



Session 1: Understanding the IC & RC Prevention Exam Content

Nicole Augustine

June 27, 2023



South Southwest (HHS Region 6)

PTTC

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

Acknowledgement

This presentation was prepared for the South Southwest Prevention Technology Transfer Center (PTTC) Network under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA). All material appearing in this publication, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from SAMHSA or the authors. Citation of the source is appreciated. Do not reproduce or distribute this publication for a fee without specific, written authorization from the South Southwest Prevention Technology Transfer Center. For more information on obtaining copies of this publication, contact us at pttc6@ou.edu.

At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of PTTC Network and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grants 6UR1TI08205-02M002, SM081726 and 1H79SP081006-01 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.



South Southwest (HHS Region 6)

PTTC

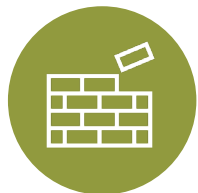
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Explain the key concepts of the Prevention Specialist Study Guide – Domains 1, 2, 3



Assess perceived competency in each of the three domains



Create a plan to increase competency in one area of each of the domains discussed



South Southwest (HHS Region 6)

PTTC

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

Our Roadmap Today

- ✓ Introductions
- ✓ Domain I: Planning and Evaluation
- ✓ Domain II: Prevention Education and Service Delivery
- ✓ Domain III: Communication
- ✓ Asses and plan for increasing knowledge
- ✓ Evaluation



South Southwest (HHS Region 6)

PTTC

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



Nicole Augustine South Southwest PTTC Associate



South Southwest (HHS Region 6)

PTTC

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

South Southwest PTTC Support Team



Wanda Hudson
South Southwest PTTC
Product Development
and Distance Learning
Coordinator



Richard Feinberg
South Southwest PTTC
Tech Host



Laurie Smith
South Southwest PTTC
Tech Host



South Southwest (HHS Region 6)

PTTC

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

Introductions – Let's hear from you!

- Name, where you work
- I am taking this course because...
- If I were to prepare for the IC&RC Prevention specialist exam even more effectively than I am right now, I would...
- One thing this course could do to help me accomplish that is...



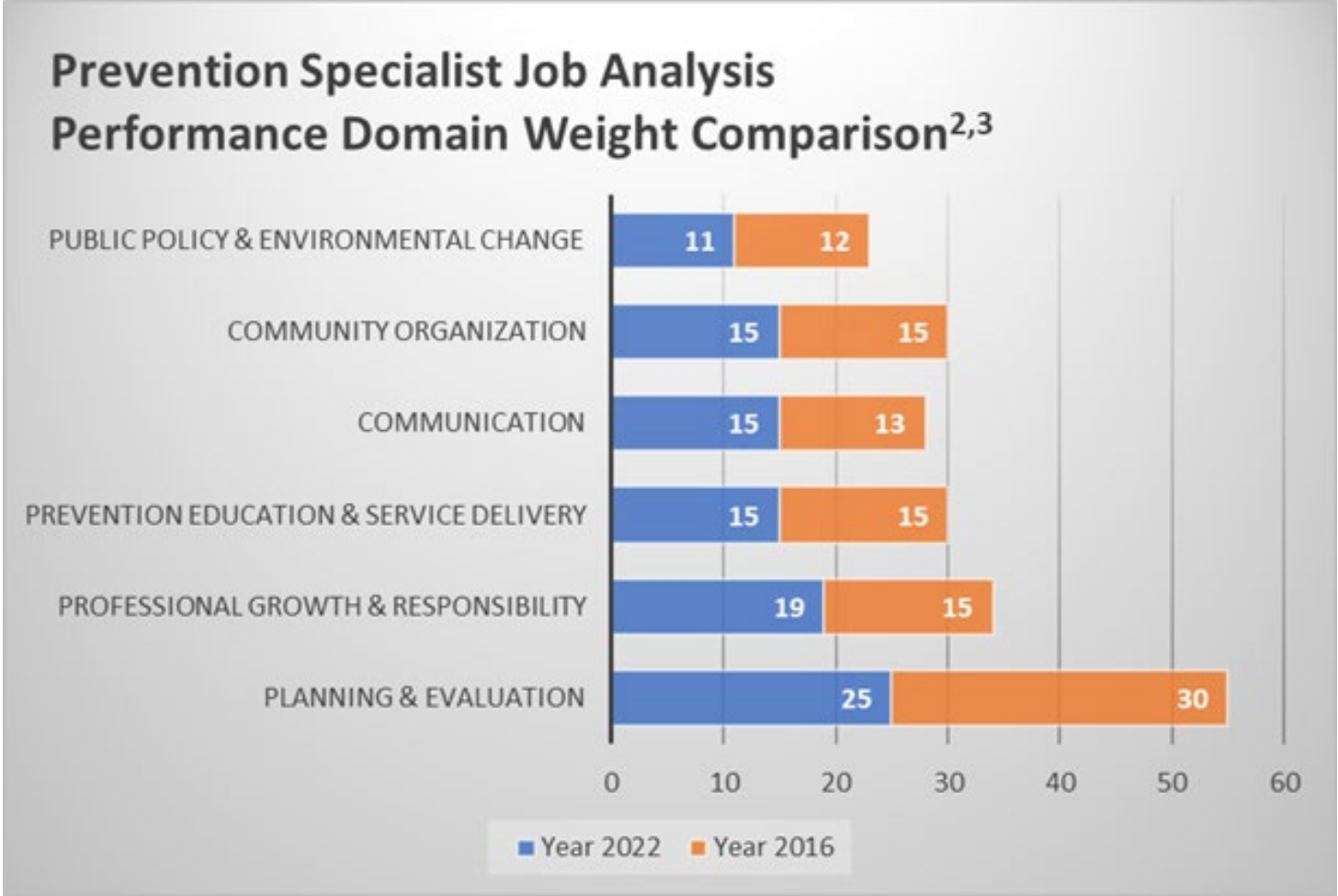
South Southwest (HHS Region 6)

