Lobby Poll

What are some of the benefits to creating a comprehensive, strategic prevention plan?

EDC Education Development Center

May 28, 2019

Developing a Comprehensive Strategic Plan to Guide Prevention Efforts

Shai Fuxman, Training and Technical Assistance (T/TA) Specialist, EDC
Jessica Goldberg, T/TA Specialist, EDC

Rutgers School of Social Work

Northeast & Caribbean (HHS Region 2)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Technical Information

This webinar is being recorded and archived. Following the webinar, the archived recording will be available to all webinar participants.

Please contact the webinar facilitator if you have any concerns or questions.

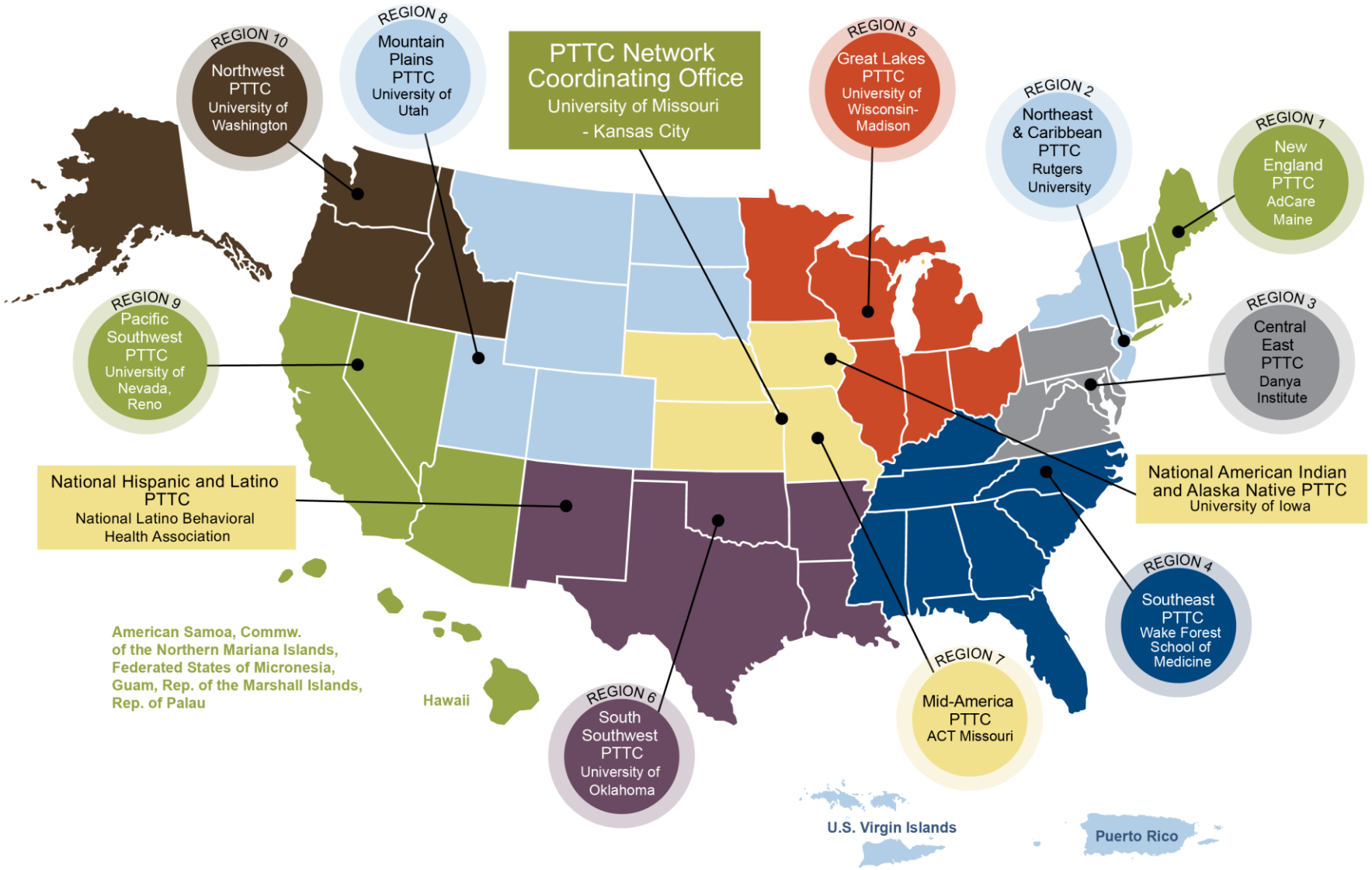
For training use only.

