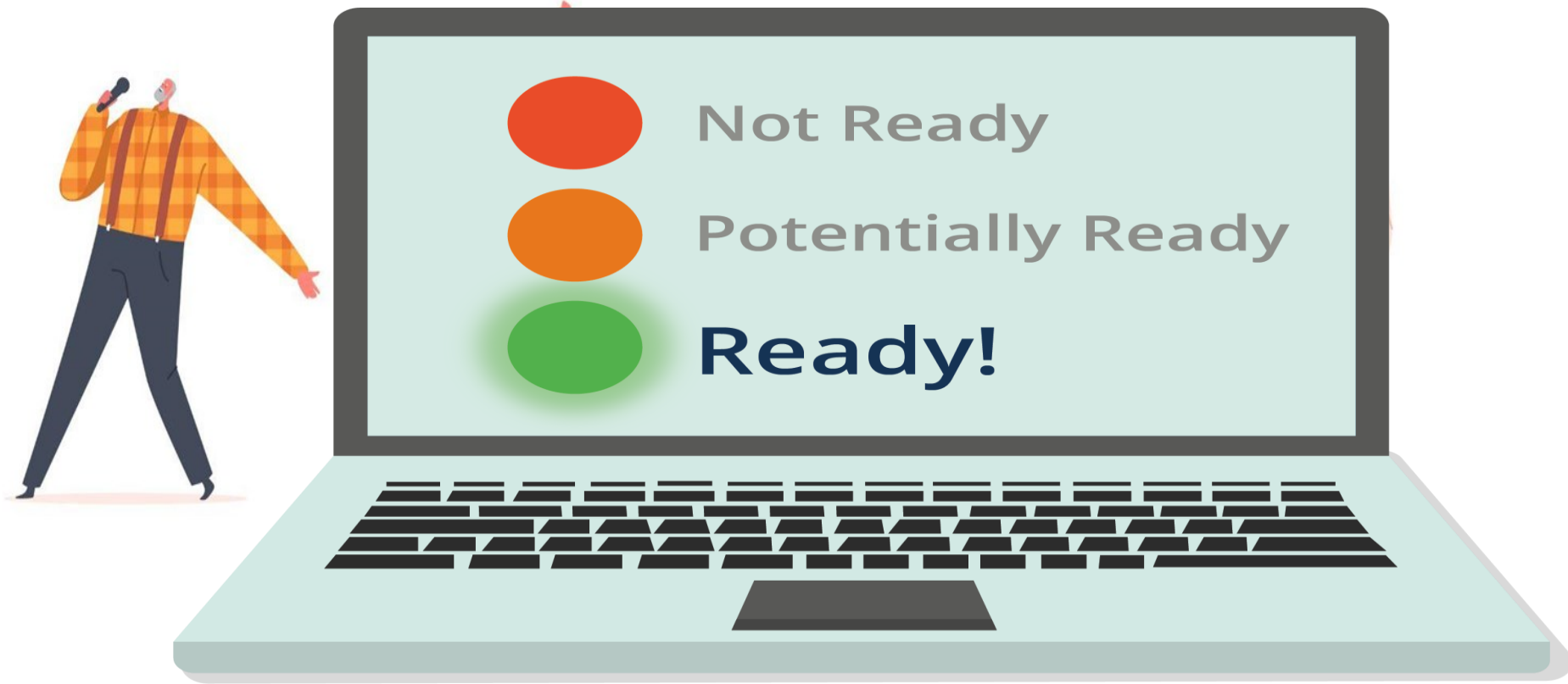
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Levels of Involvement: Getting Ready to Plan



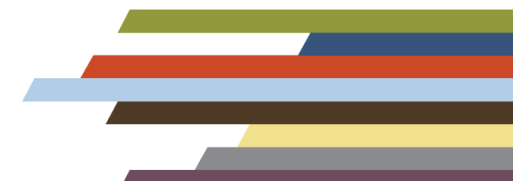
Butterfoss, 2007



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Levels of Involvement



No Involvement: Interest groups engage in separate activities, strategies and policies

MentiMeter Activity: No Involvement

Think of a group in your community where you have no involvement at all. Why have you chosen **not** to be part of this group?

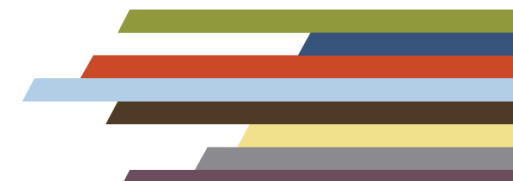
- I have other priorities that take my time.
- I don't feel welcome in that group.
- No one has asked me to be involved.
- Its mission/goal is one I that doesn't interest me.
- It requires skills I don't have.
- It serves a population I am not involved with.



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Let's Apply This Concept to Prevention Planning

Your community coalition or planning group has decided to develop a social marketing campaign to address teen vaping as a high prevention priority. Which constituents/sectors might **not** be needed in its planning process to meet the objective of reducing teen vaping?

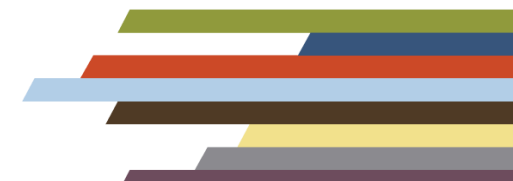
- Parents
- Schools
- Town Council
- Convenience Stores
- Colleges



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Levels of Involvement



Networking: Interest groups share what they are doing in which they both have a stake

No Involvement

Mentimeter Activity: Networking

Think of a group where you get information and where you can communicate your information and concerns. Why do you connect with this group in this way?

