



Pacific Southwest (HHS Region 9)

PTTC

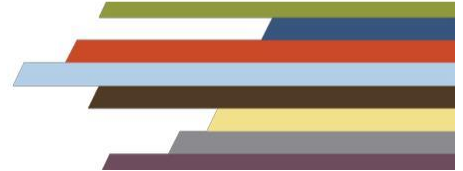
Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Effective Evidence-based Prevention Programs and Policies

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Disclaimer

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Strategic Prevention Framework



SPF: Assessment Informs Conceptual Fit

Assessment:

- Determines true substance-related problem in community
- Identifies population(s) most in need of preventive services
- Determines the risk/protective factors and local conditions contributing to the problem



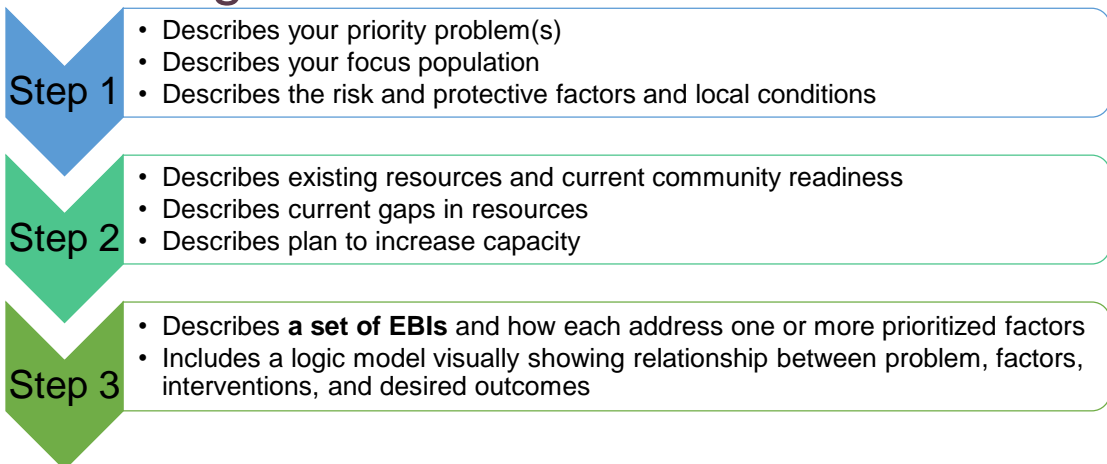
SPF: Capacity Informs Practical Fit

Capacity:

- Determines current resources and community readiness to address the need
- Identifies gaps in capacity
- Develops and implements a plan to strengthen capacity



SPF Step 3: Comprehensive Prevention Planning



Risk and Protective Factors

Risk Factor

Any attribute, characteristic, or exposure that **precedes** and is associated with a **higher** likelihood of problematic outcomes

Protective Factor

Any attribute, characteristic, or exposure that **precedes** and is associated with a **lower** likelihood of problematic outcomes

Adolescent and Young Adult Substance Use: Example Risk Factors

Table 3.1: Risk Factors for Adolescent and Young Adult Substance Use

Risk Factors	Definition	Adolescent Substance Use	Young Adult Substance Use
Individual/Peer			
Early initiation of substance use ^{46,47}	Engaging in alcohol or drug use at a young age.	✓	✓
Early and persistent problem behavior ^{48,49}	Emotional distress, aggressiveness, and "difficult" temperaments in adolescents.	✓	
Rebelliousness ^{48,50}	High tolerance for deviance and rebellious activities.	✓	✓
Favorable attitudes toward substance use ^{51,52}	Positive feelings towards alcohol or drug use, low perception of risk.	✓	✓
Peer substance use ^{53,55}	Friends and peers who engage in alcohol or drug use.	✓	✓
Genetic predictors ⁵⁶	Genetic susceptibility to alcohol or drug use.	✓	✓
Family			
Family management problems (monitoring, rewards, etc.) ^{57,60}	Poor management practices, including parents' failure to set clear expectations for children's behavior, failure to supervise and monitor children, and excessively severe, harsh, or inconsistent punishment.	✓	✓

