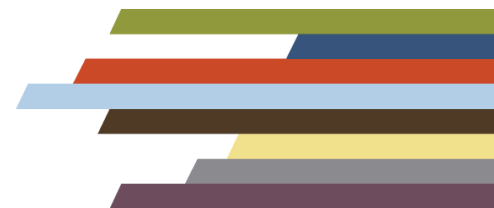




Understanding and Addressing the Social Determinants of Health in Prevention

March 10, 2021

Thank you for joining us today.
We will begin promptly at 1:00 PM Eastern.



Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

This training was developed under the Substance Abuse and Mental Health Services Administration's **Addiction**, **Mental Health**, and **Prevention** Technology Transfer Center task orders.

For training use only.

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LIVE

This webinar is now live.



It is being recorded
and archived.



Please remain muted.



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Welcome

Central East ATTC, MHTTC, and PTTC Webinar

Understanding and Addressing the Social Determinants of Health in Prevention



The Central East ATTC, MHTTC, and PTTC are housed at the Danya Institute in Silver Spring, MD

Renata Henry
Executive Director

Each TTC Network includes 13 centers.*



Network Coordinating Office

National American Indian and Alaska Native Center

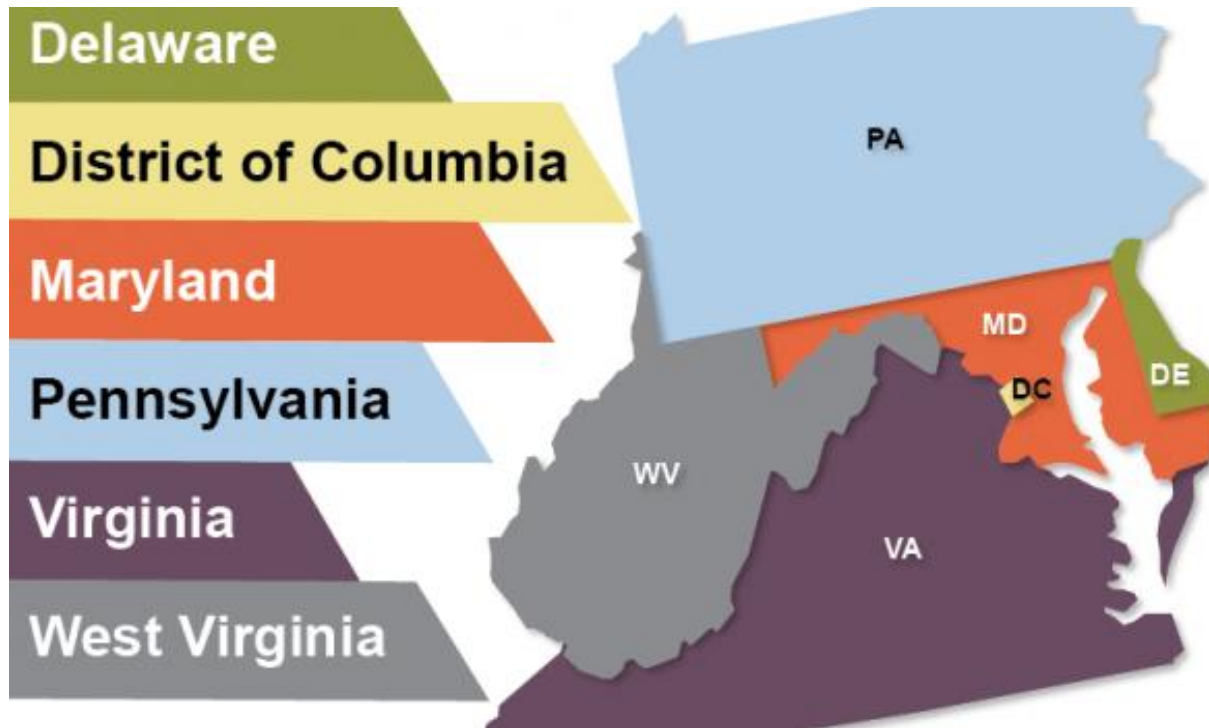
National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)

