Northwest (HHS Region 10)

PTTC **Prevention Technology Transfer Center Network**
Funded by Substance Abuse and Mental Health Services Administration
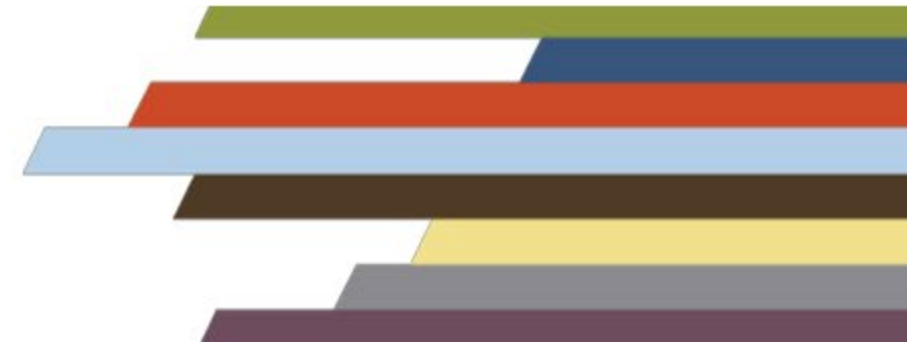
What Does & Doesn't Work In Prevention

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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

Substance Use Care 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.

Structural and systemic changes at the population level can have the greatest impact on health
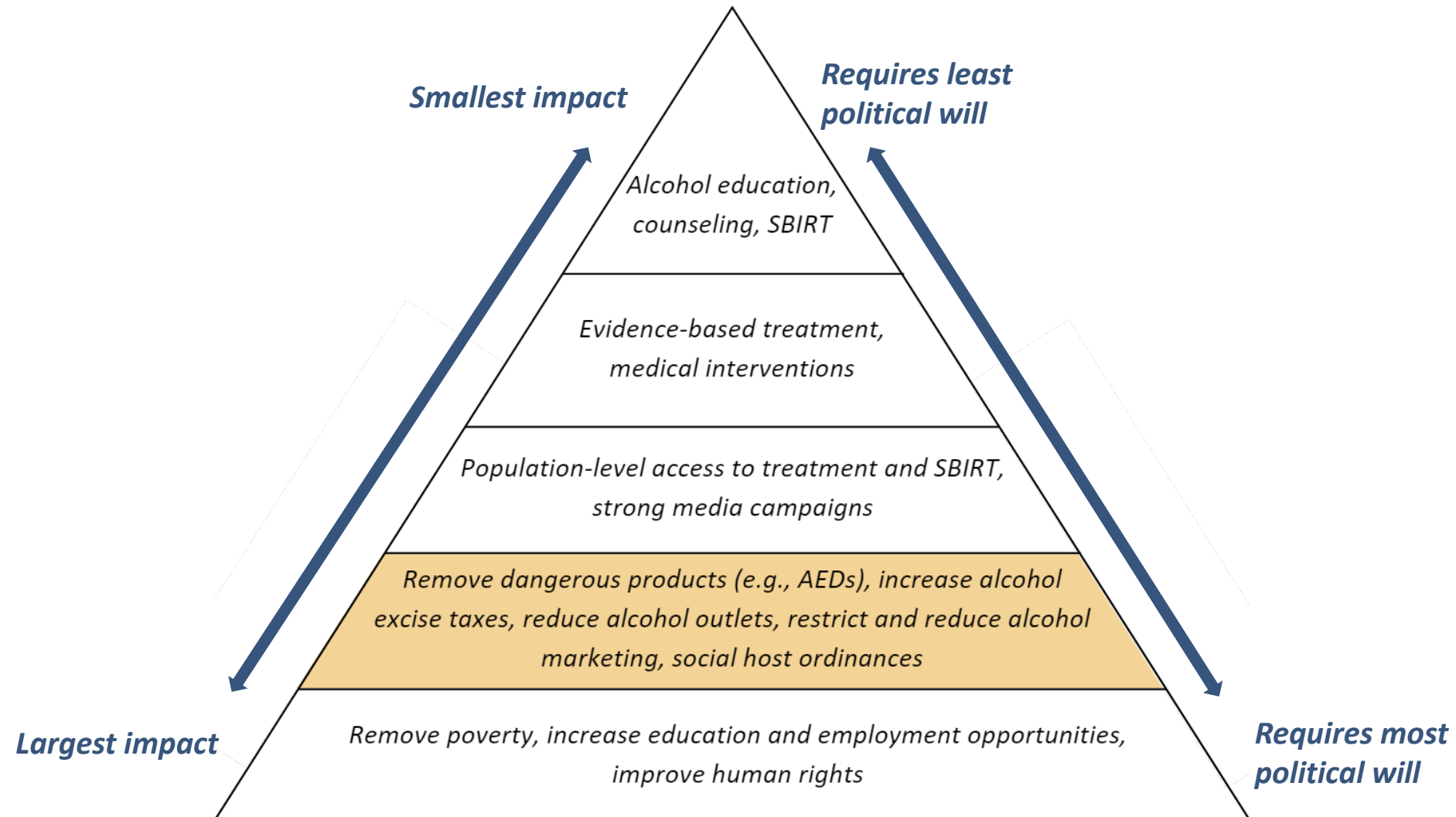