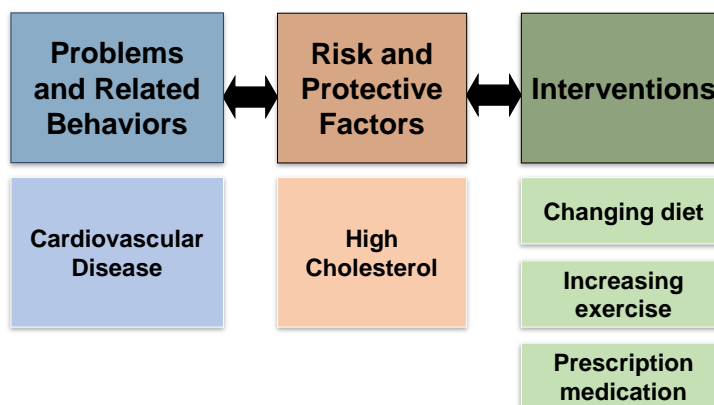
Resource Lists of Risk & Protective Factors



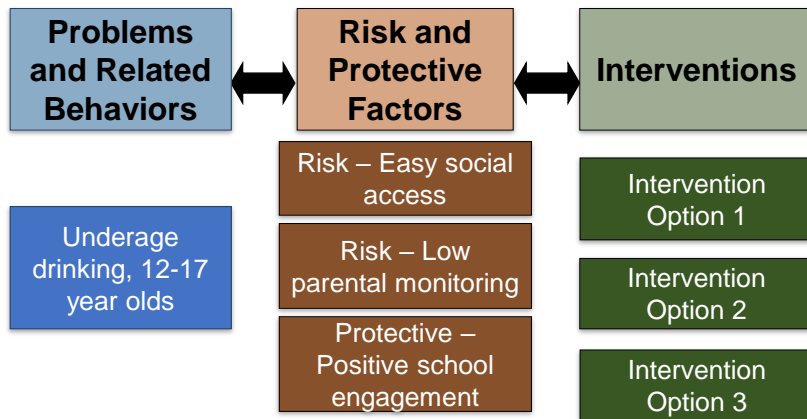
Source: Illinois.gov

- ["The Surgeon General's Report on Alcohol, Drugs, and Health," \(2016\)](#)
- ["Drugs, Brains, and Behavior: The Science of Addiction," National Institute on Drug Abuse](#)
- ["Preventing Youth Marijuana Use: Factors Associated with Use" Prevention Solutions](#)
- ["Community Assessment Primer," Community Anti-Drug Coalitions of America](#)

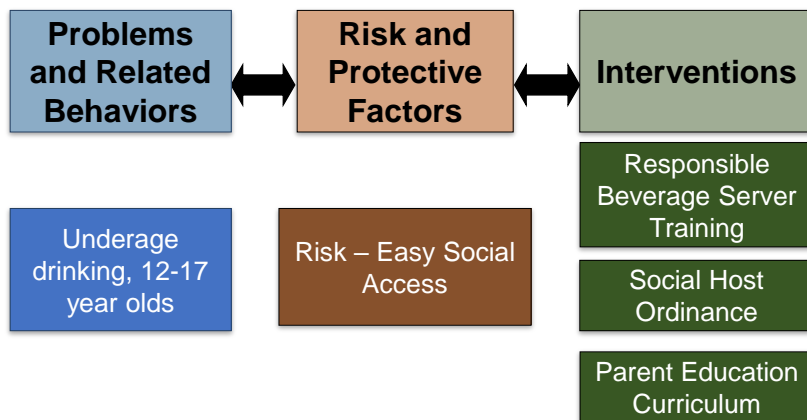
Addressing the Problem through Risk/Protective Factors



Logic Model Development



Logic Model: *Which one doesn't fit?*



Selecting Your Strategies



Source: dataversity.net

Chat Box: What are some ways to “baby proof” a house?



Source: babyology.com

Teaching Skills and Changing the Environment



Source: statewideremodeling.com

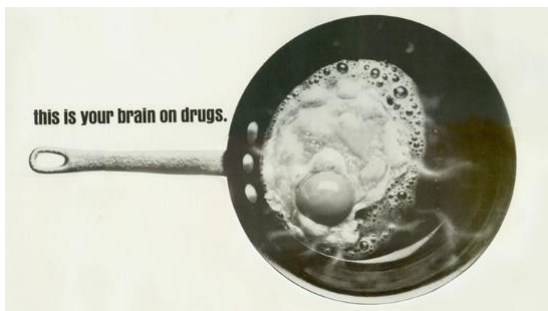


Source: truehomeusa.com

Comprehensive prevention planning will include individual and environmental level EBIs.

