What Does & Doesn’t Work In Prevention

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The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.
Disclaimer

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Objectives

• Identify interventions that are shown to be effective and ineffective
• Identify evidence-based interventions that can be implemented in communities
• Mobilize your community to implement effective strategies
Agenda

Identifying and implementing prevention strategies

Prevention strategies: What works

Ways to mobilize your community to implement effective strategies

Q&A
Mindset

Be open to learning
Ask questions
Share your experiences
No shaming
No guilt
No judgment
Identifying & Implementing Prevention Strategies
Continuum of Care

**Positive Physical, Social, and Mental Health**
A state of physical, mental, and social wellbeing, free from substance misuse, in which an individual is able to realize his or her abilities, cope with the normal stresses of life, work productively and fruitfully, and make a contribution to his or her community.

**Substance Misuse**
The use of any substance in a manner, situation, or amount, or frequency that can cause harm to the user and/or to those around them.

**Substance Use Disorder**
Clinically and functionally significant impairment caused by substance use, including health problems, disability, and failure to meet major responsibilities at work, school, or home; substance use disorders are measured on a continuum from mild, moderate, to severe based on a person’s number of symptoms.

**Substance Use Status Continuum**

**Enhancing Health**
Promoting optimum physical and mental health and wellbeing, free from substance misuse through health communications and access to health care services, income, and economic security and workplace certainty.

**Primary Prevention**
Addressing individual and environmental risk factors for substance use through evidence-based programs, policies, and strategies.

**Early Intervention**
Screening and detecting substance use problems at an early stage and providing brief intervention, as needed.

**Treatment**
Intervening through medication, counseling, and other supportive services to eliminate symptoms and achieve and maintain sobriety, physical, spiritual, and mental health and maximum functional ability.

**Recovery Support**
Removing barriers and providing supports to aid the long-term recovery process. Includes a range of social, educational, legal, and other services that facilitate recovery, wellness, and improved quality of life.

**Substance Use Care Continuum**
Structural and systemic changes at the population level can have the greatest impact on health.

Smallest impact

Requires least political will

Alcohol education, counseling, SBIRT

Evidence-based treatment, medical interventions

Population-level access to treatment and SBIRT, strong media campaigns

Remove dangerous products (e.g., AEDs), increase alcohol excise taxes, reduce alcohol outlets, restrict and reduce alcohol marketing, social host ordinances

Largest impact

Requires most political will

Remove poverty, increase education and employment opportunities, improve human rights

As adapted from Frieden 2010 by David Jernigan PhD, Boston University School of Public Health
## Individual vs. Environmental Approaches

<table>
<thead>
<tr>
<th>Individual Strategies</th>
<th>Environmental Strategies</th>
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<tbody>
<tr>
<td>Focus on behavior and behavior changes</td>
<td>Focus on policy and policy change</td>
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<tr>
<td>Focus on relationship between individual and drug-related problems</td>
<td>Focus on social, political, economic context of alcohol/drug problems</td>
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<tr>
<td>Short-term focus on program development</td>
<td>Long-term focus on policy development</td>
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<tr>
<td>Individual does not generally participate in decision-making</td>
<td>People gain power by acting collectively</td>
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<tr>
<td>Individual is the audience</td>
<td>Individual as an advocate</td>
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Prevention Strategies: What Works
Universal
Entire population

Selective
Subsets of total population deemed to be at risk

Indicated
High-risk individuals showing early risk signs
### Indicated Interventions - Programs

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Domain</th>
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<tbody>
<tr>
<td>BASICS</td>
<td>College</td>
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<tr>
<td>Project Toward No Drug Abuse (TND)</td>
<td>School</td>
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<tr>
<td>Fast Track</td>
<td>Multicomponent</td>
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<tr>
<td>DUI education program for individuals with a conviction for driving under the influence</td>
<td>Multicomponent</td>
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Indicated
High-risk individuals showing early risk signs
## Selective Interventions - Programs

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Domain</th>
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<tbody>
<tr>
<td>Nurse-Family Partnership</td>
<td>Family</td>
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<tr>
<td>Preventure/ Adventure</td>
<td>School</td>
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<tr>
<td>Project Toward No Drug Abuse (TND)</td>
<td>School</td>
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# Universal Interventions - Programs

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Domain</th>
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<tbody>
<tr>
<td>Good Behavior Game</td>
<td>School</td>
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<tr>
<td>Life Skills Training (LST)</td>
<td>School</td>
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<tr>
<td>Strengthening Families Program: For Parents and Youth 10-14</td>
<td>Family and School/ Multicomponent</td>
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# Universal Interventions - Community

<table>
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<tr>
<th>Intervention</th>
<th>Domain</th>
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<tbody>
<tr>
<td>Communities That Care (CTC)</td>
<td>Multi-component</td>
</tr>
<tr>
<td>PROmoting School-community-university Partnerships to Enhance Resilience (PROSPER)</td>
<td>Multi-component</td>
</tr>
<tr>
<td>Strengthening Families Program: For Parents and Youth 10-14</td>
<td>Family and School/ Multicomponent</td>
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Elements of the Environment

Product
What type of ATOD products are in the community?

