

SUBSTANCE USE DISORDER

PREVENTION 101

Key Concepts in Prevention




AGENDA



- Part 1: June 6
 - Defining Prevention
 - Drug Classifications
 - The National and State Prevention Systems
- Part 2: June 13
 - Foundational Prevention Theories
 - Individuals and Groups Served By Prevention Programs
- Part 3: June 27
 - Types of Prevention Strategies
 - Planning for Prevention The Strategic Prevention Framework (SPF)

ACTIVITY: CONOCIMIENTO

GETTING TO KNOW ONE ANOTHER



- Share name, workplace, and primary role
- What is one cool tip or trick you learned recently?
- What do you enjoy doing outside of work?

TYPES OF PREVENTION STRATEGIES



CENTER FOR SUBSTANCE ABUSE PREVENTION (CSAP) PREVENTION STRATEGIES

1. Information Dissemination

2. Education

3. Alternatives

4. Problem ID and Referral

5. Community-Based Processes

6. Environmental

INFORMATION DISSEMINATION



- Provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction, and the effects on individuals, families, and communities
- Increases knowledge and provides awareness of available prevention programs and services

Examples

- Multimedia & Videos
- Social Media
- Brochures or Pamphlets (or other printed materials)
- Conferences & Health Fairs
- Prevention Curricula
- Media Campaigns
- Speaking Engagements

EDUCATION



Seeks to improve critical life and social skills, including:

- Decision making
- Refusal skills
- Critical analysis
- Systematic judgment abilities

Examples

- Classroom Educational Services
- Youth or Adult Groups
- Mentoring
- Parenting Classes
- Peer-Leader Programs

SOCIAL NORMS STRATEGIES



ALTERNATIVES



- Activities that exclude alcohol, tobacco, and other drug use
- Redirect target audience from problem settings

Examples

- Alcohol and Drug Free Social and Recreational Events
- Community Drop-In Centers
- Community Service Activities
- Youth/Adult Leadership Activities

PROBLEM ID & REFERRAL



- Identification of those individuals who are exposed to multiple risk factors.
- Identification of those individuals who have experimented with substances and to assess whether their behavior can be reversed through education.

Examples

- Employee Assistance Programs
- Student Assistance Programs
- Prevention Screening and Referral Services

COMMUNITY-BASED PROCESSES



Includes activities that organize, plan, and enhance the efficiency and effectiveness of program implementation, collaboration, coalition building and networking.

Examples

- **Assessing Community Needs and Assets**
- **Community Team Activities**
- **Community/Volunteer Training**
- **Multi-Agency Coordination/ Collaboration**
- **Systematic Planning**

ENVIRONMENTAL



Involves the creation, modification, and/or passage of written and unwritten codes, legislation, ordinances, policies and regulations, thereby influencing incidence and prevalence of substance abuse in the general population.

Examples

- Compliance Checks (Retail & Bars)
- Drug Sale Surveillance
- Law Enforcement Education
- Party Patrols
- Shoulder Tap Surveillance
- Media Strategies
- Policies & Regulations

ACTIVITY: WORLD CAFÉ

SPHERE OF INFLUENCE



SPOTLIGHT ON PREVENTION

- Did you learn about any new strategies that you can utilize in your own community that you are not currently using?
- Are there strategies that you want to learn more about?



PLANNING FOR PREVENTION THE STRATEGIC PREVENTION FRAMEWORK (SPF)