Shifting the Prevention Paradigm

From...



To...



The Case for Policy

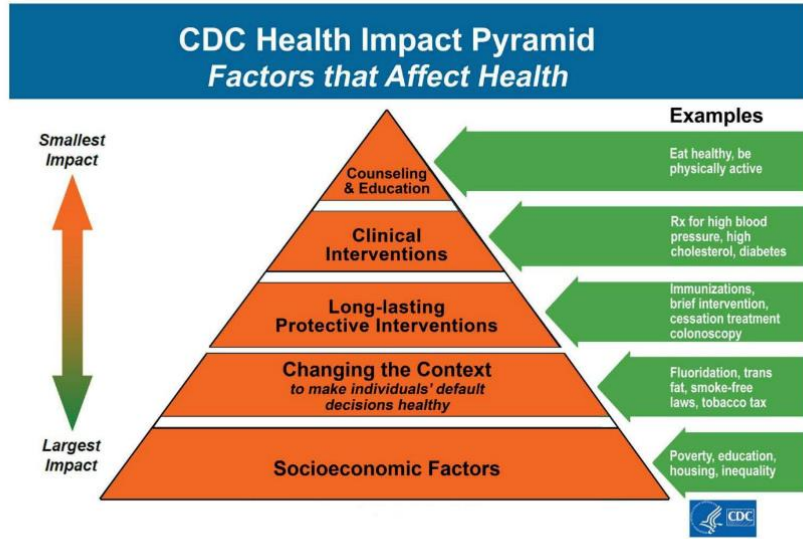


Source: hphi.org

Parable of the River

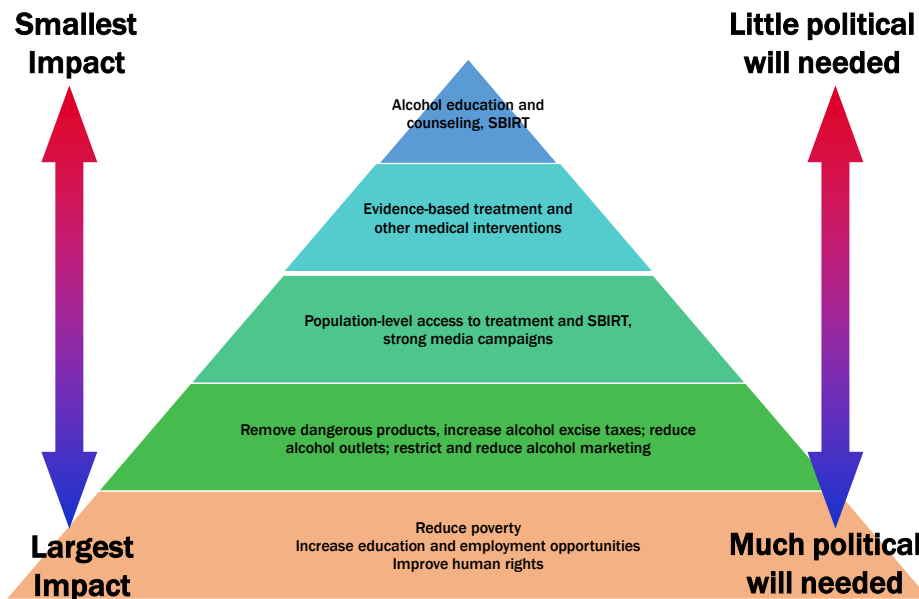


Source: .travelpostmonthly.com

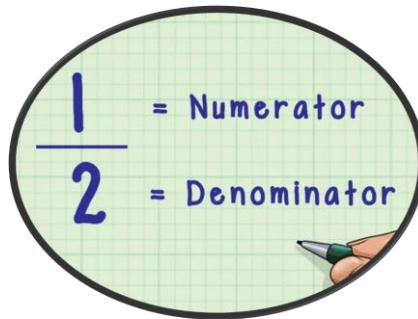


Adapted from Thomas R. Frieden. A Framework for Public Health Action: The Health Impact Pyramid. American Journal of Public Health: April 2010, Vol. 100, No. 4, pp. 590-595. doi: 10.2105/AJPH.2009.185652

