



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

What Does NOT Work in Prevention

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March 2, 2022

Objectives

- Identify at least 5 interventions that have been shown through research to NOT be effective in preventing substance misuse
- List evidence-based approaches that can be used as effective alternatives to the ineffective/counterproductive strategies
- Describe strategies to address resistance to discontinuing ineffective and/or counterproductive prevention strategies

Agenda



- Open to learning
- Ask questions
- Share your experiences
- No shaming
- No guilt
- No judgment





What is your greatest fear or hope when you hear,
“What does NOT work in prevention?”

A History of Evidence

The importance and role of evidence-based strategies in
substance misuse prevention

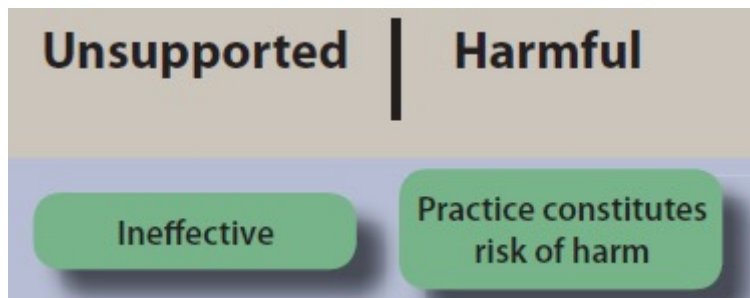
A Timeline of Prevention

TIME	STRATEGY	ACTIVITIES
1950s and 1960s	Scare tactics	Films and speakers
Early 1970s	Drug education	Curricula based on factual information
Mid-/Late-1970s	Affective education and alternatives to drug use	Curricula based on communication, decision-making, values clarification, and self-esteem
Late-1970s to early 1980s	Affective education, alternatives to drug use and training	Social skills curricula, refusal skills training, parenting education

A Timeline of Prevention, continued

TIME	STRATEGY	ACTIVITIES
Late-1980s to mid-1990s	Parent, school, and community partnerships	Research-based curricula, peer programs
Mid-1990s to 2010	Replication of research-based models and application of research-based approaches	Environmental approaches, comprehensive programs targeting many domains and strategies, evaluation of prevention programs, media campaigns
2010s to today	Expansion of research base-models with a focus on more diverse audiences through continued evaluation and research	Cross sector prevention efforts, public health focus, community-based strategies for greater impact, focus across the lifespan and on diverse population groups

Continuum of Evidence of Effectiveness



Keep in Mind

Implementing effective, evidence-based programs ensures that prevention programs and policies do no harm

Ineffective/counterproductive prevention strategies can increase the risks of drug misuse

Strategic Prevention Framework





Good planning is
key to success

Why Use the SPF?

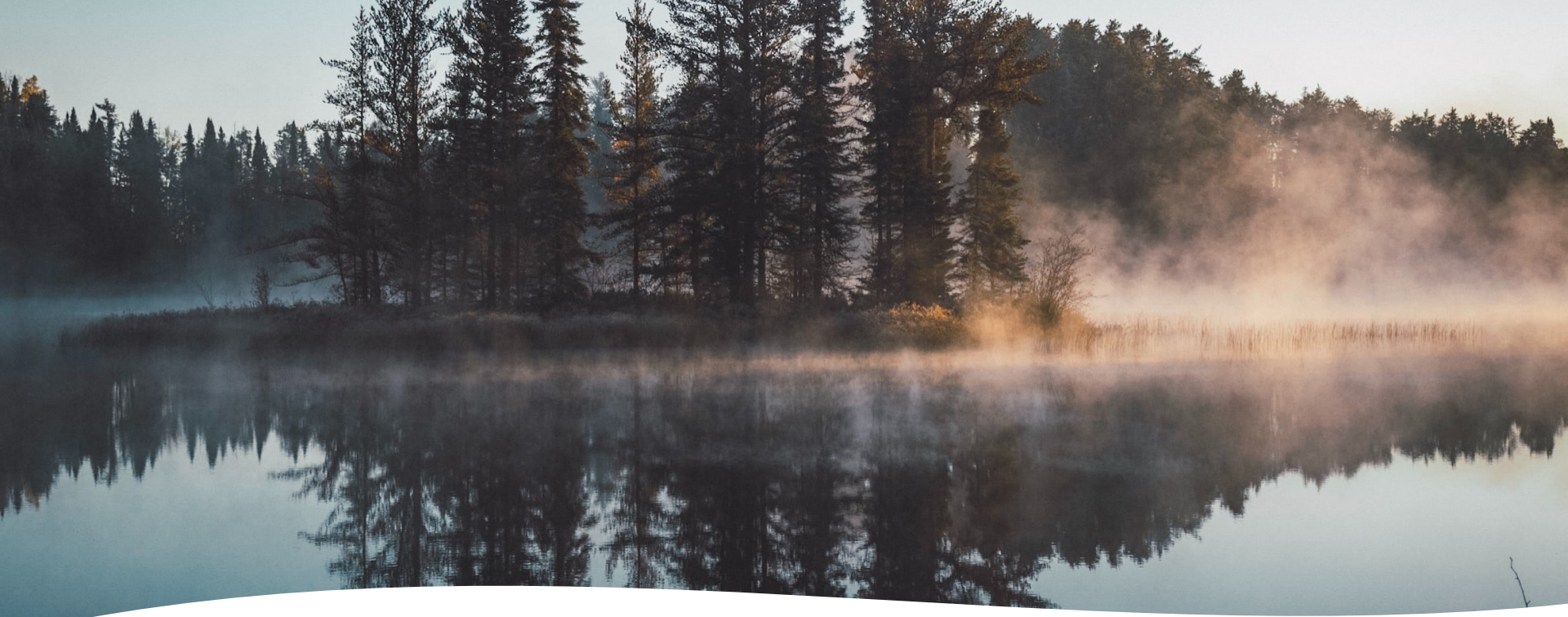
Where is Program Selection in the SPF?



