Broadening Your Scope of Care - A Focus on Prevention Series, Part 1

Primary Prevention - Moving Upstream Using Effective Strategies

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Broadening Your Scope of Care - A Focus on Prevention Series, Part 1: Primary Prevention - Moving Upstream Using Effective Strategies

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Accessing the CE Quiz

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Primary Prevention: Moving Upstream Using Effective Strategies

NAADAC Training Series
Kris Gabrielsen, MPH, CPS
November 3, 2023

This Training Made Possible By…

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November 2023

Regional Prevention Technology Transfer Centers - pttcnetwork.org

Purpose: To improve implementation and delivery of effective substance misuse prevention interventions through trainings, technical assistance, and tools

What We Offer: Training and technical assistance services to the substance use prevention field
  • Tailored to meet the needs of recipients and the prevention field
  • Based in prevention science, using evidence-based and promising practices
  • Leverage the expertise and resources available through the alliances formed within and across the HHS regions and the PTTC Network
PTTC Network

PTTCs Work in Similar Ways
...But, they have unique attributes and ways of doing business

The use of affirming language inspires hope. **Language Matters.**

Words have power. **People First.**

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.
Our Path for This Session

- Defining prevention: What it is and what it isn’t
- Strategic Prevention Framework
- Effective and ineffective strategies for substance misuse prevention
- Resources available

Be Forewarned...

Pop Quizzes are coming your way!
Poll: Who Is Here?

In what field do you work?
- Substance use disorder treatment
- Substance misuse prevention
- Social work
- Medical field
- Other
Video: What is Prevention

By the Addiction Policy Forum and CADCA
https://www.youtube.com/watch?v=0Sj78uJU0Pk

Spectrum of Mental, Emotional, and Behavioral Interventions

National Academies of Sciences, Engineering, and Medicine (2019)
Promotion

Focus on general health and well-being

Prevention – Our Focus for Today
When Have You Crossed the Line into Treatment?

Goal of Substance Misuse Prevention

To put measures in place before there is a problem so those “downstream” are carrying less of the public health burden.
What is NOT Substance Misuse Prevention?

Although important, the following are not substance misuse prevention strategies:
- Substance use disorder treatment
- Recovery maintenance
- Many harm reduction strategies

Distinction Between Prevention and Harm Reduction

**Prevention**
- Prevent the behavior

**Harm Reduction**
- Prevent the consequences
Pop Quiz! Prevention or Other?

For each strategy, indicate if it is a primary prevention strategy or if it falls somewhere else on the Spectrum of MEB Interventions:

- Program to increase the general health and well-being of children
- Strategy designed to decrease the risk factors for substance use disorder in older adults
- Strategy to prevent the consequences of substance use
- Program designed to prevent the recurrence of substance use disorder
How Do We Move Upstream?

1. Reduce research-based risk factors that increase likelihood of substance misuse; AND
2. Increase research-based protective factors that buffer the impacts of risk factors.

How Do We Reduce Risks and Increase Protection?

- A comprehensive, data-driven, strategic plan to reduce risk factors and enhance protective factors
- In other words, a “map” to success
Strategic Prevention Framework

Substance Abuse and Mental Health Services Administration (2019)

Video: “What is the Strategic Prevention Framework?”

https://youtu.be/4tvx7Bdq6e0
What Does Success Look Like in Prevention?

In the short-term:
- Reduction in risk factors
- Increase in protective factors

In the longer-term:
- Decrease in substance misuse

Success Depends on Your Intervention: What’s Effective? What Is Not?
Questions Before We Move On?

Effective and Ineffective Prevention Strategies
Mindset

- Open to learning
- No shaming
- No guilt
- No judgment

Continuum of Evidence of Effectiveness

Implementing effective, evidence-based programs ensures that prevention programs and policies do no harm.

Ineffective/counterproductive prevention strategies can increase the risks of drug misuse.