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



Presenters

Shai Fuxman

T/TA Specialist
Region 2 PTTC

Jessica Goldberg

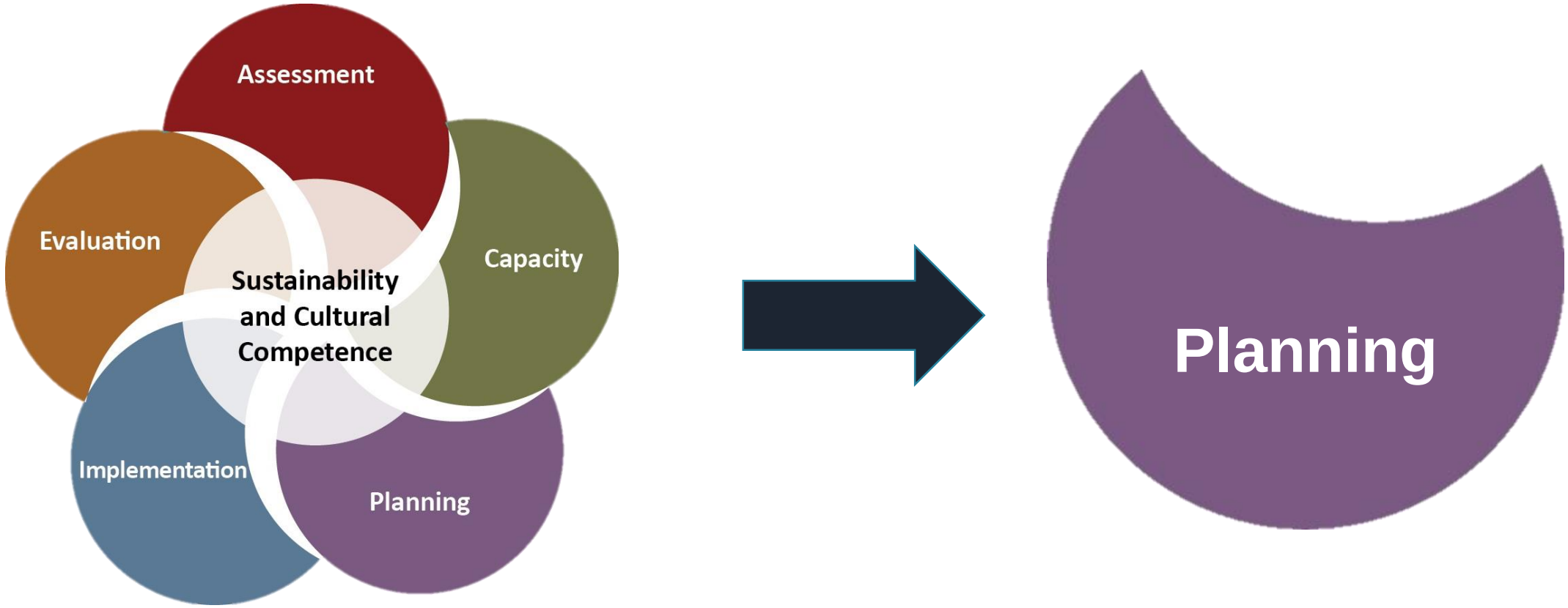
T/TA Specialist
Region 2 PTTC

Learning Objectives

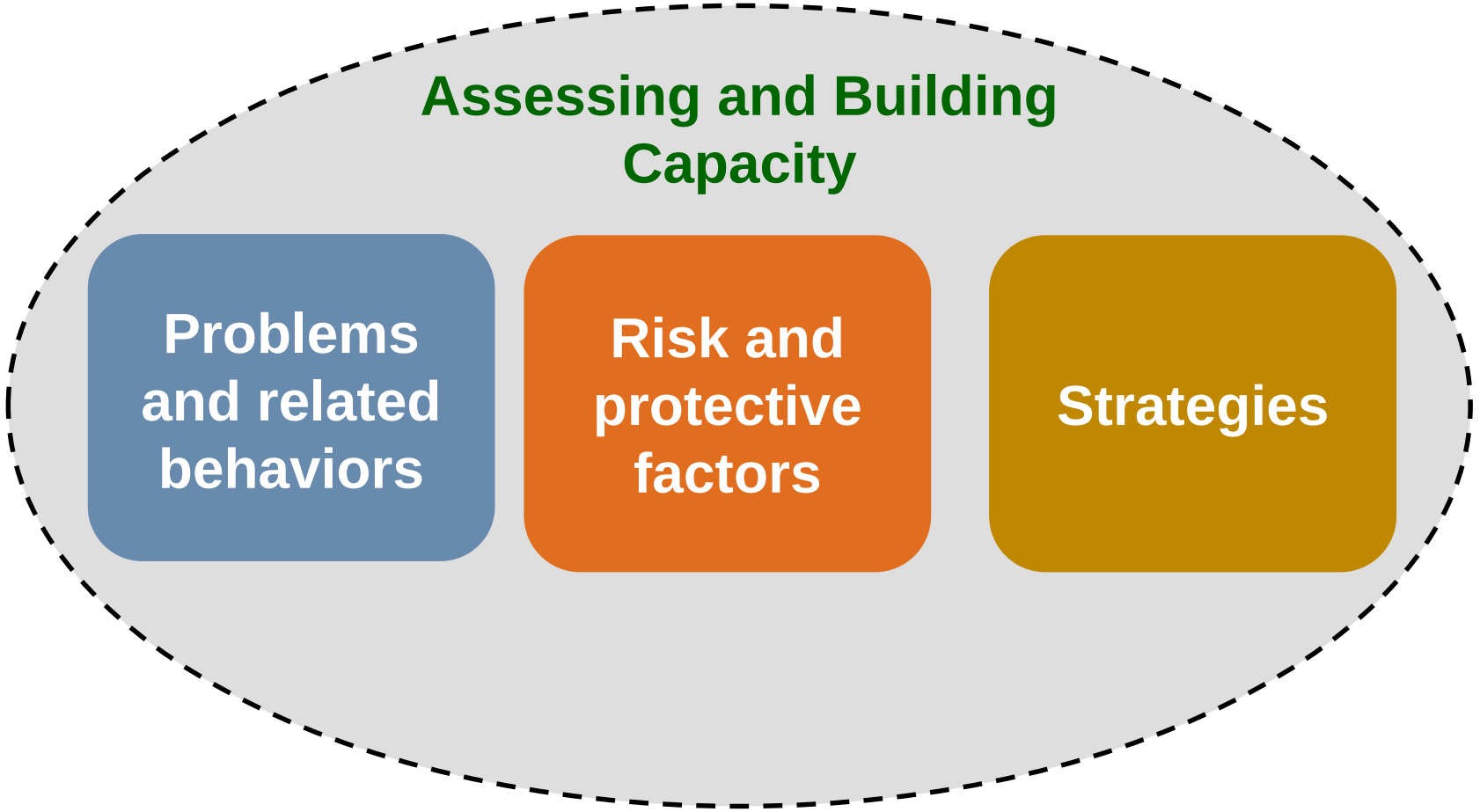
- Articulate the importance of developing a comprehensive, logical, and data-driven prevention plan
- Describe the process for establishing criteria for prioritizing risk and protective factors to address
- List criteria for identifying prevention interventions that are the “right fit” for a community
- Discuss how to integrate a focus on cultural competence and sustainability into a prevention planning process