STRATEGIC PREVENTION FRAMEWORK



SPF COMPONENTS

Assessment

Profile population needs, resources, and readiness to address needs and gaps

Capacity

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

Implementation

Implement evidence-based prevention programs and activities

Evaluation

Monitor, evaluate, sustain, and improve or replace those that fail



CHARACTERISTICS OF THE SPF



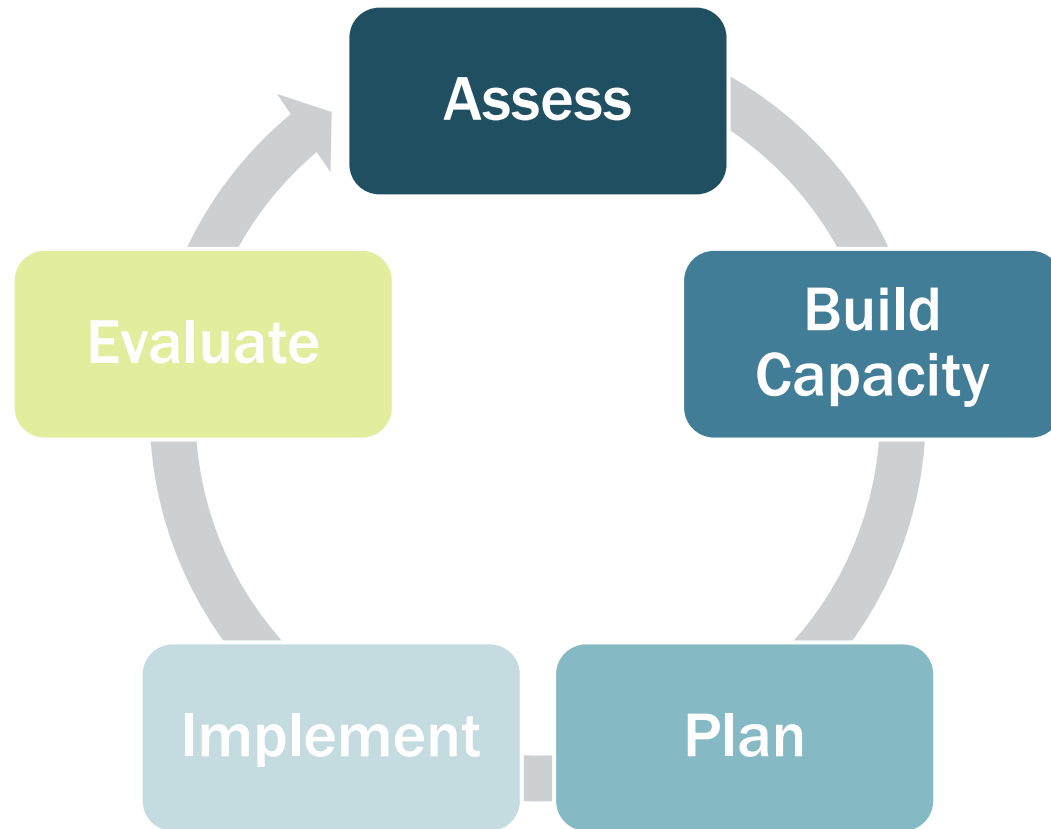
Dynamic

Data-
driven

Outcome-
Focused

Evidence-Based

DYNAMIC



Prevention programs are dynamic, just as people and communities are.

DATA-DRIVEN



- Needs assessment data is critical to developing your program plan.
- Begin with a review of existing data and assessment of needs

OUTCOME-FOCUSED

- Measures should be in place to assess ongoing outcomes.
- Remember the goal of your program or strategy!



EVIDENCE-BASED

A Framework for
Thinking About Evidence



STRATEGIES TO RESPOND TO IDENTIFIED PROBLEMS

- Focus on the issue the program is addressing
- Utilize the results of the needs assessment to produce measureable outcomes.



CULTURALLY RELEVANT

Prevention strategies should:

- Effectively address a community's unique history, strengths, challenges, and cultural diversity.
- Integrate the community in all aspects of substance abuse prevention planning.



SUSTAINABLE

- Engages the community
- Encourages collaboration
- Adaptable
- Demonstrates success
- Takes into consideration agency fit and resources
 - Staffing Needs
 - Program Costs
 - Future Funding Opportunities

prevention *Tactics*

Sustaining Prevention: Eight Capacity Building Factors for Success

By Paul Nolfo

Over the past twenty years prevention science has made great strides in moving from research to practice. We now have many prevention interventions that are theory-based, proven to be effective, and applicable to real life situations. The major challenge for the prevention field today is: How do we continue or expand prevention interventions in an environment of limited resources? As we have become more adept at implementing effective prevention strategies, and measuring the difference they make, we are also being asked to effectively serve a larger and more diverse segment of the population. Cost-benefit for all types of social programs has become an important criterion for funding. To address these issues, we need to seek resources to improve and expand our existing prevention efforts and support new prevention innovations. The challenge is to develop a strategy to leverage existing resources.