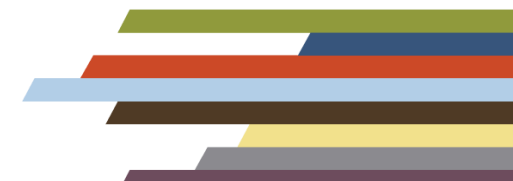
- It has information that is relevant to me.
- I have a stake in the outcomes of this group's activities.
- It has programs that interest me and/or my family.
- I am in another group where it is beneficial to share information.



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Mentimeter Activity: Networking

Your community coalition or planning group has decided to develop a social marketing campaign to address teen vaping as a high prevention priority. Which constituents/ sectors in its planning process might they wish to **network** with to meet the objective of reducing teen vaping?

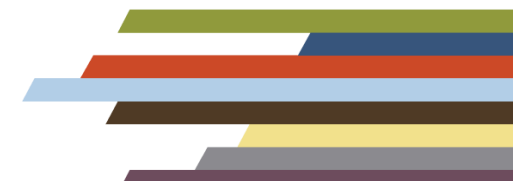
- Parents
- Youth
- Media Outlets
- Town Council
- Restaurants



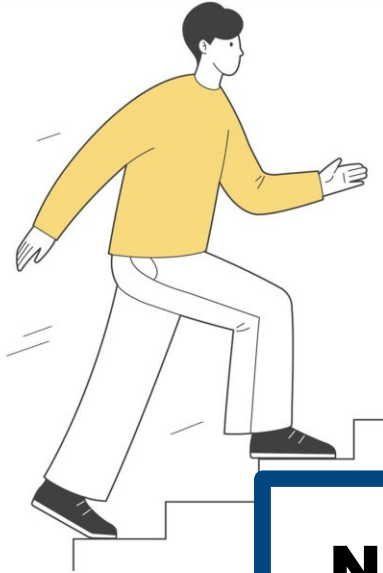
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Levels of Involvement



Cooperation: Interest groups publicize, support, or co-sponsor each other's services or programs

Networking

No Involvement

Mentimeter Activity: Cooperation

Think of a group to which you support and provide resources. You may help in publicizing their events or writing letters of support or exchanging resources. Why do you connect with this group in this way?

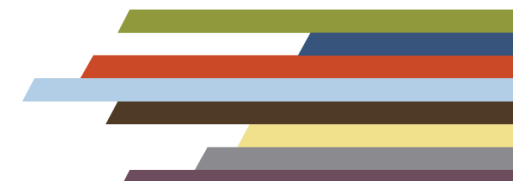
- I am interested and support its mission/goal.
- I want to support the group but in a limited way.
- I am too busy with other priorities to be more involved than this.
- I have been asked to assist in a greater way.
- I am not involved at this level with any group.



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Apply This Concept to Prevention Planning

Your community coalition or planning group has decided to develop a social marketing campaign to address teen vaping as a high prevention priority. Which constituents/sectors in its planning process might want to **cooperate** with to meet the objective of reducing teen vaping?

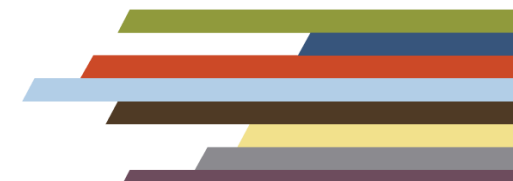
- Parent Groups
- Youth
- Community-based Youth Groups
- Community Health Center



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Levels of Involvement



Coordination: Interest groups serve on planning groups or implement programs together

Cooperation

Networking

No Involvement



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Mentimeter Activity: Coordination

Think of a group where you actively help out when you can and work together with them in a joint effort to meet a goal. Why do you choose to get involved at this level?

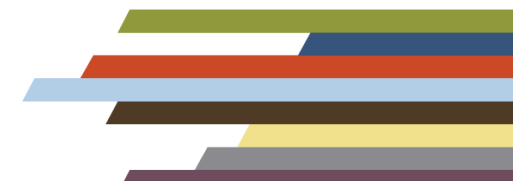
- I share goals and interests of this group.
- Helping to achieve the group's goals will benefit me and/or my family or organization.
- It is more efficient and effective to work together.
- I trust the intentions of this group.
- I or a group I represent was asked to help and I accepted.



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Apply This Concept to Prevention Planning

Your community coalition or planning group has decided to develop a social marketing campaign to address teen vaping as a high prevention priority. Which constituents/sectors in its planning process might it want to **coordinate** with to meet the objective of reducing teen vaping?

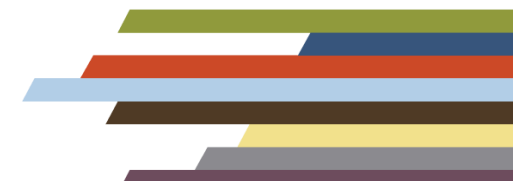
- Parent groups
- Youth
- Local Health Department
- Community Health Center
- School Districts



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Levels of Involvement



Collaboration: plan, pool resources, create trainings and programs together, etc.

Coordination

Cooperation

Networking

**No
Involvement**



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Mentimeter Activity: Collaboration

You are actively part of a group that is formally working together with another group. These groups share information, pool resources and jointly plan and engage others. They seek broad representation in decision-making. Why do you give your time to this effort?

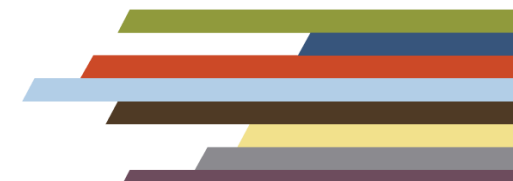
- Their mission and goals align with mine.
- I feel that I contribute to the groups' joint decision-making.
- I feel valued by those involved within this joint effort.
- The goals of this joint group are very important to me.
- I have no time to be involved with a group at this level.



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Apply This Concept to Prevention Planning

Your community coalition or planning group has decided to develop a social marketing campaign to address teen vaping as a high prevention priority. Which constituents/sectors in its planning process might it want to **collaborate** with to meet the objective of reducing teen vaping?