PTTC

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

Performance Domains

What you need to know about what you need to know





Domain I: Planning and Evaluation



Domain I: Planning and Evaluation

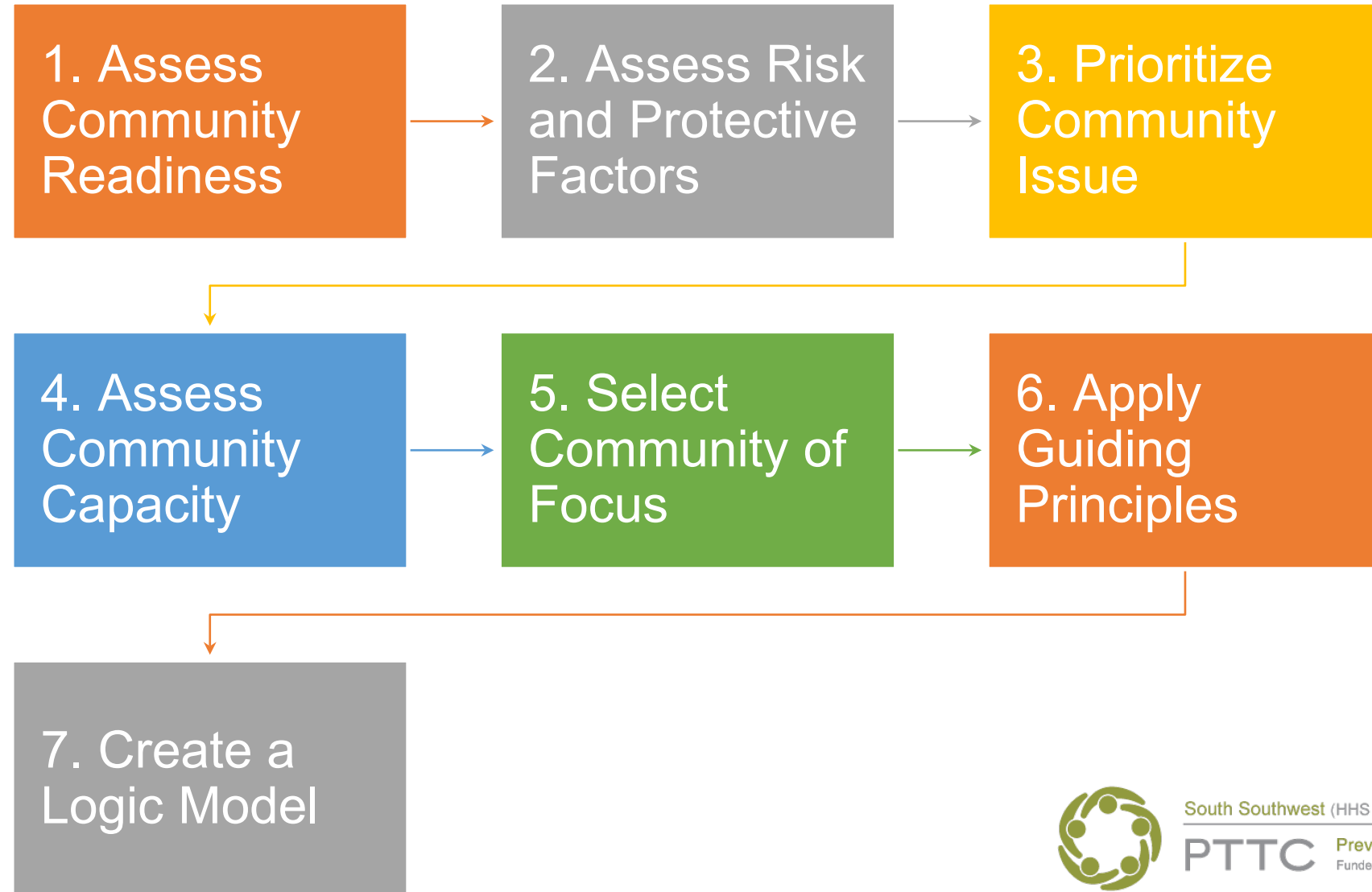
Self-Assessment

Breakout Room Activity

Step 1: Complete your self assessment

Step 2: Introduce yourself and talk about your confidence in the current domain

Seven-Step Model for Planning



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness

No Awareness

Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness

Denial/Resistance

No Awareness

Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness

Vague Awareness

Denial/Resistance

No Awareness

Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness

Preplanning

Vague Awareness

Denial/Resistance

No Awareness

Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness

Preparation

Preplanning

Vague Awareness

Denial/Resistance

No Awareness

Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness



Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness



Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf



South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness



Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf

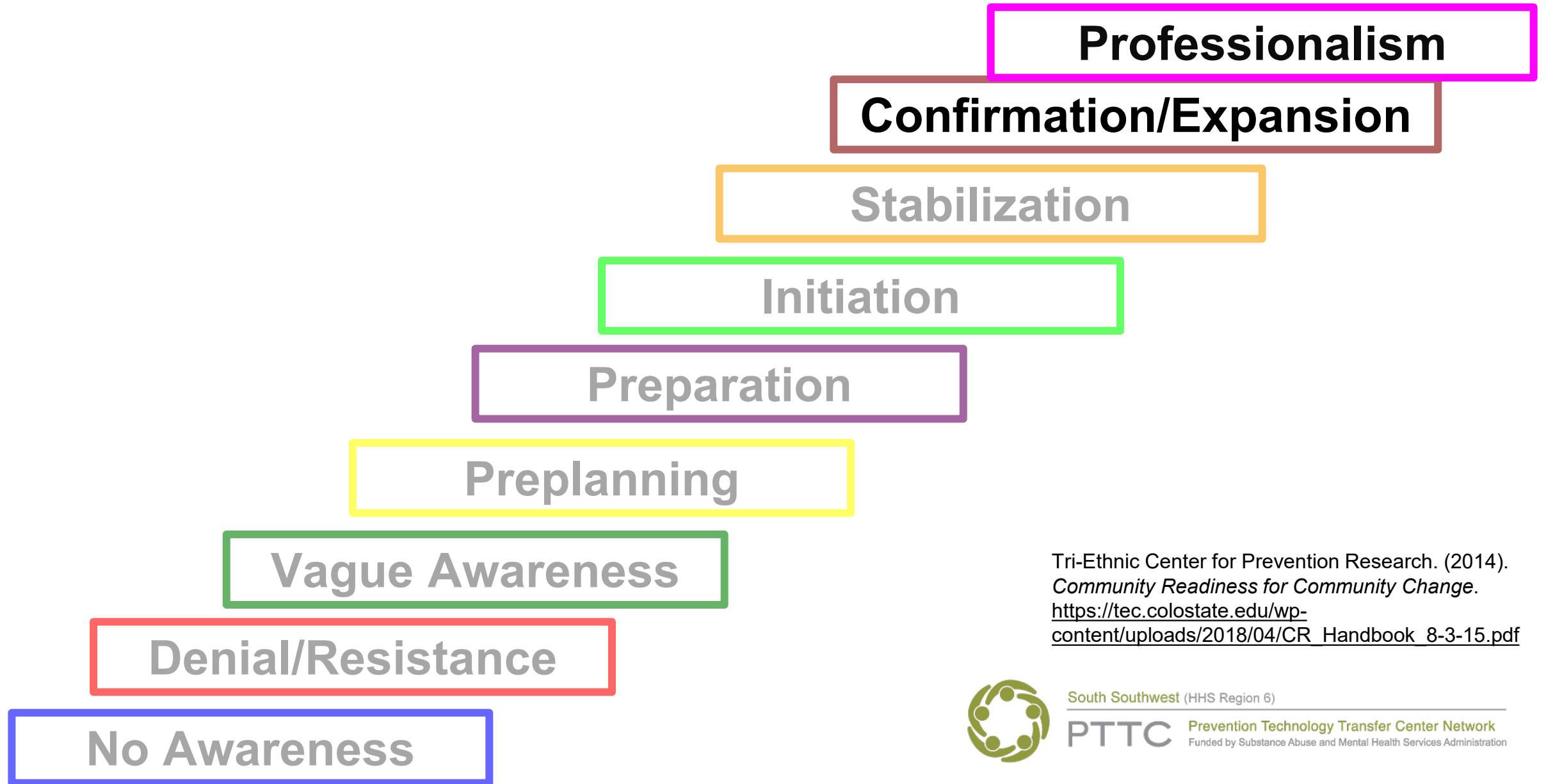


South Southwest (HHS Region 6)

