



Meth360[®]
Community Presentation Program
A How-To Guide to Organizing and Running Meth360 in Your Community

Thank you for your interest in the Partnership for Drug-Free America's Meth360[®] program. The following provides a step-by-step guide to implementing the Partnership's local meth prevention presentation program in your community.

Meth360 is designed to be an ongoing, "virally-spread" program, not a one-time event. By design, you can not implement this program by yourself – you will need to work with others. This will require planning, coordination, and effort, but the rewards will be significant.

STEP 1: PLAN

First, find others in your community who share your commitment to acting against methamphetamine. Once you have brought together a small group that will help you implement Meth360 in your community, the next step is to answer some questions:

What's already going on? In many communities, efforts are well underway to educate the community about methamphetamine. You should strive to complement, rather than compete with, existing programs.

What is your scope? Where do you want to deliver your Meth360 program? In our experience, multiple jurisdictions often work together within a multi-county region. Many law enforcement agencies belong to task forces, and many states organize their prevention services on a regional level. Bringing several counties and communities together is a great way to share resources and brainpower, and creates a larger pool of presenters.. However, you do not want to select an area that will be too large to coordinate.

Who will be your partners? Collaboration among law enforcement, prevention, and treatment is the cornerstone of the Meth360 program. Your community may have already built good working relationships among these disciplines. If not, this program provides a way to build these ties. Try to find law enforcement, prevention, and treatment professionals from each community where the program will be delivered.

How many presenters will participate? You want to train enough presenters to have coverage for all presentation opportunities that arise. Our experience is that it's reasonable to ask presenters to deliver two presentations per month, although surely you'll find "star" presenters who have greater availability and interest, as well as presenters who are available less frequently. .

Who will coordinate the program? Coordination includes six primary tasks:

- **Recruit presenters:** This will be covered in greater detail below, but you need a point person or small group of people to recruit and maintain contact with each other and with the trained presenters in your program
- **Get presenters trained:** This will also be covered in Step 3, but you will need to make sure that your presenters are experienced public speakers able to perform the task effectively
- **Identify and secure audiences:** Your program's coordinator(s) will need to find audiences and secure their interest, then get times, dates, and venues when the presentations can be delivered. We recommend seeking pre-gathered groups such as Rotary Clubs, PTA groups, faith-based gatherings or local businesses who host lunch-and-learn sessions
- **Schedule presenters:** Once you have an audience, venue, and times and dates, you need to find presenters who will also be available on those dates
- **Deliver presentations:** Ensure that the presentation takes place as scheduled with all the necessary equipment and materials in place
- **Maintain contact with the Partnership for Drug-Free America:** We ask any entity that takes on this project to keep us informed by submitting a simple 1-page event report after each presentation.

Each community will implement these tasks differently: you may have one point person, or a team may share these tasks. A law enforcement agency or non-profit may take on this role as an organization.

What resources will you need? At a minimum, you will need the following resources to deliver the Meth360 presentation:

- A laptop computer that has PowerPoint and sound, with enough volume to serve your audience;
- A projector that is compatible with the laptop computer
- Copies of the meth fact sheets and event report form (electronic file masters are provided by the Partnership for Drug-Free America)

What is your timeline? When do you want to start delivering presentations? We estimate that the planning, engagement, and training phases may take up to two or three months. As this is a volunteer effort, we encourage you to be conservative in your estimates of how long each step will take.

STEP 2: GET PARTNERS ON BOARD

Now it's time to introduce the program to other organizations to secure their commitment to participate. Return to your "scope" question, and identify and contact the key law enforcement, prevention, and treatment organizations from the areas where you plan to conduct the program.

We recommend that your first meeting should be with the leaders at each organization—for example, a Sheriff, Police Chief, Executive Director or Clinical Director. These are the people who know their organizations' resources and capabilities best and can get things done. In addition to getting their feedback on your plan, you also need to ask the tough questions: Can these organizations offer experienced, knowledgeable presenters, and / or can they assist with coordination or offer some other material support?

After this meeting, rework your plans with specific tasks for each participating organization. How many presenters will each organization provide? If they are providing materials or other support (like a laptop, projector, or covering duplication costs of meth fact sheets), document that as well.