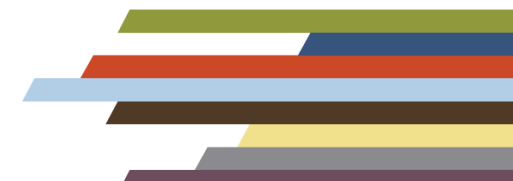
- Parent groups
- Youth Groups
- Convenience Stores
- Youth School Sports
- Physicians



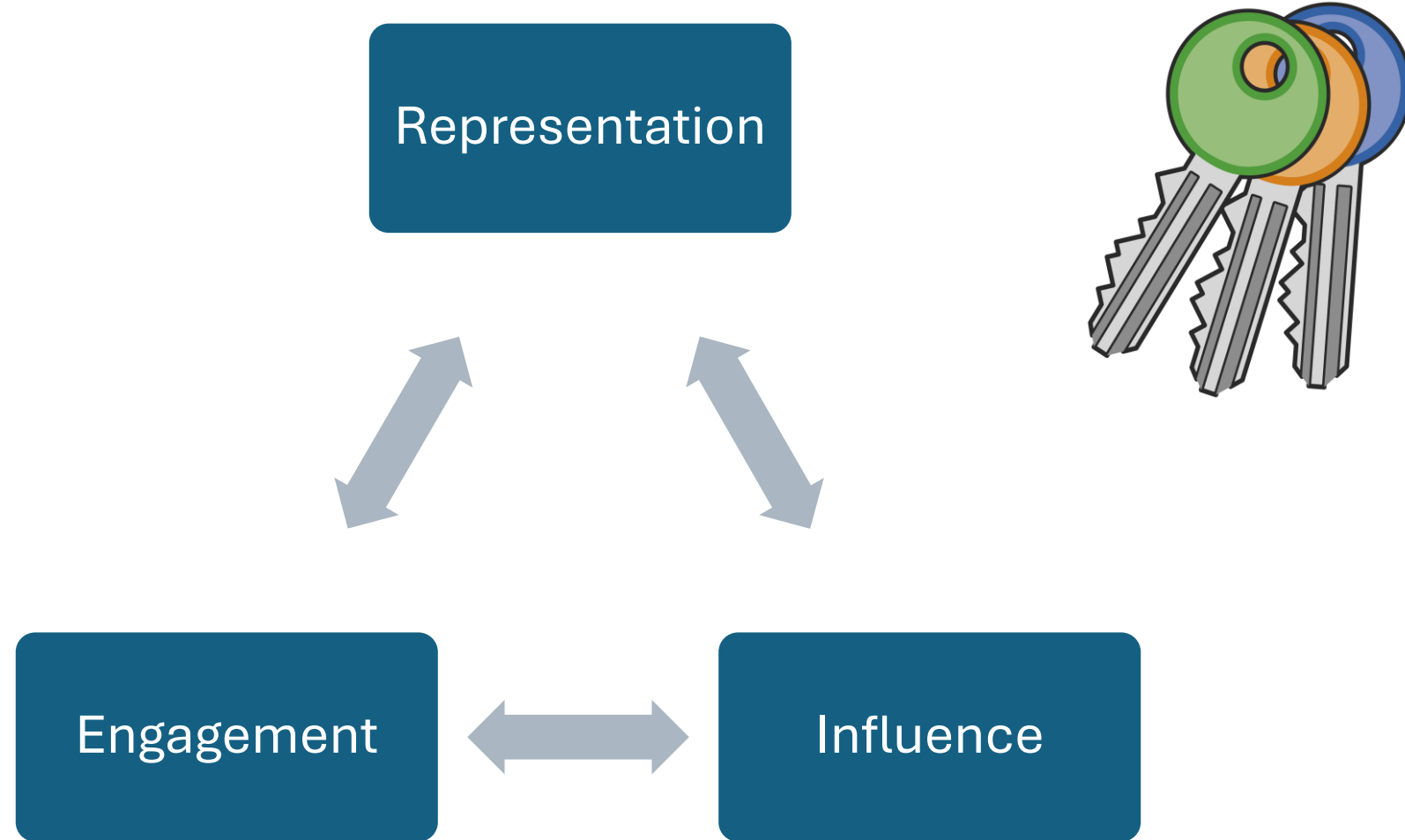
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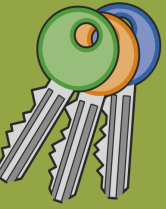
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Applying the Levels to Prevention Planning: THREE KEYS



1. Representation



- How would you determine which groups should be part of your planning group or coalition? Are all relevant perspectives represented?
- How would you engage an interest group that should be part of your coalition but is not?
- What information would the interest group need to know to increase its awareness of the problem and improve its level of readiness (e.g., data about the problem [who, what, when, how] or information about prevention goals)?

