

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.

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Funding for this presentation was made possible by SAMHSA grant no. 1H79SP081018. The views expressed by speakers and moderators do not necessarily reflect the official policies of HHS; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



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LIVE

This webinar is now live.



It is being recorded.



Please remain muted.

Welcome

Central East PTTC Webinar

Preventing Underage Alcohol Use Part 2: Strategies and Recommendations for the Field of Prevention

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

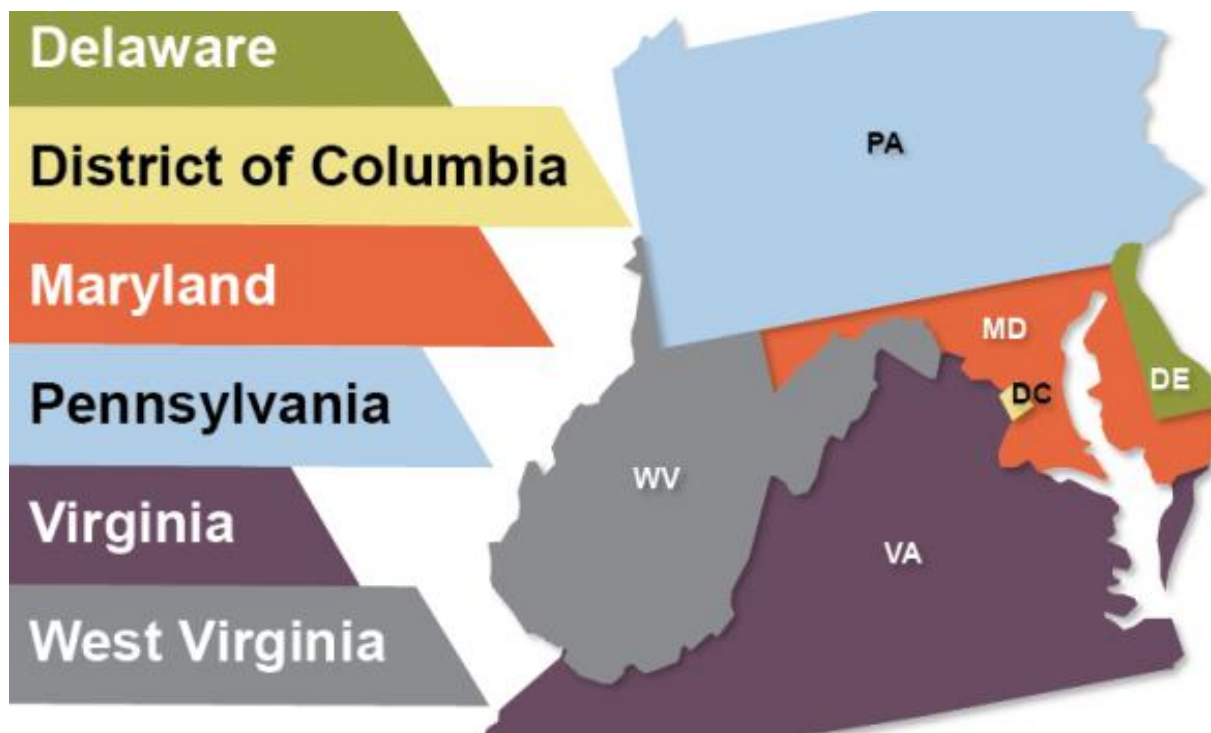
Oscar Morgan
Executive Director

Deborah Nixon Hughes
Project Director



Central East Region

SAMHSA REGION 3



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.

ethnicity spirituality
orientation practices
normalize experiences expression
standard create
Ethnic stories terror identity
race share injustices
change care Matter shootings
Racial education
space
seem normal cultural
powerful
NASW self Black
gender affected Lives hate
Diversity uncertainty
sexual advocacy
religious competency
humility



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PTTC Mission



To Strengthen the Capacity of the Workforce

1

To Deliver Evidence-Based Prevention Strategies

2

Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances

3



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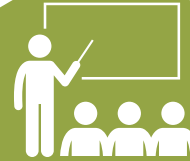
Services Available



Online Courses



Technical Assistance



Skill Based Training



Webinar



Toolkits



Facilitate Prevention Partnership & Alliances



Research Learning Collaborative



Newsletter



Technology Driven Models



Literature Searches



Virtual Meeting



Research Publication



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Other Resources in SAMHSA Region 3



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ATTC

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



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MHTTC

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



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Preventing Underage Alcohol Use Part 2: Strategies and Recommendations for the Field of Prevention

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April 11, 2024

SAMHSA
Substance Abuse and Mental Health
Services Administration

 **THE DANYA INSTITUTE**

Presenters



Emily Patton



Olivia Stuart



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SCAN ME

What is your favorite season?