**The ATTC Network also includes 4 international HIV centers funded by the President's Emergency Plan for AIDS Relief.*

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Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

Consistent with Regional, State and Local Needs

No cost

Data Driven

EBPs provided by Subject Matter Experts



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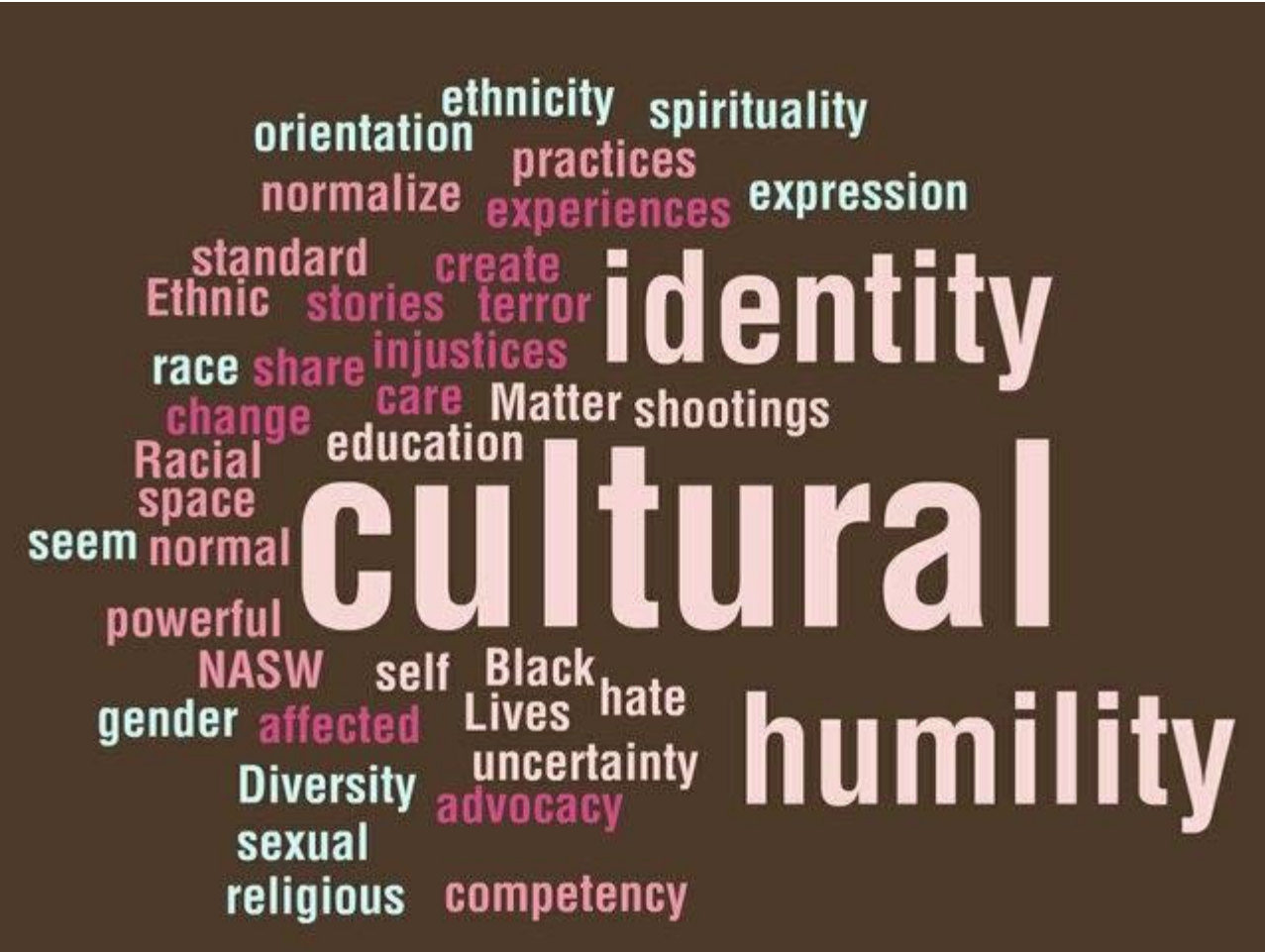
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.





