

Pacific Southwest (HHS Region 9)

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

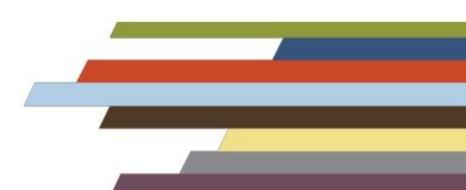


Prevention with Purpose: The Importance of Strategic Planning in Preventing Drug Misuse Among College Students

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Erin Ficker, MPAff, CPRS

Peggy Glider, PhD.



Disclaimer

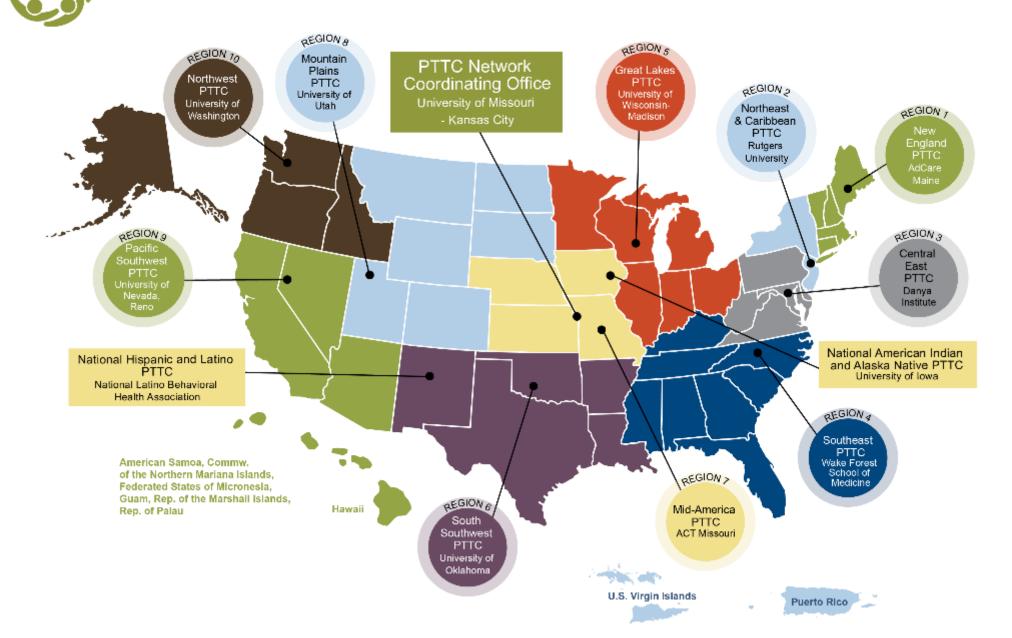
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PTT

Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



Purpose of the TTCs



Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.



Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.



PTTC Network Approach

The PTTCs...

Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts

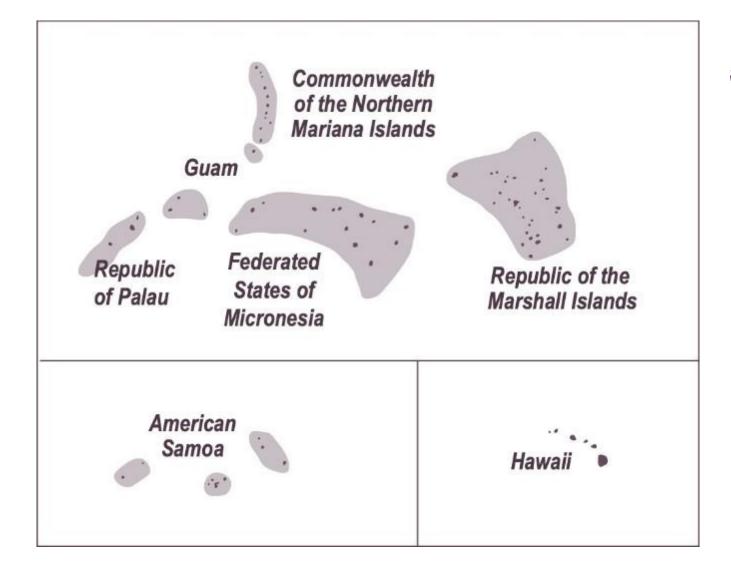
Provide training and resources to prevention professionals to improve their understanding of

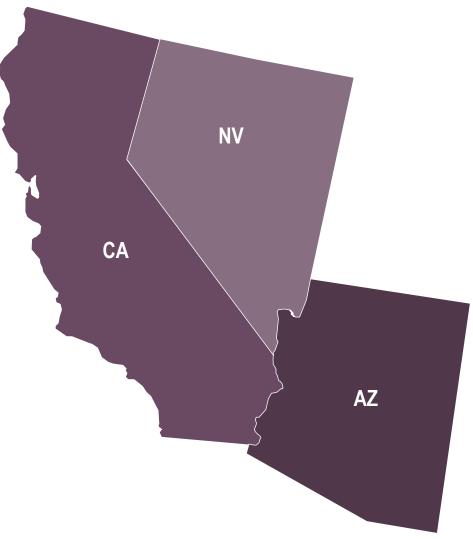
- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention practices.

