



Great Lakes (HHS Region 5)

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PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

# Introduction to Prevention for Peer Recovery Specialists

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July 11, 2024

# Welcome!

Post in the chat:

- Your location
- Your role in prevention



# Our Path for This Session



- Defining prevention: What it is and what it isn't
- Using the Strategic Prevention Framework
- Why “evidence-based”?
- Ineffective and effective prevention strategies
- Our call to action



Be Forewarned...

Pop Quizzes are coming your way!

Prevention  
Focuses  
“Upstream”

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What have been your  
experiences with  
prevention?



# Video: What is Prevention

By the Addiction Policy Forum and CADCA

<https://www.youtube.com/watch?v=0Sj78uJU0Pk>

# Goal of Substance Misuse Prevention

To put measures in place  
before there is a problem  
so those “downstream” are  
carrying less of the public  
health burden





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# What is NOT Substance Misuse Prevention?

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Although important, the following are not substance misuse prevention strategies:

- Substance use disorder treatment
- Recovery maintenance
- Many harm reduction strategies

# Distinction Between Prevention and Harm Reduction

## Prevention

- Prevent the behavior

## Harm Reduction

- Prevent the consequences

Questions?



# Pop Quiz! Prevention or Other?

For each strategy, indicate if it is a primary prevention strategy or if it falls somewhere else on the continuum of care:

- Strategy designed to decrease the risk factors for substance use disorder in older adults
- Strategy to prevent the consequences of substance use
- Program designed to prevent the recurrence of substance use disorder

# How Do We Move Upstream?

1. Reduce research-based risk factors that increase likelihood of substance misuse; *AND*
2. Increase research-based protective factors that buffer the impacts of risk factors.





## The Key to Successful Prevention?

- A comprehensive, data-driven, strategic plan to reduce risk factors and enhance protective factors
- In other words, a “map” to success

# Strategic Prevention Framework



# Video: “What is the Strategic Prevention Framework?”

<https://youtu.be/4tvx7Bdq6e0>





Success Depends on Your Prevention  
Strategy:  
How Do We Know What is Effective?



# Definition of Evidence-Based Programs

Evidence-based programs and practices generally have one or more rigorous outcome evaluations that demonstrated effectiveness by measuring the relationship between the program and its intended outcome(s).