As adapted from Frieden 2010 by David Jernigan PhD, Boston University School of Public Health

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

Prevention Strategies: What Works
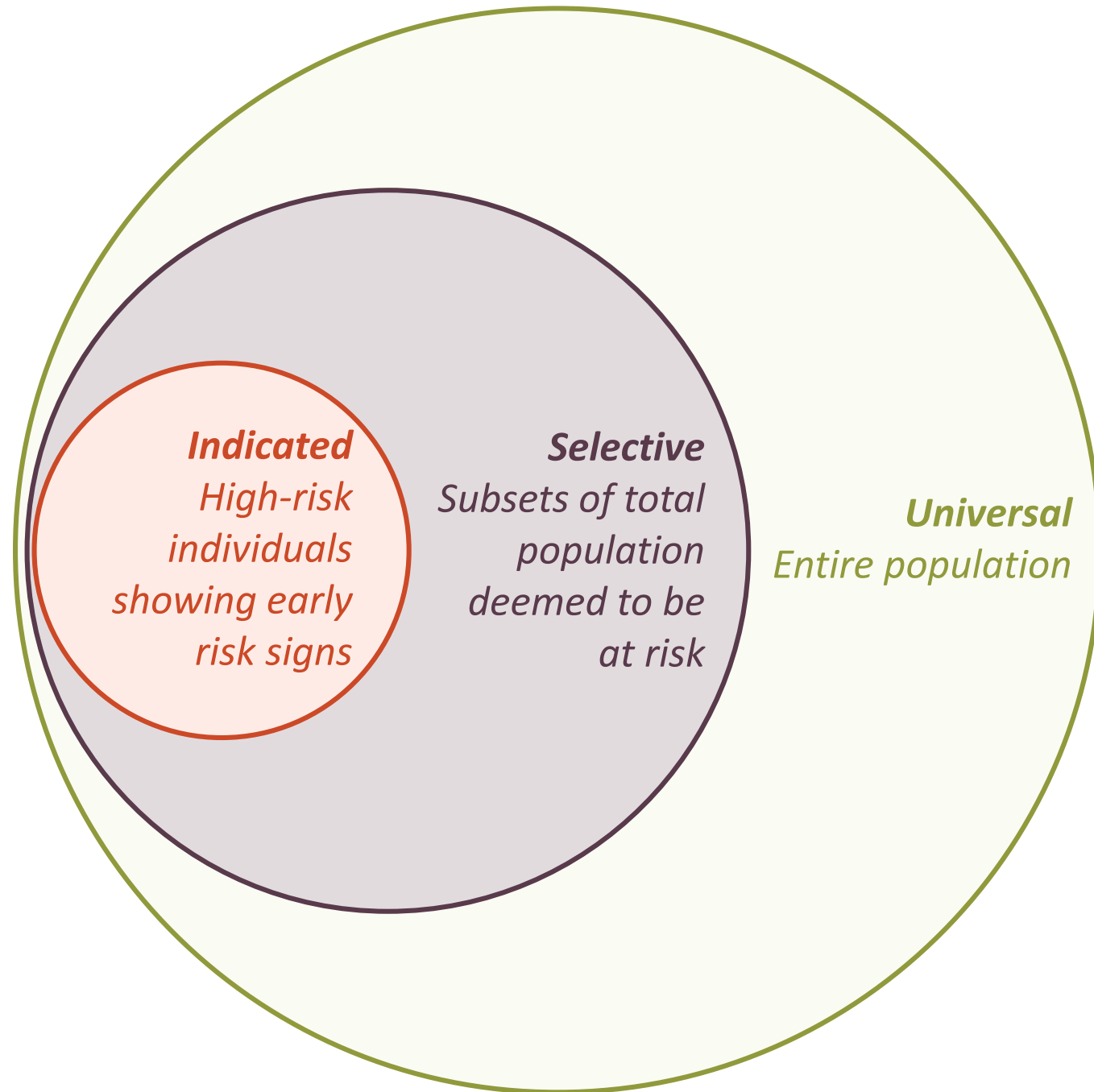
Indicated
High-risk individuals showing early risk signs