Develop tools and resources to engage the next generation of prevention professionals

Pacific Southwest









Land acknowledgement

We acknowledge that the University of Nevada, Reno is situated on the traditional homelands of the Numu (Northern Paiute), Wašiw (Washoe), Newe (Western Shoshone), Nuwu (Southern Paiute) peoples. These lands continue to be a gathering place for Indigenous Peoples and we recognize their deep connections to these places. We extend our appreciation for the opportunity to live and learn on their territory.

Housekeeping

- Webinar recording and materials
- Certificates of attendance



Mark your calendar...

Office Hours

Every 3rd Thursday 11:00 am and 3:00 pm Pacific



Prevention with Purpose: The Importance of Strategic Planning in Preventing Drug Misuse Among College Students

Rich Lucey Senior Prevention Program Manager Drug Enforcement Administration

Erin Ficker Project Director Education Development Center

Pacific Southwest PTTC Webinar January 23, 2024

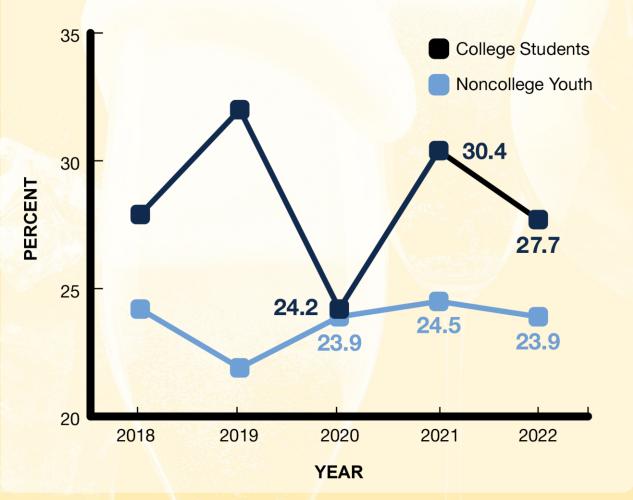


Agenda

- Drug Use Rates Among College Students (Rich)
- The Dangers of Fake Pills and Illicit Fentanyl (Rich)
- > DEA's Updated Strategic Planning Guide Purpose and Development (Rich, Erin)
- Successes and Challenges (Erin)
 - SPF Profiles in Action
 - Prevention Success During Times of Disruption
- Prevention Resources for Colleges and Universities (Rich, Erin)



Trends in 2-Week Prevalence of Having 5 or More Drinks in a Row among College Students vs. Noncollege Youth 1 to 4 Years beyond High School



Alcohol and Drug Use Rates Among College Students

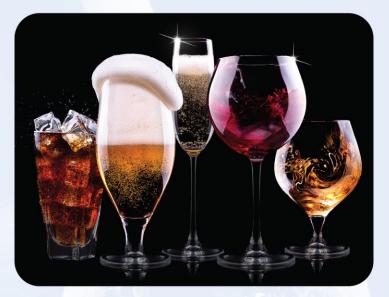




2-Week Prevalence of Having 10 or More Drinks in a Row among College Students, 2021 vs. 2022

10.5%

Alcohol and Drug Use Rates Among College Students



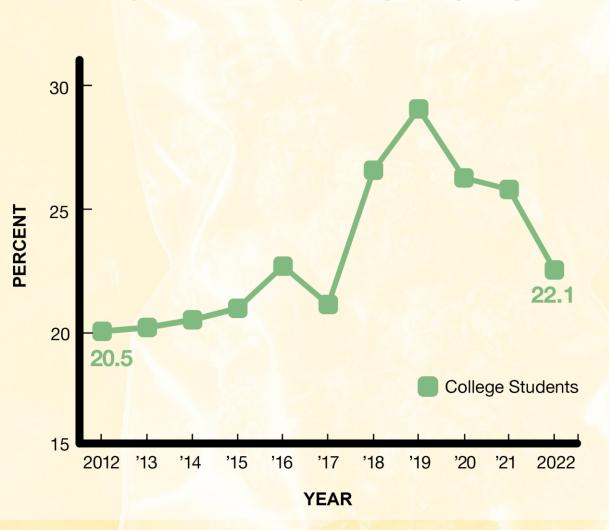
2021 versus



5.2%

High-intensity Drinking





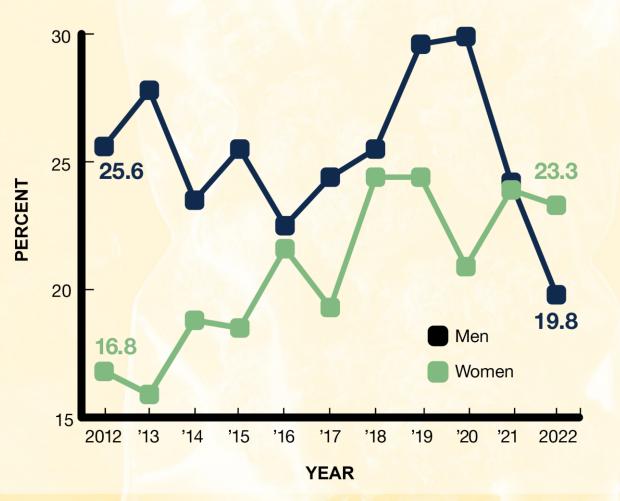
Trends in 30-Day Prevalence of Marijuana Usage among College Students