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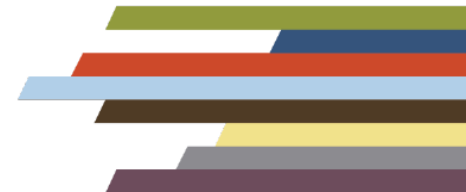
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Understanding and Addressing the Social Determinants of Health in Prevention

March 10, 2021

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Presenters



Josh Esrick
Presenter



Emily Patton
Presenter



Key Objectives

- Explain what the social determinants of health are and how they relate to the socio-ecological model of prevention
- Discuss the social determinants of health linked to increased risk of substance use
- Overview the public health approach to prevention and the role of environmental strategies
- Examine the research on examples of environmental strategies



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The Social Determinants of Health

“Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks” (HHS)

Social Determinants of Health



Social Determinants of Health
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 Healthy People 2030



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The Five Domains of SDOH (HHS)

- Economic Stability
- Education Access and Quality
- Health Care Access and Quality
- Neighborhood and Built Environment
- Social and Community Context

The SDOH can be thought of as another way to organize and think about community- and society-level risk factors.



Connection to the Socio-Ecological Model



- Community Factors: Settings where individuals are and relationships occur; the attitudes and behaviors among the wider community
- Societal Factors: Social and cultural norms; government policies



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Understanding the SDOH

- The SDOH are often the really “big picture” aspects of life
 - Sometimes too big for prevention professionals to address alone; or even at all
- However, prevention can play an important role in an overall public health approach focused on SDOH
- And being involved with other stakeholders we can better support a whole health approach to improving overall well-being
- Further, by understanding them, we learn more about the landscape we are working in with our other interventions



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Economic Stability

- In 2019, 1 in 10 US residents lived in poverty (HHS); which is often tied to lack of economic stability and opportunity
- Most research shows that residents of more economically disadvantaged neighborhoods are at greater risk of substance use
 - And this impact is larger among people with lower incomes (Boardman et al; Gauffan et al)
- Strategies exist to support people finding employment; and help people address costs



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Education Access and Quality

- Access to high quality education and attainment of higher levels of education are associated with longer, healthier lives
- Research also shows educational attainment and academic commitment as protective factors against substance use (Collins et al; Arkes & Iguchi)
- Strategies exist to improve academic performance, improve school performance, and expand access to higher education



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Health Care Access and Quality, 1

- In 2020, 12.5% of US adults 19-64 lacked any health insurance coverage, and another 30.8% had insufficient coverage (Commonwealth Fund)
 - Lack of coverage is strongly associated with lack of access or affordability of health care services (HHS)
 - Even people with coverage can face challenges due to lack of service providers in their areas



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Health Care Access and Quality, 2

- Health care services are strongly associated with improved health care outcomes, including reduced risk of substance use disorders
 - Health insurance coverage itself is considered a protective factor against substance use (Arkes & Iguchi), as it can increase the likelihood of receiving screening and preventative services
- Strategies exist to improve access to coverage, and access to providers



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Neighborhood and Built Environment

- Issues such as high rates of violence, unsafe air or water, and other health and safety risks can all dramatically impact health outcomes (HHS)
 - Racial/ethnic minorities and people with lower incomes are more likely to live in neighborhoods with such issues (HHS)
- Not all of these issues have been directly linked to substance use risk; though many have been
- Also, in a collaborative public health approach, our partners may be seeking to address some of these issues



