



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 center(s)
- 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/tools 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)
- Parenting and family management classes
- Peer leader/helper programs
- Education programs for youth groups
- Children of substance users groups



Considerations

- Because education involves **two-way communication** typically, the following virtual settings/tools could be useful:
 - Workshops using virtual platforms (e.g. Zoom, GoToMeeting, Google Hangout, WebEx)
 - Conference calls via the phone
 - One-on-one phone calls
 - Online discussion groups (e.g., Google chat)
 - Communities of practice
- Safety for youth must be a priority for online settings
- Short, “bite-sized” sessions are preferable
- Interactive activities during the sessions are essential

3. Alternatives

This strategy provides for the participation of target populations in activities that exclude alcohol, tobacco and other drug use. The assumption is that constructive and healthy activities offset the attraction to, or otherwise meet the needs usually filled by alcohol, tobacco and other drugs and would, therefore, minimize or obviate resort to the latter.

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

- Drug free dances and parties
- Youth/adult leadership activities
- Community drop-in centers
- Community service activities

Considerations

- Because alternatives require participation, the following virtual settings/tools could be useful:
 - Virtual platforms (e.g. Zoom, GoToMeeting, Google Hangout, WebEx) to conduct activities such as dance parties
 - Virtual platforms to hold meetings of youth/adult leadership and to further develop leadership skills
 - Collaboration software to plan community service activities
 - Online discussion groups (e.g., Google chat)
- Review your settings on your virtual platform to make sure it is as safe of an environment as possible for youth. Consult the resource guide for specific suggestions.
- Determine if written permission from guardians is necessary for youth.
- For virtual events open to the public, consider using Facebook Live or Instagram Live. This is one directional so strangers can't connect with or see the youth.



4. Environmental

This strategy establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing incidence and prevalence of the abuse of alcohol, tobacco and other drugs used in the general population. This strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those that relate to the service and action-oriented initiatives.

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

- Promoting the establishment or review of alcohol, tobacco and drug use policies in schools
- Technical assistance to communities to maximize local enforcement procedures governing availability and distribution of alcohol, tobacco, and other drug use
- Modifying alcohol and tobacco advertising practices
- Product pricing strategies

Considerations

- Because environmental strategies require **two-way communication** typically, the following virtual settings/tools could be useful:
 - Workshops using virtual platforms (e.g. Zoom, GoToMeeting, Google Hangout, WebEx)
 - Phone calls
 - Collaboration software
 - Participation in virtual government meetings (e.g. county commissioners meeting)

5. Community Based Process

This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for alcohol, tobacco and drug abuse disorders. Activities in this strategy include organizing, planning, enhancing efficiency and effectiveness of services implementation, interagency collaboration, coalition building and networking.

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

- Community and volunteer training, e.g., neighborhood action training, training of key people in the system, staff/officials training
- Systematic planning
- Multi-agency coordination and collaboration
- Accessing services and funding
- Community team-building

Considerations

- Because community-based processes require **two-way communication** typically, the following virtual settings/tools could be useful:
 - Training workshops using virtual platforms (e.g. Zoom, GoToMeeting, Google Hangout, WebEx)
 - Planning phone calls



- Collaboration software for systemic planning
- Virtual meetings for community team-building activities

6. Problem Identification and Referral

This strategy aims at identification of those who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs in order to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment.

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

- Employee assistance programs
- Student assistance programs
- Driving while under the influence/driving while intoxicated education programs

Considerations

- Because problem identification and referral typically involved one-on-one meetings, the following virtual settings/tools could be useful:
 - Virtual platforms for one-on-one sessions (e.g., Skype, Google Hangout, Zoom, WebEx)
 - Phone calls
 - Telehealth platforms
 - Virtual workshops for DUII education programs
- It will be important that the virtual platform provide a confidential setting for both participants.
- Review your settings on your virtual platform to make sure it is as safe of an environment as possible for youth. Consult the resource guide for specific suggestions.
- Determine if written permission from guardians is necessary for youth.