Alcohol and Drug Use Rates Among College Students





Trends in 30-Day Prevalence of Marijuana Usage among College Students 1 to 4 Years beyond High School, by Gender

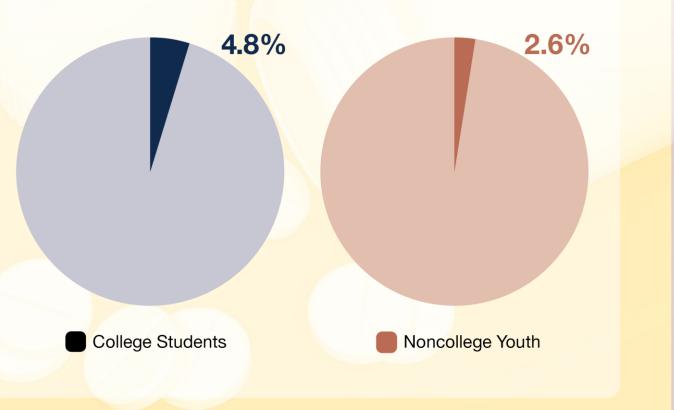


Alcohol and Drug Use Rates Among College Students





12-Month Prevalence of Nonprescription Amphetamine Use among College Students vs. Noncollege Youth, 2022



Alcohol and Drug Use Rates Among College Students





Mental Health of College Students



Anytime within the past 30 days:

- 35.1% felt things were hopeless*
- 27.3% felt so sad nothing could cheer them up*
- 24.7% felt worthless*

* Some, Most, All of the Time

Within the past 12 months:

- 34.4% felt anxiety affected academic performance Suicide:
- 3.0% likely to attempt suicide someday
- 2.3% attempted suicide within the last 12 months





The drug overdose crisis is a clear and present public safety, public health, and national security threat.





Overdose Deaths

Approximately **2/3** involved synthetic opioids, primarily fentanyl



> 110,000

ccObb

Drug overdose deaths over the last year Approximately <u>**1**/3</u> involved psychostimulants, primarily methamphetamine

Potentially Lethal Dose of Fentanyl







PUBLIC SAFETY ALERT



LETHAL DOSES OF FENTANYL FOUND IN FAKE PILLS

DEA reports a dramatic rise in the number of fake pills containing at least 2mg of fentanyl – what is considered a lethal dose



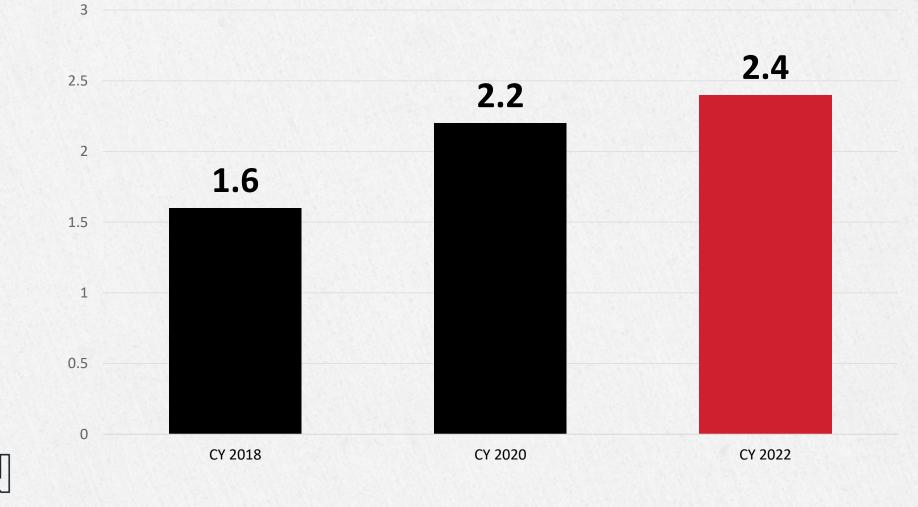
Today 7 out of ten DEA-tested pills with fentanyl contain a potentially lethal dose.



ONE

PILL

Average Fentanyl Dose in Tablets (mg/tablet) CY 2018–CY 2022



Source: DEA Advanced Information on Drugs Dashboard, November 2022



Most Common Fake Pills



Oxycontin[®]



Adderall®



Xanax®





Authentic Oxycodone



Fake Oxycodone









Authentic Xanax

Fake Xanax











Additional Threat: Access

Fake Rx pills are easily accessible & often sold on social media & e-commerce platforms; available to anyone with a smartphone.







Additional Threat: Access

Monitoring for suspicious text messages on social media or cash app posts could spark an important, and potentially life-saving, conversation.



One Pill Can Kill – Awareness Campaign



DEA's Message to the Public: Know the dangers and accessibility of deadly drugs online.