Social and Community Context

- Relationships with community members, experiencing discrimination, and interactions with friends, family, and peers can all impact health outcomes (HHS)
 - Large amount of research on how relationship-level risk factors influence substance use
 - Community relationships, and stress from negative events like experiencing discrimination can all influence risk as well (Kulis et al)
- Many relationship-focused strategies exist, as do wider strategies focused on issues like bullying and discrimination



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Public Health and Prevention

- Focuses on populations rather than individuals
- Identifies the causes (i.e., SDOH, risk and protective factors more broadly) for why an issue is occurring & how widespread those causes are
- Implements policies and activities to address those causes (prevention)
- Ensures equal access to care and reductions in outcome disparities among people already experiencing the issue



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Public Health Approach

- According to the Surgeon General's report (2016) on Alcohol, Drugs, and Health, it is critical to:
 1. Understand that substance misuse and substance use disorders harm the health and well-being of individuals and communities.
 2. Coordinate and implement health reform and parity laws
 3. Fully integrate the continuum of services for substance use disorders with the rest of health care
 4. Implement highly effective community-based prevention programs and policies that already exist
 5. Use future research to guide the new public health approach (PHA) to substance misuse and substance use disorders



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What Does a PHA Look Like? (SAMHSA)

- Collaboration between many different stakeholders from across substance use, behavioral health, and other health areas
- Stakeholders work together to implement many different evidence-based strategies to address all aspects of a person's health and wellness
- Success is measured across a person's well-being



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Environmental Strategies

- Environmental strategies are population-based interventions that seek to change the context in which people make decisions (Freiden, 2010)
 - Seek to address existing structures, institutions, norms, policies, and laws that are favorable towards substance use
- Part of a PHA to prevention
 - Working with stakeholders outside prevention
- Part of a comprehensive approach to prevention
 - Implemented in conjunction with individual strategies



Environmental Strategies

- Environmental strategies can be found at all levels of prevention
 - Universal environmental strategies
 - E.g., Raising an excise tax on tobacco products
 - Selective environmental strategies
 - E.g., Funding temporary housing for homeless people
 - Indicated environmental strategies
 - E.g., Improving school-based access to depression treatment services
- Most tend to be Universal



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Why Use Environmental Strategies

- Environmental strategies have several advantages
 - Broad reach
 - Easier to impact entire populations
 - Cost efficient
 - Significantly lower costs in many cases
 - Sustainable
 - Many do not require continued funding once in place
 - Enduring effects
 - Changes in underlying conditions means that future populations are also served



Examples of Environmental Strategies

- Numerous ways to reduce substance misuse through the use of environmental strategies
- The strategies we will cover today include
 - Policy
 - Infrastructure Building
 - Enforcement
 - Communications
 - Surveillance



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Policy Strategies

- These target both society and community level influences to reduce substance use (both legal and illegal)
- They seek to restrict access to substances, can mandate tracking/training/data collection activities, and work to limit distribution and promotion
- Examples of effective policy strategy elements include
 - Adults being held accountable for their purchases
 - Price increases for legal substances
 - Restrictions on use and sale (alcohol)
 - Deterrents to using or incentives for not using (alcohol)



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Policy Strategy Example

- Beer keg registration in 30 states (as of 2019), which requires retailers to tag, sticker, or engrave an identification number on kegs that exceed a specified capacity
- This policy aims to reduce the availability of alcohol to underage youths in social settings
- States can decide how to enforce this policy but some tools for implementation include
 - Deposits on keg purchases
 - Penalties
 - Collection of purchaser information



Infrastructure Building Strategies

- They focus heavily on collaboration, which is essential for success
- Involve implementing more than one strategy simultaneously or in tandem (should be complementary strategies) to develop a new enhanced infrastructure
- The new infrastructure can further expand and incorporate additional strategies (e.g. individual strategies) to have a deeper impact
- Can reach different risk populations
- Encourage a shared vision and purpose of direction



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Infrastructure Building Strategy Example

