

# Technical Information

## ***SAMHSA***

Substance Abuse and Mental Health  
Services Administration

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**LIVE**

This webinar is now live.



It is being recorded.



Please remain muted.

# Welcome

## Central East PTTC Webinar

### Substance Use Prevention and Public Health Part 1: Recognizing the Role of Prevention in a Wider Field

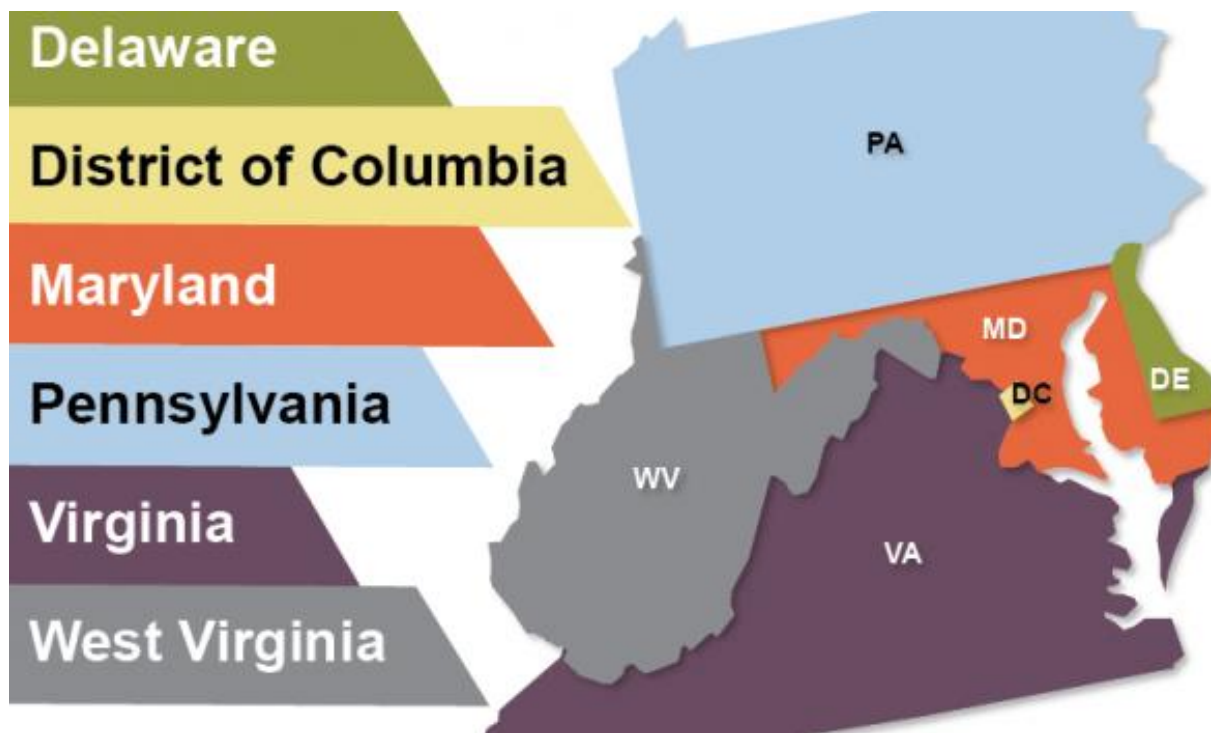
*The Central East PTTC is housed at the Danya Institute in Silver Spring, MD*

**Oscar Morgan**  
Executive Director

**Deborah Nixon Hughes**  
Project Director

# Central East Region

## SAMHSA REGION 3



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.

ethnicity spirituality  
orientation practices  
normalize experiences expression  
standard create  
Ethnic stories terror identity  
race share injustices  
change care Matter shootings  
Racial education  
space  
seem normal cultural  
powerful  
NASW self Black  
gender affected Lives hate  
Diversity uncertainty  
sexual advocacy  
religious competency  
humility



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# PTTC Mission



To Strengthen the Capacity of the Workforce

1

To Deliver Evidence-Based Prevention Strategies

2

Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances

3



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# Services Available



Online Courses



Technical Assistance



Skill Based Training



Webinar



Toolkits



Facilitate Prevention Partnership & Alliances



Research Learning Collaborative



Newsletter



Technology Driven Models



Literature Searches



Virtual Meeting



Research Publication



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# Other Resources in SAMHSA Region 3



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**ATTC**

Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



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**MHTTC**

Mental Health Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



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Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Substance Use Prevention Policy Part 2: How Prevention Professionals Can Help Implement Policy Change

**Josh Esrick**

PTTC Prevention Specialist  
Chief of Training and Technical Assistance  
Carnevale Associates, LLC