- Never take medicine that wasn't prescribed to you by your own doctor.
- Talk to your family and friends about the danger of buying drugs online.
- Spread the word that One Pill Can Kill.

www.dea.gov/onepill





Promoting One Pill Can Kill on College and University Campuses

www.campusdrugprevention.gov/onepill



ONE PILL CAN

Auburn University

Today's illicitly manufactured drug market is becoming inundated with fentanyl laced products. Fentanyl is killing Americans at an unprecedented rate. Many overdose victims have no idea they are ingesting fentanyl, until it's too late.



www.campusdrugprevention.gov/onepill





University at Albany



Fentanyl-laced pills have been reported in the

BE AWARE OF COUNTERFEIT PRESCRIPTION PILLS

Albany area

- · Counterfeit pills are widely available and can be lethal
- Any pill can be unknowingly tampered with and contain fentanyl
- Refrain from purchasing/using pills via social media or other unknown

sources Signs of Opioid Overdose

- Small, constricted "pinpoint pupils" Falling asleep or loss of consciousness
- · Slow, shallow breathing
- 1. Share this information · Choking or gurgling sounds · Pale, blue, or cold skin



STUDENT

eliminates disciplinary consequences for you and the students you are with if you call for help when drinking or using other druas



ining Feetanyl and Heith United States Brug Enforcement

BE AWARE OF FENTANYL-LACED CANNABIS 1

Reports of fentanyl-laced cannabis are on the rise.

· As a federally funded institution of higher · Cannabis products can be unknowingly tampered with and education, no use of cannabis, in any form, is contain fentanyl allowed at the University at Albany. Recent reports have confirmed

· In areas where recreational cannabis is legal, fentanyl in cannabis flower products. dispensaries offer a degree of safety that is not available when purchasing from a dealer. Refrain from acquiring cannabis via



HELP

2. Sign up for a NALOXONE training

Strategies such as a cold shower or coffee will not

save someone. Naloxone is a life saving medication that will reverse harmful effects of an opioid

overdose

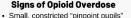
3. If you see signs of overdose, or

if you're unsure, call for help:

Off Campus: 911

On Campus: (518) 442-3131

1. Share this information



- Falling asleep or loss of consciousness
- Slow, shallow breathing
- · Choking or gurgling sounds

sources

· Pale, blue, or cold skin

UAlbany's Good Samaritan

Policv eliminates disciplinary consequences for you and the students you are with if you call for help when drinking or using other drugs.

SOURCES: STUDENT

Preventing an opiaid overdase tip card. https://www.cdc.gov/drugoverdase/pat/patients/Preventing-an-Opiold-Overdase-Tip-Card-o.pdf. STUDENT AFFAIRS CENTER FOR BEHAVIORAL HEALTH https://portal.ci.gov/DPH/Press-Room/Press-Releases--2021/01/lolals-From-The-Connecticut romotion and Applied Research Overdose-Response-Strategy-And-The-OPH-Issue-Warning

BE AWARE OF COUNTERFEIT PRESCRIPTION PILLS

Fentanyl-laced pills have been reported in the Albany area







1. Share this information

2. Sign up for a NALOXONE training (see link in bio)

Strategies such as a cold shower or coffee will not save someone. Naloxone is a life saving medication that will reverse harmful effects of an opioid overdose.

- 3. If you see signs of overdose, or
- if you're unsure, call for help: On Campus: (518) 442-3131

Off Campus: 911





Preventing an opioid overdose tip card, https://www.cdc.gov/.(n.d.). Ratrieved from https://www.cdc.gov/drucoverdose/adf/adjects/Preventing-on-Coloid-Overdose-Fio-Card-s.adt.

Off Campus: 911

or if you're unsure, call for help: On Campus: (518) 442-3131

Examples of drugs that can be laced:

· Hydrocodone (Vicodin)

· Amphetamines (Adderall)

GWN

HELP

Alprazolam (Xanax)

YOU

· Oxycodone (Oxycontin, Percocet)





University of Central Florida





www.campusdrugprevention.gov/onepill



ONE PILL CAN KILL

be deadly.

Fake prescription pills are now easily available though social media and e-commerce. Pills often contain fentanyl or methamphetamine, which can

GORDIE



ONE PILL CAN KILL

Many counterfeit pills are made to look like prescription opioids such as oxycodone, hydrocodone, alprazolam, or even stimulants like amphetamines.

> In one study, a DEA testing lab found that 4 out of every 10 pills with fentanyl contained a potentially lethal dose.

> > 🔆 gordie.org

University of Virginia

The poison control hotline gives free, confidential, expert medical advice 24/7 for overdose concerns. Poison Control can assist in identifying fake pills. Dial 1-800-222-1222 or scan this QR code to call your local Poison Center:

🔆 gordie.org



www.campusdrugprevention.gov/onepill



DEA's Outreach to Colleges and Universities



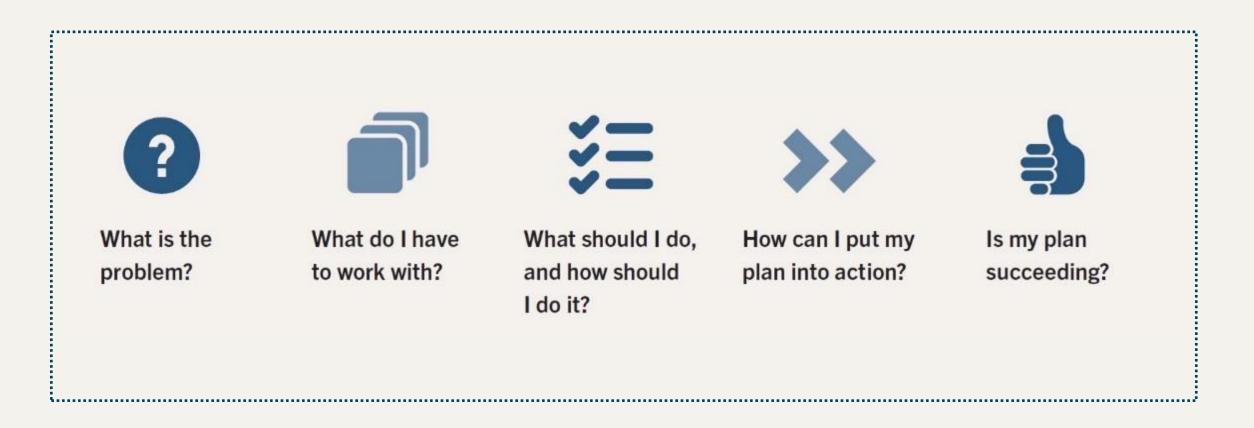
Strategic Prevention Framework





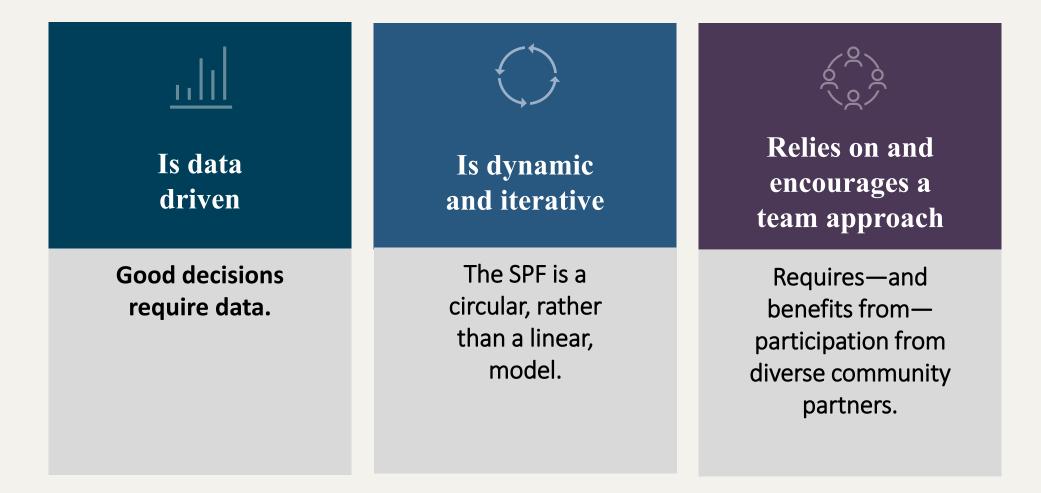
The SPF Process Answers...

Administration





Why Use the Strategic Prevention Framework? Because it...





Strategic Planning Guide

Prevention is not random.

- Prevention needs to be intentional.
- It needs to be **purposeful**.
- It needs to be strategic.



PREVENTION WITH PURPOSE:

A STRATEGIC PLANNING GUIDE FOR PREVENTING DRUG MISUSE AMONG COLLEGE STUDENTS



JANUARY 2024 EDITION



Prevention with Purpose

Provides a road map for prevention professionals to collaborate with a range of stakeholders to address campus-wide drug misuse issues

- > Overview of the guide
 - Eight easy-to-read chapters with helpful graphics
 - Print and online versions
 - > Online resources associated with each chapter
- ➤ What's New in the 2024 Edition
 - Data update
 - > SPF Profiles in Action
 - Integrating Culture Throughout the SPF
 - Prevention Success During Times of Disruption



PREVENTION WITH PURPOSE:

A STRATEGIC PLANNING GUIDE FOR PREVENTING DRUG MISUSE AMONG COLLEGE STUDENTS

Campus Drug Prevention

JANUARY 2024 EDITION



PREVENTION WITH PURPOSE: A strategic planning guide for preventing drug misuse Among college students

UPDATED EDITION

What's New in this Edition of *Prevention with Purpose*

Data Update

Data from the January 2020 edition was reviewed, revised, and updated as needed. The updates make this edition more current and reflective of the prevention landscape at the time of publication.

SPF Profiles in Action

Throughout the guide we have added profiles highlighting real-life stories from campus prevention professionals. Included throughout the guide, each profile focuses on a unique or innovative approach to a step of the SPF process. The profiles were developed from interviews with prevention professionals from schools across the country.

ulture Throughout the Strategic Prevention Framework

he revised guide now contains ideas for building considerations of cultural factors into each step of the SPF. By incorporating culture into prevention programming, campuses can better meet the diverse speriences and needs of their student populations, creating a healthy environment for all.

evention Success During Times of Disruption

is new chapter focuses on five strategies for success during times of disruption to campus life, such as break of disease, severe weather, and on- and off-campus tragedies.