In Search of a Comprehensive, Logical and Data-driven Prevention Plan

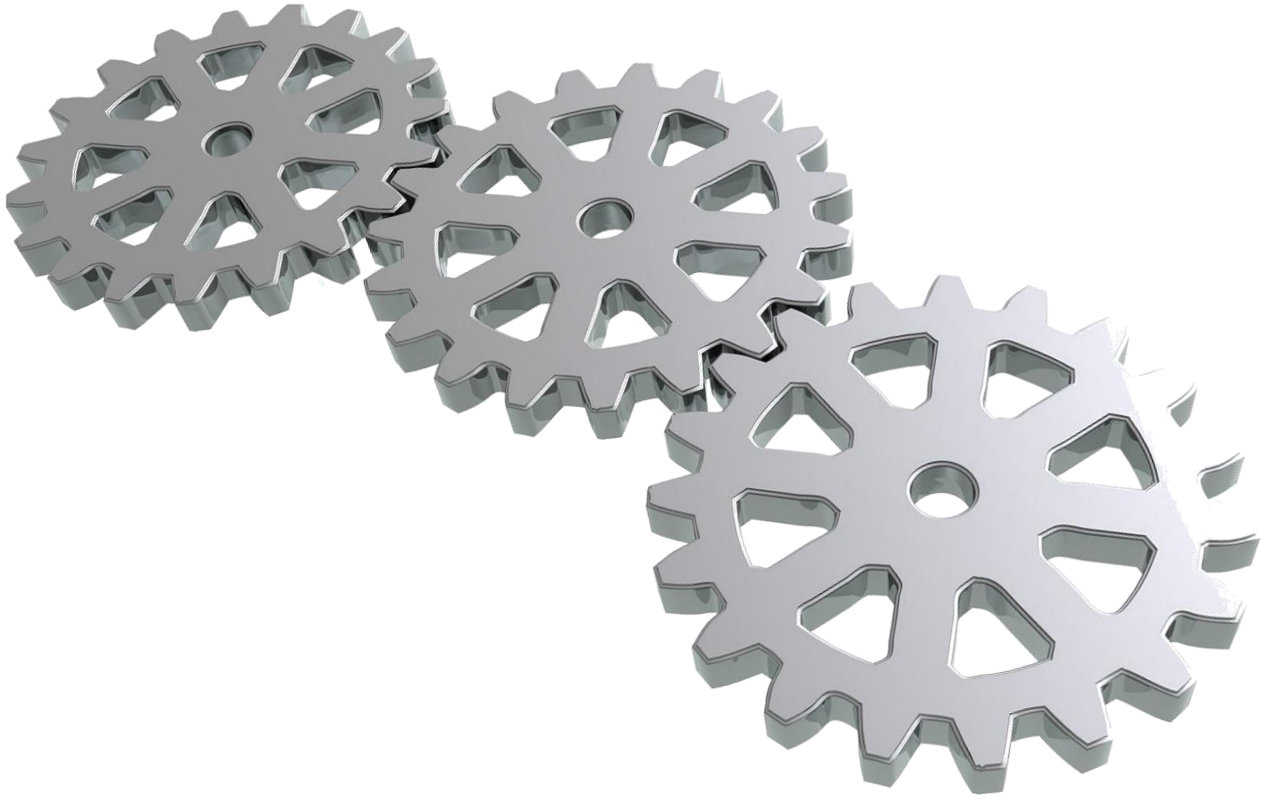
A Plan within a Plan



Guiding the Planning Process

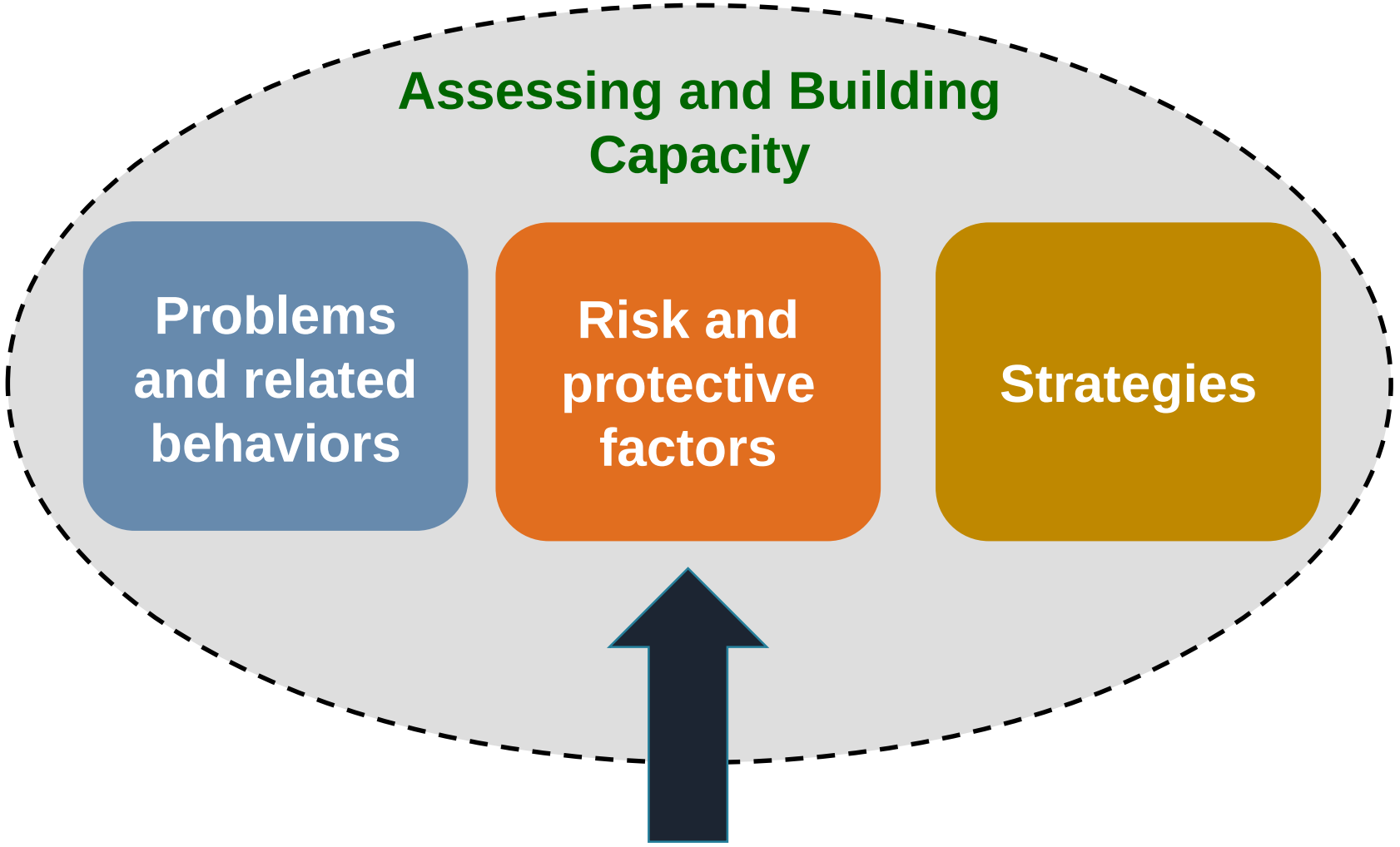


Resources, Readiness, and Strategy Selection



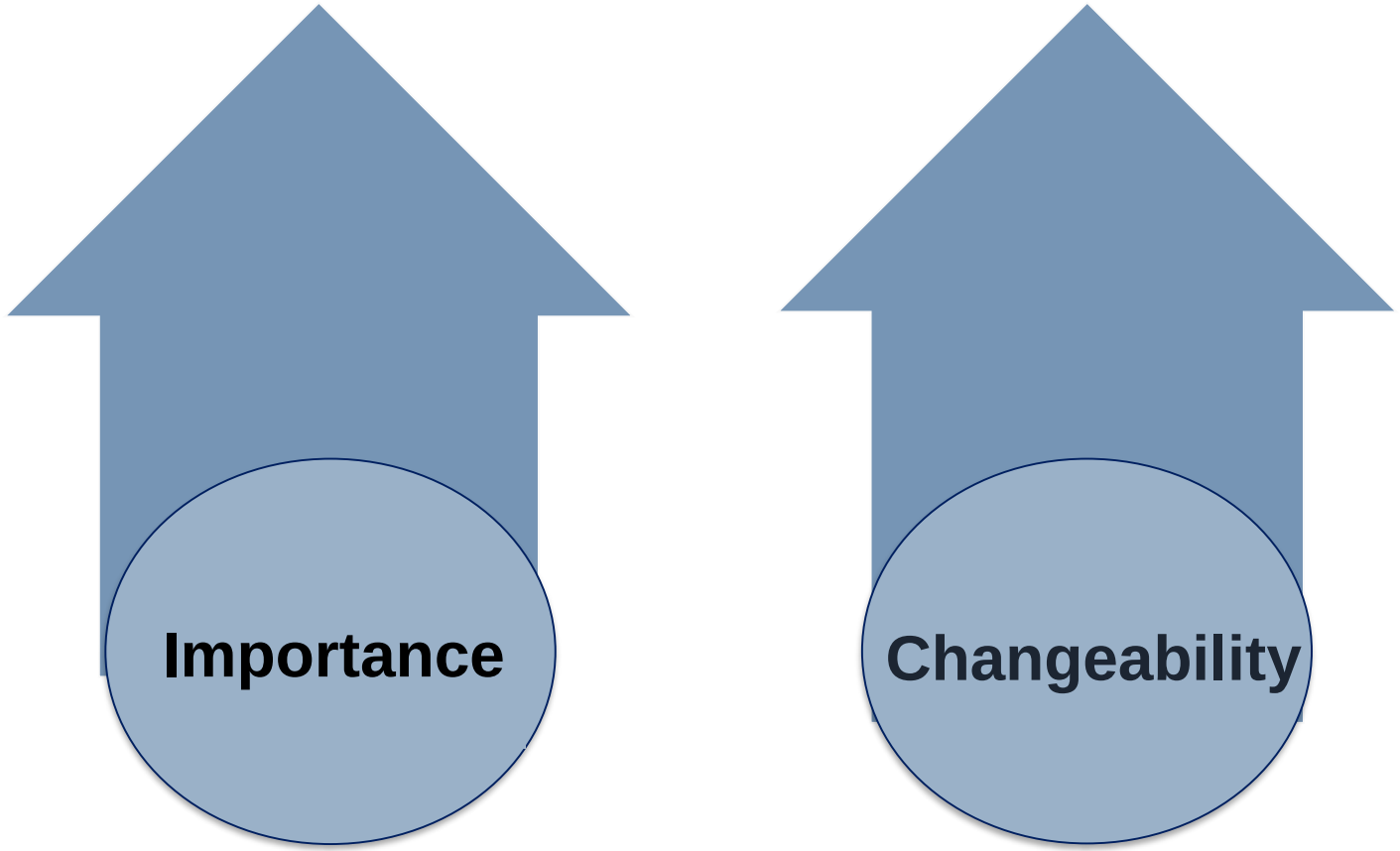
Prioritizing Risk and Protective Factors

