

IPS TRAINING & TA CASE STUDY

MONTANA COMMUNITY CHANGE PROJECT (MTCCP)

CLIENT: Montana Department of Health and Human Services

FUNDER: SAMHSA

DURATION: January 2008 - June 2011

IPS ROLE: Lead Statewide Technical Assistance Provider and Project Strategist

CHALLENGE

Montana faced high rates of binge drinking, drinking and driving, and alcohol-related crashes, particularly in rural counties. Community norms around alcohol use and weak policy environments contributed to the problem.

OUR APPROACH

IPS provided statewide leadership, intensive training, and technical assistance grounded in our ACT Model for Community Change. This included:

- TA to the State on RFP design, pre-application processes, and strategic oversight
- Coaching on community assessment, media, coalition building, and policy advocacy
- Tailored support for communities to advance policy and systems change
- Guidance on evaluation, sustainability, and stakeholder engagement

BY THE NUMBERS



26

Prevention Coalitions Trained



8

Tribal Nations Engaged



3

Years of Sustained TA Support



50

Local Policy & Systems Changes



300,000+

Media Campaign Engagement



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CASE STUDY MTCCP

WHY IT MATTERS

The Montana Community Change Project demonstrated IPS' capacity to drive measurable, sustainable change in complex, high-need environments. Our model supports clients in aligning community voice, data, and policy to address upstream determinants of health and improve health equity outcomes.

RESULTS AND OUTCOMES

Behavior Change

- Binge drinking rates among high school seniors decreased significantly, converging with statewide averages.
- Significant reduction in student drinking and driving and riding with impaired drivers.

Policy & Systems Change

- 8 alcohol-related laws passed by the Montana Legislature.
- 45 county-level policy or practice changes advancing alcohol harm reduction.

Cultural Shifts

- Increased community intolerance for alcohol-related harm.
- Shifts in youth attitudes; more students reporting drinking as "wrong" behavior for their age.

Media & Awareness

- Nearly 1,000 news stories and editorials generated, raising visibility of alcohol harms and prevention solutions.

Public Health Impact

- Alcohol-related crashes and fatalities in MTCCP counties declined at rates surpassing statewide trends.
- Increased law enforcement action, including compliance checks and DUI arrests.

TRAINING & TA FROM IPS

IPS offers strategic, high-impact training and technical assistance (TTA) to organizations across the U.S. working to create healthier, more equitable communities.

LET'S WORK TOGETHER

Whether you're a public agency, intermediary, or funder seeking an implementation partner, IPS is ready to support your vision with equity driven TTA and strategies bridging multiple sectors.

CONTACT US

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IPS' TRAINING & TECHNICAL
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