Selective
Subsets of total population deemed to be at risk

Universal
Entire population

Indicated Interventions - Programs

Intervention	Domain
BASICS	College
Project Toward No Drug Abuse (TND)	School
Fast Track	Multicomponent
DUI education program for individuals with a conviction for driving under the influence	Multicomponent

Selective Interventions - Programs

Intervention	Domain
Nurse-Family Partnership	Family
Preventure/ Adventure	School
Project Toward No Drug Abuse (TND)	School

Universal Interventions - Programs

Intervention	Domain
Good Behavior Game	School
Life Skills Training (LST)	School
Strengthening Families Program: For Parents and Youth 10-14	Family and School/ Multicomponent

Universal Interventions - Community

Intervention	Domain
Communities That Care (CTC)	Multi-component
PROmoting School-community-university Partnerships to Enhance Resilience (PROSPER)	Multi-component
Strengthening Families Program: For Parents and Youth 10-14	Family and School/ Multicomponent

Elements of the Environment

Product
What type of ATOD products are in the community?

Place
Where are ATOD products sold in the community?
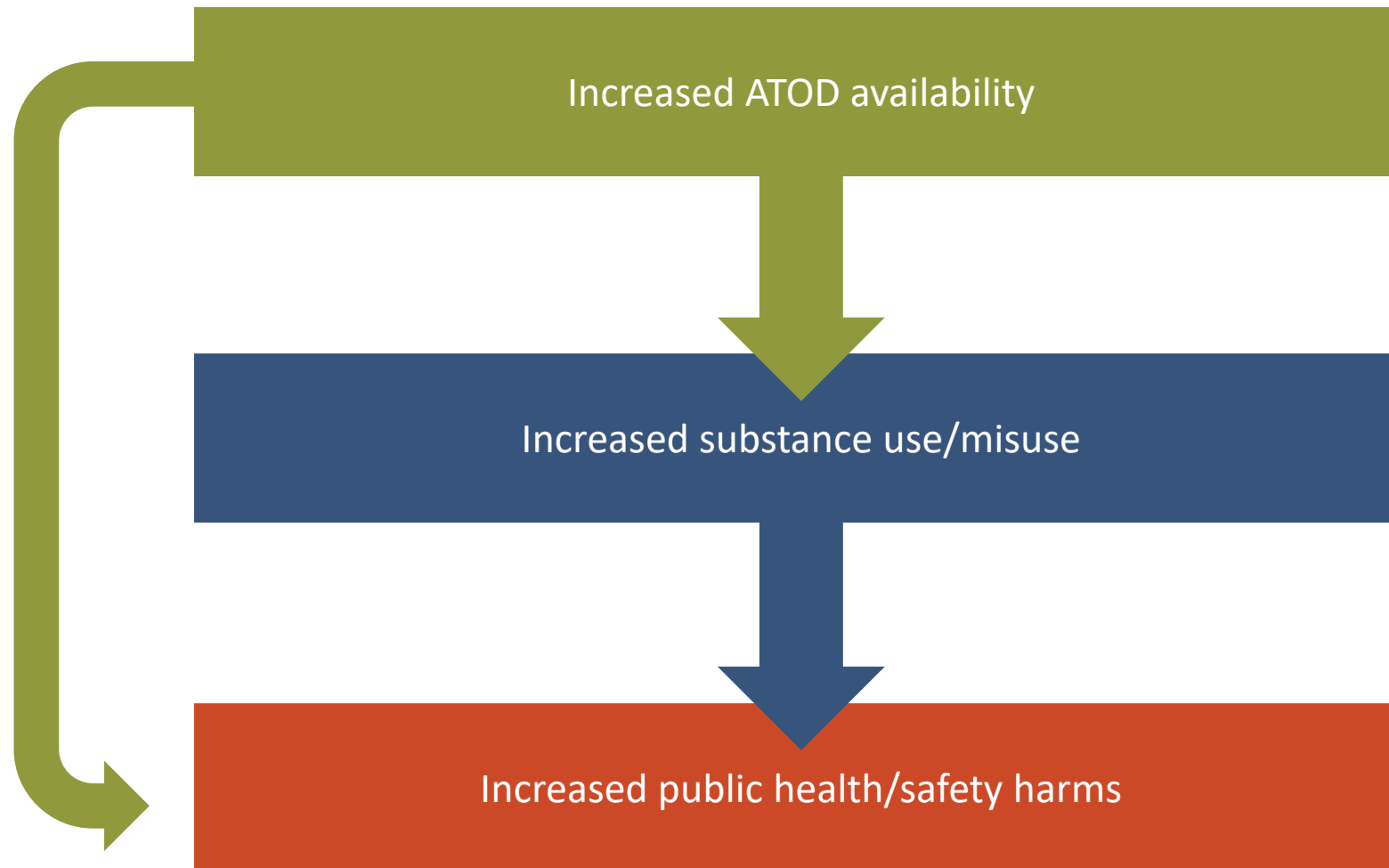
Price
How are different products priced?