Spring

Summer

Autumn

Winter



How to participate:

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Learning Objectives

- Recognize the importance of providing evidence-based culturally responsive alcohol misuse prevention strategies
- Describe evidence-based environmental strategies for preventing underage alcohol use
- Describe evidence-based behavioral strategies for preventing underage alcohol use among early adolescents and college-age youth
- Explain how to ensure cultural responsiveness in youth alcohol prevention programs



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The Importance of Using a Culturally Responsive Evidence Base

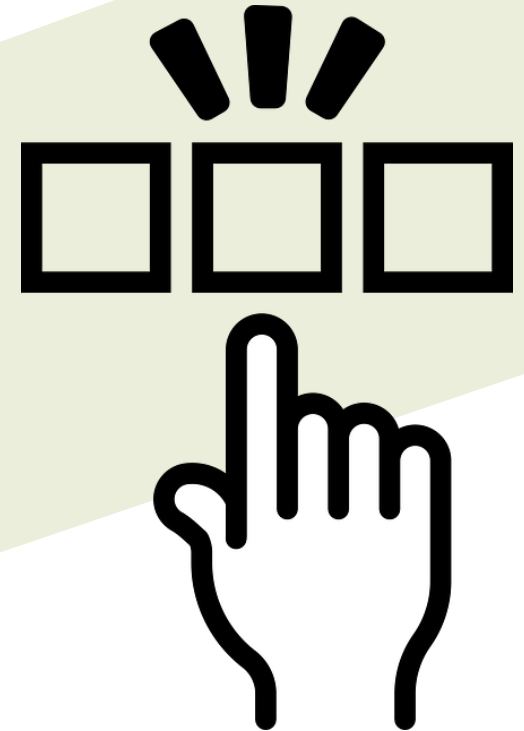


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Why Evidence is Important in Prevention

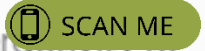
- Part I discussed the continued need for underage alcohol use prevention services
- Ensure that the interventions we implement have the greatest likelihood of success
- Strength of evidence varies significantly
- Many EBPs for underage alcohol use exist



Substance Use and Inequity

- Structural racism and discrimination has been linked to an increased risk of substance use and overdose
- This contributes to SUD disparities through:
 - Biases and stigma deeply-rooted in institutions that impact lived experiences
 - Effects of racism-related stressors on wellbeing and functioning
 - Conscious and unconscious behaviors directed at people of color
 - A lack of culturally competent care





What are the effects of inequities in your community?