Place
Where are ATOD products sold in the community?

Price
How are different products priced?

Promotion
How and where are products advertised?

The four P's affect community access and availability
What the Science Tells Us: Physical Availability

- Increased ATOD availability
- Increased substance use/misuse
- Increased public health/safety harms
Regulating Alcohol/Tobacco/Cannabis Outlet Density

• Refers to the concentration of retail ATOD outlets within an area

• Higher outlet density is associated with increased consumption and related harms (e.g., violent crime)

• States may limit the extent to which local governments can implement zoning or licensing controls over the number of retailers (state preemption)

• Examples: monitoring liquor licenses granted in challenged areas of community; working with local leaders to encourage safe and healthy operational standards for outlets

Trangenstein et al., 2018
Redlining & Equity Implications

**CASE STUDY: BALTIMORE**

1. **Roland Park**
   - 82% White
   - Median Income: $104k
   - 2.7 liquor stores/10,000 people

2. **Greenmount East**
   - 97% Black
   - Median Income: $23k
   - 7.3 liquor stores/10,000 people

ATOD outlets are more likely to be located in low-income communities and communities of color.
Increasing Price

- Strong and consistent evidence of effectiveness
- Increasing price by 10% shown to reduce overall alcohol consumption by about 7%
- Increasing price of tobacco by 10% reduces adult smoking by 4% and youth smoking by 7%
- Increasing tax is not regressive
- Impact is proportional to the size of the tax increase
- Alcohol and tobacco taxes have been shown to reduce youth use, in part through their effects on adult use
- Minimum Unit Pricing
Marketing: A Risk Factor for Underage ATOD Use

Forms of alcohol advertising and marketing that predict drinking onset among youth:

- Magazines
- Television
- Radio
- Billboards
- Social media
- In-store beer displays and sports concessions
- Alcohol use in movies
- Ownership of alcohol promotional items

Modifying the Retail Context

Prevention measures that seek to redefine the contexts or change the environments where alcohol, tobacco, and other drugs are typically sold and consumed:

- Reducing floor space
- Banning high risk products
- Prohibit end of aisle placement
- Put products in locked cooler
- Point of sale warnings

Has been shown to:

- Reduce intoxication
- Reduce aggression
Product – Accident or By Design?
Product – Alcopops & Flavored Alcohol
Poll

Which of these have you seen implemented the most in your community?

- Universal
- Selective
- Indicated

In the chat describe examples of some of these you’ve seen in your community
Prevention Strategies:
What Doesn’t Work
Ineffective Education

One-time events
Assemblies
Personal testimony
Mock car crashes
Drunk goggles
Ineffective Information Sharing

• Myth Busting
• Drug Fact Sheets
• Effects of Drugs

Sources: nytimes.com
Ineffective Media

- Moralistic appeals
- Fear-based campaigns
- Exaggerated dangers
- Long-term consequences
Ineffective Strategies (in isolation)

- “Sticker Shock” type activities
- Voluntary compliance checks
- Sign waving
- Social media posts
Reflection

• Write one strategy being done in your community that may be ineffective

• Why is the community invested in this strategy?
Organize your community for change

Lessons learned & action steps
you can take *now* to create change
Don’t be afraid to start now

• Start small

• Act before you feel “ready”

• Give yourself a name and go!
Create Connections

• Schedule “cups of coffee”

• Attend community meetings & events

• Follow local & state news
Build a coalition and mobilize your community

• Gather your friends & family!

• Act first, formalize later

• Conduct environmental scans

• Play defense
Small Accomplishments, Big Rewards

- Celebrate small accomplishments
- Have the long-game in mind
- Build lobbying capacity
- Bridge policy with programs
- Connect with lots of people
What prevention gaps do you believe may exist in your community?

What is one step you can take to ensure more effective prevention in your community?
Q&A
Resources

- Alcohol: No Ordinary Commodity
- The Community Guide
- Reducing Vaping Among Youth and Young Adults
- Facing Addiction in America: The Surgeon General’s Report on Alcohol, Drugs, and Health
- Cannabis: Moving Forward, Protecting Health
- Preventing Marijuana Use Among Youth
- National Academies of Science and Engineering: Reducing Underage Drinking: A Collective Responsibility
- STOP Act Report to Congress
“At the end of the day, we know how to reduce and prevent underage drinking. What is lacking is the will to put what we know to work on behalf of our youth.”

- Dr. David Jernigan
Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form.

Thank you!
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Thank you!