Step 3: Planning

- Prioritize risk/protective factors
- **Select effective, evidence-based program**
- Develop comprehensive, data-driven plan





Reflection #1

- How does your community/organization typically make decisions about strategies to implement?
- Does the loudest voice in the room “win”?
- Is it hard to break “traditions” in terms of what is implemented year to year?
- Does data drive your decisions?



Any Questions So Far?

Comparing Effective and Ineffective Prevention Strategies

A review of strategies with a focus on what research and evidence shows about effectiveness



Ineffective Education Strategies

- One-time events
- Assemblies
- Personal testimony from people in recovery
- Mock car crashes
- Drunk goggles



Ineffective: Assemblies



- Often involves scare tactics and other ineffective appeals
- One-time presentation of information
- Impact is not lasting



Ineffective:

Personal Testimonies

- Youth and young adults perceive themselves as “indestructible”
- Understanding of connection between behavior and consequences is still developing in youth
- Often feature extreme stories that can undermine the prevention message and messengers if the message does not match the experience





Ineffective:

Mock Car Crashes

- Sensationalizes
- Little to no lasting impact
- Can be traumatizing



Ineffective: “Drunk” Goggles



- Little to no long-term impact
- Research has shown no evidence of effectiveness
- Often part of one-time events



Effective Education

- Social emotional learning curricula in school
- Parenting programs focused on talking to and supporting youth
- Curricula proven to address risk and protective factors
- Age-appropriate information delivered over time
- Long-term education campaigns with a focused goal and audience





Ineffective Appeals

- Fear-based campaigns
- Grotesque images
- Long-term consequences
- Exaggerated dangers
- Moralistic appeals





Ineffective: Fear-based Campaigns

- Shown to be ineffective with most audiences
- Messages not developmentally appropriate
- Can backfire if experiences are contrary