**Emily Patton**

Senior Research Associate  
Carnevale Associates, LLC

**September 14, 2023**

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

**THE DANYA INSTITUTE**

# Presenters



Josh Esrick



Emily Patton



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# Learning Objectives

- Identify the mechanisms for achieving policy change
- Explain the importance of advocacy and the differences from lobbying
- Recognize key collaborative partners that can support policy change
- Describe other steps prevention professionals can take to facilitate policy change

# Discussion Question

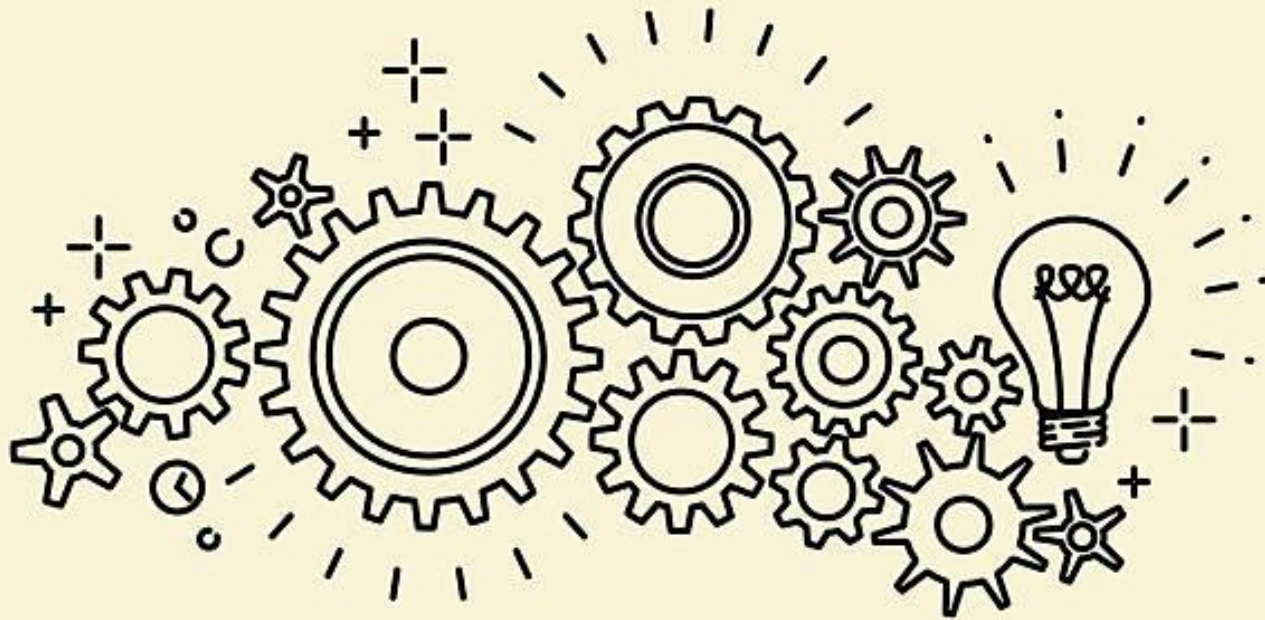
How would you attempt to seek policy changes that could benefit prevention goals?



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# Mechanisms for Achieving Policy Change



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# What is Meant by Mechanisms?

- Achieving policy change is different from most other prevention activities
- Generally, not achievable by prevention professionals — or our usual partners
- Requires action by policy makers
- *Mechanisms* are the strategies we can pursue to get those actions taken

# Who are Policy Makers?

- Wide range of individuals, and organizations, across all levels and branches of government
- Have varying authorities that can be used to achieve policy change
- Usually do not implement programs or strategies themselves

# What Mechanisms Exist?

- Advocacy and education towards individual policy makers
- Participation in policy maker organization's procedures and events
- Collaboration with other partners to pursue policy change
- Community education and awareness-raising



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# Individual Advocacy and Education

- Working with individual policy makers to build support for prevention as they act in their official capacities
- Sharing information about:
  - The importance of prevention
  - The current prevention work being done
  - The prevention needs of your community
  - The policy changes that could benefit the community



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# Organizational Procedures and Events

- Most policy making organizations/bodies have defined rules for influencing their decisions
  - Providing comments on proposed rules
  - Participating in advisory panels
  - Testifying at committee hearings
  - Speaking at roundtable meetings
  - Submitting white papers and briefs

# Collaboration With Other Partners

- Expanding efforts targeting policy makers
  - Most relevant when trying to address areas of shared interest
- Developing policies that do not require outside authorities
  - Depends on your specific circumstances; may include local ordinances or voluntary policies
- Implementing policy decisions
  - Educating the community and stakeholders; ensuring enforcement; developing tools



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# Community Education and Awareness

- Raising awareness of the prevention needs in the community
- Building public support for policy change
  - Adds credibility to other efforts
  - Leads to additional voices pushing for the change
  - Allows community to take ownership of the issue



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# The Importance of Advocacy



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# Discussion Question

Have you engaged in advocacy as part of your prevention work? What were your experiences with it?