Alcohol Example



The Denominator Example



Source: wikiphow.com

In-School Prevention Program – Maui

In-School Prevention Class

- Teach an 8-session in-class curriculum
- Middle & high school
- 2.5 FTE Staff
- Approx. 6 schools
- About 2,500 youth/yr
- Need to fund & implement annually for continued effect

Prevention Denominator

- Total population of Maui County – 166,667 (2020)
- 2,500/166,667
- **Impact on total population = 1.5%**

Policy Prevention Example - Maui

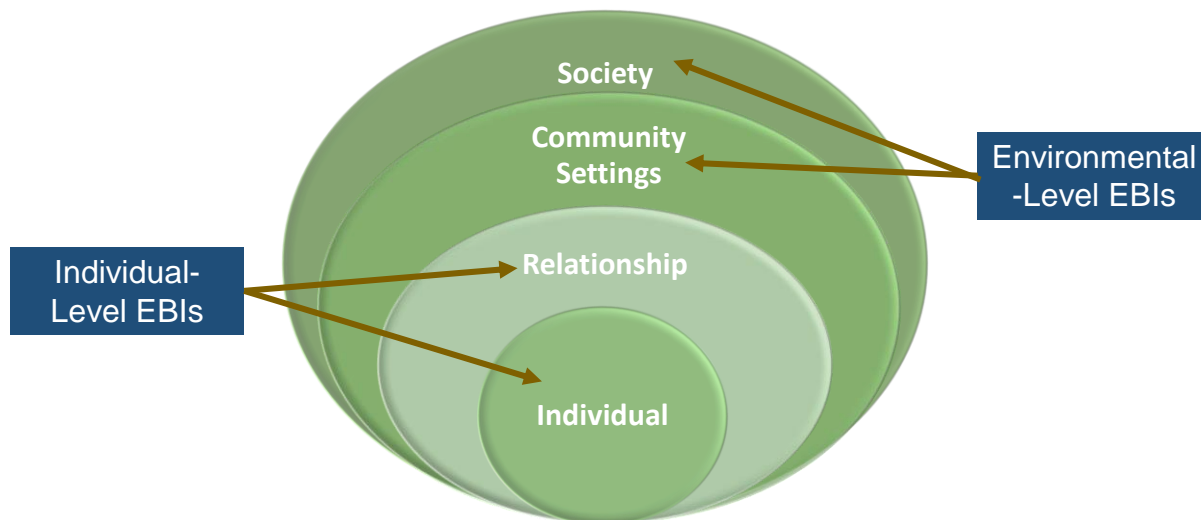
Alcohol Advertisement Restriction

- Liquor control passes an outdoor ad restriction
- No sandwich boards, no public transit, no exterior window ads, no billboards
- 1.5 FTE & coalition volunteers
- Remains in effect without continued funds or effort

Prevention Denominator

- Total population of Maui County – 166,667 (2020)
- 166,667/166,667
- Impact on total population = 100%