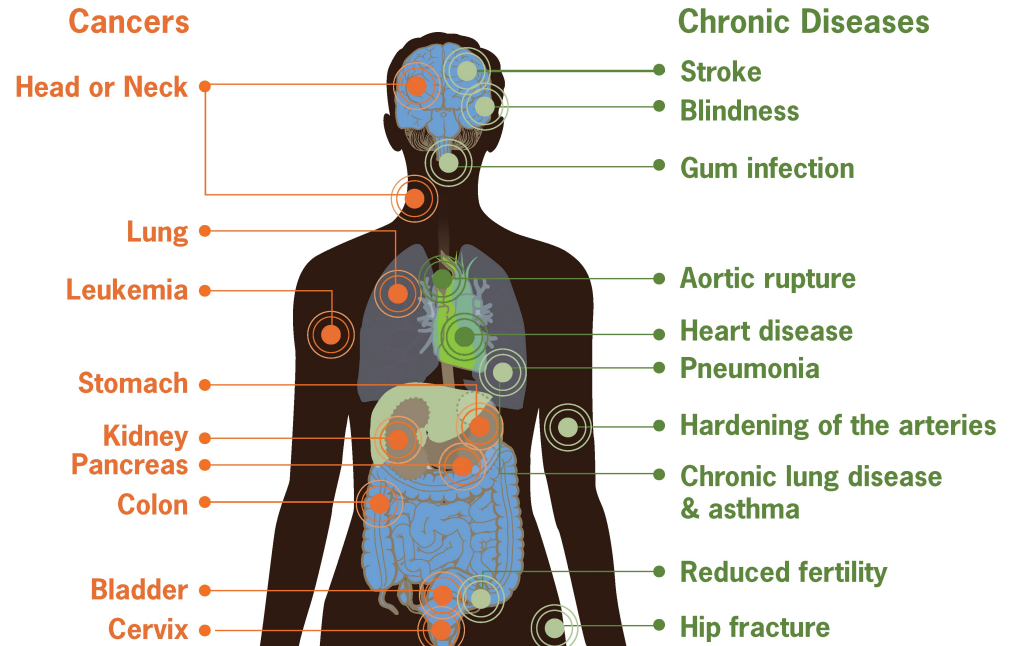


Ineffective: Long-term Consequences

- Shown to be ineffective
- Outcome too far in the future to influence
- “It won’t happen to me”

Risks from Smoking

Smoking can damage every part of the body





Ineffective: Exaggerated Dangers

- Loss of trust in prevention messages
- Can be counter to personal experiences
- Attitude of “indestructability” among youth and young adults





of 5 Panthers **DO NOT** drink alcohol

Join the Crowd!

Funded by Georgia Department of Behavioral Health and Developmental Disabilities, Office of Prevention Services and Programs.



I got this!

I make my own choices. Like not drinking until I'm older. That's my choice for me. And it keeps me from doing something dumb. For more information on waiting to drink, visit IGotThisChicago.org

paact
PREVENTING ALCOHOL ABUSE
IN CHICAGO TEENS

Ann & Robert H. Lurie
Children's Hospital of Chicago

This campaign is supported by the Strategic Prevention Framework Partnerships for Success Catalogue of Federal Domestic Violence Substance Abuse and Mental Health Services Administration through a grant administered by the Illinois Department of Human Services.

Effective Appeals

- Normative messages regarding peer use and actions
- Short-term impacts of use
- Positive effects of no use





Ineffective Information Sharing

- Knowledge-based interventions
 - Drug fact sheets
 - Effects of drugs
- Myth busting





Effective Information Sharing

- Education related to risk and protective factors
- Action-focused information





Reflection #2

- Write one strategy that has been or is being done in your community that is known to be ineffective
- List the reasons why the community (or an individual) is invested in this strategy

What Drives Continued Implementation of Ineffective Strategies

- Perception that the interventions are “liked” by the audience
- Partners not open to change
- Partners insist on implementing despite evidence
- Individuals feel the strategy “worked for me”
- Concern regarding capacity and/or cost



Questions? |
Clarifications?

Moving Forward...



Simon Sinek Video: Consider...

Incremental change vs sudden change

- How can you move your community ***incrementally*** toward more effective strategies?

Law of Diffusion of Innovation

- How can you apply this law to moving your community toward more effective strategies?
- Who might your early adopters be? How can you build demand?