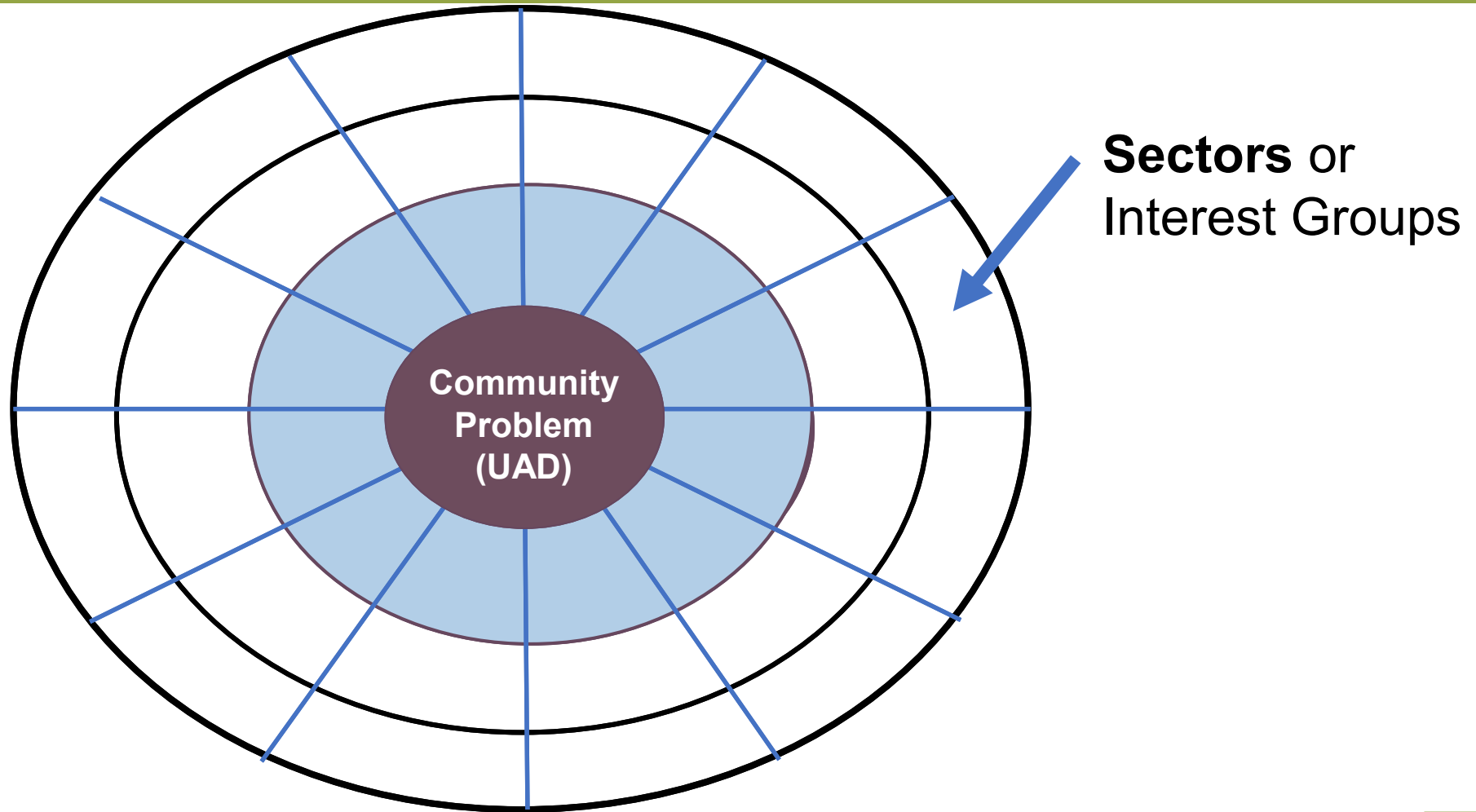


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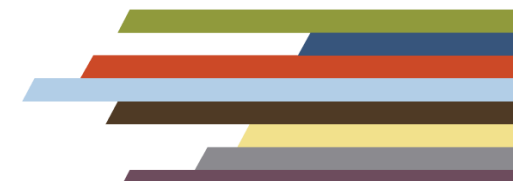
Recruiting New Members



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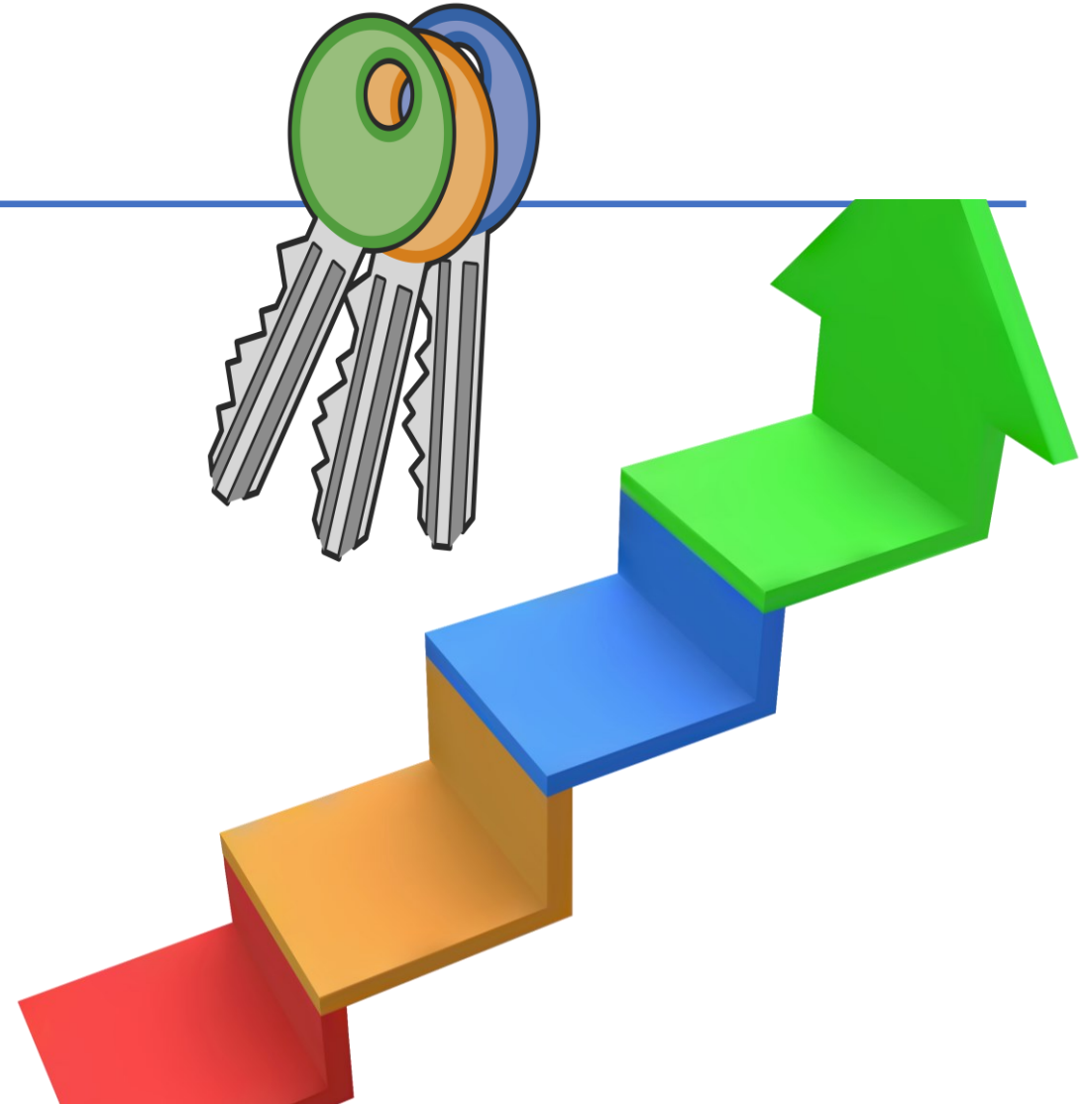
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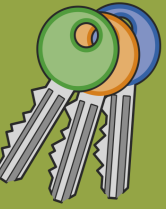