Comprehensive Prevention Using Evidence-based Interventions

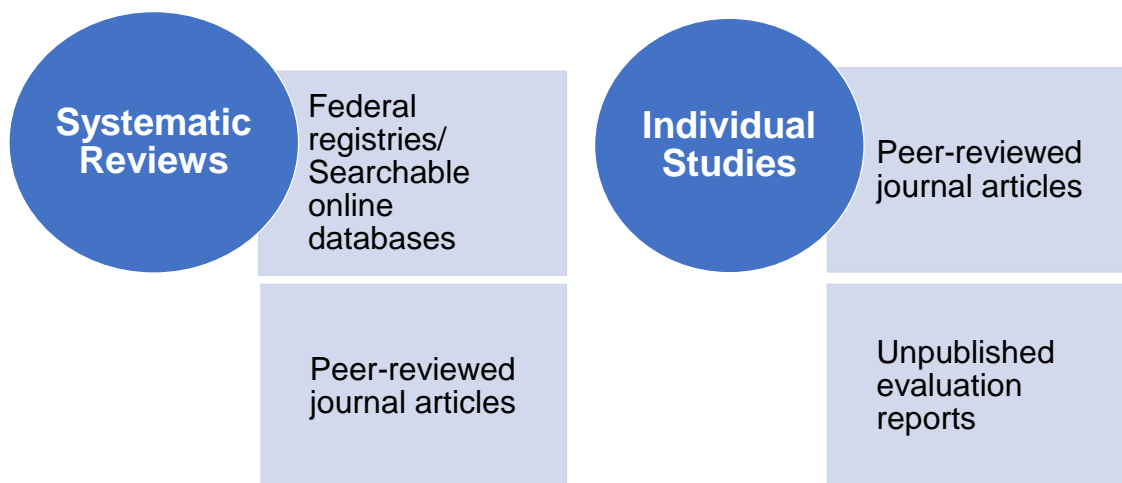


Adapted from: <https://www.cdc.gov/violenceprevention/publichealthissue/social-ecologicalmodel.html>

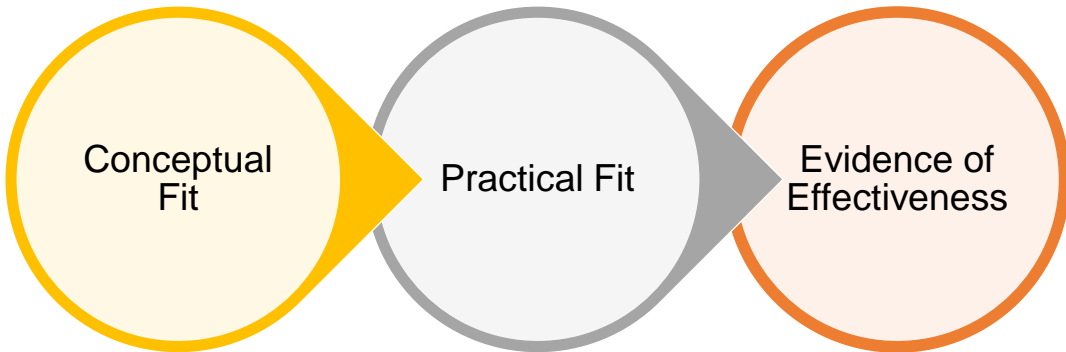
Individual vs. Environmental Approaches

Individual Strategies	Environmental Strategies
Focus on behavior and behavior changes	Focus on policy and policy change
Focus on relationship between individual and drug-related problems	Focus on social, political, economic context of alcohol/drug problems
Short-term focus on program development	Long-term focus on policy development
Individual does not generally participate in decision-making	People gain power by acting collectively
Individual is the audience	Individual as an advocate

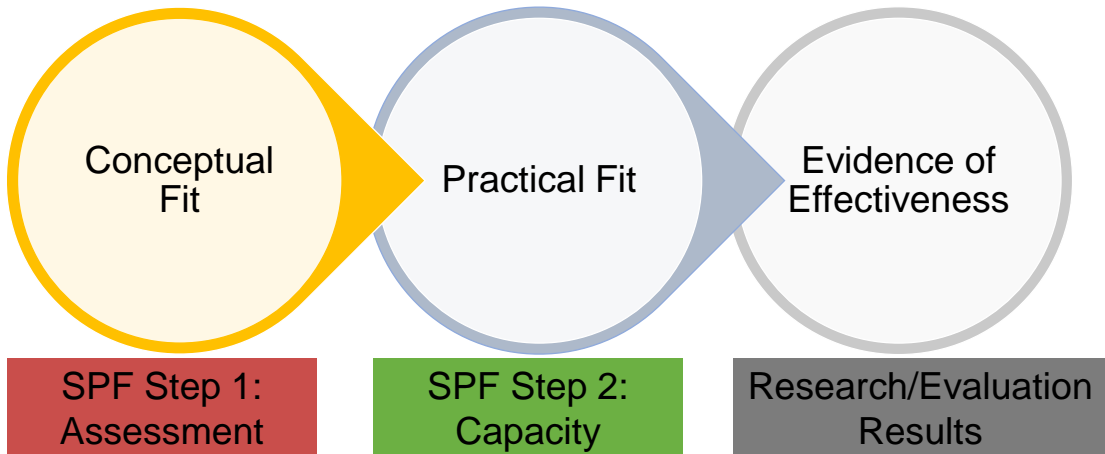
Where Are EBIs Located?