All responses to your question will be shown here

Each response can be up to 200 characters long

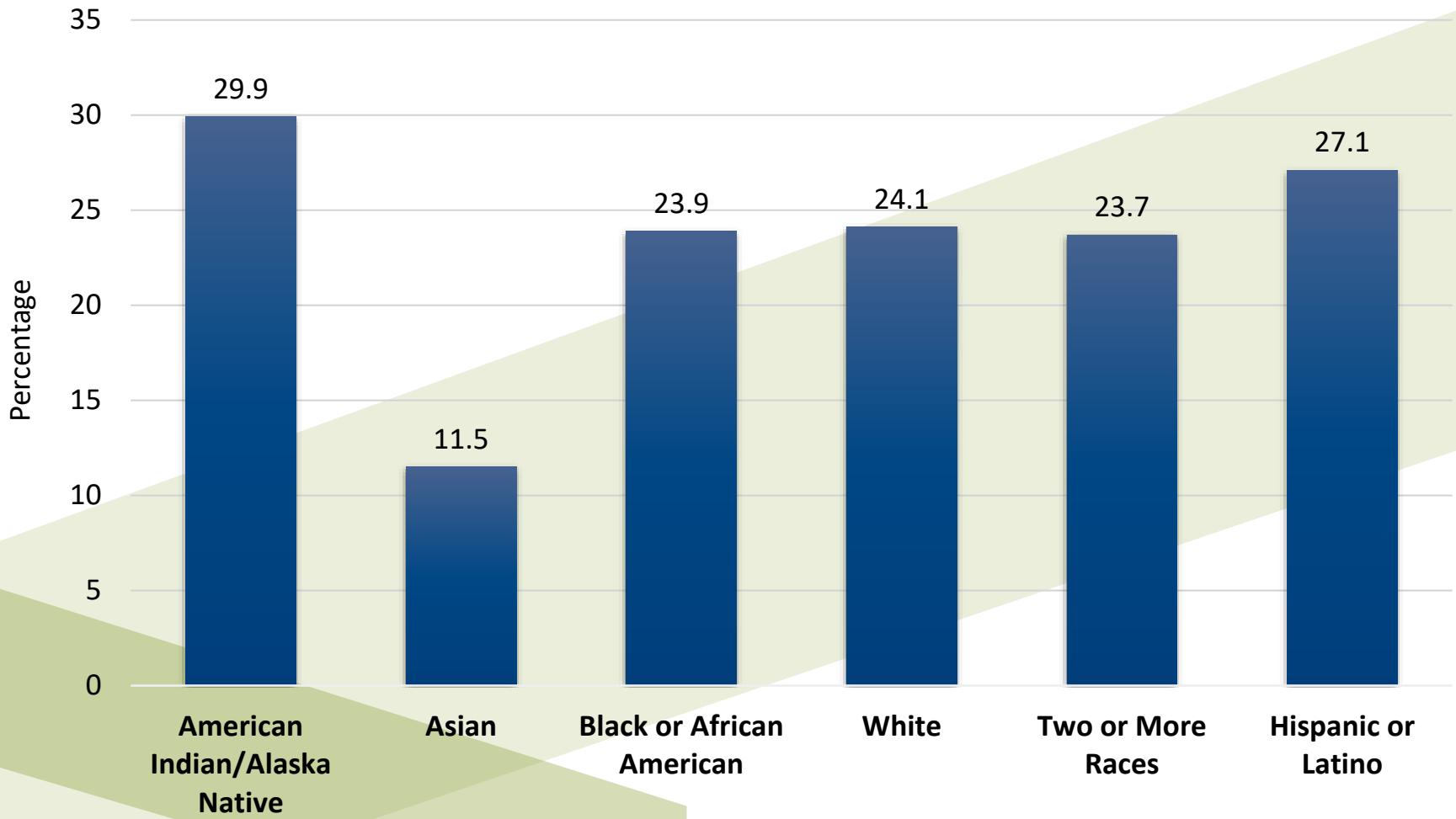
Turn on voting in Interactivity to let participants vote for their favorites



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Past-Month Binge Alcohol Use Among Adults 21+



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The Importance of Cultural Responsivity in Prevention

- Culture shapes every interaction we have, intentionally or not
- Prevention professionals work in different settings with individuals from diverse cultures in many capacities
- Demographics are shifting and we are becoming more culturally diverse
- Significant disparities remain in substance misuse and substance use disorder prevalence across a variety of factors



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Environmental Strategies



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Environmental vs. Behavioral Strategies

- Environmental strategies seek to change the environment and context away from supporting use
 - E.g., Increased compliance checks on alcohol retailers to ensure they are not selling to youth
- Behavioral strategies seek to impact individuals' knowledge, skills, and behaviors related to their risk of substance use
 - E.g., A course that teaches life skills to high school students to reduce underage alcohol use



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SCAN ME

Who have you partnered with before to implement environmental strategies in your community? OR who would you like to partner with in the future?



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Environmental: Policy Changes

- Many different policies exist, with a variety of goals (SAMHSA):
 - Prevent youth from obtaining alcohol
 - Deter adults from selling or providing alcohol to youth
 - Make alcohol less attractive to youth



Preventing Youth from Obtaining Alcohol



- Minimum-age-of-purchase and of-possession laws
- Alcohol home delivery restrictions
- Restricted alcohol availability at community events
- Location or density restrictions on retailers
- ID sales check requirements



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Deter Adults From Providing Access

- Responsible beverage retailer/seller training requirements
- Dram shop liability laws
- Educating retailers/sellers about enforcement efforts
- Social host liability laws
- Beer keg registration



Making Alcohol Less Attractive

- Advertising restrictions
- Happy hour restrictions
- Price increases
- Education about enforcement activities
- Sanctions for violating policies
- Campus policies



Recommendations to Improve Effectiveness

- Make sure adults are held accountable for providing underage access
- Ensure there are deterrents against use and incentives for not using
- Restrict alcohol access generally in settings where youth may have access
- Provide education on enforcement efforts and policy changes



Environmental: Enforcement Strategies

- Numerous laws and regulations exist to prevent underage alcohol use; enforcement improves their effectiveness (SAMHSA)
 - Retailer compliance surveys
 - Compliance sales checks
 - Police enforcement
 - Sobriety checkpoints
 - Juvenile diversion programs