JANUARY ED

PREVENTION WITH PURPOSE: DATA UPDATE



CONSIDERING CULTURE THROUGHOUT THE SPF

PREVENTION WITH PURPOSE:

Prevention Framework

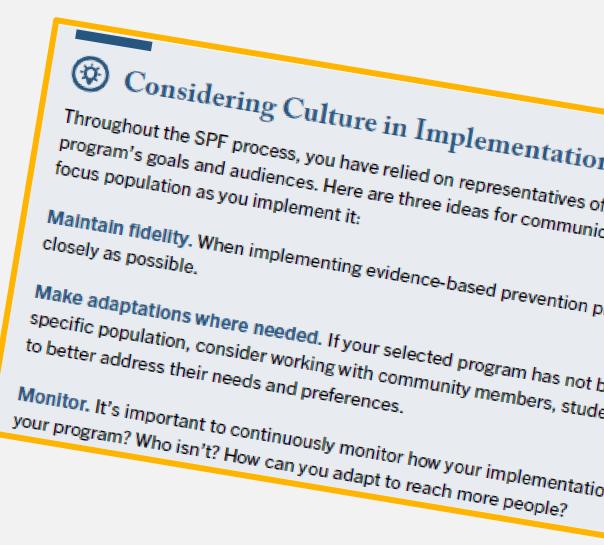
Considering Culture Throughout the Strategic





HIGHLIGHTING CULTURE

- New sections Chapters 3-7
- Highlight actions and considerations needed to ensure culturally responsive and inclusive prevention programming and processes.
- Links directly to the Prevention with Purpose: Considering Culture Throughout the Strategic Prevention Framework





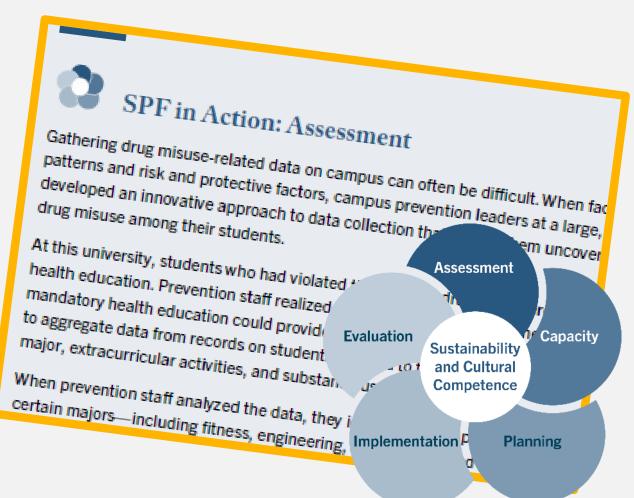
SPF IN ACTION PROFILES





DEVELOPMENT OF PROFILES

- One profile per SPF Step
- More than a dozen interviews with campus prevention professionals
- Provides real world examples of the application of each SPF step
- Unique approaches to challenges



SPF IN ACTION: HIGHLIGHTS

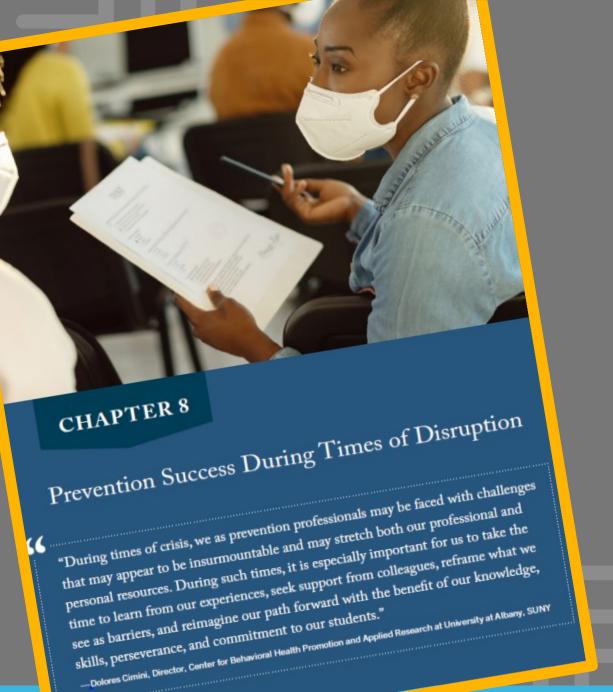
Assessment

- Finding data sources to inform prevention when data is limited **Capacity**
- Unique and innovative ways to get reluctant partners to see the need to prioritize prevention

Planning

- Creative ways to engage students in the planning process Implementation
- Using process data to improve implementation in real time **Evaluation**
- Intentional and innovative efforts to evaluate prevention strategies







NEW CHAPTER: Prevention Success During Times of Disruption

DEFINING DISRUPTION

Any event that either poses to, or actively interrupts, the regular learning of students on campus – disruption can divert resources and attention from campus prevention efforts.