Video: Navigate and Embrace Change



<https://www.youtube.com/watch?v=pUmTQ-86-YI>

Video Debrief

Incremental change vs sudden change

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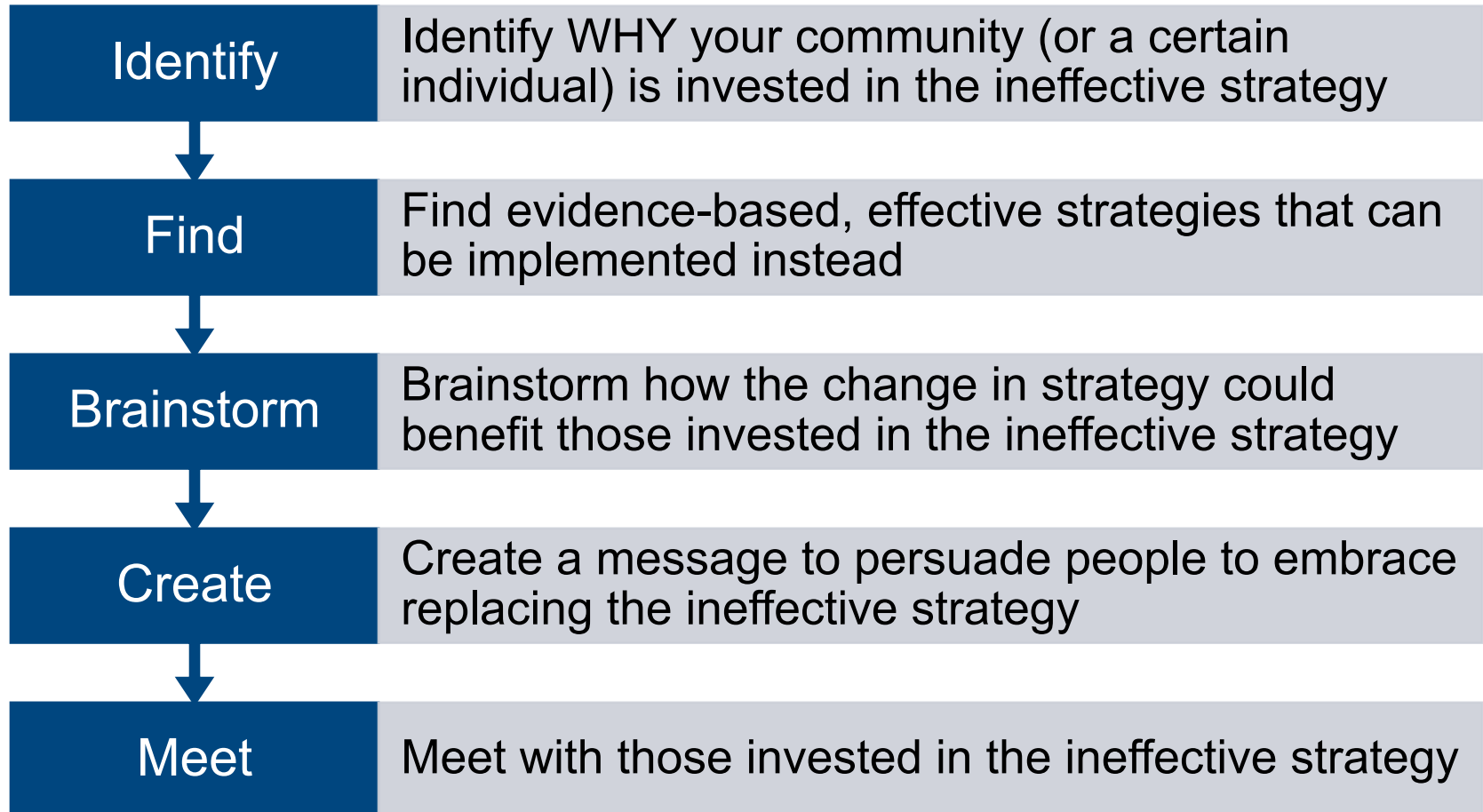


Prime the Pump!



- Review your strategic plan, including the priority problems, risk/protective factors
- Provide training on logic models
- Identify evidence-based strategies that are a good fit for your community

Steps to Moving Toward More Effective Strategies





Reflection #3

- Review your notes from Reflection #2
- Brainstorm how a shift to an effective, evidence-based strategy could benefit those invested in the ineffective strategy

Perspective from the Field

Reminders

- Understand what is appealing about the ineffective strategies
- Anticipate and prepare for resistance
- Use strategic plan to ensure strategies selected are a good fit



Reminders, continued

- Craft messages that provide:
 - ✓ Compelling reason to quit using the ineffective strategy
 - ✓ How the new strategy will be advantageous
 - ✓ A clear call to action
- Practice, practice, practice!



Remember



Questions?

A high-angle photograph of seven bright orange plastic chairs with black metal frames, arranged in a loose circle on a dark grey tiled floor. The chairs are positioned on the left side of the frame, with the right side fading into a white background where the text is located.