Risk and Protective Factors

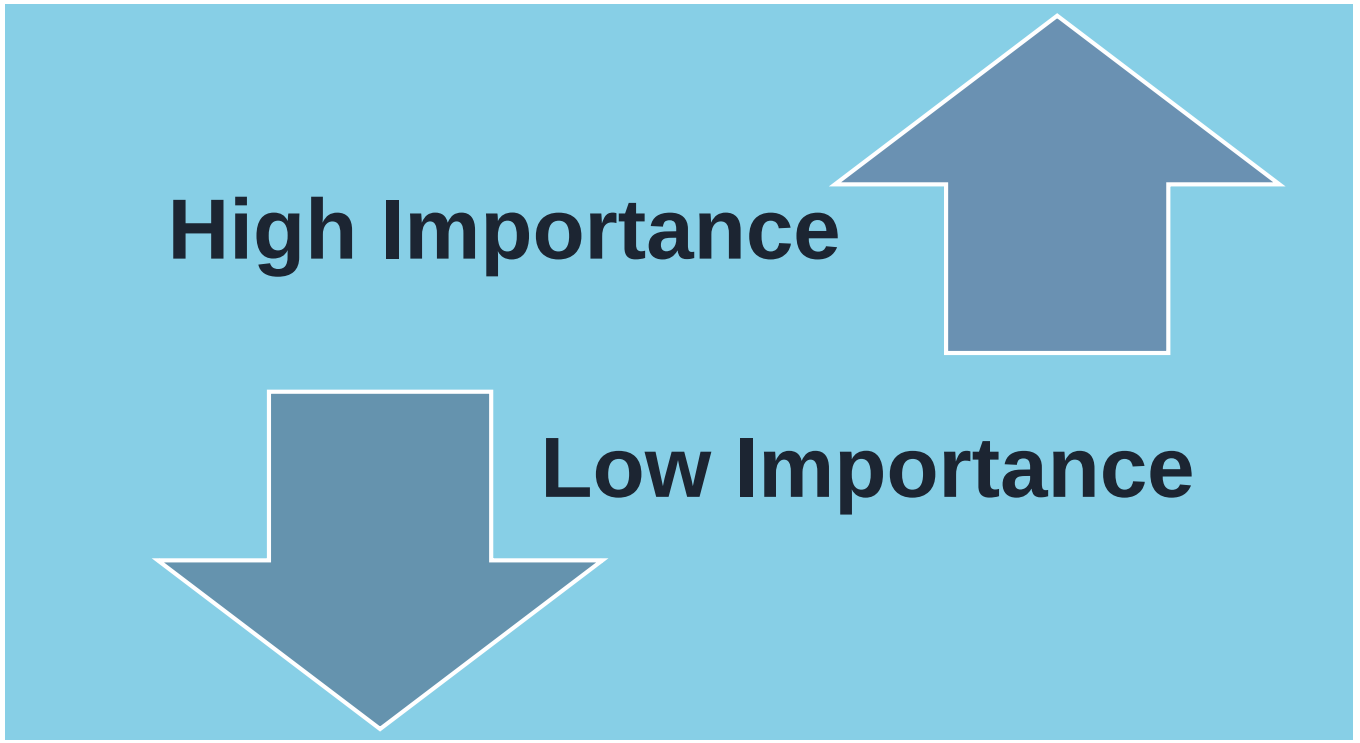


Prioritizing Root Causes and Local Conditions

Step 4

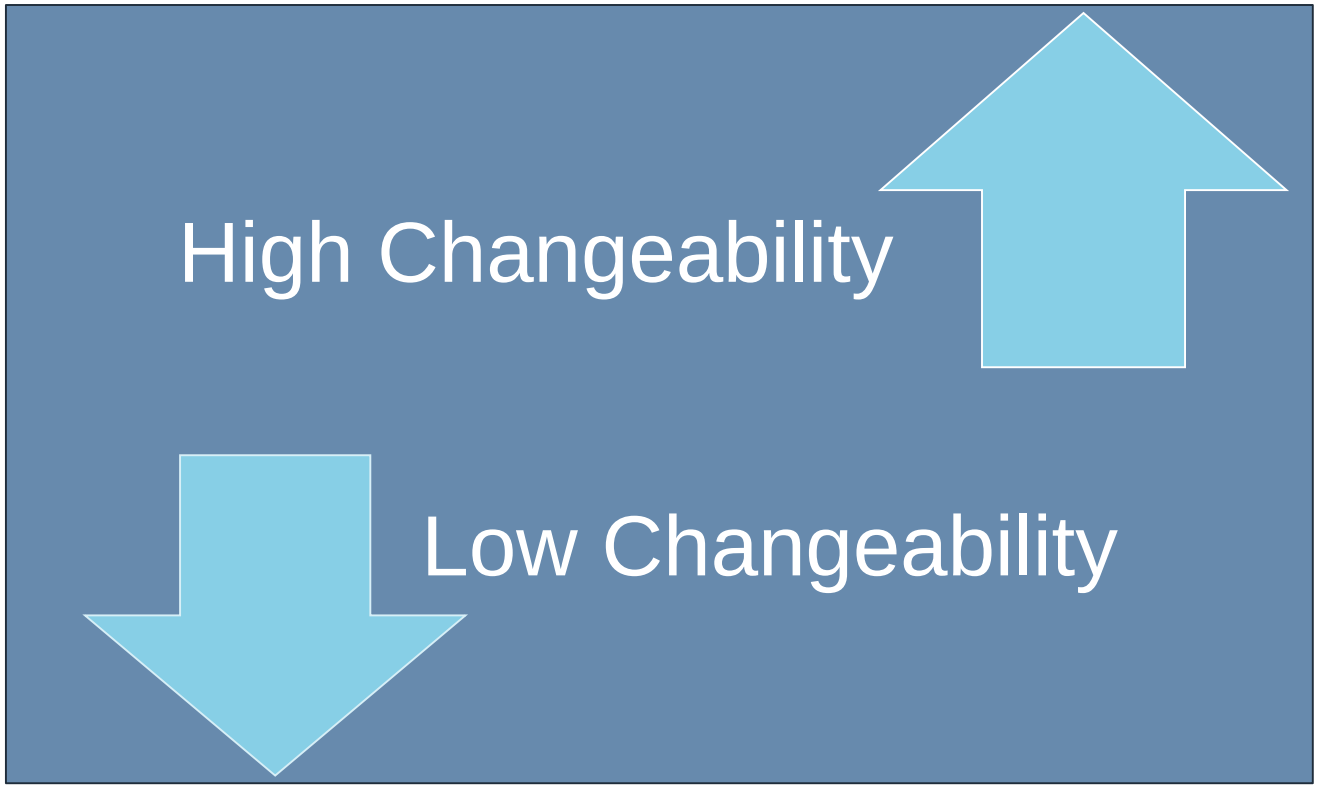


Importance



- How much does the risk factor influence the problem?
- Does it influence other behavioral health issues?
- Does it have an impact the developmental stage of the population?

Changeability



- Does a suitable evidence-based intervention exist?
- Is there adequate capacity to change the risk/protective factor?
- Can change occur in a reasonable amount of time?

Knowledge Check

A community coalition identifies 18-20 year olds as a priority population of focus for preventing underage drinking.

Which of these risk factors could be high importance in this community?