Office of Juvenile Justice and Delinquency Prevention



# Continuum of Evidence

**Harmful**

**Unsupported**

**Undetermined**

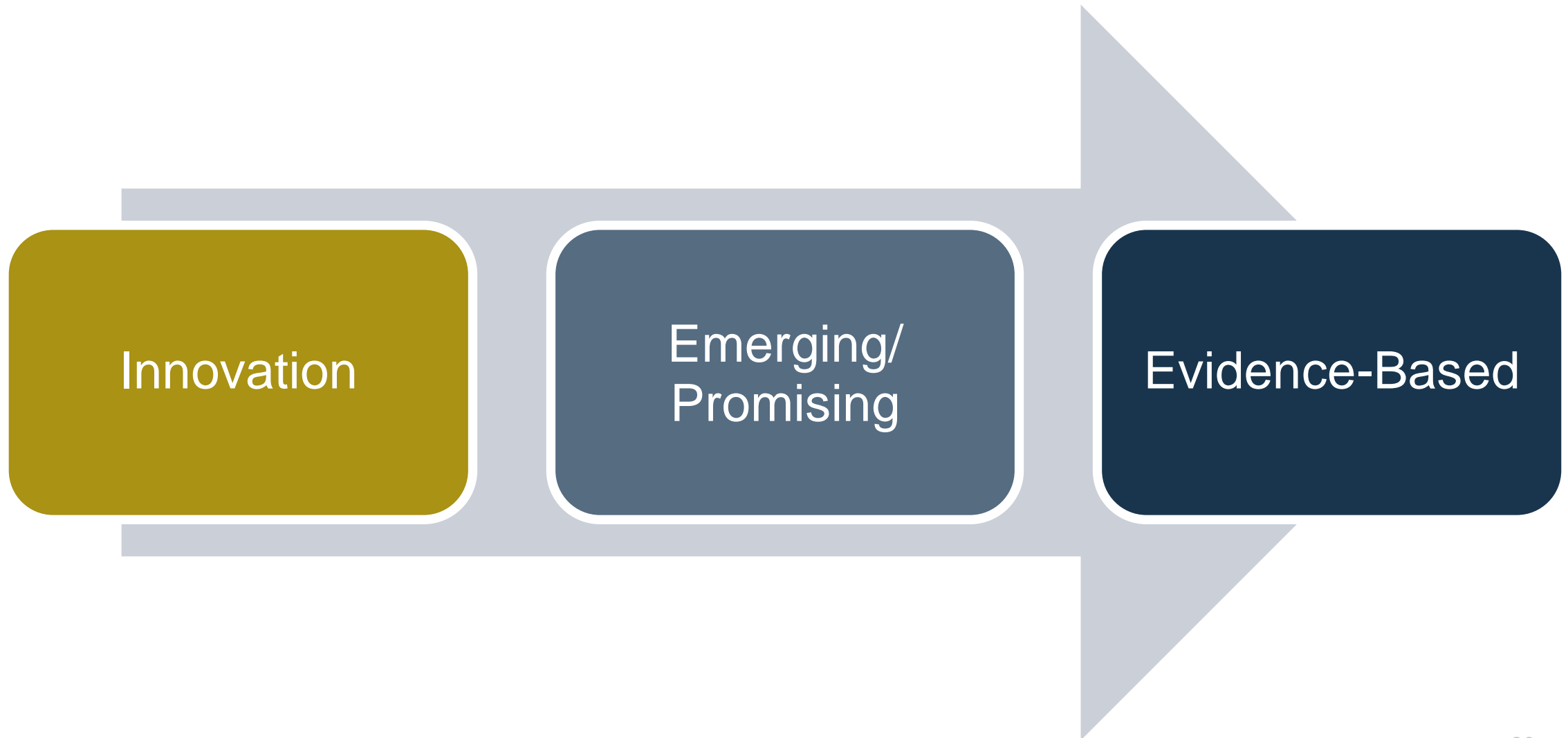
**Emerging**

**Promising  
Direction**

**Supported**

**Well Supported**

# The Journey to Become Evidence-based

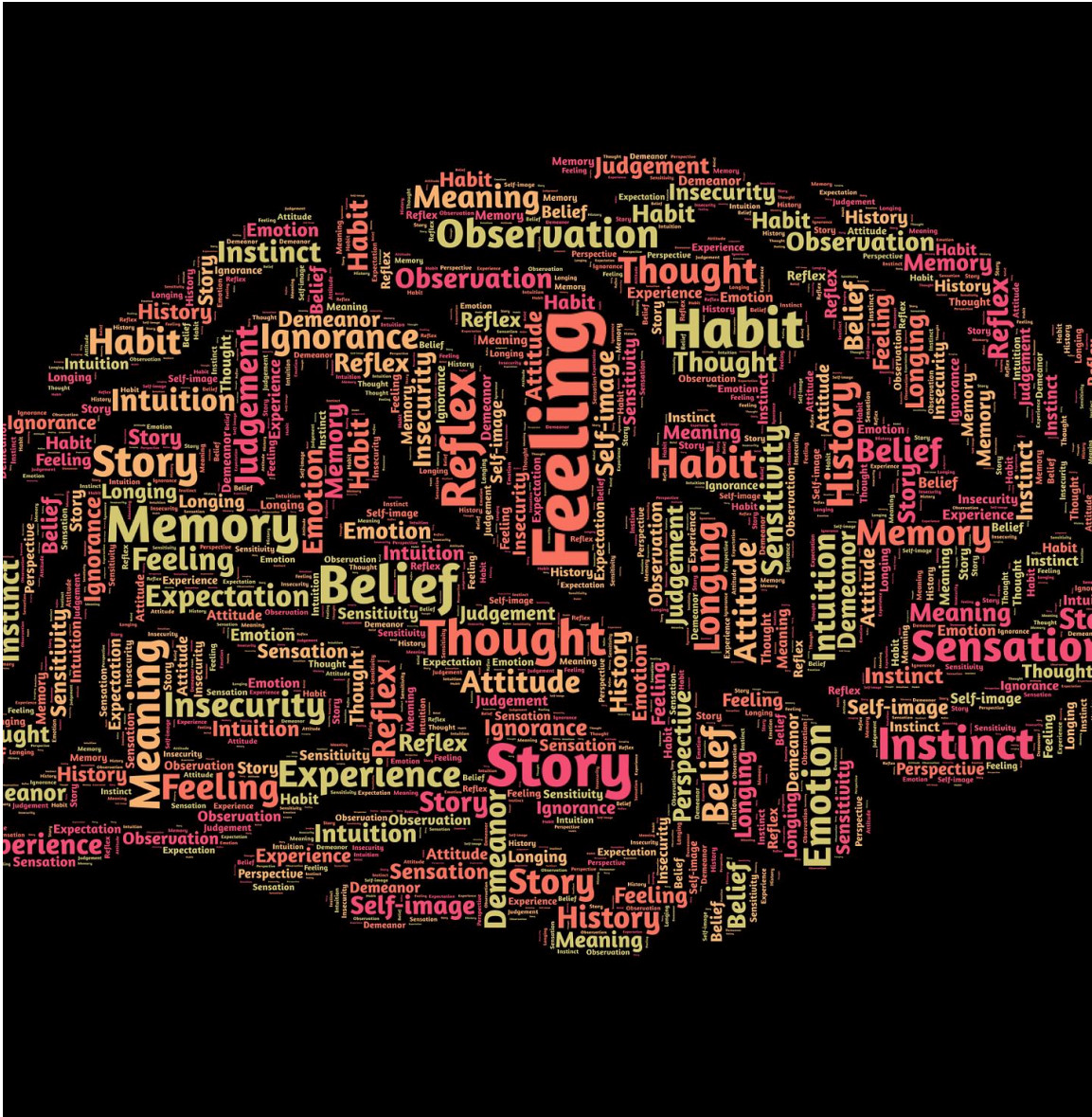


# Why Is Evidence-based Prevention Important?

- Gives our work credibility
- Increases our effectiveness
- Helps us avoid doing things that can be counter-productive and possibly harmful

# Effective and Ineffective Prevention Strategies





# Mindset

- No shaming
- No guilt
- No judgment
- Open to learning

# 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



# Ineffective Education Strategies



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



# Effective Education



- Social and emotional learning curricula in school
- Parenting education programs focused
- 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



**ACHIEVE** The way to get started is to quit talking and begin doing.  
**WISESTRONG** It is not the number of days you work, but the number of days you are in the work.  
**OUTSTANDING** It is not the number of days you work, but the number of days you are in the work.  
**UNIQUE** Conoce la verdad. Learn from the mistakes of others. Your limits are all within yourself.  
**PRIDE SABIO** AGRACEDIDO POR LA VIDA A STEP AHEAD  
 You can think best when you're happiest.  
**INCREIBLE** BELIEVE IN YOURSELF  
**TO NO ONE** YOU CAN DO IT YOURSELF

**DESEO ACTIVE** Be the change you want to see in the world. **SUEÑA Learn. SABIO**  
**DEPENDABLE** I am open to receive more wisdom everyday. **TO DECIDO**...LA VERDAD **AWARE SET THE**  
**UNIQUE** The will to win is important, but the will to prepare is vital.

**PERSISTENCE** Creativeness consists in trying to be great. I am open to receive more wisdom every day. **UNIQUE**  
**CREATIVE** Every soul is an energy. Somewhere in the world, someone is waiting for you to shine.  
**OUTSTANDING** I choose to be kind every day by day. In every way, I choose to be kind to everyone.  
**CHOICES** Little by little, inspire pride. **UNIQUE** The years teach much which the days never teach.  
**INCREIBLE** ...LA VERDAD 4 of 5

**4 out of 5 Panthers DO NOT drink alcohol.**

**Join the Crowd!**

**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 information on waiting to drink, visit [IGotThisChicago.org](http://IGotThisChicago.org)



This campaign is supported by the Strategic Prevention Framework Partnerships for Success Catalogue of Federal Domestic Assistance No. 93.243 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