2. Engagement

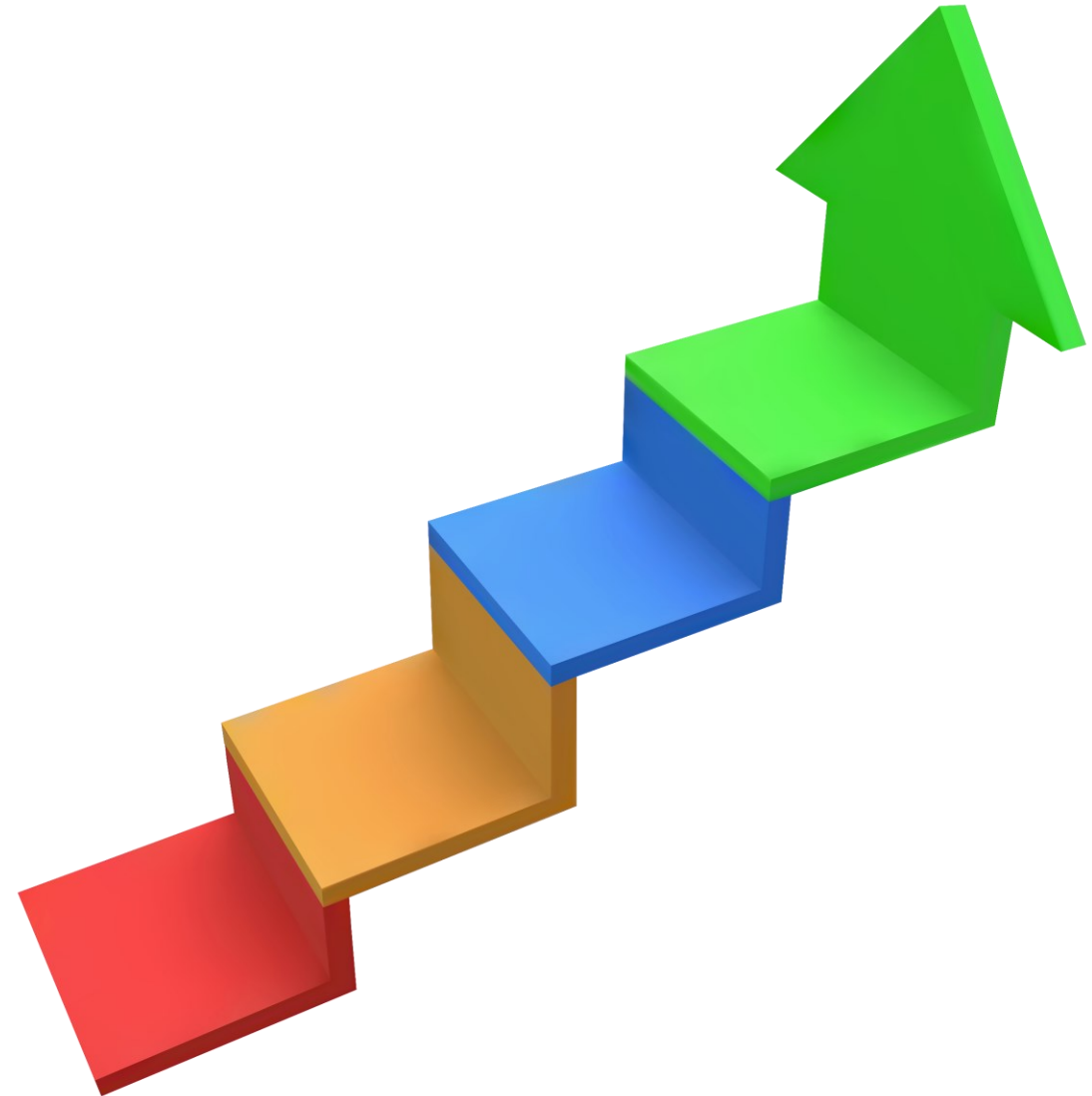
- What is the “give” and “get” for each interest group?
- Do all interest groups need to be engaged at the same level of involvement?
- How can you determine the most appropriate level of involvement for each interest group?
- How do you move an interest group to a higher level of involvement?



