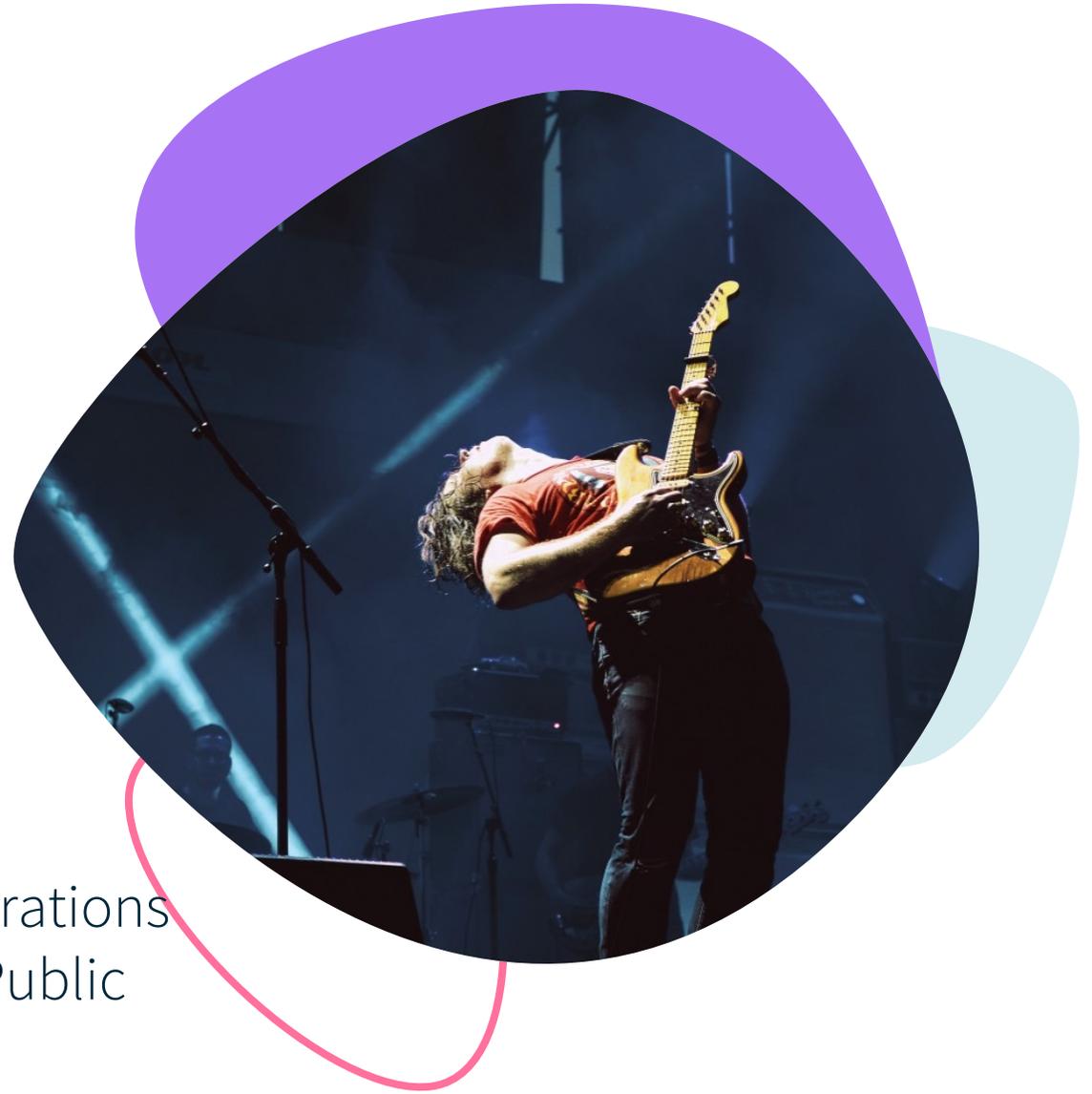


Rural Rockstars!

Top 4 prevention hits

Joseph Hill

Director of Prevention on Community Collaborations
Center for Health Innovation – New Mexico's Public
Health Institute

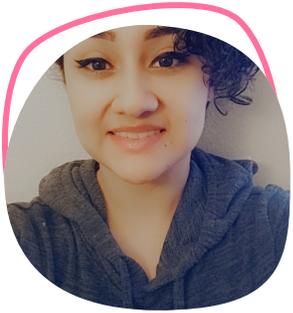




Background

- Rural/frontier health advocate
- Prevention experience from different angles: sector lead, coordinator, program dir., fiscal agent.
- Currently represent 7 prevention coalitions (all serving rural areas, 6 set in rural & frontier areas)
- Lifelong musician

CHI's OSAP Rock Band



Jessica Garcia

Doña Ana



Valerie Kling

Grant



Erin Small

Doña Ana



Josephine Vienna

Sierra



Angelica Rodriguez

Luna



Teamwork makes the dream work!

Prevention as a Rock Band

- We all play different instruments that serve different purposes (i.e., bass, drums, rhythm guitar, lead guitar, vocals.)
- It only works when we are playing the same song
- Some bandmates are more visible than others, and that's okay
- We can have a massive influence on the public



CHI's Top 4 Prevention Hits

#1

Rural rules! (strengths-based perspective)

#2

Connection W/ Audience (stakeholder engagement)

#3

Bigger Shows In Smaller Clubs (equity)

#4

Tour With Other Bands (sustainability)

Hit #1 - Rural Rules!

Strengths-based Perspective

The Strengths Perspective *focuses on the strengths and resources of people, communities, and their environments rather than their problems and pathologies.*

Rural/Frontier communities are:

- Flexible
- Resilient
- Relational



Hit #2 – Connect With The Audience

Stakeholder Engagement



UPC | UNIFIED
PREVENTION
COALITION

Successful Strategies

- Identifying the most impactful institutions or industries in our communities
- Understanding the values; (religious, political, etc.)
- WIIFM? For community partners

Hit #3 – Bigger Shows in Smaller Clubs

Equity

Successful Strategies

- Build influence in smaller venues before playing arenas
- Strategically seek out smaller groups in specific populations



Luna County: Cesar Chavez Charter School

Hit #4 – Tour w/ Other Bands

Sustainability

Successful Strategies

- Finding regional partners that serve the community areas
- Opening doors for other partners encourages them to open doors for us. Win, win.
- Proactively assisting orientation of recently turned-over partners.



Grant County: Silver City HC & ANG

YOU ROCK!



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