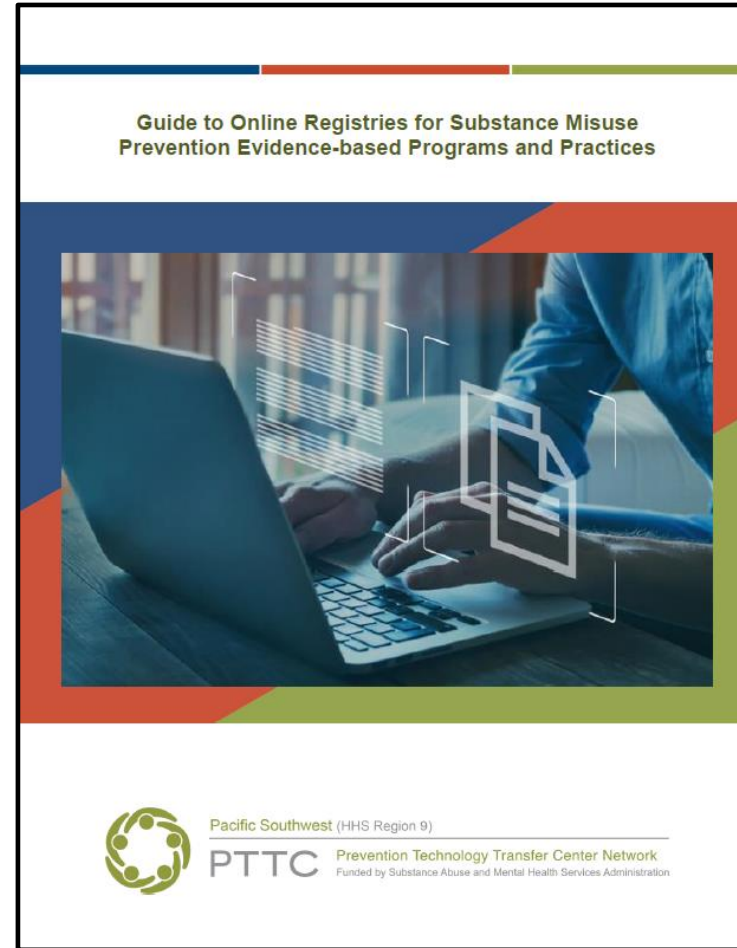


# Effective Information Sharing

- Education related to risk and protective factors
- Focus on **actions** one can take to apply the educational materials



# More Information on Evidence- based Prevention Strategies



<https://tinyurl.com/ev-basedpx>

# Questions on Effective and Ineffective Strategies?





# Pop Quiz! Effective or Ineffective?

For each strategy, indicate if it has been shown through research to be effective or ineffective:

1. School assemblies to reinforce message of the negative impact of drugs
2. Personal testimony from people in recovery
3. Social norms marketing
4. Social and emotional learning curricula
5. Mock car crashes to show the impact of drinking and driving

A top-down view of a wooden table. In the upper left, a pair of dark sunglasses with gold-colored temples lies on the surface. To the right, a yellow coffee cup with a latte art design sits on a matching yellow saucer. Below the sunglasses, another yellow coffee cup with a latte art design sits on a matching yellow saucer. In the lower right, a framed picture with a light-colored wooden frame is placed on the table. The picture shows a dark, moody landscape with trees and a path, with the text "INHALE THE FUTURE, EXHALE THE PAST." overlaid in white, bold, sans-serif capital letters. The background of the image is a dark, textured surface.

Moving Forward...

Interested in Learning More?

# Great Lakes Prevention Learning Portal

<https://pttcnetwork.org/prevention-resources-portal/>

## Prevention Learning Portal

This portal was designed to provide substance misuse prevention practitioners in the Great Lakes region with easy access to high quality, accurate information to assist them in planning, implementing, and evaluating their prevention efforts. It will continue to grow with new topics added over time. Click on the images below to learn more about each topic.



# Content of Each Portal Page



What is it?



Learn about it



Take action

## What Does NOT Work in Prevention



What is it?

We know through research that not all prevention strategies are created equally. Many of the most common strategies being used by well-meaning parents, schools and communities have been shown by careful research to be ineffective. Some have even caused harm. The focus of the resources below are on identifying these ineffective approaches.

