



INSTITUTE FOR
PUBLIC
STRATEGIES

TRAINING & TECHNICAL ASSISTANCE BY IPS

Building capacity, transforming systems, and advancing equity nationwide.

IPS has a 33-year history leading upstream prevention projects.

Our Mission: We work alongside communities to build power, challenge systems of inequity, protect health, and improve quality of life.

We lead government and foundation-funded projects throughout Southern California.

Our systems-level approach
strengthens community health,
safety, and opportunity.



What We Offer

Grounded in IPS' ACT (Approach to Community Transformation) Model, our Training & TA Modules include:



**Upstream Prevention
and Strategy Design**



**Trusted Messenger
Mobilization**



**Community
Assessment**



**Equity, ACEs, and
Trauma-Resilient
Practices**



**Media Advocacy and
Narrative Change**



GIS Mapping



**Coalition Building and
Community Organizing**



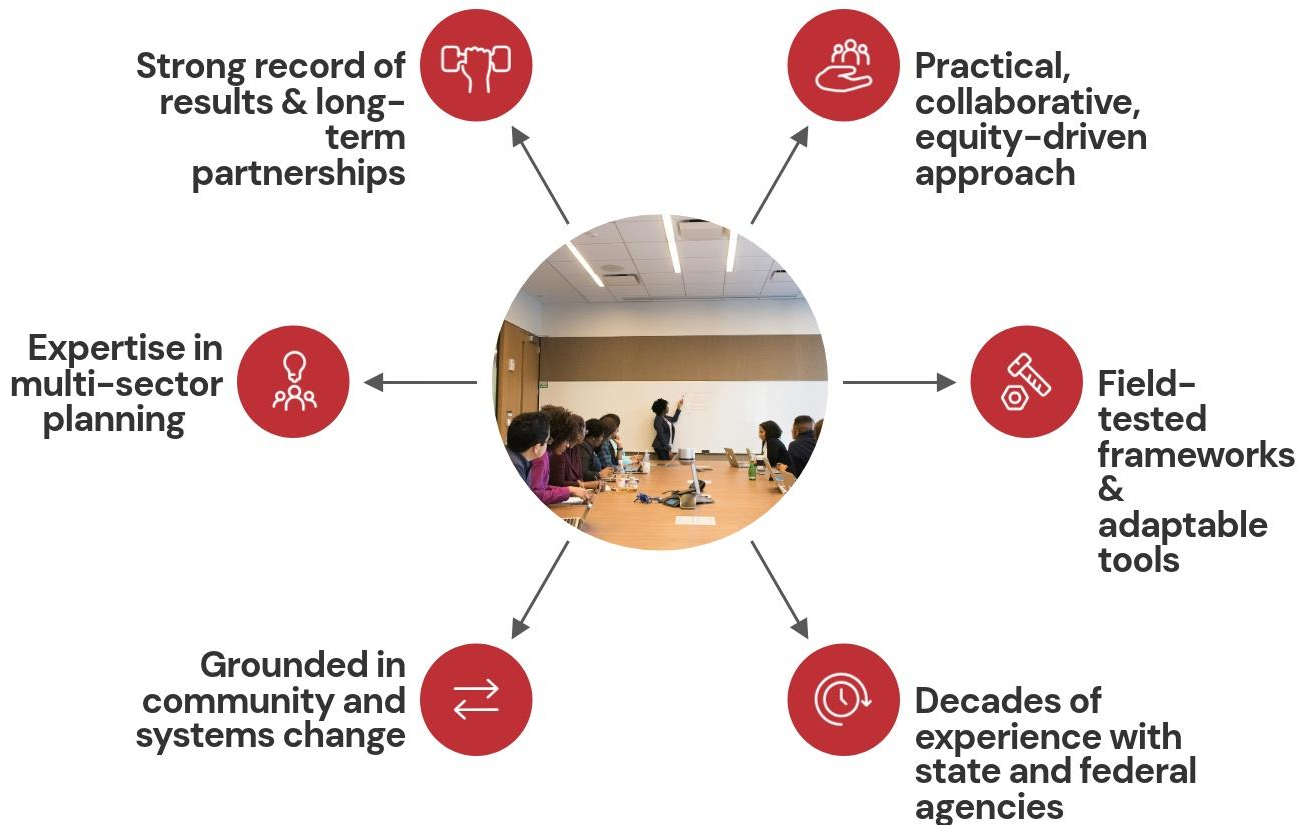
**Policy Advocacy and
Local Policy Wins**



**Sustainability and
Systems Thinking**

Our Signature Strengths

We help partners achieve measurable, equity-driven outcomes through proven strategies and systems-change expertise.



Partial Client List



- **County of San Diego Behavioral Health Services**
- **Colorado Department of Human Services' Office of Behavioral Health**
- **SAMHSA's Center for the Application of Prevention Technologies for the State of Oklahoma**
- **Montana Department of Health and Human Services**
- **more**
- **more**



Our TA in Practice

Highlights from the Field



CalAIM-Aligned Training & TA to Drive Community Change

Facilitated community-engaged workgroups with CalAIM-aligned, community-based health providers to build local capacity for policy, media, and systems change.



Trusted Messenger Capacity Building

Provided training to promotoras in the U.S.–Mexico border region, equipping them to deliver trusted health information, challenge stigma, and engage hard-to-reach Latine communities.



Data-to-Systems Change Strategy Development

Supported coalitions and public agencies in using assessment, media, coalition building to inform community-driven policy and systems change throughout Southern California.



Media Advocacy for Systemic Change

Equipped partners with tools to craft and amplify community-centered narratives -- using earned media, op-eds, and digital platforms -- to influence social norms around youth substance use.



Youth Engagement & Leadership TA

Designed and delivered TA for youth-led policy initiatives, supporting development, storytelling, and civic engagement.



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IPS Case Studies

Montana Community Change Project

Client: Montana Department of Health and Human Services

Project Dates: January 2008 – June 2011

- Statewide TA provider to upstream substance use prevention teams across 7 counties
- Provided training and TA on community assessment, coalition development, media, and policy advocacy
- Introduced tools and frameworks to shift from individual education to upstream systems change
- Guided integration of equity and trauma-informed practices into local action plans
- Built capacity to advocate for policy solutions grounded in local data

CERC Taskforce

Client: AltaMed

Project Dates: Month/Year to Month/Year

- Partnered with AltaMed to convene the Community Engagement and Resilience Collaborative (CERC) Taskforce
- Provided training and TA in policy advocacy, power mapping, and public narratives to elevate community voice
- Facilitated policy reviews to identify advocacy strategies in health and housing
- Integrated community into policy action plans through listening sessions and story collection
- Built infrastructure with coalition partners to sustain equity-focused advocacy beyond the grant period

Community Planning Group Reform

Client: City of San Diego

Project Dates: Month/Year

- Partnered with the City of San Diego to ensure Community Planning Groups (CPGs) better reflect the diversity of the communities they represent.
- Delivered **6 hybrid workshops** and **20 hours of technical assistance** to community members to increase participation and understanding of CPG roles.
- Supported **recognition of 41 independent planning groups**, expanding equitable representation citywide.
- Produced a short video highlighting the importance of community planning and civic participation.

Product positioning and messaging



Value proposition

Use this section to talk about your value proposition



Positioning statement

Use this section to talk about your proposition statement



Elevator pitch

Use this section to talk about your elevator pitch

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