PTTC

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

Step 1. Assess community readiness



Tri-Ethnic Center for Prevention Research. (2014).
Community Readiness for Community Change.
https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf

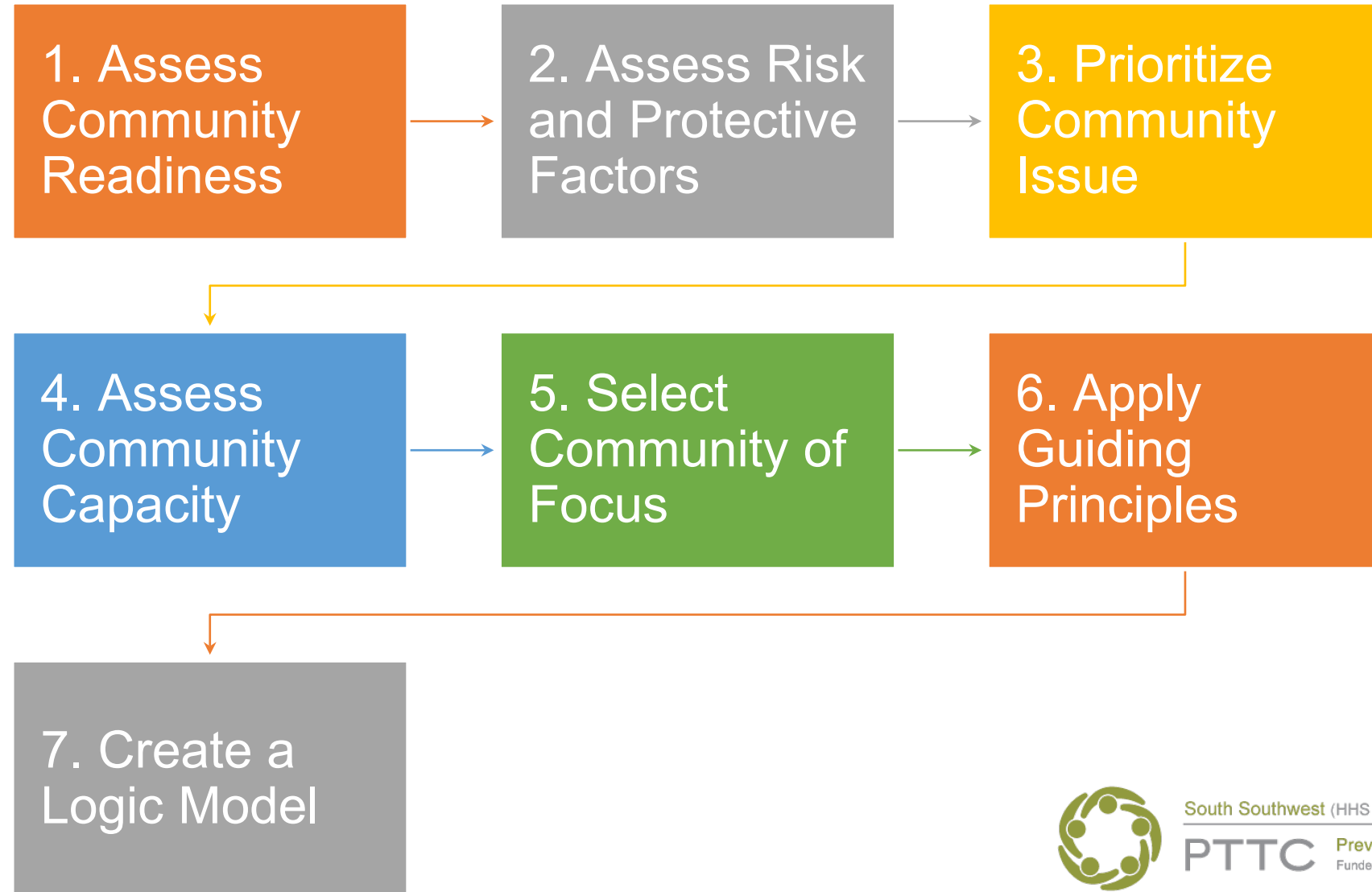


South Southwest (HHS Region 6)

PTTC

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

Seven-Step Model for Planning



South Southwest (HHS Region 6)

PTTC

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

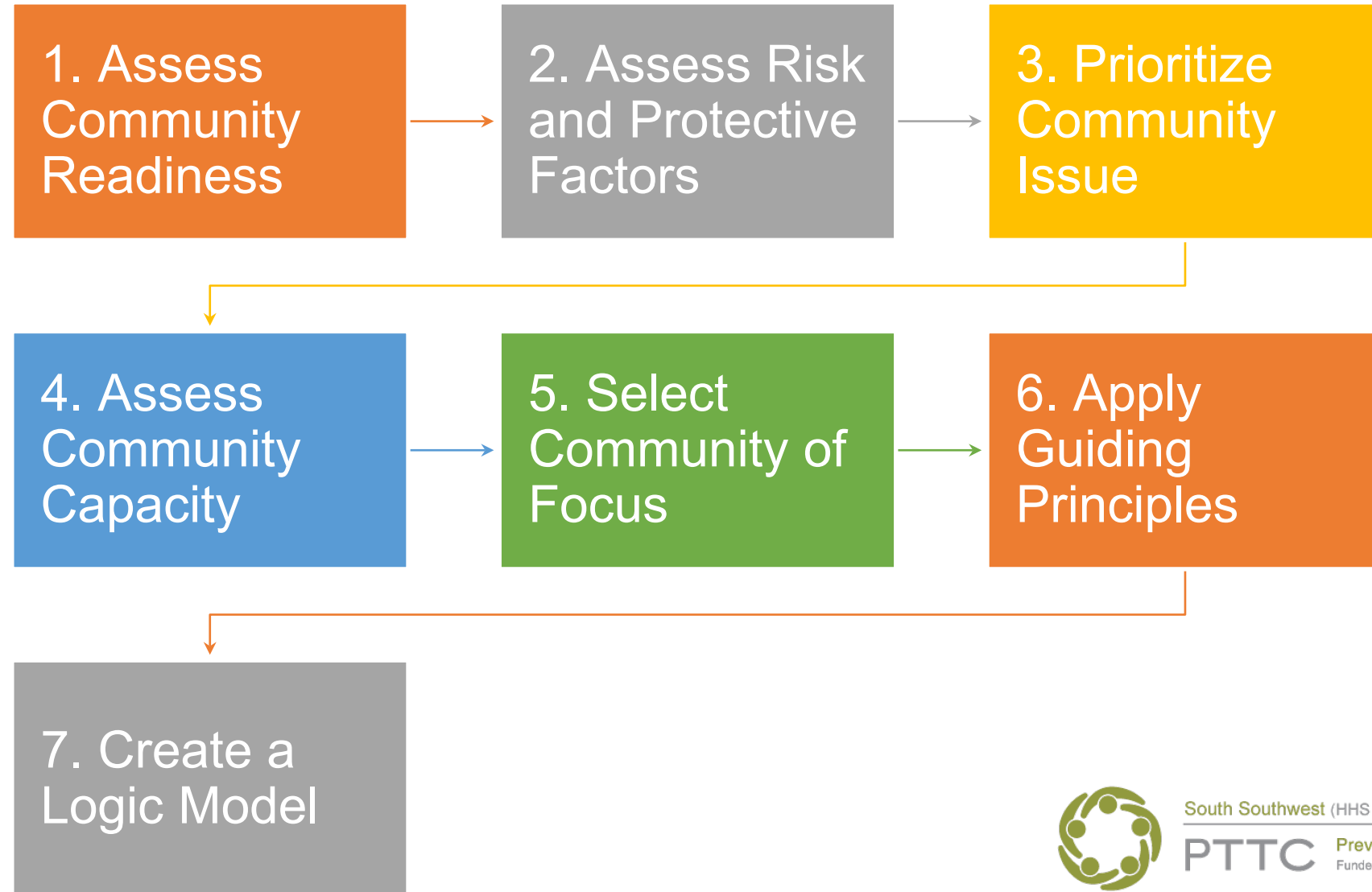
Step 2. Assess risk and protective factors