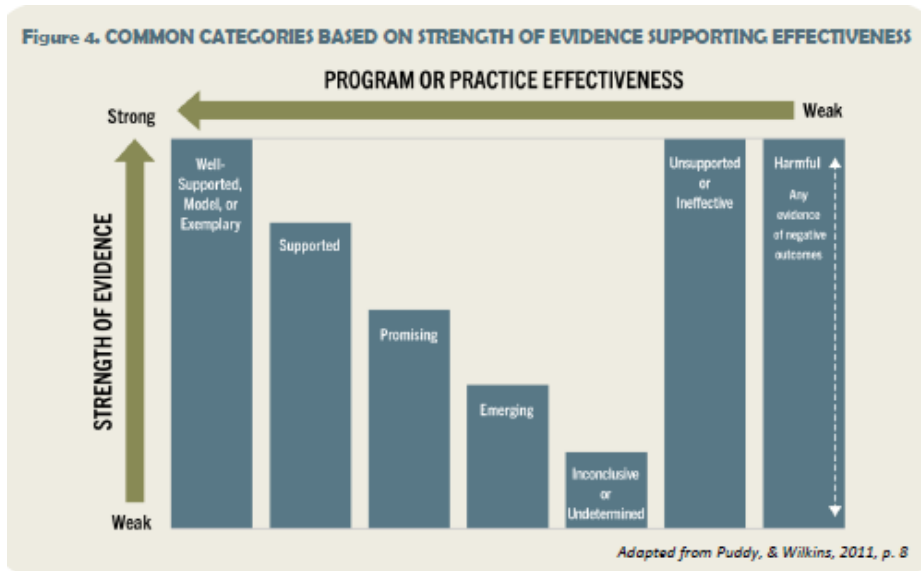
What do you look for in an Intervention?



Using the SPF



Continuum of Evidence



Individual Programs Include...

- In-School/After-School Multi-Session Curricula
- Mentoring Programs
- Parenting Programs
- Problem Identification & Brief Intervention
- Developing Media Campaigns



Source: responsiveclassroom.org

Resources for Selecting Individual Programs

Guide to Online Registries for Substance Misuse Prevention Evidence-based Programs and Practices

[Evidence-Based Programs, Policies, and Practices Toolkit](#)



Evidence-Based Environmental Strategies – Alcohol (WHO)



The SAFER interventions

The SAFER interventions				
STRENGTHEN	ADVANCE	FACILITATE	ENFORCE	RAISE
restrictions on alcohol availability	and enforce drink-driving countermeasures	access to screening, brief interventions and treatment	bans or comprehensive restrictions on alcohol advertising, sponsorship and promotion	prices on alcohol through excise taxes and other pricing policies

Source: [SAFER, World Health Organization, 2019, SAFER Technical Package](#)

CDC Community Guide on Alcohol

Legend for CPSTF Findings: ● Recommended ◆ Insufficient Evidence ▲ Recommended Against (See detailed description on the next page.)

INTERVENTION	CPSTF FINDING
Dram shop liability	●
Electronic screening and brief intervention (e-SBI)	●
Enhanced enforcement of laws prohibiting sales to minors	●
Increasing alcohol taxes	●
Maintaining limits on days of sale	●
Maintaining limits on hours of sale	●
Overservice law enforcement initiatives	◆
Privatization of retail alcohol sales	▲
Regulation of alcohol outlet density	●
Responsible beverage service training	◆

Source: "The Community Guide on Excessive Alcohol Consumption, Evidence-based Interventions for Your Community." CDC, 2022

Cannabis Prevention Resources

- [Public Health Institute – Oakland](#)
- ["Preventing Marijuana Use Among Youth," SAMHSA](#)
- [The Cannabis/Marijuana Awareness & Prevention Toolkit, Stanford Medicine](#)
- [Cannabis: Research and Resources, PTTC Network of the Mountain Plains](#)



Source: mediapost.com

Opioid Misuse Prevention Resources

- ["Evidence-based Strategies for Preventing Opioid Overdose: What's Working in the United States," CDC](#)
- [Opioid Overdoses Prevention Toolkit, SAMHSA](#)
- [Prevention Programs and Tools to Prevent Opioid Misuse, Dept. Health of Health and Human Services](#)



Source: cdc.gov

Collaboration is Key!



