

# 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

### 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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## 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, nonprofit organization, foundation, or funder seeking to build capacity and expand your impact, IPS is ready to support your vision with equity-driven TTA and multi-sector strategy.

## CONTACT US

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