Risk factors are characteristics at the biological, psychological, family, community, or cultural level that precede and are associated with a **higher likelihood of negative outcomes**.

Protective factors are characteristics associated with a **lower likelihood of negative outcomes** or that reduce a risk factor's impact. Protective factors may be seen as positive countering events.



Seven-Step Model for Planning



South Southwest (HHS Region 6)

PTTC

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

Step 3. Prioritize community issue

Magnitude

Severity

Trend

Changeability

Step 3. Prioritize community issue

Magnitude

Which problem or behavior is most widespread in your community?

Severity

Trend

Changeability

Step 3. Prioritize community issue

Magnitude

Which problem or behavior is most widespread in your community?

Severity

Which problem or harmful behavior is most serious?

Trend

Changeability

Step 3. Prioritize community issue

Magnitude

Which problem or behavior is most widespread in your community?

Severity

Which problem or harmful behavior is most serious?

Trend

Which problem or harmful behavior is getting worse or better?)

Changeability

Step 3. Prioritize community issue

Magnitude

Which problem or behavior is most widespread in your community?

Severity

Which problem or harmful behavior is most serious?

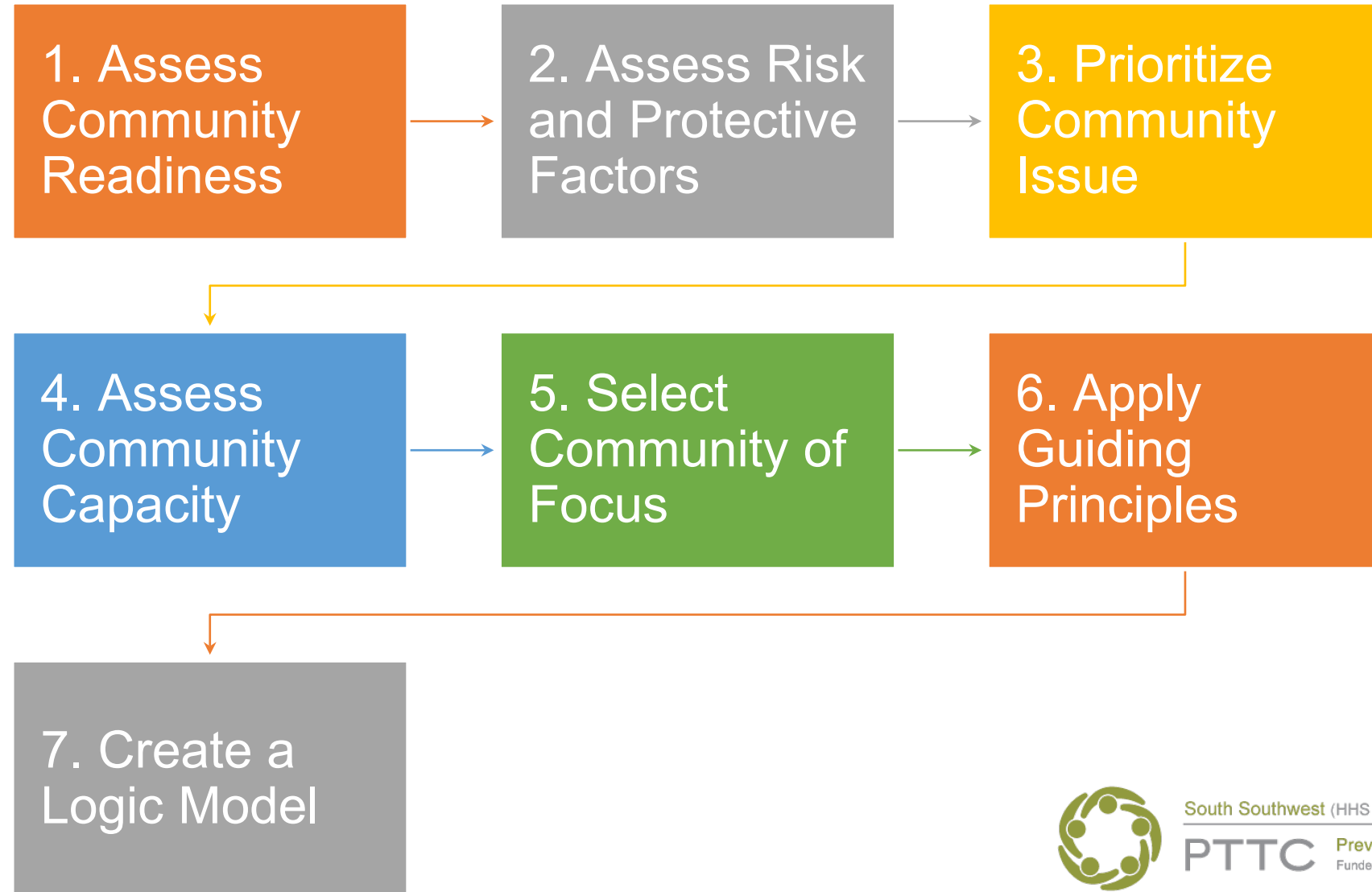
Trend

Which problem or harmful behavior is getting worse or better?)

Changeability

Which problem or harmful behavior are you most likely to influence with your prevention efforts?)