You may need to get the bosses' approval for individuals to participate in Meth360. We recommend doing this as early as possible—you don't want to get to the eleventh hour, when staff is trained, and find out that you don't have the support from the top that you'd expected.

You may consider a Letter of Agreement between all parties. The decision whether to use this tool is yours: they solidify commitments and understanding, but they may slow down the process if organizations need to extensively review the document.

There is one more consideration: money. *While the Partnership for Drug-Free America provides online learning and presentation materials, we are unable to offer any financial support to organizations that adopt Meth360.* You may be able to secure state and local grants or private sector sponsors to support your efforts. If you do secure funds, it's up to you how to spend them.

STEP 3: TRAIN PRESENTERS

There are two ways to train presenters:

1) Ask presenters to visit www.drugfree.org/meth360 at home or at work and complete Meth360 Online Learning. Once they are done, you will be able to contact them through an online directory. Names will not appear on this directory until they have completed the training and registered.

2) Another option is to gather your presenter candidates to familiarize them with Meth360, and prepare them to become presenters. Choose a venue that can accommodate the size of your group comfortably and has the necessary presentation equipment and resources. A session should last no more than a half day, but you can have more than one session if required. Here's how a day can run:

- **Serve food.** Donuts, coffee, and sandwiches go a long way toward a positive training experience.
- **Deliver the Meth360 presentation:** Two or three of you will need to learn the presentation and be comfortable delivering it to this audience.
- **Introduce the Online Training:** *Presenters will still need to complete the online training,* but familiarity with the site will help this process.
- **Deliver the Meth360 supplemental information presentation:** The supplemental presentation, while not designed to be given to the public, drills down deeper into the information topics of the basic presentation. This information also helps presenters gain a better understanding of local conditions, which they can share during their presentation.
- **Offer Presentation Skills training:** Even the most seasoned presenter can use some additional training. We've included a presentation skills guide online, but you may also wish to offer live skills training. You can call on a public relations firm to volunteer their time; a professor from a local college who teaches public

speaking; or a representative of your local Toastmasters' Club to offer this training.

- **Offer Presentation Critique:** Finally, you can split your presenters into teams and give them the opportunity to practice delivering a few slides each from the basic presentation. This will provide your presentation skills trainer with the ability to offer a critique, and will also allow you to identify your strongest presenters.

STEP 4: MARKET

You are responsible to make your community aware of the Meth360 program, and opportunities for presentations. The Partnership has developed basic tools, such as posters, flyers, and press release templates. However, at the local level, the “legwork” and follow-up needed to secure media attention for the program will fall to your team.

The best marketing can be person-to-person. When you talk and meet with your presenters, ask them to think of groups or organizations they belong to who may be interested in a presentation. You can also ask them to take the next step and identify dates, times, and venues when their group could receive a presentation, and report this information back to the scheduler.

STEP 5: DELIVER

After all of the planning and training, the delivery can be the easiest step in the process. Delivery consists of four steps:

- Identify and secure an audience, For example, book a presentation at a local PTA group on a confirmed date and specific time
- Schedule presenters—calling the trained presenters in your area to find a team who is available on those days and times
- Deliver the presentation
- Encourage evaluation. The Partnership has created an online evaluation tool for audiences. Please urge attendees to visit this site.

It is critical that there be one calendar that everyone is working off-- especially if you have multiple coordinators— to prevent missed opportunities and miscommunication. An online calendar of presentations can be found within the presenters' section of Meth360 Online, and is available for your use.

In the pilot markets, our coordinators have also been responsible for setting up the room for the presenters, which includes making sure that the laptop and projector work. This approach allows the presenters to focus on presenting.

STEP 6: MAINTAIN CONTACT WITH THE PARTNERSHIP

We would very much appreciate your maintaining contact with us as you implement Meth360 in your community. One way is to fill out an event report form. The second way you can maintain contact is by utilizing the Meth360 message board, or by e-mailing us at meth360@drugfree.org

IN CLOSING ...

Meth360 is an exciting opportunity for anyone who is seeking to address the methamphetamine problem, or the larger issue of substance abuse, in America. We have created a tool box and blueprints. It is now up to you to build the Meth360 program that addresses the specific needs of your community.

Please contact us if you have any questions and thank you for your commitment to protect communities from the threat of methamphetamine.