Reflection #1
How does your organization typically make decisions about prevention strategies to implement?
Ineffective Education Strategies

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

Ineffective: Assemblies

- Often involves scare tactics and other ineffective appeals
- One-time presentation of information
- Impact is not lasting
Ineffective: Personal Testimonies

- Youth and young adults perceive themselves as “indestructible”
- Understanding of connection between behavior and consequences is still developing in youth
- Often feature extreme stories that can undermine the prevention message and messengers if the message does not match the experience

Ineffective: Mock Car Crashes

- Sensationalizes
- Little to no lasting impact
- Can be traumatizing
Ineffective: “Drunk” Goggles

• Little to no long-term impact
• Research has shown no evidence of effectiveness
• Often part of one-time events

Effective Education

• Social and emotional learning curricula in school
• Parenting education programs
• Curricula proven to address risk and protective factors
• Age-appropriate information delivered over time
• Long-term education campaigns with a focused goal and audience
Ineffective Appeals

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

Ineffective: Fear-based Campaigns

- Shown to be ineffective with most audiences
- Messages not developmentally appropriate
- Can backfire if experiences are contrary
Ineffective: Long-term Consequences

- Shown to be ineffective
- Outcome too far in the future to influence
- “It won’t happen to me”

Ineffective: Exaggerated Dangers

- Loss of trust in prevention messages
- Can be counter to personal experiences
- Attitude of “indestructability” among youth and young adults
Effective Appeals

- Normative messages regarding peer use and actions, e.g., social norms marketing
- Short-term impacts of use
- Positive effects of no use

Ineffective Information Sharing

- Knowledge-based interventions
  - Drug fact sheets
  - Effects of drugs
- Myth busting
Effective Information Sharing

• Education related to risk and protective factors
• Focus on **actions** one can take to apply the educational materials

Questions Before Your Next Pop Quiz?
Pop Quiz! Effective or Ineffective?

For each strategy, indicate if it has been shown through research to be effective or ineffective:

1. School assemblies to reinforce message of the negative impact of drugs
2. Personal testimony from people in recovery
3. Social norms marketing
4. Social and emotional learning curricula
5. Mock car crashes to show the impact of drinking and driving

Reflection #2

- Write one strategy that has been or is being done in your organization or community that is known to be ineffective
- List the reasons why the community (or an individual) is invested in this strategy
What Drives Continued Implementation of Ineffective Strategies?

- Perception that the interventions are “liked” by the audience
- Partners not open to change
- Partners insist on implementing despite evidence
- Individuals feel the strategy “worked for me”
- Concern regarding capacity and/or cost

Moving Forward…

Action Steps and PTTC Resources
Prevention Learning Portal
https://pttcnetwork.org/centers/great-lakes-pttc/prevention-resources-portal

Content of Each Portal Page

What is it?
Learn about it
Take action

What Does NOT Work in Prevention

What is it?

Learn about it.

Take action.

Presented by Kris Gabrielsen, MPH, CPS
HealtheKnowlege Prevention Courses

- Self-paced, free, online courses where you can earn certificates of participation
- Currently 45 courses on substance misuse prevention
  - What Does Not Work in Prevention course
  - Evidence-based prevention courses

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Keep in Touch!

- Facebook: @PreventionTTCnetwork
- Twitter: @PTTCnetwork
- PTTC Website: pttcnetwork.org
- networkoffice@pttcnetwork.org

Any Last Questions?
Thank You

References


UPCOMING WEBINARS

November 15th, 2023

Sustainable Integrated Care Through Community Partnerships
By: Amanda Goforth, BS and Samson Teklemariam, LPC, CPTM

November 30th, 2023

Peer Recovery Support Series, Part 10: The ABCs of Problem Solving for Peer Specialists
By: Eboni Jewel Sears, CADC-I, CPRSS

November 17th, 2023

Broadening Your Scope of Care - A Focus on Prevention Series, Part 2: Cannabis Policy and Prevention in the Era of Commercial Cannabis
By: Scott M. Gagnon, MPP, PS-C

December 1st, 2023

Broadening Your Scope of Care - A Focus on Prevention Series, Part 3: Improving Substance Misuse Prevention Outcomes through Data-Informed Decision Making
By: Alyssa O’Hair, MPH, MA, CPS

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Thank You

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