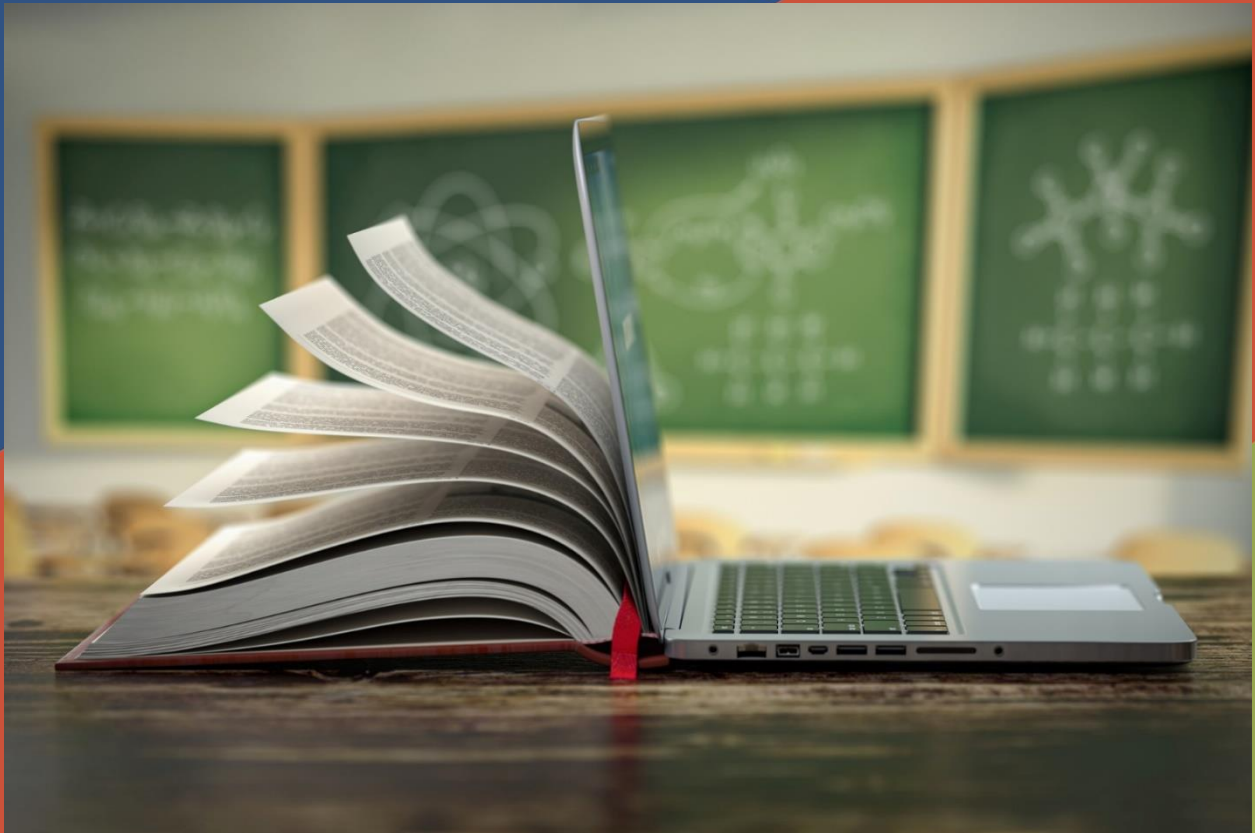


The Power of Prevention: Upstream and Downstream Approaches to Public Health

A Curriculum Infusion Package



Disclaimer

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About the Curriculum Infusion Packages

The Pacific Southwest PTTC formed an Academic Advisory Work Group comprised of faculty and highly experienced prevention professionals from the Pacific Southwest region including Arizona, California, Hawaii and Nevada. This group met to develop prevention science curriculum that could be flexibly infused into existing curriculum or course.

The primary goal of these Curriculum Infusion Packages, is to teach the next generation of health professionals the power of prevention science in promoting public health.

We would like to thank the members of the Pacific Southwest PTTC's Academic Advisory Work Group that has collaborated with our team and provided feedback on the development of these materials.

How to use the Curriculum Infusion Package

This Curriculum Infusion Package was designed using the flipped classroom model. Each lesson will contain a recorded presentation which students should watch prior to class. Pre-session learning activities as well as classroom activities can be found in the following pages.

The Power of Prevention: Upstream and Downstream Approaches to Public Health

Purpose

To help students define substance misuse prevention by distinguishing between upstream and downstream approaches and then applying these concepts through a combination of individual and interactive activities.

Lesson Objectives

- Distinguish substance use prevention from substance use treatment
- Explain the shift from “downstream” to “upstream” prevention approaches
- Apply concepts through an application activity

Pre-Session Learning Activity

Time: 30 minutes

Points: TBD




Additional Reading

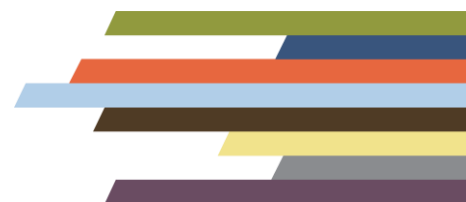
Substance Abuse and Mental Health Services Administration (US); Office of the Surgeon General (US). (2016). Facing addiction in America: The Surgeon General's report on alcohol, drugs, and health [Internet, Nov. Chapter 3, Prevention programs and policies, 3-6:3-7]. Washington (DC): US Department of Health and Human Services; Available from: <https://addiction.surgeongeneral.gov/sites/default/files/surgeon-generals-report.pdf>

Part I: Prior to Class

Instructions for students

1. **Watch** *The Power of Prevention: Upstream and Downstream Approaches to Public Health*
2. **Answer** the questions in the Shape-Up Activity

Shape	Questions	Your Reflections
	How do the concepts of <i>Upstream and Downstream Approaches</i> square with your thinking about how society approaches behavioral, social, and public health challenges?	
	What are three benefits of moving <i>Upstream</i> in your area of study?	
	What idea about moving <i>Upstream</i> has sparked your interest, surprised you, or is currently lingering in your thoughts?	