Promotion
How and where are products advertised?

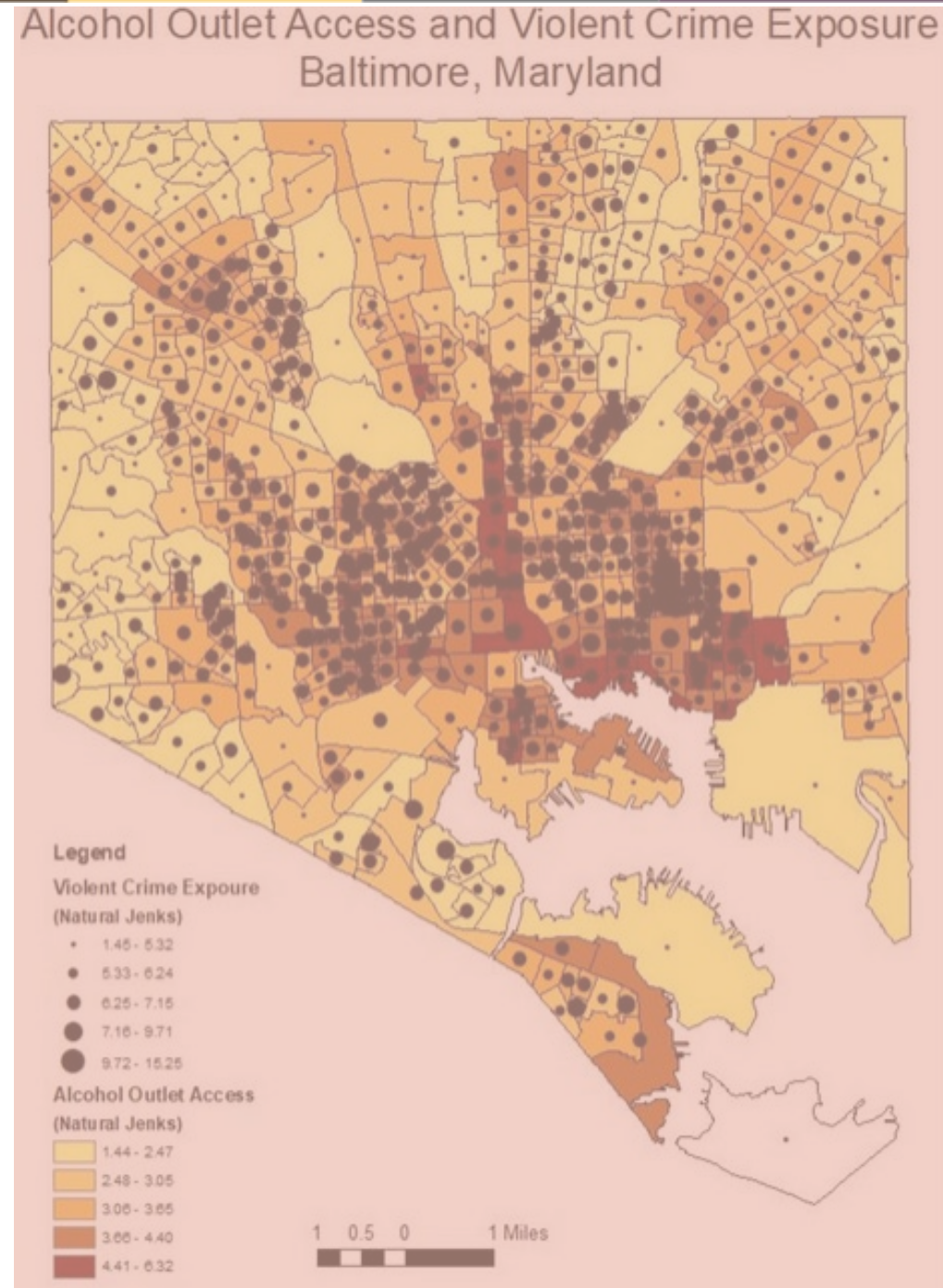*The four P's affect community access and availability*