**Brief:** [What Works, What Doesn't](#) (WA State Division of Behavioral Health and Recovery)

This document summarizes what we know through research are effective prevention strategies, as well as what is NOT effective.



Learn about it.

**Webinar:** [What Does NOT Work in Prevention](#) (Great Lakes PTTC)

The focus of this webinar is on identifying ineffective and sometimes harmful strategies that have been used in prevention. Time is also spent on discussing strategies prevention professionals can use to address the resistance often expressed by individuals and organizations reluctant to change long-standing, well-liked prevention practices.

**Self-paced Online Course:** [What Does NOT Work in Prevention](#) (Great Lakes PTTC)

This course was created using the webinar conducted by the Great Lakes PTTC. It was designed for prevention practitioners to help them identify interventions that have been shown through research to NOT be effective in preventing substance misuse, understand evidence-based approaches that can be used as effective alternatives to the ineffective/counterproductive strategies, and engage in strategies to address resistance to discontinuing ineffective and/or counterproductive prevention strategies.



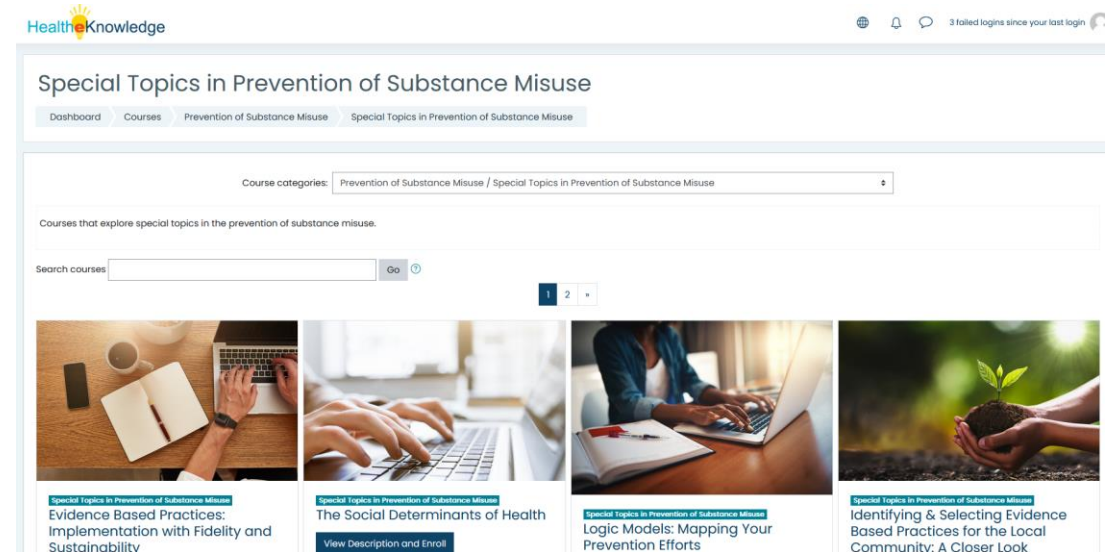
Take action.

**Slide Deck:** [What Does NOT Work in Prevention](#) (Great Lakes PTTC)

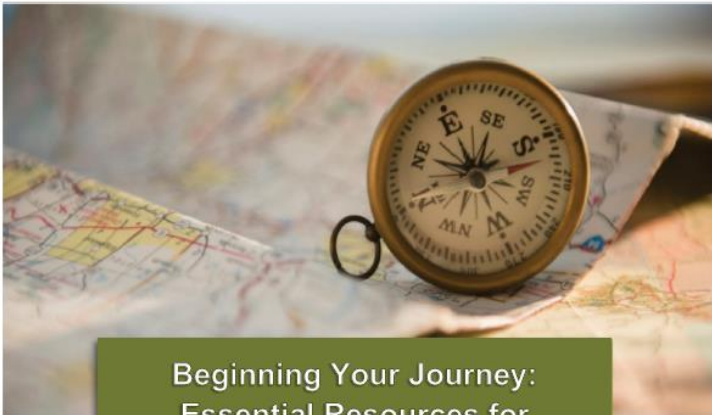
This slide deck can be used by prevention professionals to share with others information about what does NOT work in prevention. Facilitator notes are included in the slide deck.