Circling Back

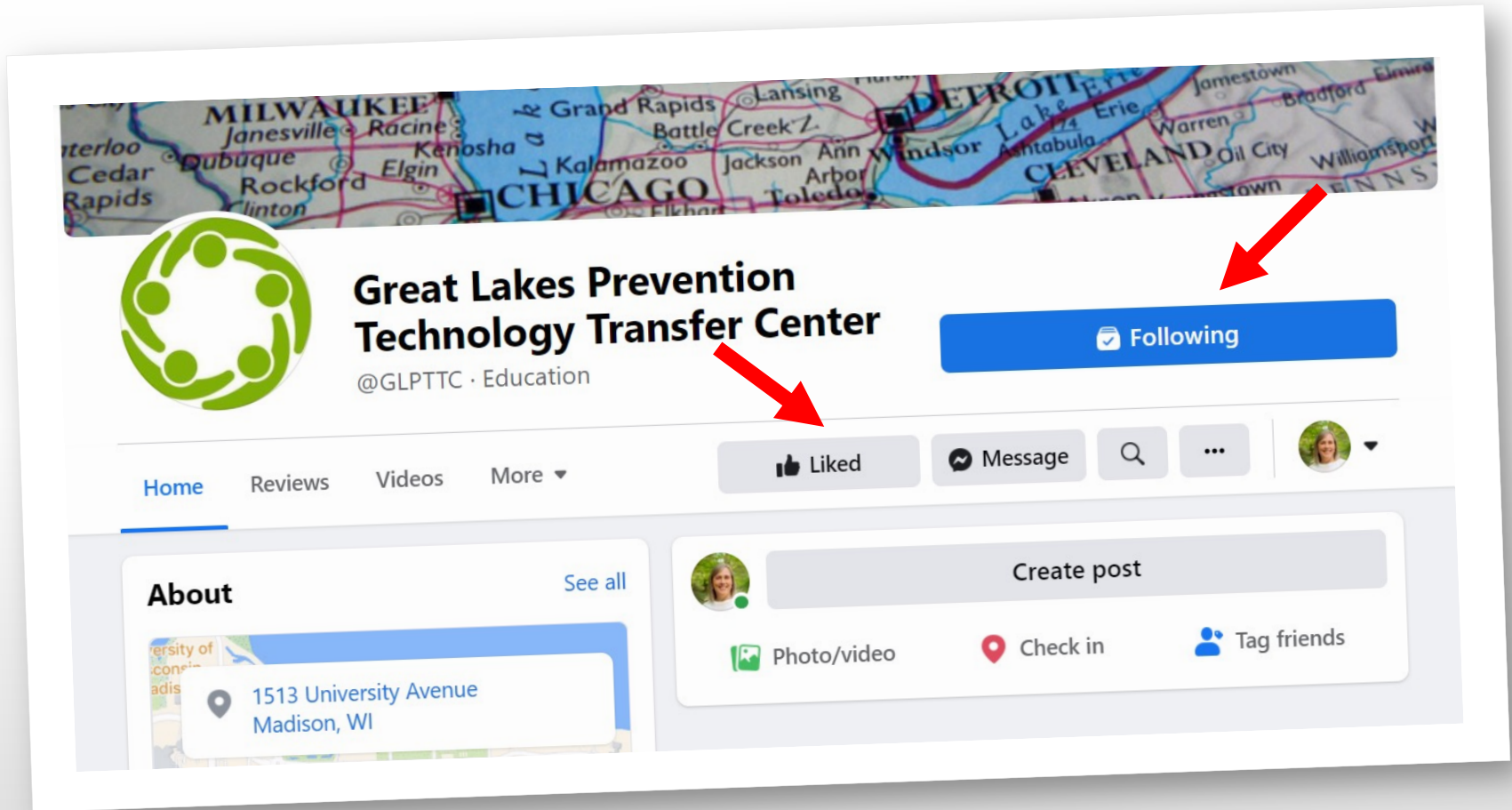
Post in the chat any shifts you experienced during the webinar regarding the phrase “what does NOT work in prevention.”

Office Hours

- March 3, 1-2 CT with Erin
- March 7, 10-11 CT with Kris

- ✓ Open to webinar participants only
- ✓ Zoom links will be sent via email to webinar participants
- ✓ No registration required
- ✓ No certificates of participation

Great Lakes PTTC Facebook Page



Upcoming Trainings

- Five C's (Not D's) of Data
March 9, 10-11:30 CT
- Foundations in Prevention Intensive Training Course
March 21, 24, 28, 31, April 4, 7, 11, & 14, 10:00-11:30 CT
- Taking Action on Stigma training series
March 30 and April 6, 9-11 CT

To register: <https://tinyurl.com/GLPTTCevents>



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Thank You!