- Prevention Trial in the Cherokee Nation
 - Community representatives and family members participated in meetings, trainings, and the development of an action plan
 - Combined a community organizing process from an established intervention with a screening, brief intervention, and referral to treatment protocol from a newer intervention
 - Designed to be culturally appropriate for Native American (Cherokee youth) high school students
 - Focused on reducing current use, heavy episodic drinking, and alcohol-related consequences
 - Social workers, counselors, & certified staff served as coaches to the youth



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Enforcement Strategies

- Focuses on law enforcement as well as the larger community to help ensure laws and regulations are effective
- Examples of strategies include
 - Retail Access Restrictions
 - Juvenile Diversion
 - Sobriety Checkpoints
 - Shutting down “Pill Mills”
 - Law Enforcement Training



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Enforcement Strategy Example

- A 2010 initiative in Florida to shut down “Pill Mills”
- The goal of this strategy was to prevent physician-driven diversion of prescription drugs and to limit the supply of prescription drugs available for diversion
- The state used a wide-variety of strategies in this effort including
 - A medical examiner reporting system
 - Pain clinic regulations and certification requirements
 - Law enforcement raids on pill mills
 - Prescription drug limits of sale
 - Mandatory PDMPs
- These initiatives led to a statistically significant decrease in FL’s prescription drug overdose rate



Communication Strategies

- Can be used to help change or reinforce community norms about substance use
- Increases public awareness about specific issues and problems
- Examples of effective communication strategy elements include
 - When they are combined with more intensive and interactive prevention approaches
 - They present messages that appeal to people's motives for and perceptions of substance use
 - Messages are tailored to the audience
 - Messaging is placed where people are likely to see and hear them



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Communication Strategy Example

- Social Norms Campaign at a liberal arts university that focused on underage drinking
- Used research to understand the scope of the problem and help develop a social norm strategy for more effective targeting
- Project used five activity categories: (1) data collection, (2) print media campaigns, (3) electronic media campaign, (4) curriculum development, (5) campus presentations, staff development, and cocurricular activities
- Outcomes included decreases in misperceptions about their peers' use of alcohol as well as declines in actual drinking behavior



Epidemiological Surveillance Strategies

- These types of strategies help inform incidence and prevalence of targeted issues
 - Generates information for decision-makers and community members that is easily understandable and readily usable
 - Provides timely data about trends and risk and protective factors that predict outcomes
 - Supports priority setting and decision-making regarding choice of programs, policies, and practices to improve well-being
- Incorporating a feedback loop is important for continuous intervention evaluation and monitoring



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Epidemiological Surveillance Example

Nova High School Implementation Plan

- Developed and implemented a survey to identify risk and protective factors as well as substance use rates among students
- Used the data to develop desired outcomes which included
 - Decreasing 30-day alcohol use
 - Decreasing favorable attitudes towards substance use
 - Increasing peer-individual social skills
- Tested an effective program to target these behaviors and norms



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How to Fit In Environmental Strategies

- There are many types of environmental strategies; far more than the examples just provided
- Prevention professionals often have limited resources; and there are behavioral strategies we usually want to implement as well
- Need to consider how to fit environmental strategies, and the entire concept of the public health approach, into a comprehensive approach to prevention