# HealthKnowledge Prevention Courses

- Self-paced, free, online courses where you can earn certificates of participation
- 50+ courses on substance misuse prevention
- [healthknowledge.org](https://healthknowledge.org)




# Essential Resources for Prevention Practitioners



Great Lakes (HHS Region 5)  
**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

Beginning Your Journey:  
Essential Resources for  
New Prevention Practitioners

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



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## Essential Resources for New Prevention Practitioners

### *Prevention Science and the Prevention Profession*

- [What is Prevention Science?](#)  
Infographic: Prevention science identifies the issues affecting communities, the best practices for addressing those issues, and the most effective ways of disseminating this information.
- [What Does NOT Work in Prevention](#)  
Webinar: Learn effective and ineffective strategies for preventing substance misuse.
- [Prevention Domain Video Series: What Do Prevention Specialists Do?](#)  
Video Series: Learn about the prevention domains and how all the domains function together for effective prevention.
- [Prevention Professional Competencies Initiative](#)  
Guide: Gain a broad understanding of the skills necessary for orchestrating comprehensive campus substance misuse prevention efforts.
- [Prevention Specialist Credentialing](#)  
Interactive Online Resource: Find details about IC&RC certification requirements for the state in which you work using this interactive map of the United States.

### *Risk and Protective Factors*

- [The Science of Risk Factors](#)  
Video: This short video from Communities That Care provides a succinct summary of research results on the risk factors for youth problem behaviors.
- [Protective Factors: Social Development Strategy](#)  
Video: This short video from Communities That Care illustrates how the Social Development Strategy operationalizes protective factors.
- [Risk Factors for Youth Substance Misuse](#)  
Webinar: Explore the research-based risk factors that place youth at greater risk of substance misuse.
- [Building Protective Factors Using the Social Development Strategy](#)  
Webinar: Learn how to build protective factors in the youth using the Social Development Strategy.

[pttcnetwork.org/greatlakes](http://pttcnetwork.org/greatlakes)

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[https://pttcnetwork.org/products\\_and\\_resources/beginning-your-journey-essential-resources-for-new-prevention-practitioners/](https://pttcnetwork.org/products_and_resources/beginning-your-journey-essential-resources-for-new-prevention-practitioners/)