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# What is Advocacy?

- Aims to bring about social and/or organizational change by raising awareness and support for a particular issue

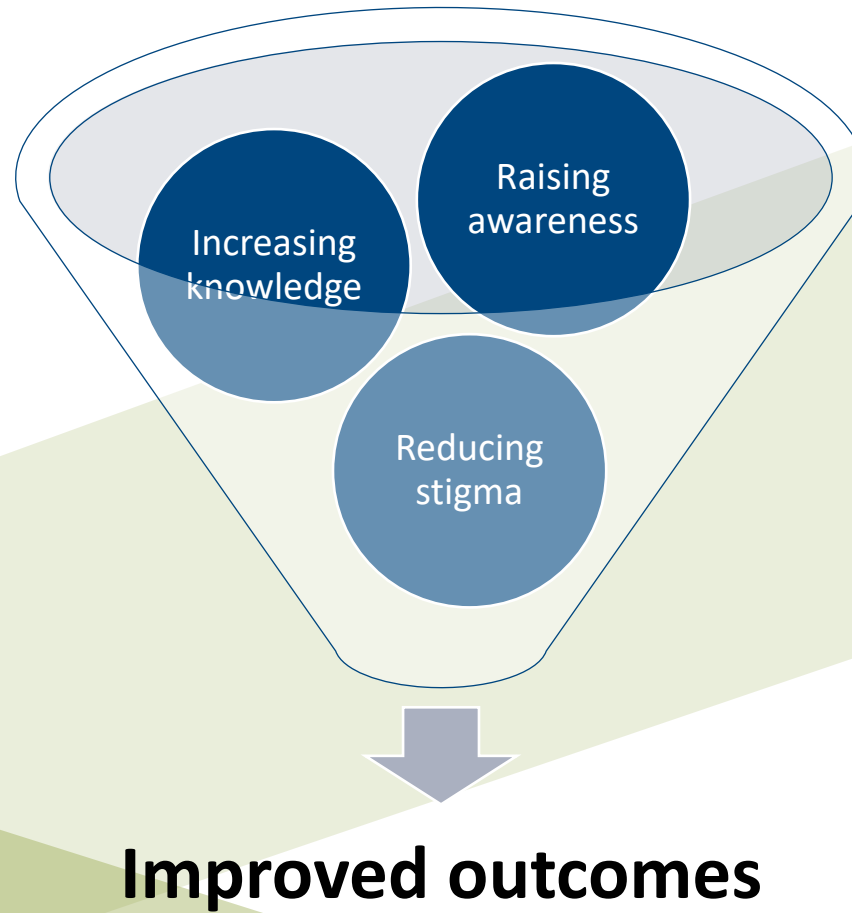
- Evidence-based



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# Advocacy in Prevention



**Improved outcomes**



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# Advocacy vs. Lobbying

## Advocacy

- Educating and informing stakeholders and the public about the facts around a particular issue
- Sharing evidence-based best practices and policy solutions to address the issue

## Lobbying

- Directly approaching policy makers (or their staff) to support or oppose a specific piece of introduced or proposed legislation
- Grassroots lobbying
- Requires registering and reporting activity

# Financial Restrictions on Lobbying

- Revocation of 501(c)(3) status
  - “Substantial Part” and Expenditure tests
  - Not relevant to 501(c)(4), 501(c)(5), and 501(c)(6) organizations
  - Different rules for churches and religious organizations, private foundations
- Limits on use of federal awards



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# Engaging Partnerships in Advocacy

- Hold events in your community (e.g., town halls, listening sessions)
- Give a tour of your organization
- Build a coalition
- Run a social media campaign
- Schedule meetings with policy makers



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# Partnerships for Policy Change



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# Identifying Key Partners

What are our goals?

Who is already working on this?

Who is directly affected by this problem?

Who benefits if the problem is resolved?

Who has the resources to help solve the problem?



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# Identifying Key Partners

Type of Power	Power Appraisal	Prevention Group A
Credibility		
Newsworthiness		
Skills		
Money		
Network		



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# Identifying Key Partners: Prevention Group A

Type of Power	Power Appraisal	Prevention Group A
<b>Credibility</b>	High	The group has secured endorsements from several city council members and has a proven track record of getting prevention issues on the agenda.
<b>Newsworthiness</b>	Medium	Last year the group did a public demonstration that was shared on social media and mentioned briefly on the news.
<b>Skills</b>	High	The leader of the group is a lawyer whose law firm donates free legal support.
<b>Money</b>	Low	All members are volunteers, and they don't take donations.
<b>Network</b>	Low	The group has yet to engage with other local prevention groups.