of the program may be institutionalized as individual components or program ownership may be transferred to the community in its entirety or in parts. (Shediac-Rizkallah & Bone 1998). "Continued ability" indicates that the capability to ensure that time, money, and other resources required to continue a prevention effort are in place. Having stable resources is especially important when the initial funding has ended to ensure that the prevention effort can continue at a reduced, similar, or expanded scale.

SPOTLIGHT ON PREVENTION

- Finally, are your prevention activities effective?
- How do you know?



LOOKING THROUGH THE LENS OF WHAT YOU CAN DO



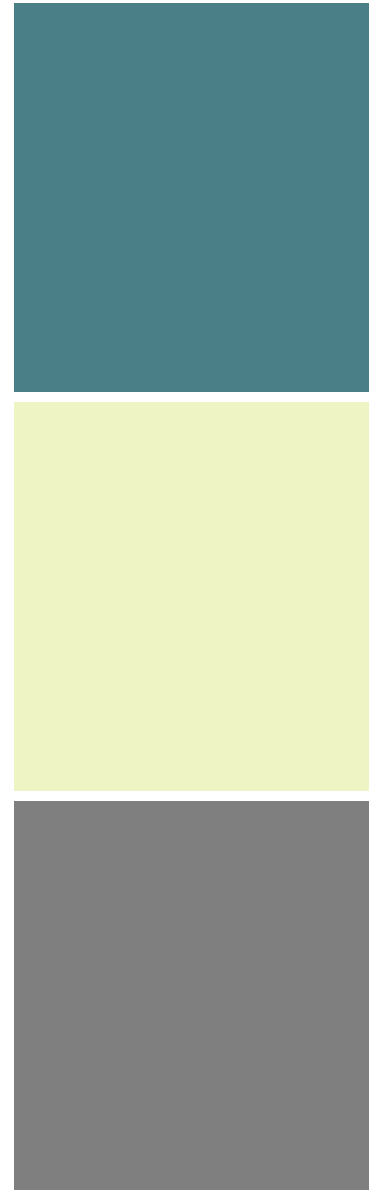
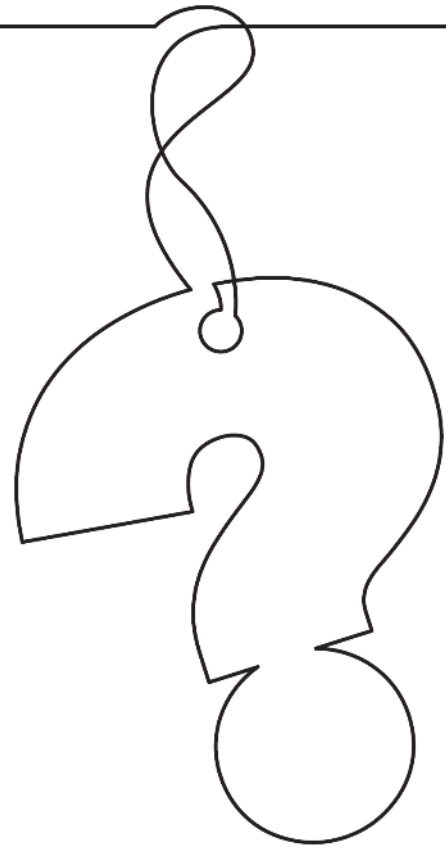
- What did you learn?
- How will you implement it in your daily prevention services?

PREVENTION WORKS!

Prevention is grounded in formal theories and frameworks.

Prevention focuses on serving various populations and groups.

Prevention utilizes broad strategies to implement programs for both individuals and communities.



QUESTIONS/COMMENTS

MORE IS AVAILABLE FOR YOU!

Visit the CPI website for more
no-cost resources, webinars, and
trainings on prevention topics:

www.ca-cpi.org



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