Potential Implementation Team Activities

Some implementation teams have a tough time being actionable and can get into habits that impede progress. A few common pitfalls include:

- Becoming a 'report out' group where members share what they are doing, but there is no collective action.
- Continuously talking about problems, challenges, threats and what can't work, without working towards solutions.
- Sharing new ideas and suggestions but with no one willing or able to turn them into realities.
- Not having a strong mission/purpose or having the goals of the team be too broad and unmanageable.
- Members not having clear roles, not understanding why they are members, now knowing what they contribute, etc.

To help avoid these issues, below are some suggestions for team activities that create action and movement:

- **Write and divide up the strategic plan.** During the strategic planning process, take time to parse out team member duties and roles. This will help keep the plan actionable and set expectations of members up front.
- **Conduct a policy review.** Taking inventory and working to update campus policies and procedures related to alcohol, tobacco, and other drug use, crisis intervention and suicide prevention, etc. can be a good task for the coalition. See below for additional resources on conducting a policy review.
- **Focus on solving a specific problem.** Center discussion around an issue (using data or evidence to support why it needs attention) and work to identify the problems and related behaviors, what the contributing factors are, and what the coalition can do to address the contributing factors.
- **Plan and host co-programming events.** Whether related to providing an Engage session, informational events in residence halls, or general outreach events, event planning and implementation is common for implementation teams.
- **Develop a communication plan.** Create and share messaging about campus policies, resources for students, educational messages, or social norms campaigns. See below for resources on social norms and effective health messaging.
- **Raise awareness and advocate for Engage's mission and vision.** Through other partnerships on campus and in the community, members should work to gain buy-in and foster relationships. There are many partners who do not need to be formal coalition members, but who are important stakeholders and can further the team's mission and vision.
- **Engage in shared professional development, training, and education.** Pouring into team members' development and learning together about a topic, program, or intervention can create discussion and action. (See more resources in step 7 of this toolkit.)

Resources

Policy Review

- Guide to Understanding the Title IX Process - University of Missouri – Columbia - equity.missouri.edu/wp-content/uploads/2025/03/titleix-process-guide.pdf
- Guidelines for Reviewing Policies - Northwestern State University - policies.northwestern.edu/docs/guidelines-for-reviewing-policies-final.pdf
- Sample Campus Alcohol and Other Drug Policies - campusdrugprevention.gov/content/sample-campus-alcohol-and-other-drug-policies
- Setting and Improving Policies for Reducing Alcohol and Other Drug Problems on Campus - safesupportivelearning.ed.gov/sites/default/files/hec/product/policy.pdf

Social Norms and Health Messaging

- 10 Strategies for Effective Health Communication - publichealth.tulane.edu/blog/health-communication-effective-strategies/
- Information on Social Norms - National Social Norms Center - socialnorms.org/
- Making Health Communication Programs Work - cancer.gov/publications/health-communication/pink-book.pdf