Seven-Step Model for Planning

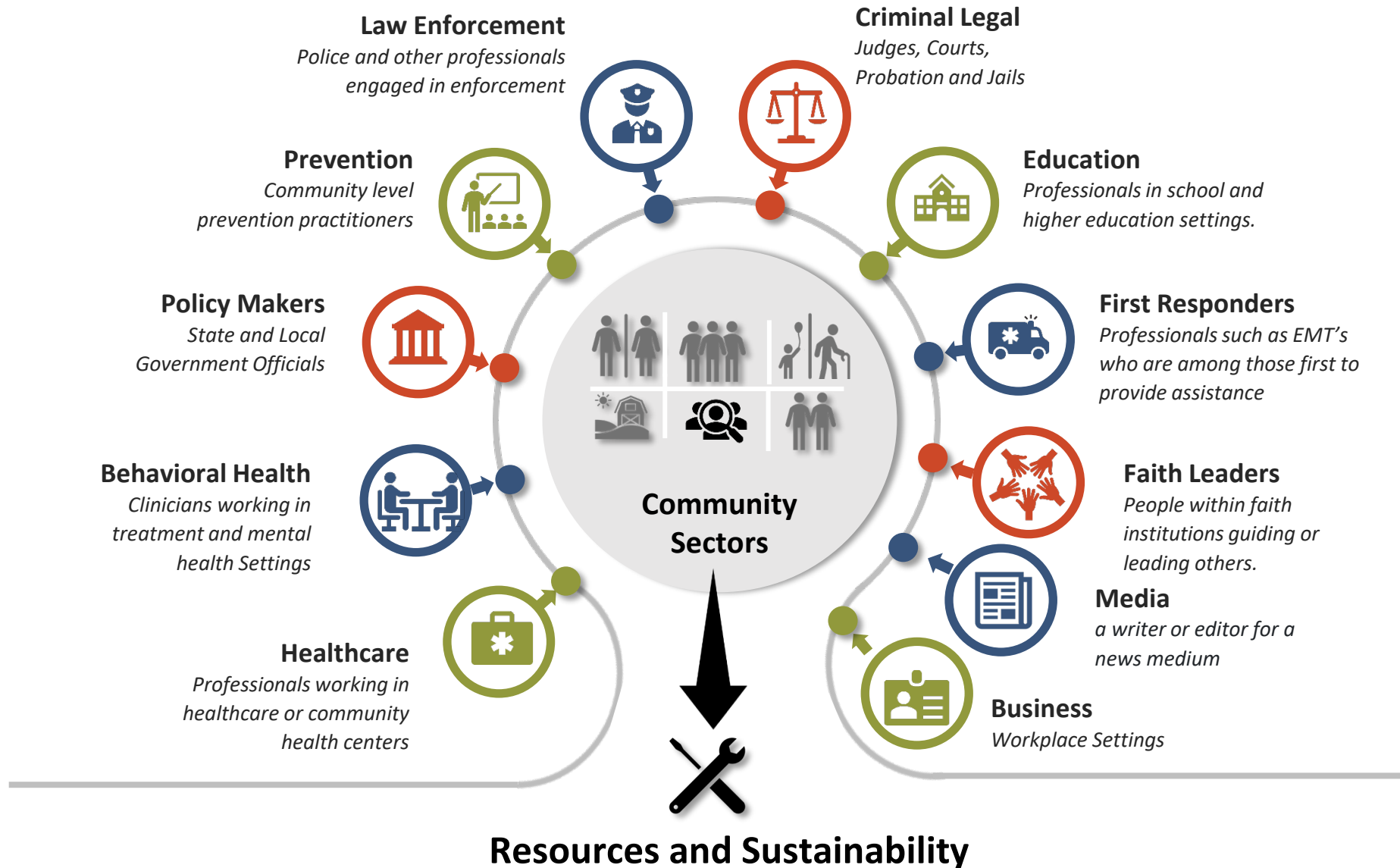


South Southwest (HHS Region 6)

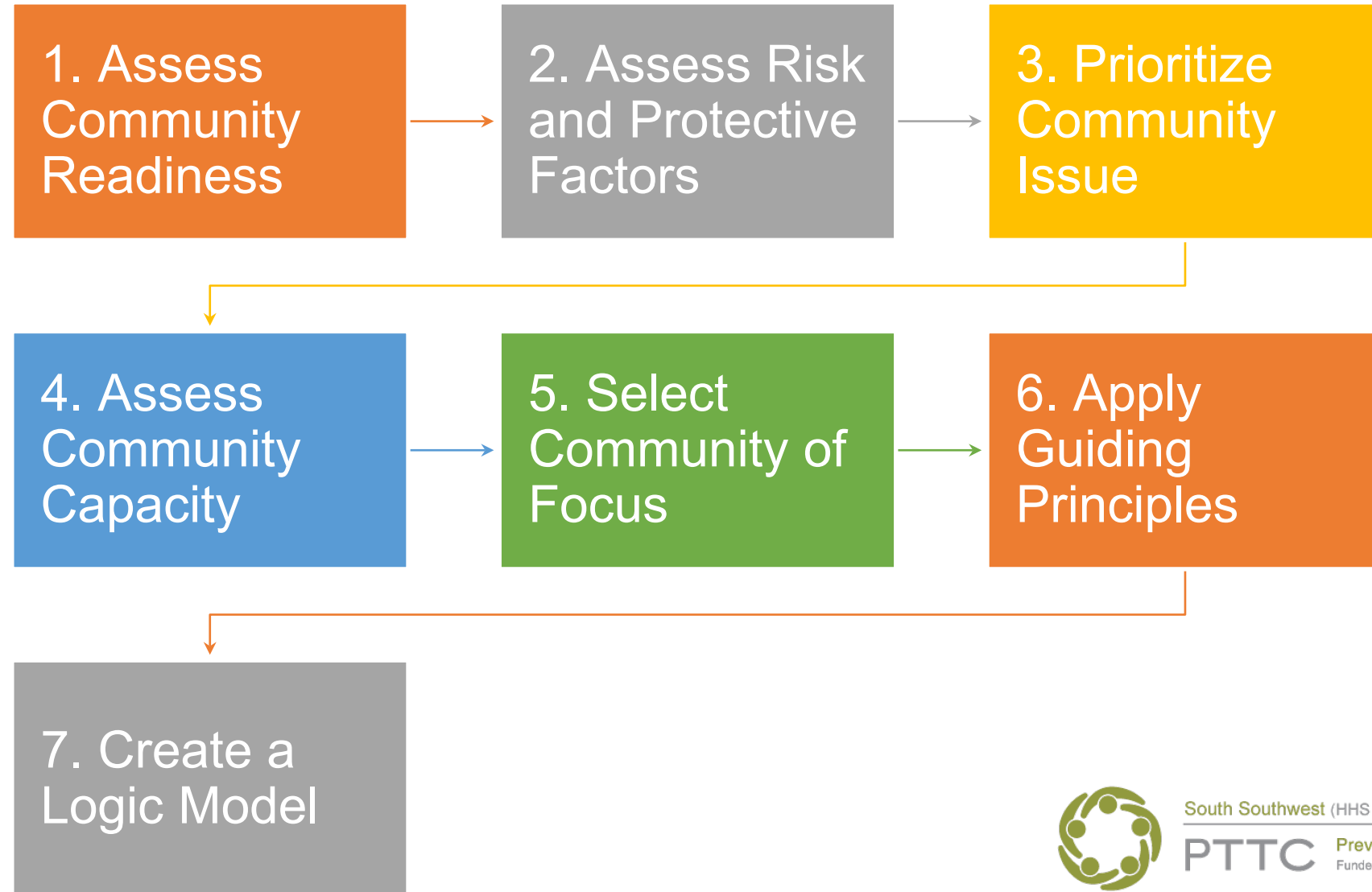
PTTC

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

Step 4. Assess community capacity



Seven-Step Model for Planning



South Southwest (HHS Region 6)