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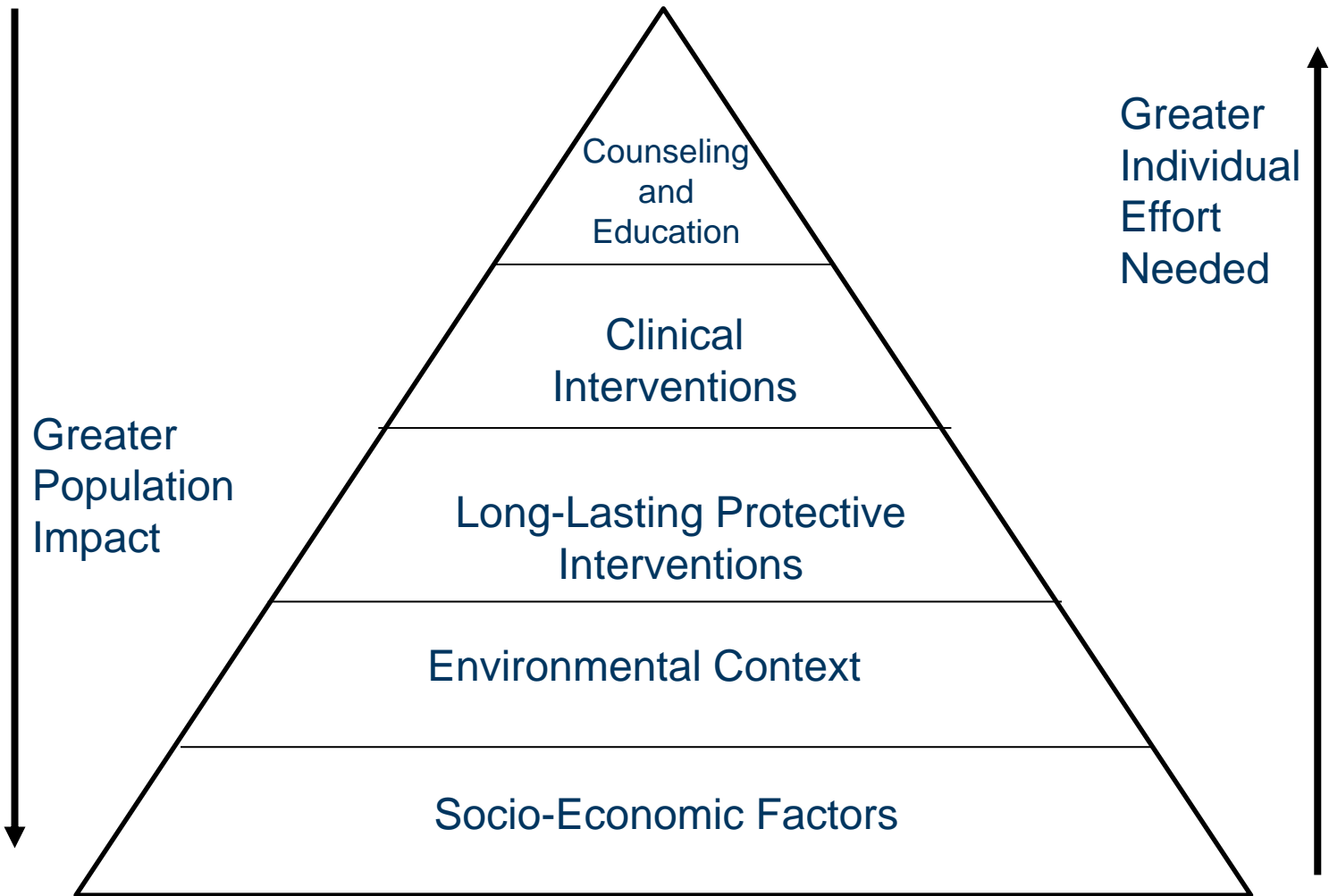
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A Comprehensive Approach (Frieden, 2010)



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Looking at Tobacco Prevention (Frieden, 2010)

- **Socio-Economic Factors**
 - High poverty rates associated with higher smoking rates
- **Environmental Context**
 - Excise taxes; smoke-free workplaces
- **Long-Lasting Protective Interventions**
 - Graphic anti-smoking ad campaigns created a “social immunization” against the idea of smoking
- **Clinical Interventions**
 - Smoking cessation medications; encourage healthy diet and exercise to reduce stress
- **Counseling and Education**
 - Education about the risks of smoking



Conclusion

- SDOH are the “big picture” environmental conditions that impact our lives
- We need to understand the ways that SDOH influence health outcomes, and the role prevention professionals can play in addressing them
- Being part of a public health approach and implementing environmental strategies is a way for prevention professionals to affect the big picture



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