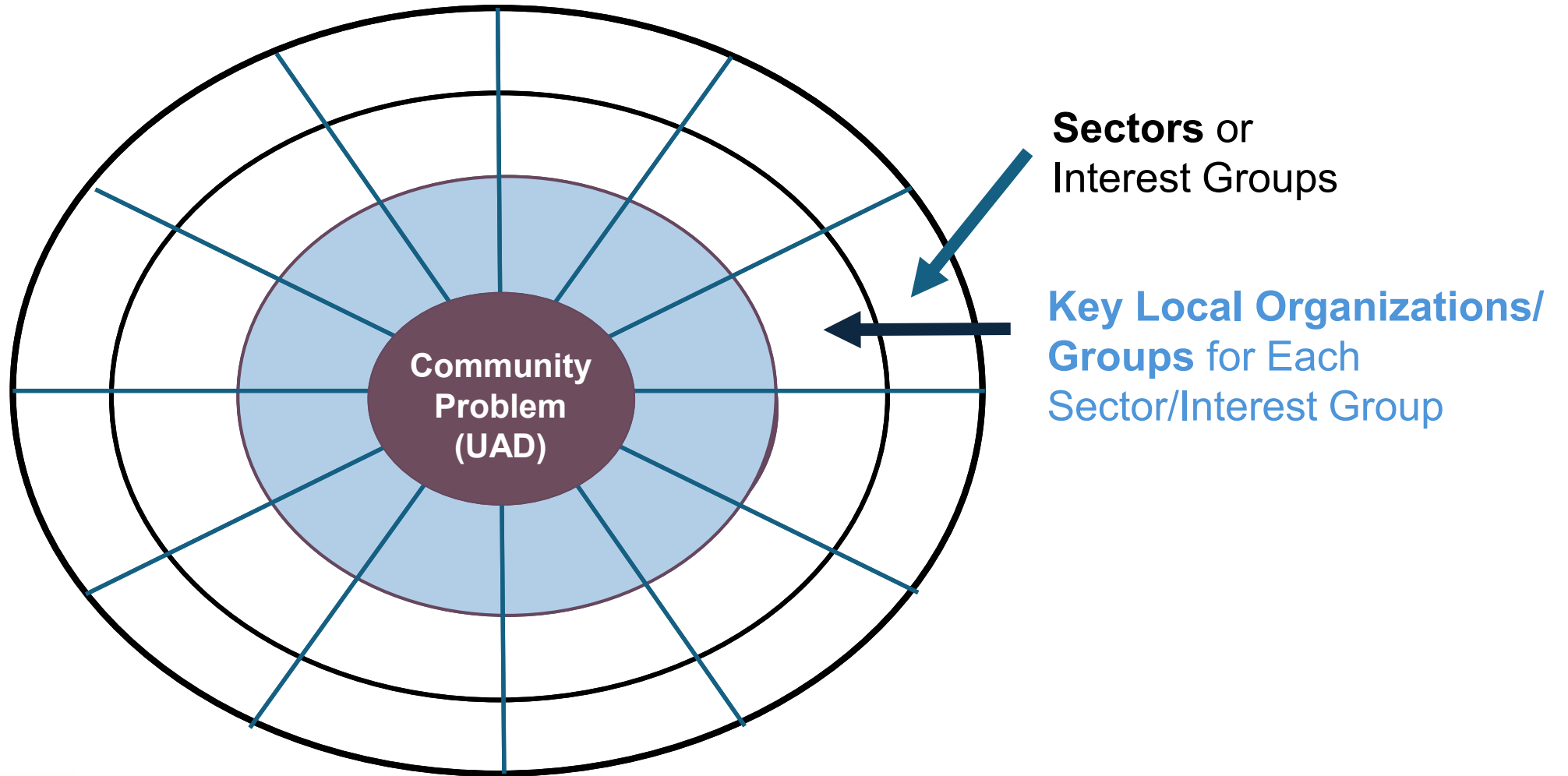
2. Engagement



- What is the “give” and “get” for each interest group?
- Do all interest groups need to be engaged at the same level of involvement?
- How can you determine the most appropriate level of involvement for each interest group?
- How do you move an interest group to a higher level of involvement?



Recruiting New Members



The Give and the Get: Examples for UAD

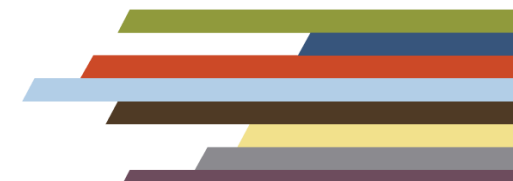
SECTOR/ORGANIZATION	GIVE	GET
Schools	Access to youth Opportunity for prevention programming	Fewer disciplinary problems Positive community perception the problem is being addressed
Police	Increased enforcement of local/state UAD laws	Fewer fights, accidents Positive community perception the problem is being addressed
Parents	Support for no underage drinking Input on community norms	Children's safety Peer support for substance free activities
Youth	?	?