- Low parental monitoring
- Community norms favorable toward alcohol use
- Ease of retail access

Knowledge Check

A community identifies LGBTQ youth as a priority population for preventing tobacco use through electronic vapor products.

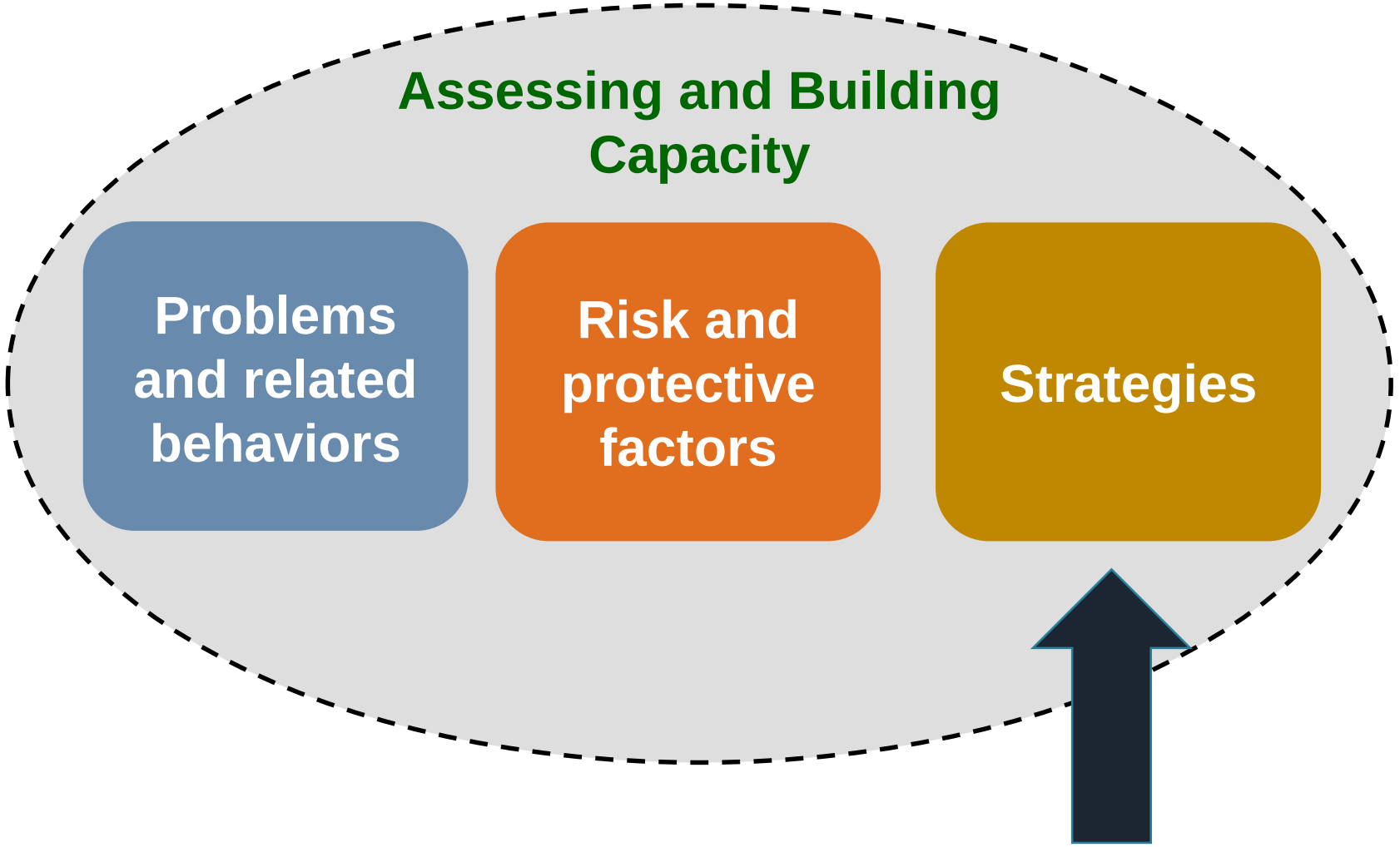
Community norms are favorable to use, as community members, including youth, do not consider vaping to be a “big deal”.

Prevention practitioners recognize that this is an issue due to skyrocketing use rates, but are not sure what to do, since few strategies exist to address it.

How changeable is this risk factor?

Selecting Strategies:
Finding the Right Fit

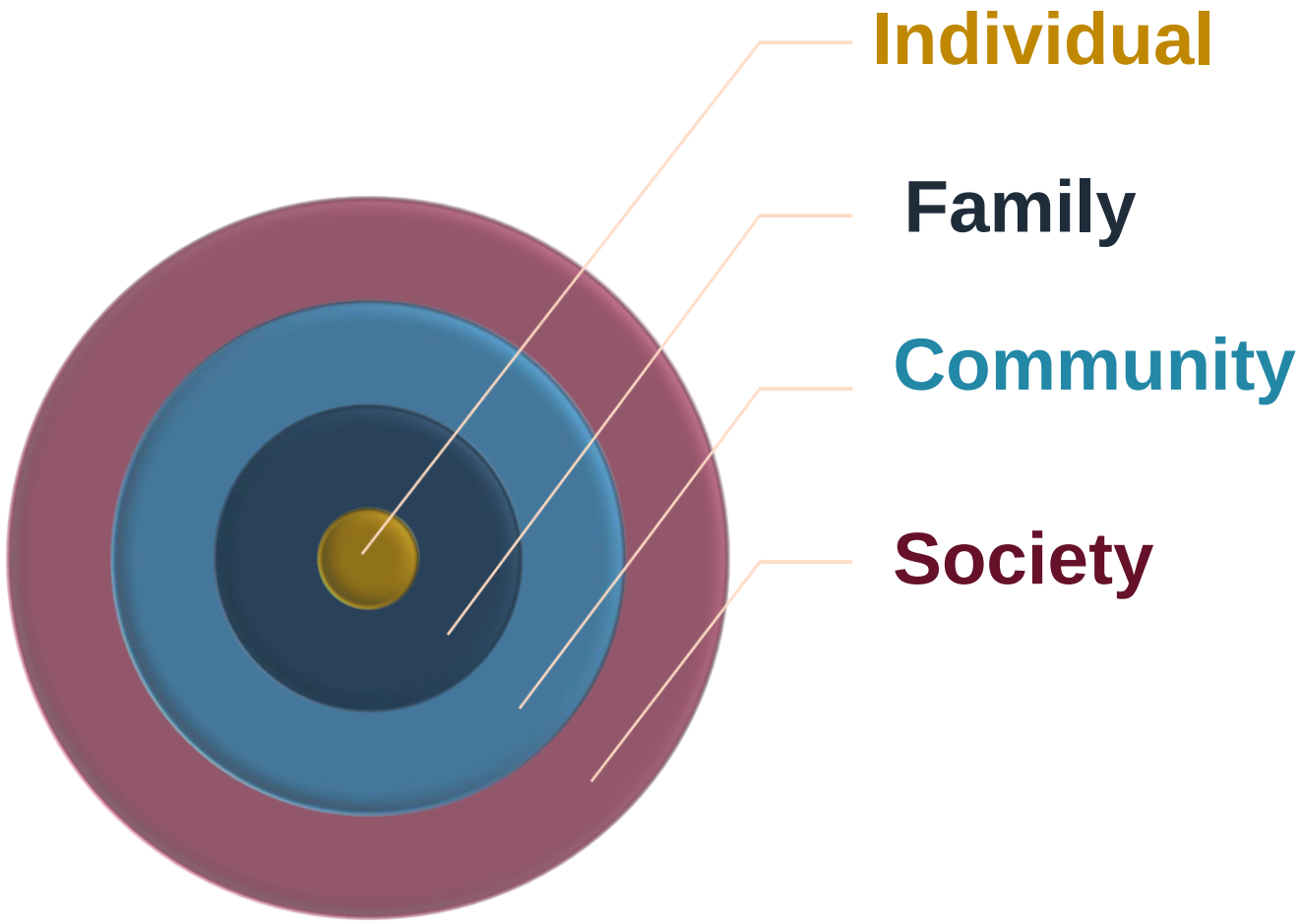
Guiding the Planning Process



Examples of Interventions

- **Education-based programs**
- **School and community bonding activities**
- **Communication and public education**
- **Policy**
- **Enforcement**