Chat Box – Why is collaboration essential to our work?

Shifting from Common Collaboration Roadblocks to “Something Different”

- Scarcity/competition mindset
- Competition/scarcity
- Transactional relationships
- Perfectionism
- Separateness
- Serving the public good
- Building a bigger pie together
- Transformational relationships
- Mistakes are valued as opportunities for growth
- Collectivism

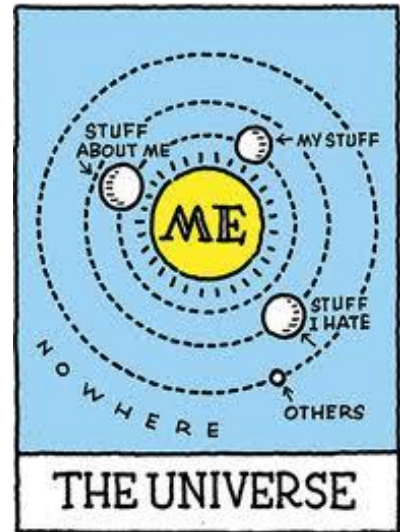
Adapted from: [“White Dominant Culture and Something Different,” Partners for Collaborative Change](#)



Source: cadca.org

Identifying a Person's/Organization's WIFM

- Why is it important to identify others' WIFMs?
- How can knowing their WIFM broaden collaboration?
- Key task of understanding the WIFM of others is listening and relationship building



Source: aliveandkicking.com.au

Text Box Activity:
Discuss examples of collaborative partnerships you've seen work

Ineffective Prevention Strategies

The strategies that have been shown to be ineffective or even counter productive

Ineffective Education

- One-time events
- Assemblies
- Personal testimony from people in recovery
- Mock car crashes
- Drunk goggles



Ineffective Appeals

- Moralistic appeals
- Fear based campaigns
- Exaggerated dangers
- Long term consequences
- Grotesque images



Information Sharing

Ineffective

- Knowledge based interventions
- Myth Busting
- Drug Fact Sheets
- Effects of drugs

Effective

- Education related risk and protective factors
- Action focused information

Want to Learn More??



What Does NOT Work in Prevention

3:00pm - August 8, 2022 thru 4:30pm - August 8, 2022 | Timezone: US/Pacific

Hosted By: Pacific Southwest PTTC

Registration Deadline: August 8, 2022

REGISTER

Need more information?
Contact us at pspttc-info@casat.org

Date: August 8, 2022

Time: 3:00pm – 4:30pm Pacific

[Register Here](#)

What if we have to “flip-flop” back to all
(or primarily) virtual work?

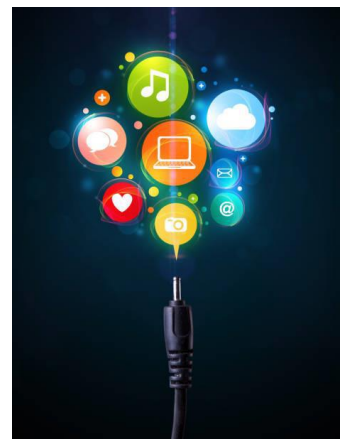
General Outreach and Communication

- Phone calls
- Flyers (door knocks, inserts into other packages)
- Mass Media (TV, radio)
- Social Media



Social Media Tips

- Post on the platform your intended audience uses!
- Frame your message carefully. Include:
 - A specific call to action
 - A link to more information, resources
 - Appropriate visual images
 - Relevant hashtags and handles
- Be prepared to allocate time to this
- Develop social media policies and plans



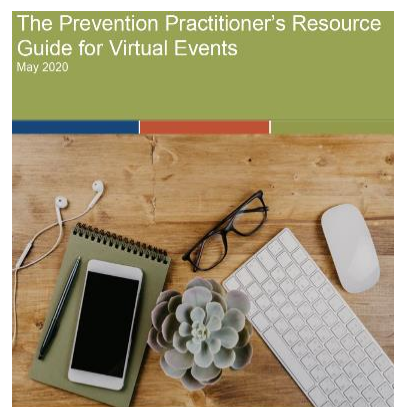
For more information: [The Prevention Practitioner's Guide to Social Media](#)

Adapting Services: Key Questions

- Which activity(ies) are you adapting?
- What is the right platform for each?
- What are the key ethical considerations for each?
- How do you need to prepare for this transition?
- How will you engage your audience?
- How will you evaluate this?



