



SCOPE Tip of the Week Member Newsletter

August 20th, 2013

Small Victories

Prevention education isn't easy work. It's infrequently praised or funded by most schools. One way to change this is to focus on creating small, meaningful programs that stand out in terms of their quality, assessment, marketing, impact and attendance.

Think about what kind of brand your prevention education outreach communicates to your community. This brand is an opportunity for others to see how you work and the goals and mission of your prevention efforts. It's been my experience that it is better to have smaller, more successful programs to highlight increased dialogue, educational learning and community building. These events work better than large-scale efforts or initiatives that have little demonstrable impact or lasting effects.

At the heart of this Tip of the Week is the power of relational and grassroots approaches to deliver ongoing prevention efforts on campus. Outreach should be research-based and collaborative, engaging the community in dialogue long after the initial prevention event is concluded.

Smaller successful efforts will grow into larger opportunities for funding and accolades. Indeed, I find that the best and most far-reaching collaboration comes when we can demonstrate the quality and value of our prevention efforts to other campus partners. Smaller steps, when successful and ongoing, lead to large leaps down the road.

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