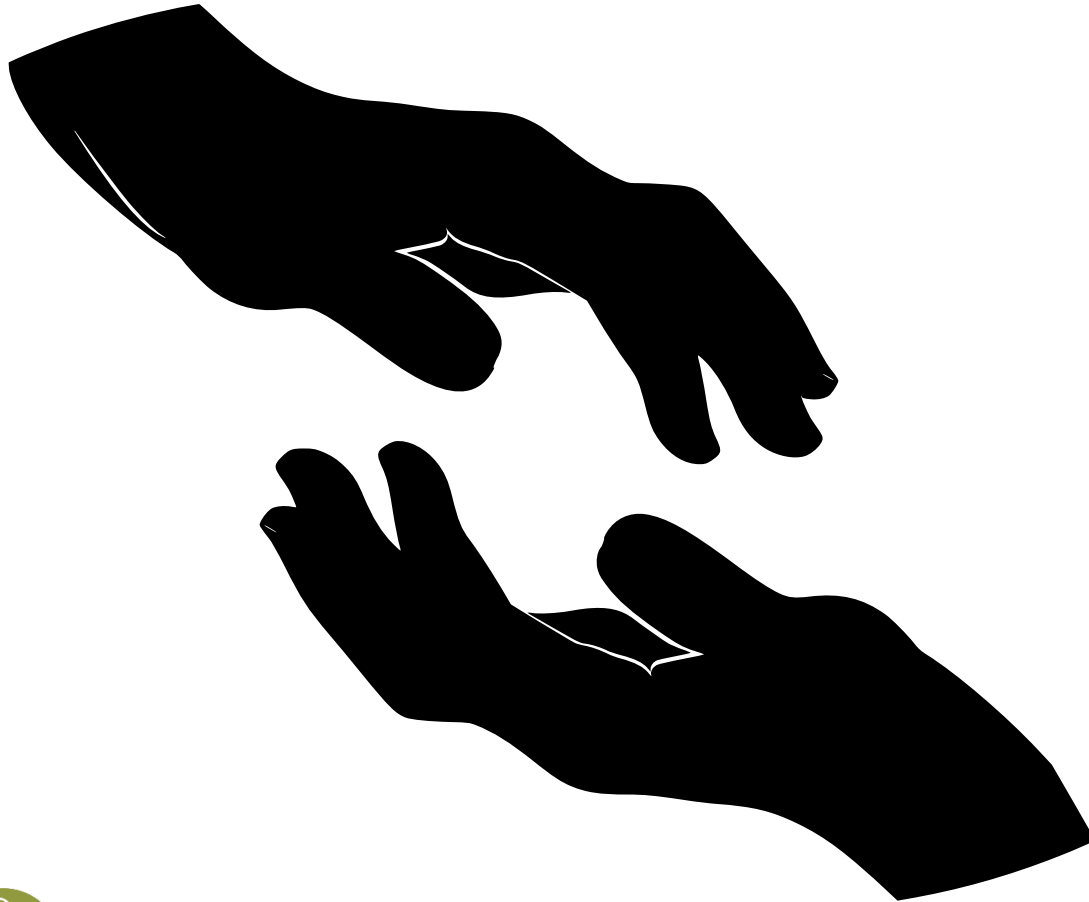
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3. Influence



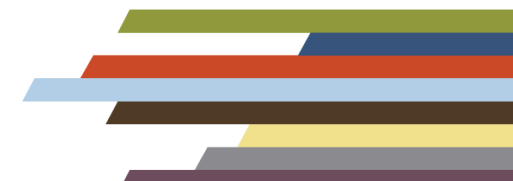
- How important is it that the person(s) who represents an interest group is an “influencer” in that group?
- How do you identify “influencers” from each interest group?
- How do you engage these influencers?



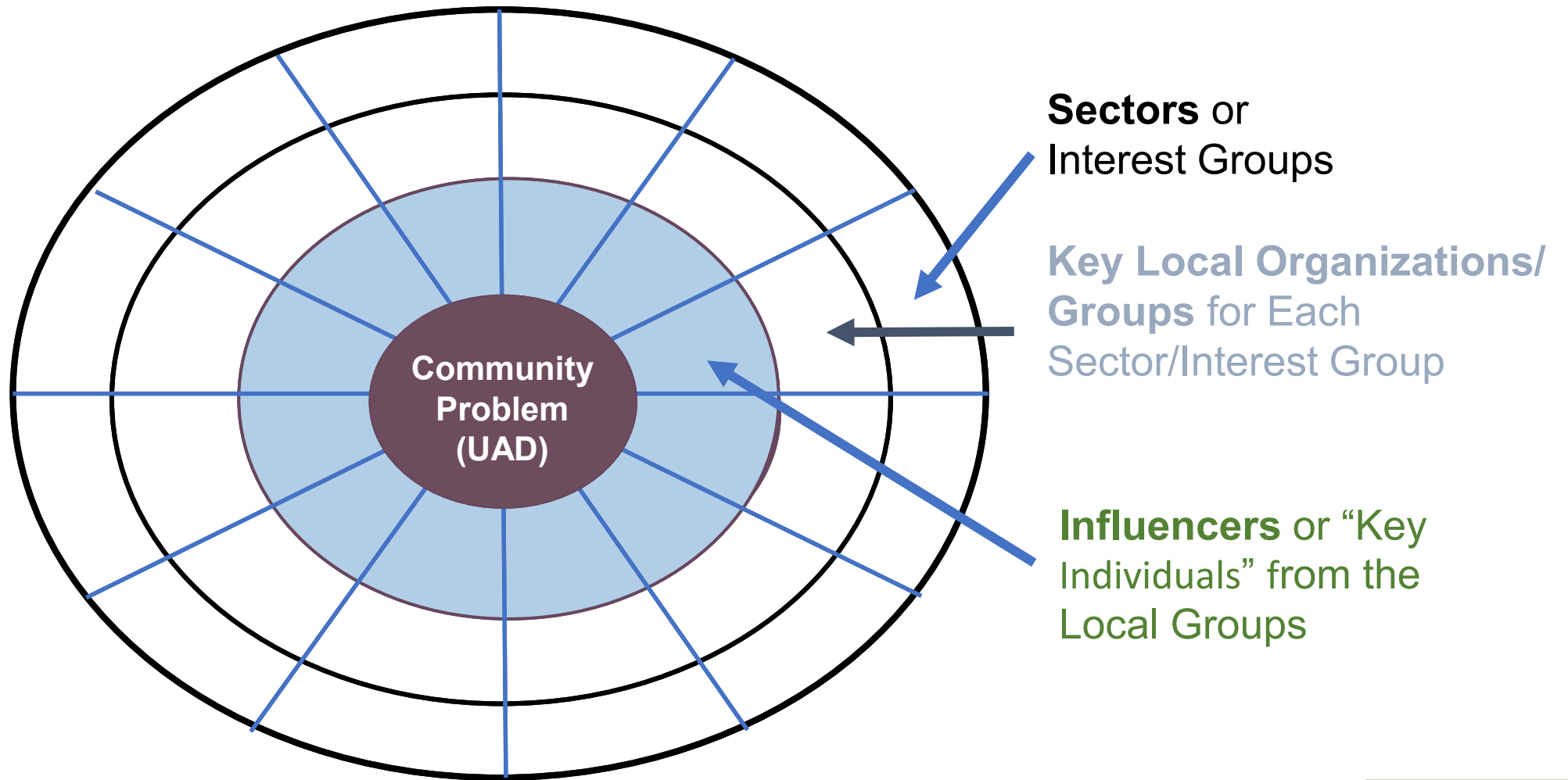
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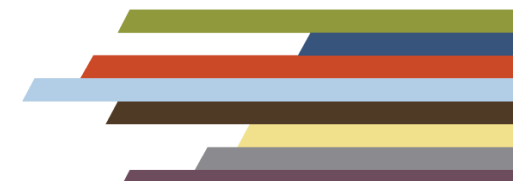
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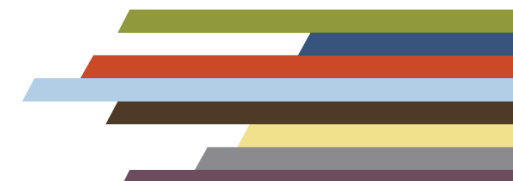
How Do You Identify Influencers?