PREVENTION IN TIMES OF DISRUPTION

Strategies for preparing for and responding to disruptions

- Based on interviews with campus prevention professionals
- Builds on learning during the COVID-19 pandemic
- Strategies are connected to the SPF process

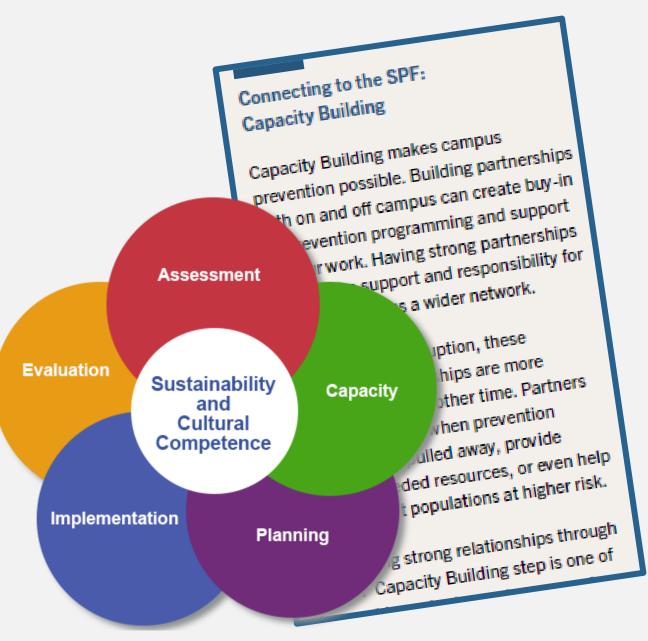


STRATEGIES TO PREPARE FOR DISRUPTION



- 1. Stay Strategic
- 2. Commit to Assessment
- 3. Leverage Existing Partnerships
- 4. Get Close to Leadership
- 5. Be Flexible and Creative





DISRUPTION AND THE SPF

- Strategies align with the SPF steps – or tasks with a step
- Strategic planning is the best preparation for the unknown



DEA's Prevention Resources for Colleges and Universities

DEA's Resources for Colleges and Universities Campus-Specific Fact Cards

PREVALENCE

WHAT YOU SHOULD KNOW ABOUT CANNABIS USE AMONG COLLEGE STUDENTS

 Nearly one in 12 college students (7.9 percent) use marijuana on a daily basis, which is the highest WHAT YOU SHOULD KNOW ABOUT **PRESCRIPTION DRUG** MISUSE AMONG COLLEGE STUDENTS

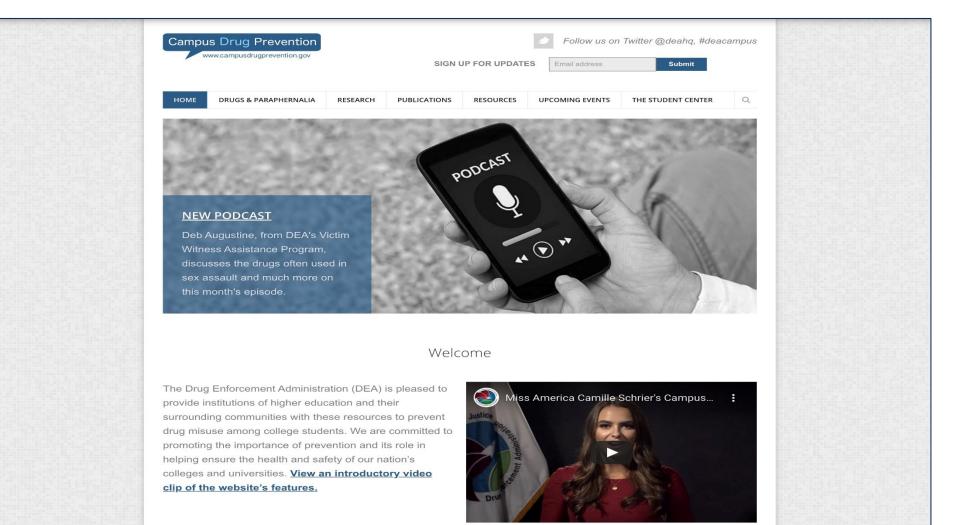
PREVALENCE

 Approximately 10% of college students reported using one or more types of prescription drugs (i.e., WHAT YOU SHOULD KNOW ABOUT... IMPAIRED DRIVING AMONG COLLEGE STUDENTS

PREVALENCE & CONSEQUENCES

 In 2016-2020, among full-time college students attending 4-year colleges at ages 19-22, 17.4% reported driving under the influence of alcohol, marijuana, or another illicit drug in the past 2 weeks.