PTTC

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

Step 5. Select community of focus

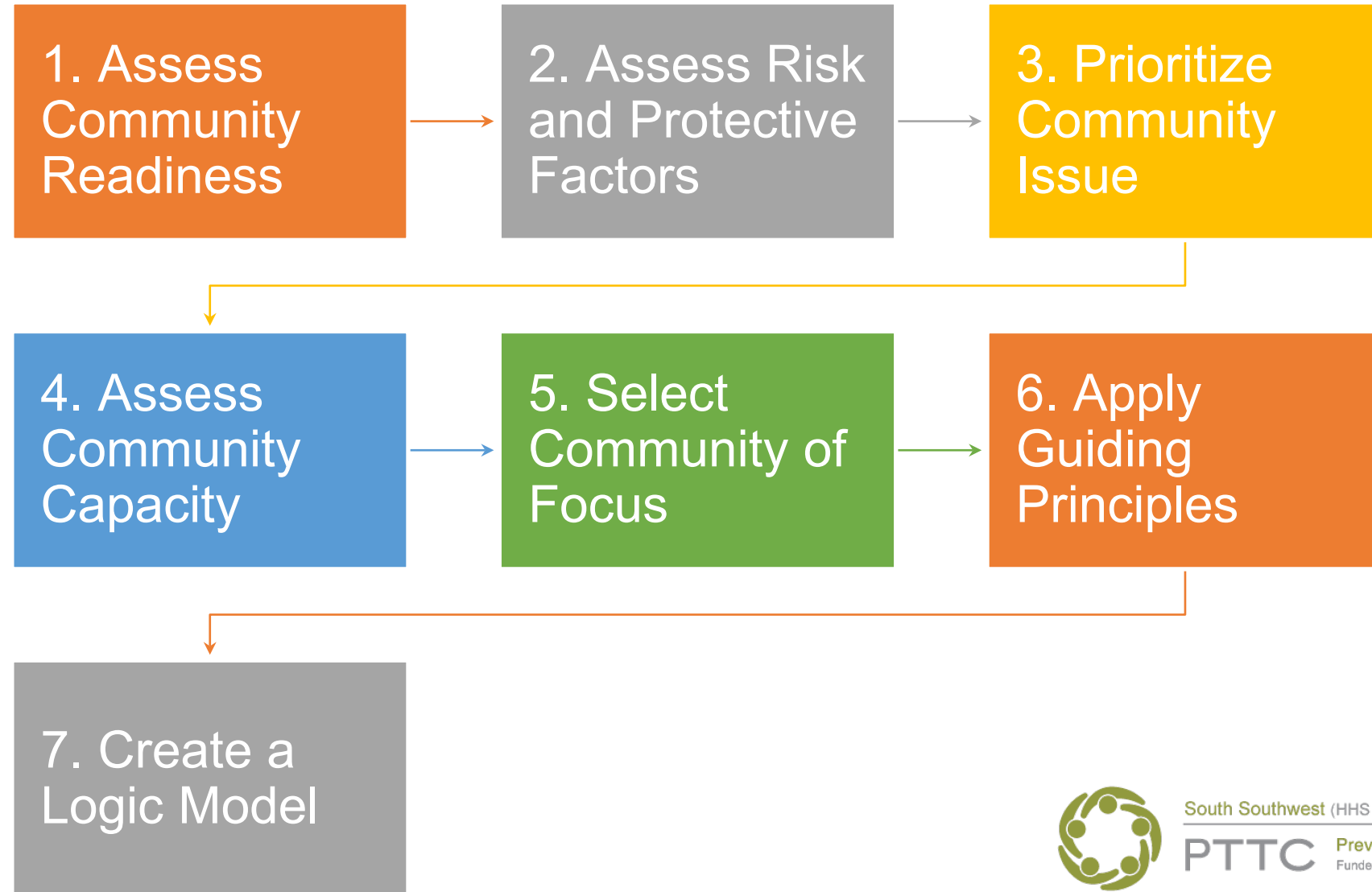
Universal - General population groups with no known risks of substance use. Exposes a broad audience to prevention strategies.

Selective - Groups with recognized risks of substance use. Provides an opportunity to focus on those who may have a greater than average risk.

Indicated - Individuals known to be at high risk of substance use.



Seven-Step Model for Planning



South Southwest (HHS Region 6)