Interventions in Multiple Contexts



SELECTING INTERVENTIONS: THINGS TO CONSIDER

Effectiveness

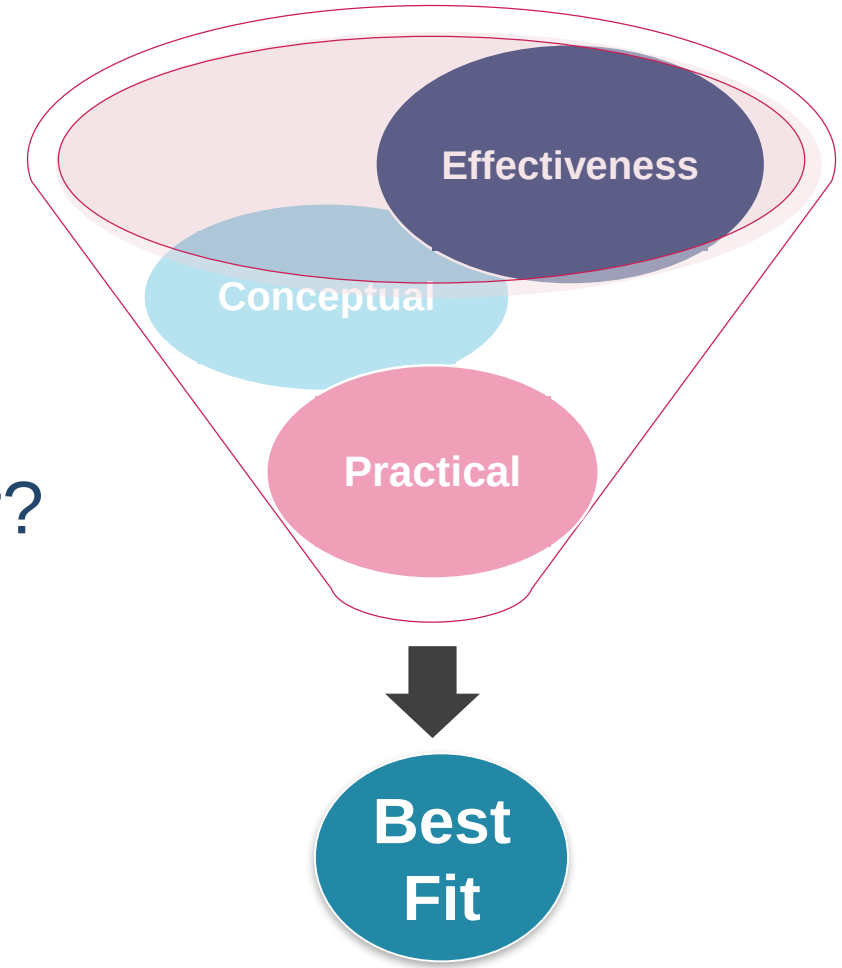
- Is the intervention effective?

Conceptual Fit

- Will the intervention have an impact on the selected risk factor?

Practical Fit

- Is the intervention feasible for the community?



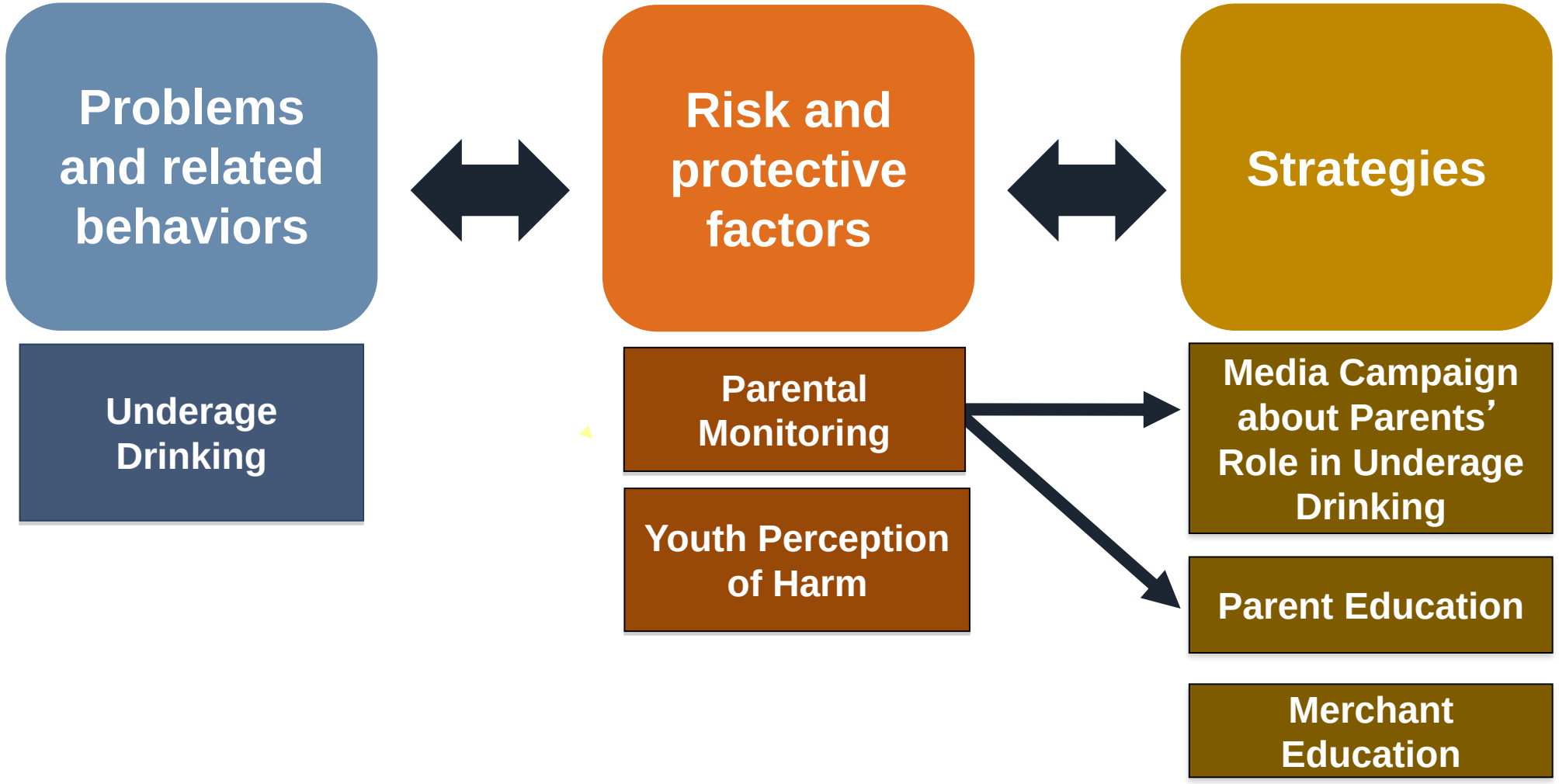
Effectiveness: Is it Evidence-Based?[3]

It has been included in a federal registry of evidence-based interventions.