DEA's Resources for Colleges and Universities www.campusdrugprevention.gov





DEA's Resources for Colleges and Universities Prevention with Purpose Supplemental Resources



PREVENTION WITH PURPOSE:

A Resource for Student Affairs Professionals



PREVENTION WITH PURPOSE:

A Resource for Campus Police and Public Safety Personnel



PREVENTION WITH PURPOSE:

A Resource for Community and Technical Colleges



PREVENTION WITH PURPOSE:

A Resource for Faculty Members



PREVENTION WITH PURPOSE:

A Resource for Presidents and Senior Administrators



Considering Culture Throughout the Strategic

Prevention Framework



Promoting Shared Responsibility Using a Collective Impact Framework



PREVENTION WITH PURPOSE:

Campus Health/Counseling Center Administrators



PREVENTION WITH PURPOSE:

A Resource for Engaging Student-Led Organizations



PREVENTION WITH PURPOSE:

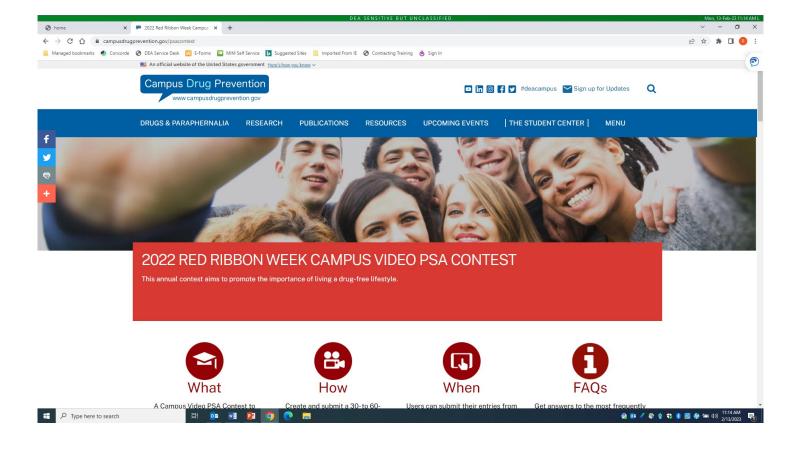
Working with Community Coalitions





DEA's Resources for Colleges and Universities Red Ribbon Week Campus Video PSA Contest







ADDITIONAL RESOURCES

- <u>Collaborating with Higher Education</u> (Strategic Prevention Technical Assistance Center, Tip Sheet)
- <u>The Competencies Guide for Higher Education Substance Misuse Prevention</u> (Mid-America PTTC)
- Inclusive Substance Abuse Prevention Among College Students (MN) (Wilder Research)
- <u>Prevention on the College Campus</u> (Mid-America PTTC, recorded podcast)
- Working Together: Understanding How Community Coalitions Can Partner with College Campus Prevention (Great Lakes PTTC, recorded webinar)



Contact Information

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Erin Ficker Project Director Education Development Center, Inc. <u>eficker@edc.org</u>



Strategic Prevention Framework at The University of Arizona Peggy Glider, Ph.D.

www.health.arizona.edu

ASSESSMENT



- Quantitative Assessment Data
 - Annual Health and Wellness Survey random sample of classes
 - Biannual AZIHE Wellness Survey statewide online survey
 - Campus data (Campus Police, Dean of Students, Residence Life, etc.)
- Qualitative Assessment Data
 - Key Stakeholder Interviews
 - Student Focus Groups
 - Documents review meeting minutes, requests for information/presentations/trainings, etc.
- Share data with key stakeholders regularly

www.health.arizona.edu

CAPACITY



- It's all about relationships
- Developed good working relationships with departments across campus (academic and student affairs)
- Developed good working relationships with community agencies
- Engaged regularly with partners, collaborators and interested parties
- Continued to determine who else should be at the table, including identifying those who may NOT be supportive and how to get them engaged
- Determined and built cross-departmental resources
- Tried to think outside the box
- Made sure to include a wide variety of voices, experiences and groups

PLANNING



Built a strategic plan with committee of stakeholders

- Based on assessment data
- Utilized strengths and resources from partners
- Identified or developed programming to fill in gaps and meet identified needs
 - Campus as a whole
 - Specific sub-populations
- Shared and continued to update strategic plan, as needed, with collaborators/partners

IMPLEMENTATION



- Utilized strategic plan to determine:
 - Which programs to provide to whom
 - When
 - How often
- Hired and/or trained staff to implement programming
- Monitored programs for fidelity across time, staff and participant groups
- Modified programs, as needed, to meet needs of specific populations

EVALUATION



- Process evaluation
 - What was provided
 - To whom
 - How often
 - Fidelity
- Outcome evaluation
 - Collected pre/post or retrospective posttests
 - Conducted focus groups with participants
 - Looked for changes in data from assessment surveys
- Shared findings with staff and key stakeholders
- Continued to use findings to revise strategic plan and/or programming as needed

CULTURAL COMPETENCE & SUSTAINABILITY



Considered these across each step of the model:

- Approached each aspect of the model with cultural humility
 - Made sure that individuals were encouraged to share their ideas/perspectives based on personal identities and lived experiences
- Thought about sustainability for each aspect of the model
 - Considered what resources and collaborative supports were needed



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Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form! *Thank you!* <section-header>

Connect with us!

Find us on the web: www.pspttc.org Join our mailing list: http://eepurl.com/glssWD Email with general questions: pspttc-info@casat.org Like us on Facebook: https://tinyurl.com/PSPTTC-Facebook Follow us on Twitter: https://twitter.com/PS_PTTC Call us toll-free: 1-833-9SW-PTTC

Pacific Southwest PTTC Contact Information

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Thank You!





Center for the Application of Substance Abuse Technologies UNIVERSITY OF NEVADA, RENO