PTTC

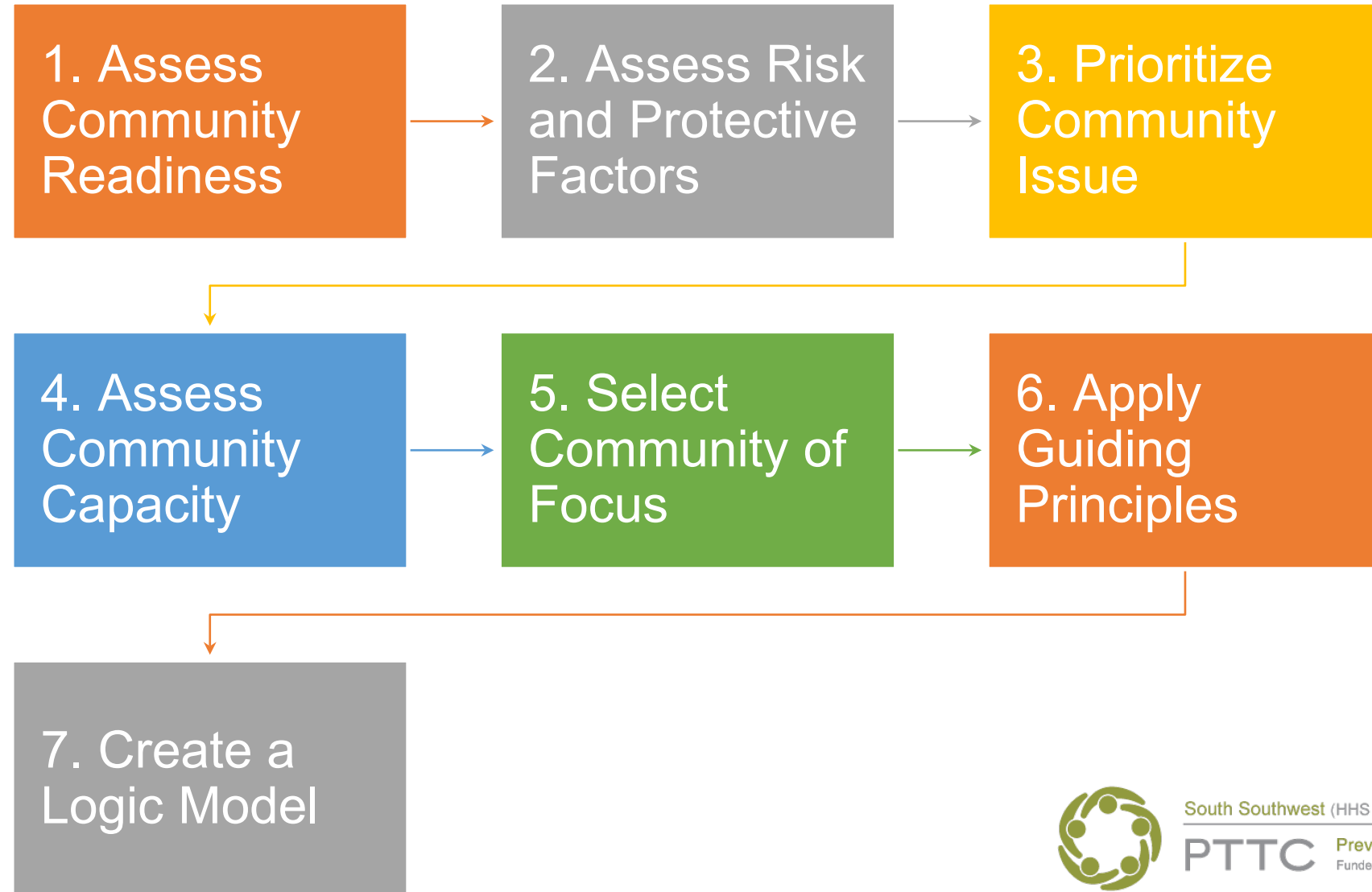
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Step 6. Apply guiding principles

- Risk and Protective factors
- Prevention planning
- Prevention program delivery



Seven-Step Model for Planning



South Southwest (HHS Region 6)

PTTC

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

Step 7. Create a logic model

Key components of a logic model



Substance Abuse and Mental Health Services Administration . (2019). *A Guide to SAMHSA's Strategic Prevention Framework Acknowledgments*.
<https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>



South Southwest (HHS Region 6)

PTTC

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

Program Evaluation

- Evaluation Terms and Concepts
- Evaluation Methods and Study Design



South Southwest (HHS Region 6)

PTTC

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



Domain I: Planning and Evaluation

Self-Assessment

Breakout Room Activity

Step 1: Revisit your self assessment

Step 2: Discuss what sections are clearer now? Are your ratings higher? Where do you still need to do more studying?

What questions do you have about Domain I?



South Southwest (HHS Region 6)

PTTC

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



Domain II: Prevention Education and Service Delivery



Domain II: Prevention Education and Service Delivery

Self-Assessment

Breakout Room Activity

Step 1: Complete your self assessment

Step 2: Introduce yourself and talk about your confidence in the current domain

Primary Tasks

Coordinate prevention activities

Implement prevention education and skill development activities

Utilize strategies for maintaining program fidelity

Substance Abuse and Mental Health Services Administration . (2018). *Selecting Best-fit Programs and Practices: Guidance for Substance Misuse Prevention Practitioners* **SELECTING BEST-FIT PROGRAMS AND PRACTICES: GUIDANCE FOR SUBSTANCE MISUSE PREVENTION PRACTITIONERS.**

https://www.samhsa.gov/sites/default/files/ebp_prevention_guidance_document_241.pdf



South Southwest (HHS Region 6)

PTTC

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

Primary Tasks

Coordinate prevention activities

Implement prevention education and skill development activities

Utilize strategies for maintaining program fidelity



Substance Abuse and Mental Health Services Administration . (2018). *Selecting Best-fit Programs and Practices: Guidance for Substance Misuse Prevention Practitioners* **SELECTING BEST-FIT PROGRAMS AND PRACTICES: GUIDANCE FOR SUBSTANCE MISUSE PREVENTION PRACTITIONERS.**

https://www.samhsa.gov/sites/default/files/ebp_prevention_guidance_document_241.pdf



South Southwest (HHS Region 6)

PTTC

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



Domain II: Prevention Education and Service Delivery

Self-Assessment

Breakout Room Activity

Step 1: Revisit your self assessment

Step 2: Discuss what sections are clearer now? Are your ratings higher? Where do you still need to do more studying?



**Domain III:
Communication**



Domain III: Communication

Self-Assessment

Breakout Room Activity

Step 1: Complete your self assessment

Step 2: Introduce yourself and talk about your confidence in the current domain

Process Model of Communication

Sender

Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003).
Communication Strategies. In Substance Abuse Prevention: The
Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

Process Model of Communication

Sender → Message

Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003).
Communication Strategies. In Substance Abuse Prevention: The
Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

Process Model of Communication



Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003). Communication Strategies. In Substance Abuse Prevention: The Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

Process Model of Communication



Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003). Communication Strategies. In Substance Abuse Prevention: The Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.

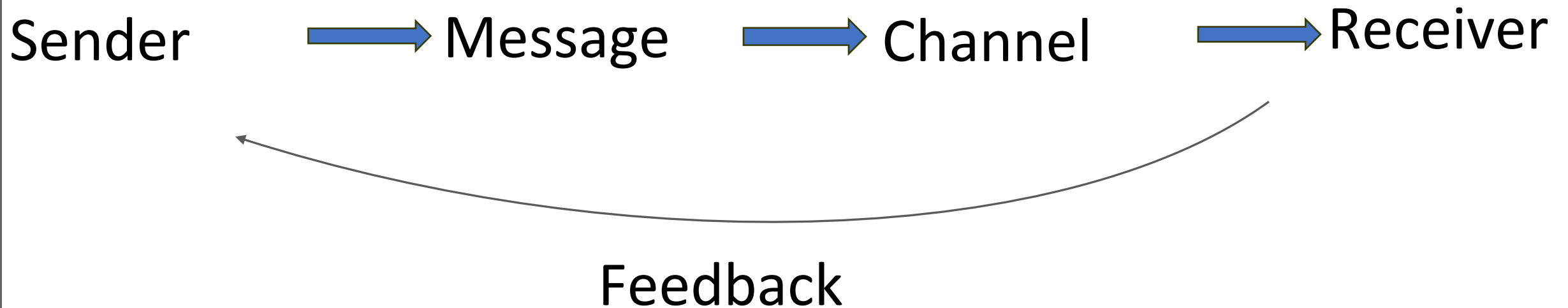


South Southwest (HHS Region 6)

PTTC

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

Process Model of Communication



Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003). Communication Strategies. In Substance Abuse Prevention: The Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.