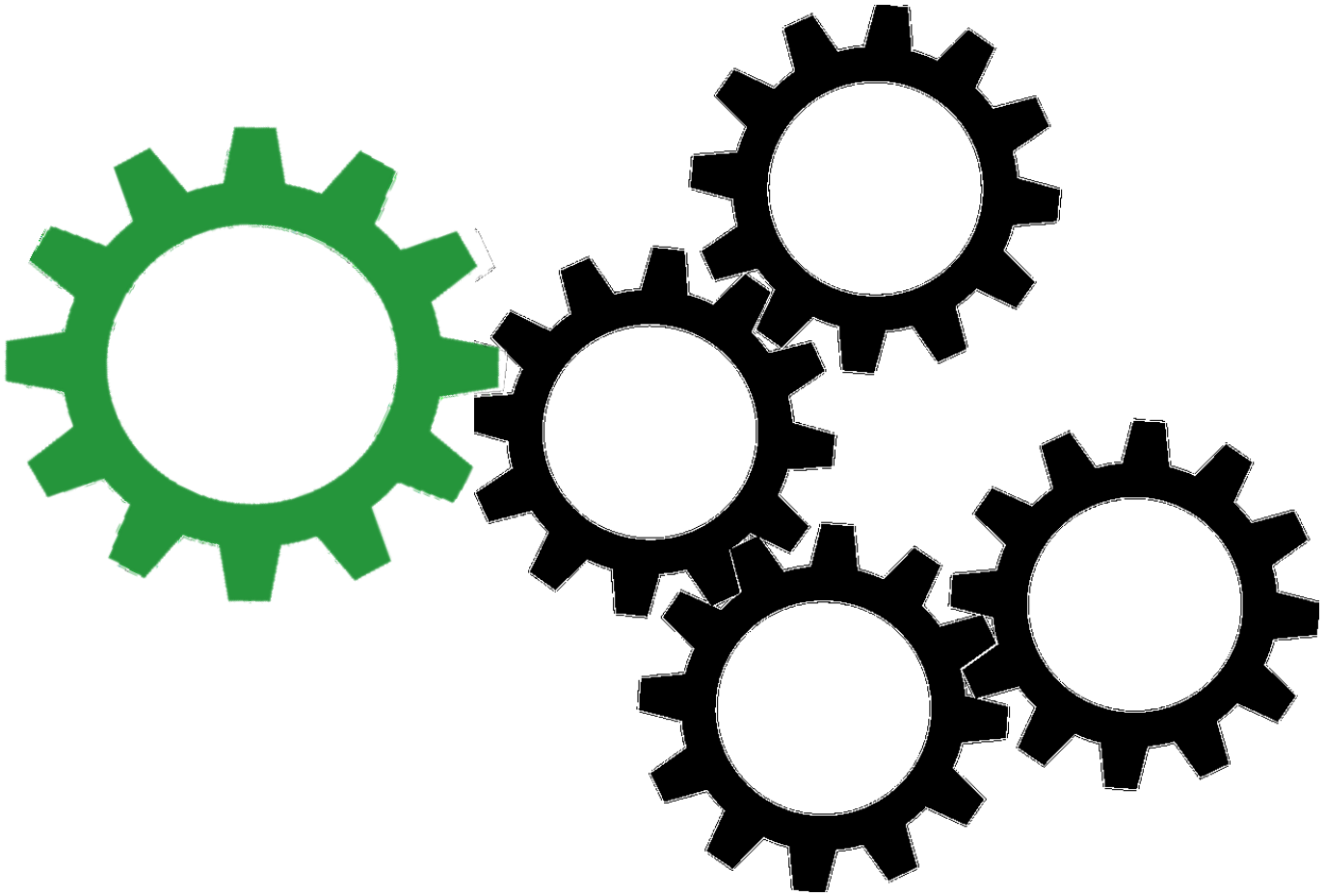
It has been reported in peer-reviewed journals with positive effects.

It has documented effectiveness that is supported by other sources of information and the consensus of experts.

Conceptual fit: Is it Relevant?



Practical Fit: Is it Appropriate?