Part II: Classroom Activity

Time: 30-35 minutes

Instructor Directions

- Print worksheet on Page 7 for in-class activity.
- If necessary, select a few slides from the deck and provide a brief overview of content covered in the pre-session recorded presentation. (5 minutes)
- Instructor notes for upstream and downstream approaches are included on Page 6.



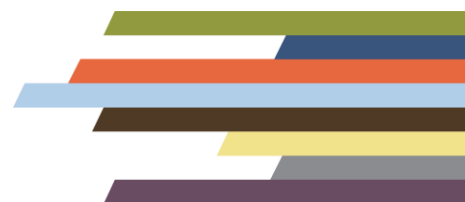
In-class Activity

Provide the following instructions:

1. Request students to **pair up** and complete the **Worksheet, Upstream or Downstream** (10-15 minutes).
2. Be prepared to share their rationale for the selection of **Upstream or Downstream** for each of the approaches

Large Group Debrief

3. Review the worksheet, using the popcorn style method, and ask pairs to share their answers and rationale for their choices. (10 minutes)
4. As time permits, summarize the activity using one of the following questions: (5 minutes)
 - a. How can individuals and communities cultivate a mindset that values and supports prevention efforts, even when the outcomes are not immediately apparent?
 - b. How can you apply this information to your chosen area of study (for example, early childcare, nursing, primary and secondary education, criminal justice, public health, social work, counseling, or substance misuse prevention)?



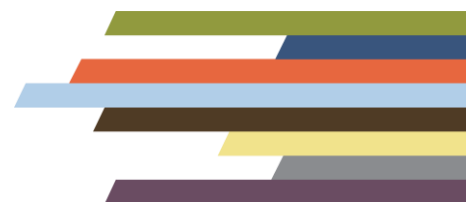
Answers to Student Worksheet

Upstream Approaches:

- Programs that enhance cognitive and social skills in young children to build a strong foundation for future decision-making.
- Regulations on the advertising and promotion of alcohol and tobacco products to reduce their appeal to youth.
- Workshops for parents to learn effective communication and parenting strategies that can reduce the risk of substance misuse in their children.
- Community coalitions that bring together local organizations, schools, law enforcement, and healthcare providers to collaboratively address substance misuse issues.
- Programs to track and control the prescribing and dispensing of prescription medications to prevent opioid and other prescription drug misuse.
- Training programs for bartenders and alcohol retailers to prevent excessive alcohol service and underage drinking.
- Public awareness campaigns to change community attitudes and behaviors favorable towards substance use.
- Increased taxation on alcoholic beverages.

Downstream Approaches:

- Rehabilitation and treatment centers for individuals struggling with a substance use disorder.
- Clean needle exchange program to reduce the spread of diseases among injection drug users.
- Naloxone distribution to reverse opioid overdoses and save lives.
- 24/7 crisis hotlines for individuals in immediate need of support for substance-related issues.
- Specialized courts that offer rehabilitation and counseling as an alternative to incarceration for non-violent drug offenders.
- Peer mentorship programs, recovery coaches, and support groups to assist individuals in maintaining sobriety and making healthier choices.
- Laws that require insurance companies to provide equal coverage for mental health and substance use disorder treatment as they do for physical health issues.



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Worksheet: Upstream or Downstream? (15 minutes)

Instructions:

1. Pair-up and assign—upstream, or downstream—to each of the examples in the table.
2. Be prepared to share the rationale for your responses with the large group.

Approach	Upstream	Downstream
Laws that require insurance companies to provide equal coverage for mental health and substance use disorder treatment as they do for physical health issues.		
Training programs for bartenders and alcohol retailers to prevent excessive alcohol service and underage drinking.		
Programs that enhance cognitive and social skills in young children to build a strong foundation for future decision-making.		
Programs to track and control the prescribing and dispensing of prescription medications to prevent opioid and other prescription drug misuse		
Clean needle exchange program to reduce the spread of diseases among injection drug users		
Specialized courts that offer rehabilitation and counseling as an alternative to incarceration for non-violent drug offenders		
Regulations on the advertising and promotion of alcohol and tobacco products to reduce their appeal to youth		
Peer mentorship programs, recovery coaches, and support groups to assist individuals in maintaining sobriety and making healthier choices.		
Community coalitions that bring together local organizations, schools, law enforcement, and healthcare providers to collaboratively address substance misuse issues		
Public awareness campaigns to change community attitudes and behaviors favorable toward substance use		
24/7 crisis hotlines for individuals in immediate need of support for substance-related issues.		
Workshops for parents to learn effective communication and parenting strategies that can reduce the risk of substance misuse in their children.		
Naloxone distribution to reverse opioid overdoses and save lives.		
Increased taxation on alcoholic beverages.		
Rehabilitation and treatment centers for individuals struggling with a substance use disorder		