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Recommendations to Improve Effectiveness

- Address community concerns about law enforcement
- Enforce minor-in-possession laws
- Enforce impaired driving laws
- Implement zero tolerance driving laws
- Educate the community about enforcement efforts
- Expand complementary prevention efforts, such as beverage server training



Environmental: Communication Strategies

- Efforts to change negative community norms and reinforce positive norms related to preventing underage alcohol use (SAMHSA)
 - Media advocacy
 - Social norms campaigns
 - Counter-advertising
 - Marketing campaigns



Recommendations to Improve Effectiveness

- Combine with more intensive and interactive efforts
- Present messages that appeal to youth and directly counter their perceptions of alcohol
- Tailor messages to different groups
 - “Underage youth” are NOT homogenous
- Place messages where youth are likely to encounter them



Evidence-Based Behavioral Strategies

– Blueprints Catalogue of EBPs –

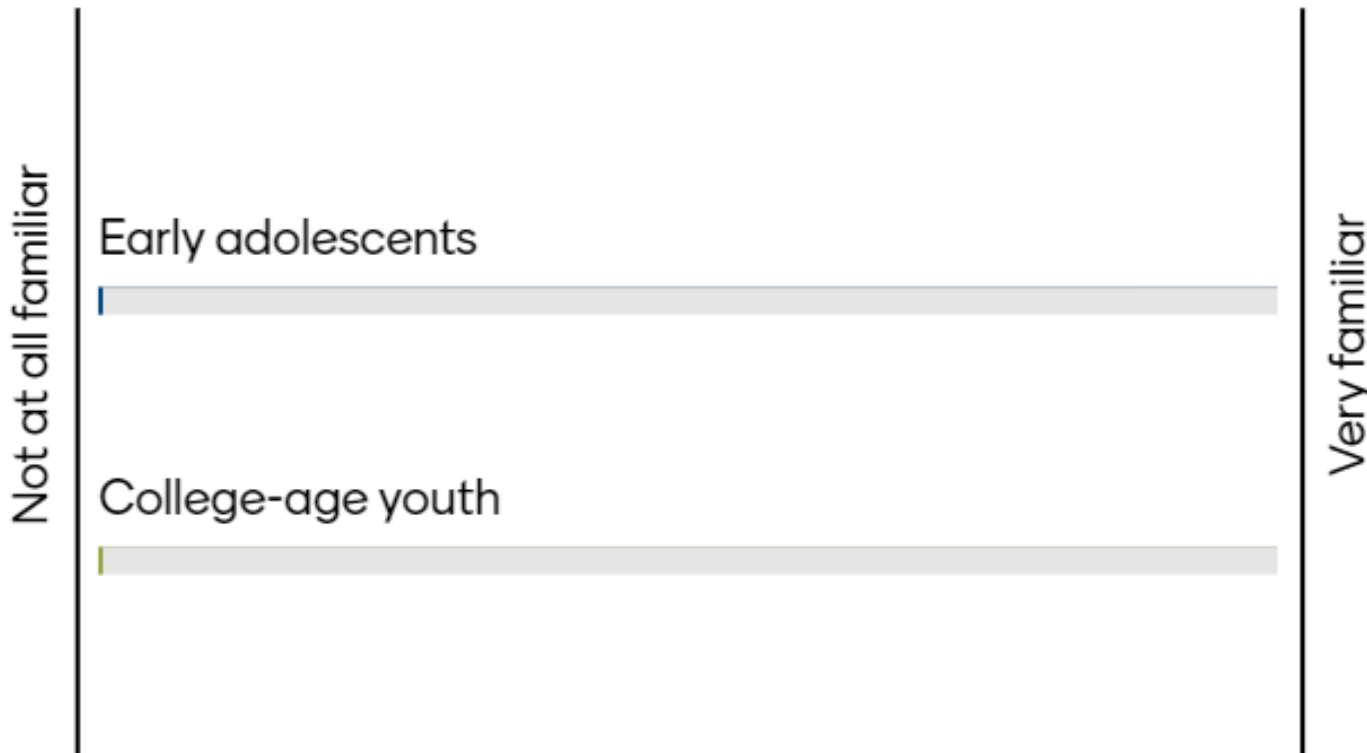


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How familiar are you with implementing evidence-based strategies for:



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Prevention Strategies for Early Adolescents



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LifeSkills Training (LST)

- Classroom-based universal prevention program for ages 12-14; intended to reduce alcohol, tobacco, and marijuana use, & reduce violence
- Primary implementers are teachers; should attend a 15-hour training and obtain program materials
- Among other outcomes, found to significantly reduce alcohol use for up to 6 years post-intervention



