

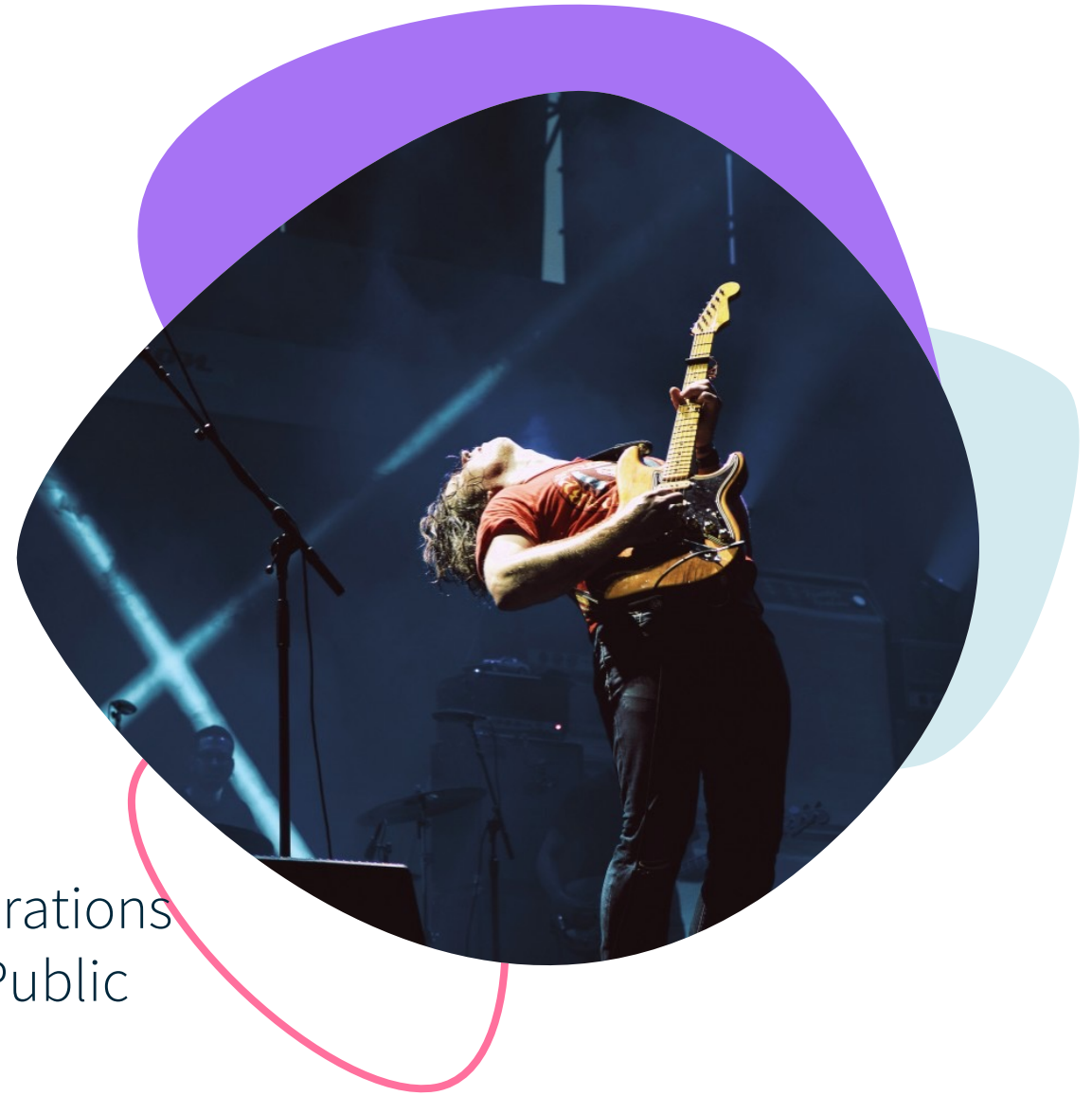
# Rural Rockstars!

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## Top 4 prevention hits

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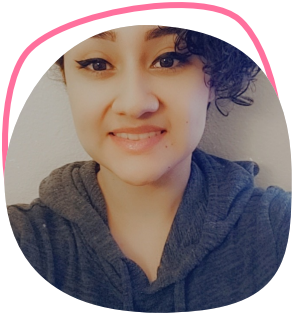




# Background

- 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*

### Successful Strategies

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



**UPC** | **UNIFIED  
PREVENTION  
COALITION**



# 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!



**Joseph Hill**

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