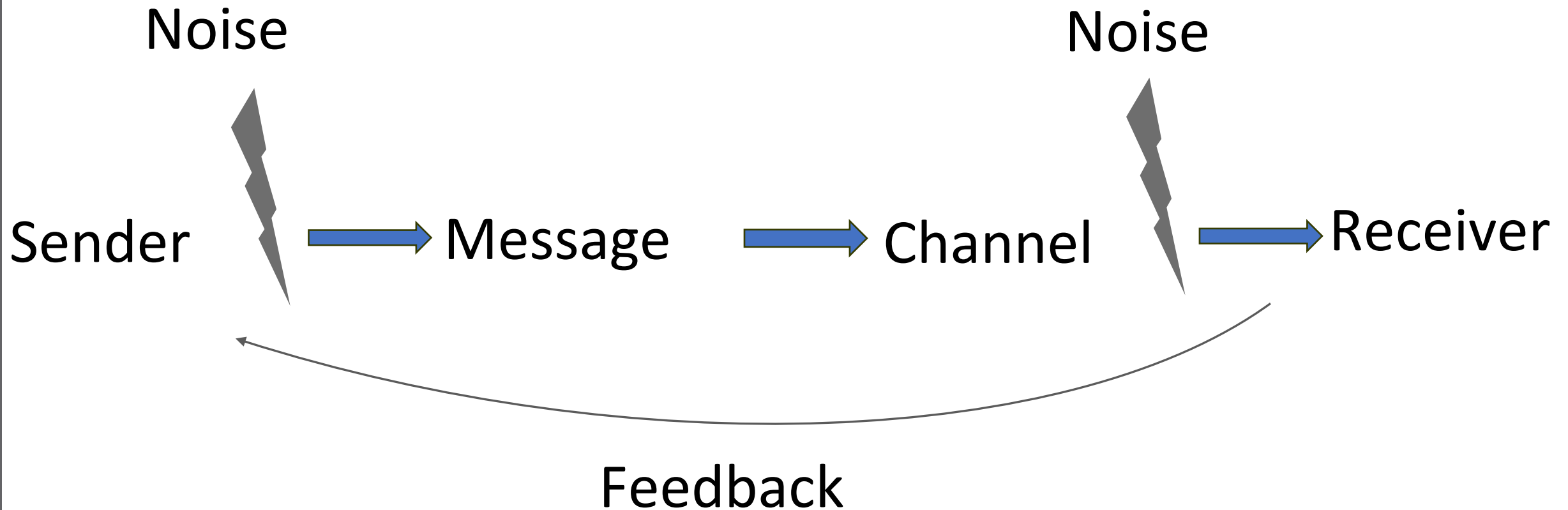


South Southwest (HHS Region 6)

PTTC

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

Process Model of Communication



Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003). Communication Strategies. In Substance Abuse Prevention: The Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

4 Leadership Styles

Director

Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003).
Communication Strategies. In Substance Abuse Prevention: The
Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

4 Leadership Styles

Director

Problem Solver

Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003).
Communication Strategies. In Substance Abuse Prevention: The
Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

4 Leadership Styles

Director

Problem Solver

Developer

Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003).
Communication Strategies. In Substance Abuse Prevention: The
Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

4 Leadership Styles

Director

Problem Solver

Developer

Delegator

Hogan, J., Gabrielsen, K., Luna, N., & Grothaus, D. (2003).
Communication Strategies. In Substance Abuse Prevention: The
Intersection of Science and Practice (1st ed., pp. 233–251). Pearson.



South Southwest (HHS Region 6)

PTTC

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

“The Four Ps”

P
PRODUCT

P
PRICE

P
PLACE

P
PROMOTION

Walsh, D.C., Rima, E.R., Moeykens, B.A., & Moloney, T.W. (Summer, 1993). Social marketing for public health. *Health Affairs*, 104-119.



South Southwest (HHS Region 6)

PTTC

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

“The Four Ps”



Walsh, D.C., Rima, E.R., Moeykens, B.A., & Moloney, T.W. (Summer, 1993). Social marketing for public health. Health Affairs, 104-119.



South Southwest (HHS Region 6)

PTTC

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

“The Four Ps”



“The Four Ps”



Walsh, D.C., Rima, E.R., Moeykens, B.A., & Moloney, T.W. (Summer, 1993). Social marketing for public health. *Health Affairs*, 104-119.



South Southwest (HHS Region 6)

PTTC

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

“The Four Ps”

P
PRODUCT

P
PRICE

P
PLACE

P
PROMOTION





Domain III: Communication

Self-Assessment

Breakout Room Activity

Step 1: Revisit your self assessment

Step 2: Discuss what sections are clearer now? Are your ratings higher? Where do you still need to do more studying?



NEXT STEPS



Let's hear from you!

What are your questions or recommendations for next time?

Next time: Tuesday, July 18
9:30 to 11:00 a.m. MT
10:30 a.m. to 12:00 p.m. CT



South Southwest (HHS Region 6)

PTTC

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

Your Feedback Is Important!



Survey Link: <https://ttc-gpra.org/P?s=911987>



South Southwest (HHS Region 6)

PTTC

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



Wanda Hudson
Product Development and Distance
Learning Coordinator

South Southwest PTTC Region 6

wwest@ou.edu

phone

Connect with us @

 [SSW PTTC website](http://www.southsouthwestpttc.org)

 [Join our mailing list](mailto:wwest@ou.edu)

 [Products and resources](#)

References

D'Ignazio, C., & Bhargava, R. (2016). DataBasic: Design principles, tools and activities for data literacy learners. *The Journal of Community Informatics*, 12(3), 83-107. <http://www.kanarinka.com/wp-content/uploads/2021/01/DIgnazio-and-Bhargava-2016-DataBasic-Design-Principles-Tools-and-Activities.pdf>

Evergreen, S. D. (2017). *Presenting data effectively: Communicating your findings for maximum impact*. Sage publications. <http://stephanieevergreen.com/wp-content/uploads/2019/06/EvergreenDataWorkshopPacket.pdf>

Midway, S. R. (2020). Principles of effective data visualization. *Patterns*, 1(9), 1-7. <https://www.sciencedirect.com/science/article/pii/S2666389920301896>

Warren, J., Hecht, M., Wagstaff, D., Elek, E., Ndiaye, K., Dustman, P., & Marsiglia, F. (2006). Communicating prevention: The effects of the keepin' it REAL classroom videotapes and televised PSAs on middle-school students' substance use. *Journal of Applied Communication Research*, 34(2), 209-227. <https://doi.org/10.1080/00909880600574153>



South Southwest (HHS Region 6)

PTTC

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

Resources

Data Storytelling in a Diverse World <https://www.tableau.com/foundation/data-equity/do-no-harm>

Data Visualization Checklist http://stephanieevergreen.com/wp-content/uploads/2017/03/DataVizChecklist_May2016.pdf

Data Visualization in Excel Made Easy https://www.youtube.com/watch?v=32_BKhsK2gI

Visual Vocabulary: Designing with Data <https://ft-interactive.github.io/visual-vocabulary/>



South Southwest (HHS Region 6)

PTTC

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