What the Science Tells Us: Physical Availability

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


Alcohol Outlet Access and Violent Crime Exposure
Baltimore, Maryland

Legend

Violent Crime Expoure
(Natural Jenks)

· 1.46 - 5.32
· 5.33 - 6.24
· 6.25 - 7.15
· 7.16 - 9.71
· 9.72 - 15.25

Alcohol Outlet Access
(Natural Jenks)

1.44 - 2.47
2.48 - 3.05
3.06 - 3.65
3.66 - 4.40
4.41 - 6.32

1   0.5   0   1 Miles

Trangenstein et al., 2018

Redlining & Equity Implications

Neighborhood classification:
Green – *best*
Blue – *still desirable*
Yellow – *definitely declining*
Red – *hazardous*
Map of Baltimore, MD (Home Owners' Loan Corporation, 1937)

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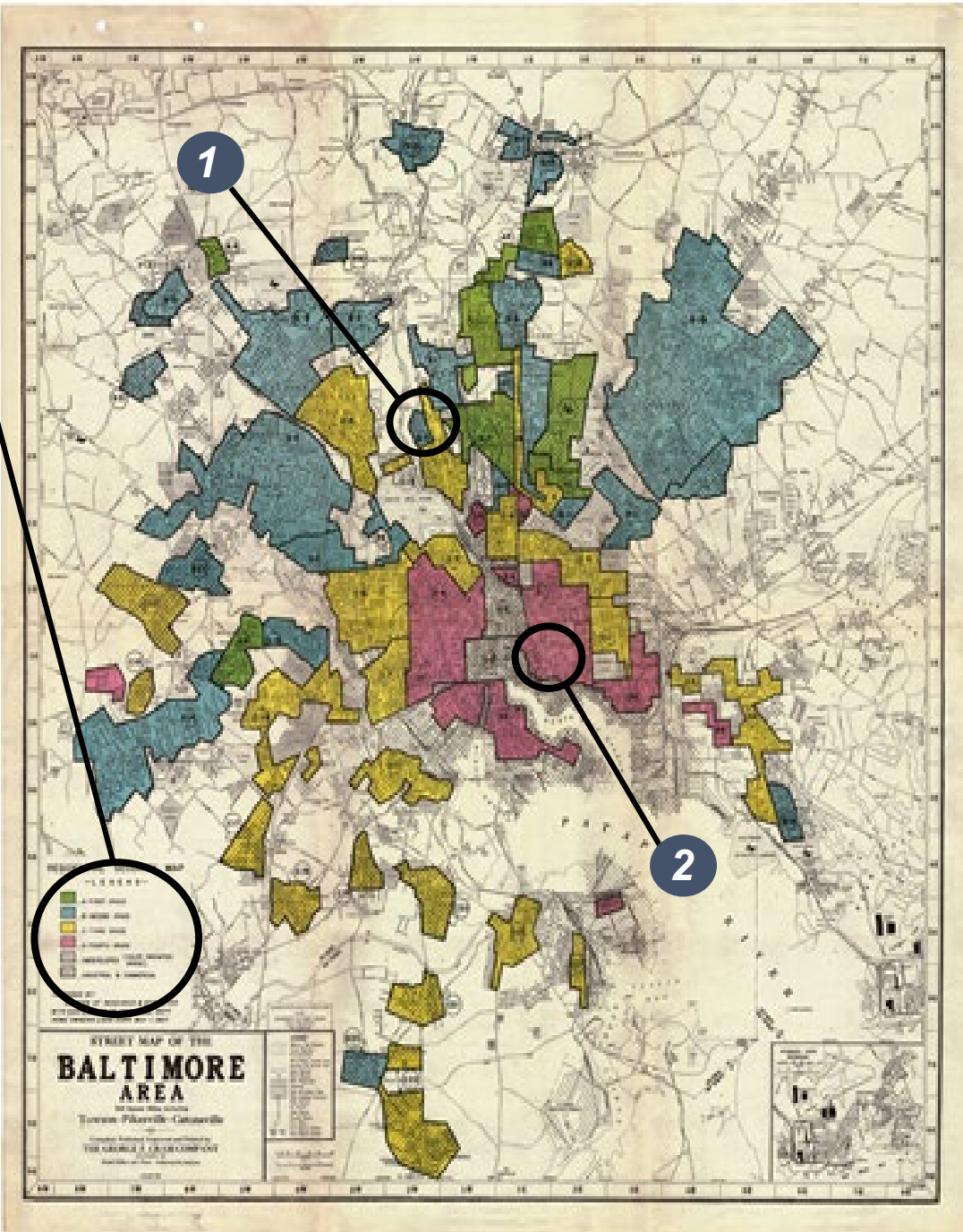
ATOD outlets are more likely to be located in *low-income communities* and *communities of color*

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 <u>size</u> 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

Collins et al., Journal of Adolesc Health 2007:40:527-34; Snyder et al.,Arch Pediatr Adolesc Med 2006:160:18-24; Stacy et al., Am J Health Behav 2004:38:498-509
Pasch et al. J Stud Alcohol Drugs 2007:68:586-596; McClure et al., Am J Prev Med 2006:30:277-83; Stoolmiller et al., BMJ Open 2012:Feb 20;2:e000543; Sargent et al, J Stud Alcohol. 2006:67:54-65; Henriksen et al., J Adolesc Health 2008:42:28-35 https://www.jsad.com/toc/jsads/s19

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?