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# Examples of Collaborative Partners

- Businesses
- Schools
- Universities
- Researchers
- Youth-serving organizations
- Parent-teacher associations
- Neighborhood groups
- Community organizations
- Criminal justice/law enforcement
- Churches, mosques, synagogues, and other faith-based entities
- Local newspapers and reporters
- Youth sports leagues
- Civic groups
- Public health agencies
- Government agencies
- Policy makers
- Local elected officials
- Legislative staff
- Primary care providers
- Behavioral health providers
- Hospital systems
- First responders
- Local Chamber of Commerce
- National advocacy organizations
- Alcohol, tobacco, or (legalized) marijuana retailers and producers



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# Discussion Question

What are some partners you're interested in working with to pursue policy change in your community?



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# Tips for Sustaining Partnerships

- Establish clear roles and responsibilities
- Build trust and rapport
- Regularly share information
- Monitor impact and lessons learned



# Partnership in Action: Wood County Health Coalition

1. Identified community substance use issue
2. Collected data
3. Partnered with local stakeholders
4. Created infographics to educate and raise awareness among policy makers
5. Educated community about policy changes
6. Presented to county Board of Supervisors
7. Passed a local ordinance!

Impact  
Full

# Small Group: Policy Scenario

# Community X Example

- Major city near the east coast of the United States
- Many neighborhoods of varying economic stability
- Residents are diverse, with large White, African American, Hispanic/Latino, and Asian American populations
- Multiple nationally recognized research institutions and other universities in the city
- Public services are well developed - there are concerns about the sufficiency of outreach to more hard-to-access populations

The city recently had several highly publicized cases of polysubstance use involving opioids and xylazine, a tranquilizer drug approved only for animal medicine. Historically, the city has faced significant substance use challenges of varying type and intensity, including the opioid epidemic. The city implemented numerous programs and policies to prevent prescription opioid misuse and illicit opioid use. Overall substance use rates have declined, although fatal overdose rates continue to increase each year.

# Discussion Questions

- What policy changes might help address xylazine use in the city?
- Which policy makers would you need to work with to make those changes?
- How would you work with those policy makers, and other stakeholders, to make those changes?
- Assuming the policy changes are made, what follow-up/next steps may be necessary?



# 15 Minute Discussion



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# Discussion Debrief



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# Other Steps to Facilitate Policy Change



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# Other Steps

- Getting policy makers to enact a new/changed policy is only the beginning
- Need to ensure the policy is implemented, enforced, and widely understood
- *If the minimum purchase age for tobacco was increased to 21, but was still widely available for purchase at age 18, what did the change accomplish?*

# Policy Implementation

- As mentioned in Part 1, policy makers usually are not the ones also implementing policy
- Need to ensure that whatever implementation steps are necessary occur
- For prevention organizations, can involve:
  - Applying for and using new funding
  - Implementing new prevention programs
  - Developing complementary interventions
  - Encouraging other stakeholders to take actions



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# Policy Enforcement

- Some types of policy change require enforcement by regulatory or law enforcement agencies
- Need to ensure agencies understand how/why to enforce; and other stakeholders know responsibilities placed on them
- For prevention organizations, can involve:
  - Supporting training efforts and building collaborations
  - Educating other organizations about policy changes



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# Widespread Public Understanding

- Policy changes can impact the general public or specific populations/communities
- Need to ensure that people are aware of policy changes and the potential impacts and benefits
- For prevention organizations, can involve:
  - Developing marketing and media campaigns
  - Hosting educational events
  - Sharing information with community partners
  - Other communications strategies



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# Conclusion

- Policy change can be an important prevention tool; BUT need to figure out how to pursue it
- Working with policy makers can require specialized processes and efforts
- If you engage in advocacy, make sure to understand the differences from lobbying
- Changing policy is only the first step, need to ensure implementation and enforcement also occur



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# Q & A

**Josh Esrick and Emily Patton**  
*Josh@carnevaleassociates.com*  
*Emily@carnevaleassociates.com*



# Contact Us



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

*a program managed by*



Central East PTTC website:  
[www.pttcnetwork.org/centraleast](http://www.pttcnetwork.org/centraleast)

Danya Institute website:  
[www.danyainstitute.org](http://www.danyainstitute.org)

Deborah Nixon-Hughes, Director:  
[dhughes@danyainstitute.org](mailto:dhughes@danyainstitute.org)

Danya Institute email and phone:  
[info@danyainstitute.org](mailto:info@danyainstitute.org)  
(240) 645-1145

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