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How Do You Engage Influencers?

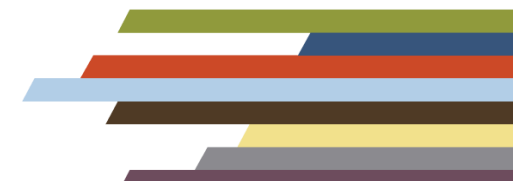
- ✓ Ask them personally to meet informally. Have a “go between” join you.
- ✓ Focus on both their “give” and the “get.”
- ✓ Invite them to attend three meetings.
- ✓ Have them share at the first meeting the interest of their sector with the problem.
- ✓ Make connections to other community members and their work (e.g. same population, similar or complementary missions, etc.)
- ✓ Invite them to do something small and specific.
- ✓ After each meeting, thank them for their contribution and cite benefits of participating to them and their sector/organization.



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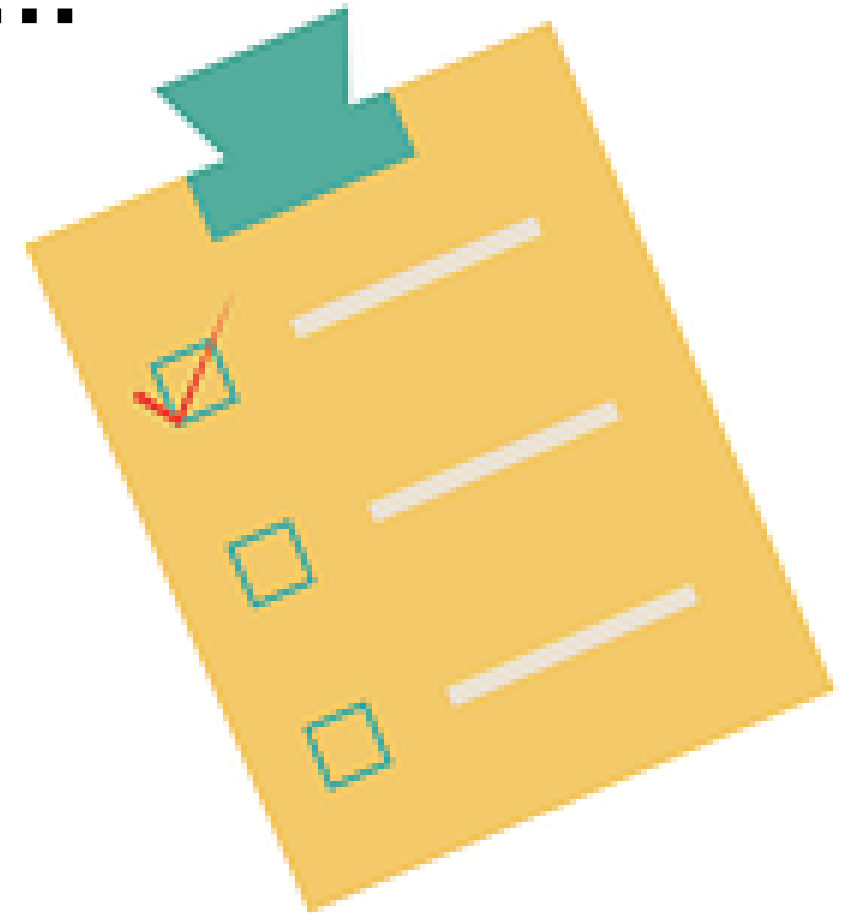
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In Summary, Keep in Mind...

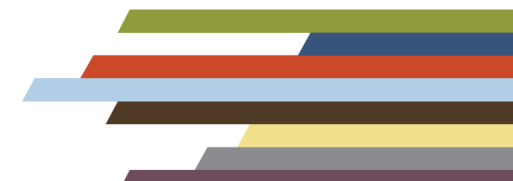
- Local people solve local problems best.
- All interest groups should be part of the planning process at some level.
- People will support what they help create.
- Not all interest groups need to be at the coordination or collaboration level.
- Levels of involvement can change when the focus problem and its strategy change.
- Interest groups typically move up the levels of involvement one step at a time.
- **The focus population must be involved in all steps of planning.**



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QUESTIONS
OR
COMMENTS?



THANK YOU