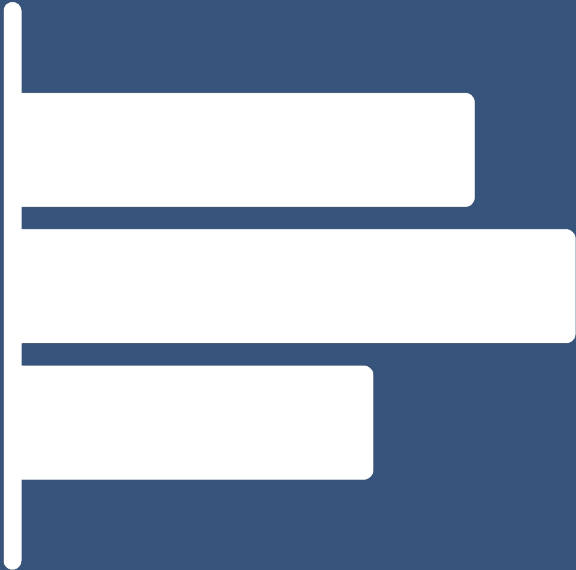# Product – Alcopops & Flavored Alcohol

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

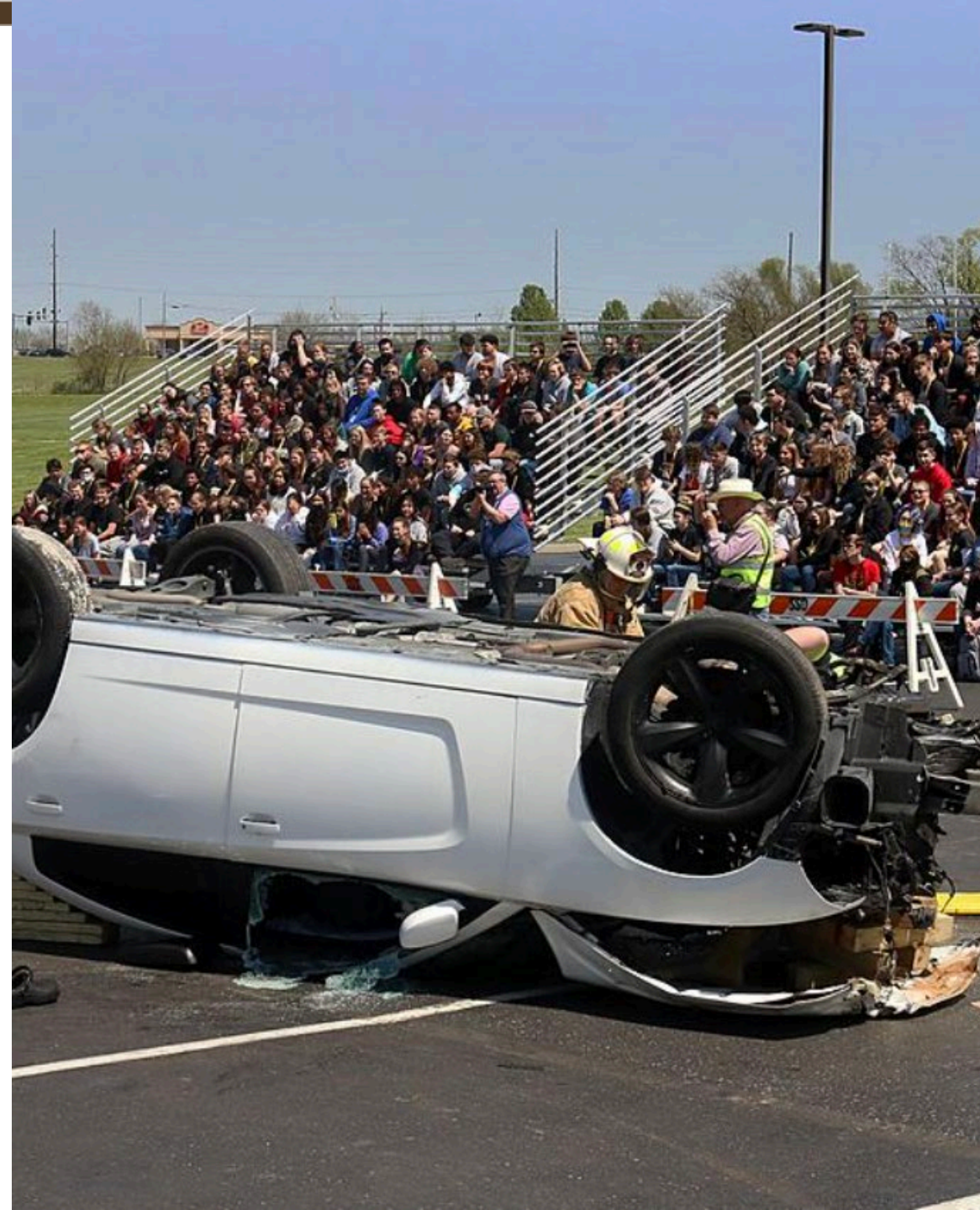# Prevention Strategies: What Doesn't Work

Ineffective Education

One-time events

Assemblies

Personal testimony

Mock car crashes

Drunk goggles

Photo: KSIS Radio

brain on drugs.

Ineffecti
Informa

Ineffective Media

- Moralistic appeals

- Fear-based campaigns

- Exaggerated dangers

- Long-term consequences

ACTUALLY, DOING METH WON'T MAKE IT EASIER TO HOOK UP.

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

Hawai'i
Alcohol Policy Alliance

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

Circling Back

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!