Cultural Competency Check

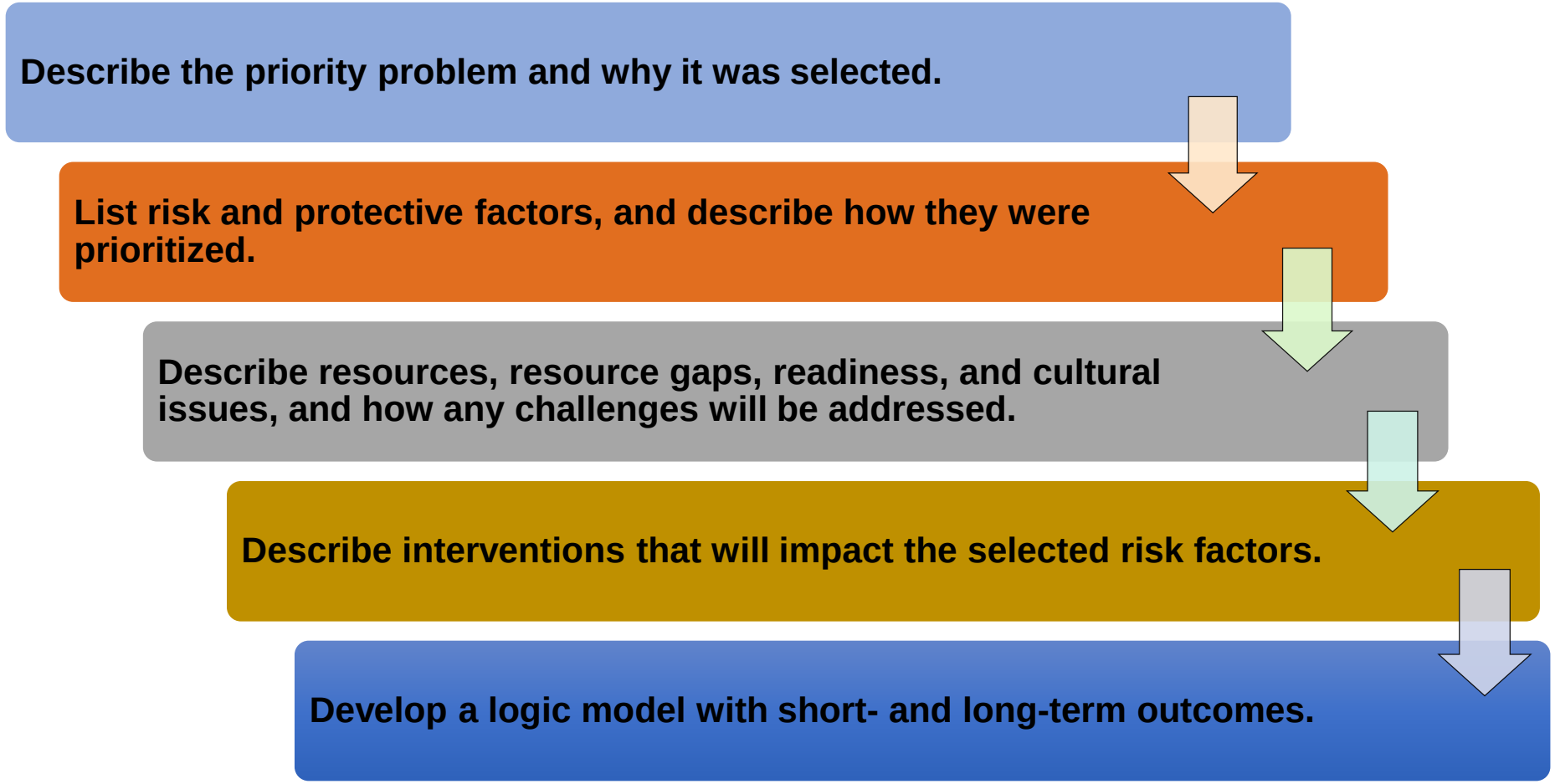
Guiding the Planning Process

- Magnitude
- Time trend
- Severity
- Comparison

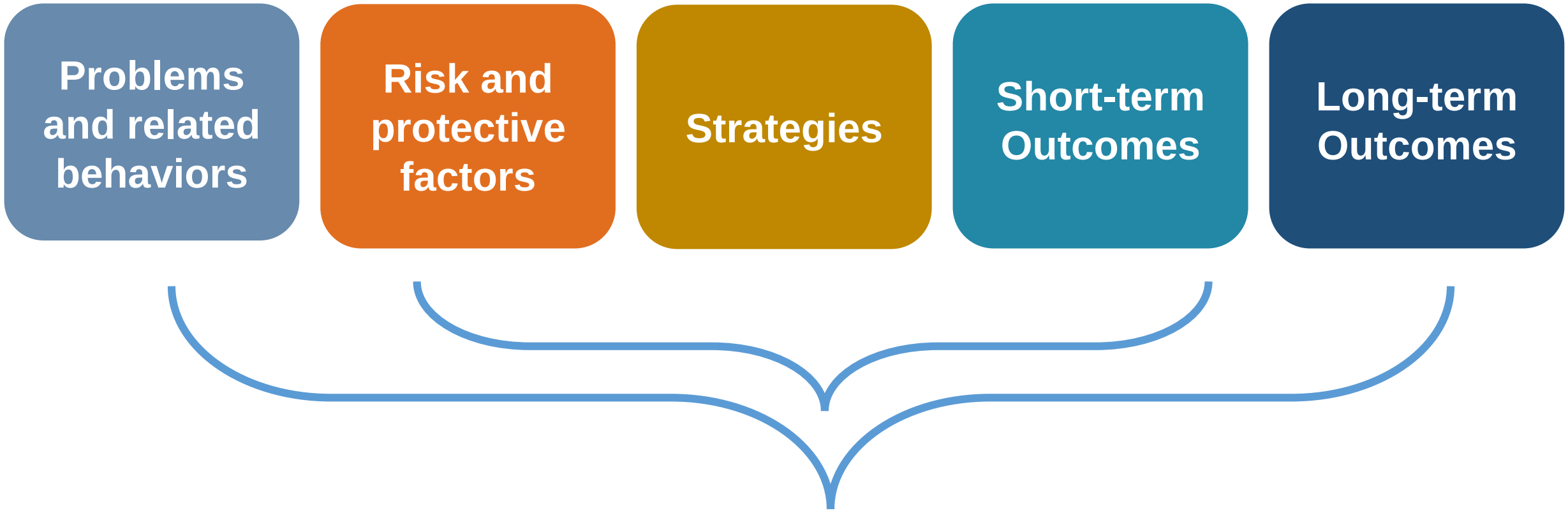
- Importance
- Changeability

- Evidence-based
- Conceptual fit
- Practical fit

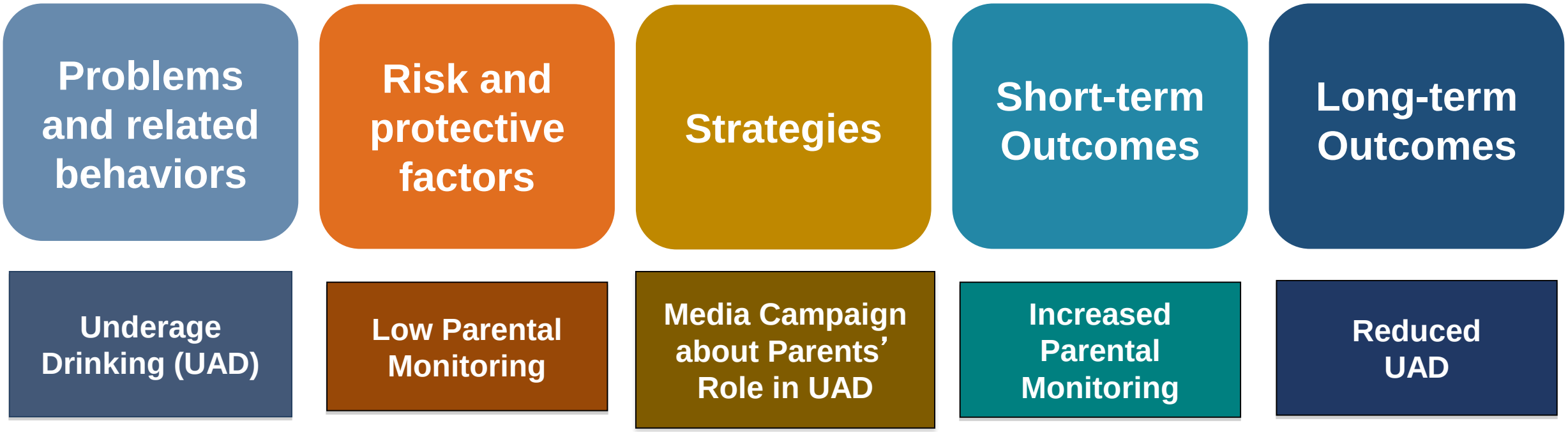
A Comprehensive Prevention Plan



Building out the Logic Model



Building out the Logic Model



Sustainability Check

Questions?

Take-aways

What is one point in today's webinar that resonated with you?

Thank You!

If you have questions or comments, don’t hesitate to contact:

Jessica Goldberg, MSW, MPH,
T/TA Specialist
Region 2 PTTC, EDC
jgoldberg@edc.org

Shai Fuxman, Ed.D
T/TA Specialist
Region 2 PTTC, EDC
sfuxman@edc.org

Evaluation

Please take a few minutes to complete a brief evaluation:

https://ttc-gpra.org/P?s=967020

Your feedback is appreciated!

References

[1] Butterfoss, F. D. (2007). *Coalitions and partnerships in public health*. San Francisco, CA: John Wiley & Sons, Inc.

[2] U.S. Department of Health and Human Services, Office of Minority Health. (2005, October 19). What is cultural competency? Retrieved from http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=2&lvlID=11

[3] Griswold, W. (2008). *Cultures and societies in a changing world* (3rd ed.). Thousand Oaks, CA: Pine Forge Press.

[4] National Center for Cultural Competence, Georgetown University Center for Child and Human Development. (2004). *A guide to infusing cultural & linguistic competence in health promotion training*. Retrieved from https://nccc.georgetown.edu/video-infusing-clc/continuum.pdf

[5] Washburn Thomas Associates LLC. (n.d.). Cultural humility. Retrieved from https://www.washburnthomasassociates.com/cultural-humility

[1] Substance Abuse and Mental Health Services Administration. (n.d.) *Prevention approaches* [website]. Retrieved from http://captus.samhsa.gov/prevention-practice/prevention-approaches

[2] National Research Council and Institute of Medicine. (2009). *Preventing mental, emotional, and behavioral disorders among young people: Progress and possibilities* (O'Connell, M.E., Boat, T., & Warner, K.E., Eds.). Washington, DC: National Academies Press.

[3] Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention. (2011). *Identifying and selecting evidence-based interventions: Revised guidance document for the Strategic Prevention Framework State Incentive Grant Program* HHS Publication No. (SMA)09-4205). Rockville, MD: Author.