Guidance to Transition to Virtual Work



Great Lakes (HHS Region 5)

PTTC


Prevention Technology Transfer Center Network
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<https://pttcnetwork.org/centers/great-lakes-pttc/product/moving-prevention-strategies-person-virtual>

Considerations for Different Aspects of Your Work

CSAP's 6 Strategies for Prevention

1. Information Dissemination
2. Education
3. Alternative Activities
4. Environmental Strategies
5. Community-Based Process
6. Problem Identification and Referral


 Great Lakes (HHS Region 5)
PTTC Prevention Technology Transfer Center Network
Part of the Substance Abuse and Mental Health Services Administration

Moving "The CSAP 6" Strategies to Virtual Settings

1. Information Dissemination

This strategy provides awareness and knowledge of the nature and extent of alcohol, tobacco and drug use, abuse and addiction and their effects on individuals, families and communities. It also provides knowledge and awareness of available prevention programs and services. Information dissemination is characterized by **one-way** communication from the source to the audience, with limited contact between the two.

Examples of activities conducted and methods used for this strategy include:

- Clearinghouse/information resource centers)
- Resource directories
- Media campaigns
- Brochures
- Radio/TV public service announcements
- Speaking engagements
- Health fairs/health promotion
- Information line

Considerations

- Because information dissemination involves one-way communication typically, the following virtual settings/methods could be useful:
 - Mass media (e.g., television, radio, newspapers)
 - Social media (e.g., Facebook, Instagram, Twitter, blogs)
 - Webinars (e.g., Zoom, GoToMeeting, WebEx)
 - Websites
- Social media
 - Facebook advertising provides the opportunity for micro-targeting audiences
 - Instagram, Snapchat, and TikTok provide access to young people
 - Short videos and Live streaming are appealing for many

2. Education

This strategy involves **two-way** communication and is distinguished from the Information Dissemination strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis (e.g., of media messages) and systematic judgment abilities.

Examples of activities conducted and methods used for this strategy include:

- Classroom and/or small group sessions (all ages)

<https://pttcnetwork.org/centers/great-lakes-pttc/product/moving-prevention-strategies-person-virtual>

Taking Stock of Your Needs

- Type of communication
- Audience/participants
- Skill set needed
- Monetary costs
- What is already working?
What's not?



Prevention Think Tank Code of Ethics

1. Non-Discrimination
2. Competence
3. Integrity
4. Nature of Services
5. Confidentiality
6. Ethical Obligations to Society



Prevention Think Tank, (2003). Code of Ethical Conduct. Retrieved from <https://www.internationalcredentialing.org/Resources/Documents/Prevention%20Think%20Tank%20Code%20of%20Ethical%20Conduct.pdf>

Preparing Your Event

- Establish the purpose
- Prepare the agenda
- Involve stakeholders in the planning
- Hold a “tech rehearsal”



Low- or No-Tech Engagement Ideas

- Include a call-in option for meetings
- Disseminate information through partners or partner events
- Drop-off family activity packets
- Use billboards, newspapers, radio ads, TV
 - SAMHSA - Talk They Hear You



Reflect on Your Lessons Learned!





Resources for Virtual Prevention Delivery

- Engaging Prevention in a Virtual Environment Two-Part Webinar
 - [Part 1: Moving Prevention Into the Virtual Environment](#)
 - [Part 2: Engaging in a Virtual Environment](#)
- Lessons Learned from Implementing Evidence-Based Programs in a Virtual Environment
 - [Webinar and Handouts](#)
- Engaging Coalition Members during COVID-19
 - [Handout](#)
- For even more, search Products and Resources at pttcnetwork.org



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Q&A





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Thank you!