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Multisystemic Therapy

- An intensive family- and community-based intervention
- A therapist with a caseload of 4 to 6 families, provides most of the mental health services and coordinates access to other important services
- MST has demonstrated a variety of positive outcomes related to alcohol risk factors as well as minor reductions in substance use



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Positive Action

- School-based social emotional learning program for grades K-6 and 7-8
- Implemented by teachers, along with school administration and other school stakeholders
- Among other outcomes, found to significantly reduce rates of a combined measure of all forms of substance use, including alcohol



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Promising Programs

- Big Brothers Big Sisters of America
- Communities That Care
- Cooperative Learning
- Coping Power
- EFFEKT
- Familias Unidas
- Functional Family Therapy
- Guiding Good Choices
- KEEP SAFE
- Learning Together
- New Beginnings
- PROSPER
- Raising Healthy Children
- Strengthening Families 10-14
- Strong African American Families Program



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Prevention Strategies for College-Age Youth



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BASICS

- Brief prevention intervention for college students who have begun using alcohol heavily and are at high risk for alcohol use disorder
- Conducted over two sessions/interviews with an empathetic, non-confrontational style
- Significantly associated with reductions in alcohol use and associated problems compared to control groups



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Communities That Care

- Community- and coalition-based prevention system that seeks to mobilize numerous stakeholders to create and follow a community prevention plan
- Requires significant community buy-in and up to 5-10 years before seeing positive outcomes
- Significantly associated with reductions in alcohol and illicit drug use across all youth



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InShape Prevention Plus Wellness

- Brief prevention intervention for college students focused on promoting active and healthy lifestyles
 - Emphasizes the positive health benefits of exercise and activity and the negative health consequences of alcohol, tobacco, and illicit drug use
- Implementers are required to attend a 4-hour training and pass a short exam
- Significantly associated with reductions in use and heavy use of alcohol



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Strategies Found to Address Risk Factors

- LifeSet
- Overcome Social Anxiety
- Teaching Kids to Cope
- Year Up
- YouthBuild





SCAN ME

Which population does your agency focus more of its efforts on? OR where would your agency like to focus its efforts?



- Adolescents/younger youth
- College-aged young adults

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Cultural Responsivity



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Applying the Core Tenets of Cultural Humility to Prevention



1. Life-long commitment to self-reflection



2. Actively seek to address power imbalances



3. Develop non-paternalistic, mutually beneficial partnerships with communities



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Building Cultural Awareness into Prevention Through Self Reflection

- Increase respect and mutual understanding
- Increase participation and involvement of diverse groups in prevention planning
- Provide a greater sense of safety and empowerment for clients
- Increase access to and impact of services
- Support prevention staff in feeling comfortable sharing their cultural beliefs and practices



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Disrupting Power Imbalances Through Institutional Accountability

Social Determinants of Health (SDOH)



- SDOH are the conditions in environments where people live that affect health and well-being
- Power imbalances happen at the institutional (SDOH) level
- Cultural Humility asks us to address power imbalances by holding institutions accountable
 - **This is where prevention professionals can make systemic change**

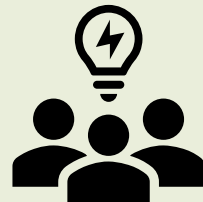


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Uplifting Communities Through Mutually-Beneficial Partnerships

- Give voice – and power – to the communities being served
- Prevention professionals should see ourselves as eager students to better understand a culture, the lived experiences of community members, and the structural –isms that impact their health



“Nothing about us, without us”



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What are some ways that you or your organization have infused cultural responsibility into your work?

All responses to your question will be shown here

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6 Principles for Increasing Prevention's Cultural Responsiveness (SAMHSA)

1. Sustain community partnerships and involvement

2. Let the community define themselves

3. Prioritize culturally appropriate prevention approaches (and adaptations)

4. Employ evaluators who are culturally competent

5. Ensure program staff reflect the communities they serve

6. Include people in the target population in prevention planning
("nothing about us, without us")



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Conclusion

- Many potential EBPs to address underage alcohol use
- Need to use strategic planning to determine which are best fit for your needs
- And select EBPs that can fit together into a comprehensive approach
- This involves weighing the evidence behind strategies, understanding your own capacity, and analyzing the needs of the community

Q & A

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Contact Us



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Prevention Technology Transfer Center Network

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a program managed by



THE DANYA INSTITUTE

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