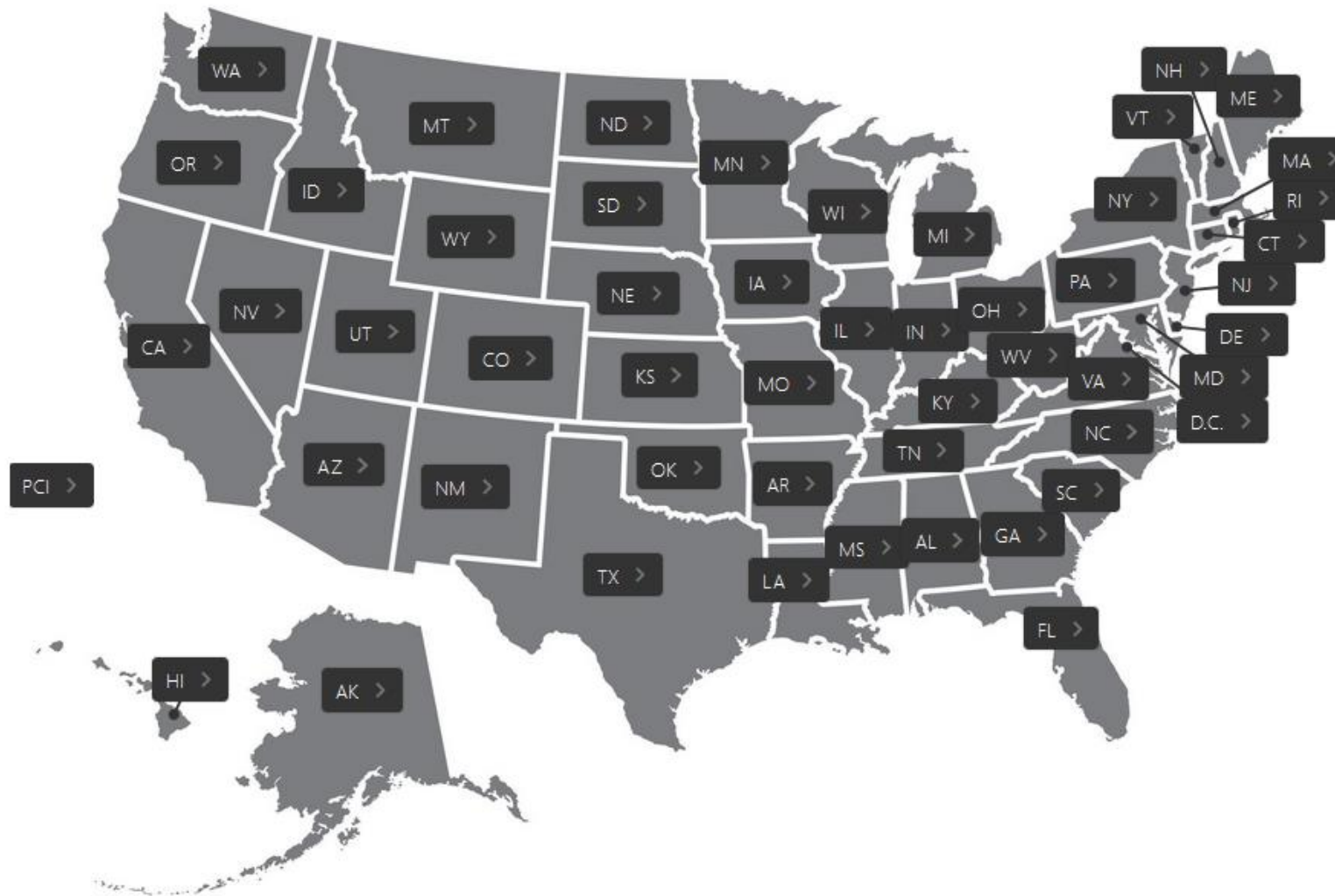
# SAPST: SPF Application for Prevention Success

- 4-day course (in-person or virtual)
- Ideal for those who implement and/or coordinate the SPF in their community



# Become a Certified Prevention Specialist!

<https://tinyurl.com/PreventionCertification>





# Closing Thoughts



# Upcoming Great Lakes PTTC Trainings

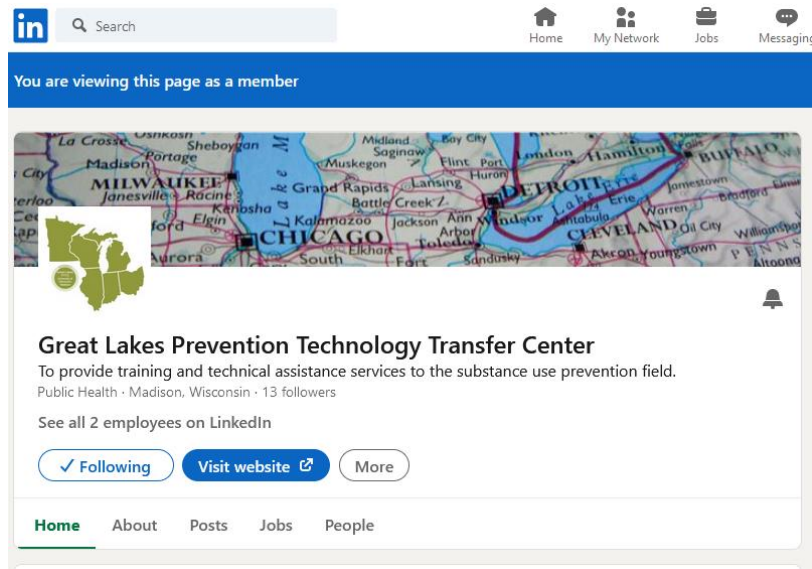
<https://tinyurl.com/GLPTTCevents>

- **Impact of Social Connectedness on Our Health and Well-being**  
July 16, 10-11:30 CT
- **Preventing Substance Misuse on College Campuses**  
August 7, 10-11:30 CT
- **Effective Group Facilitation Skills for Prevention Professionals**  
August 29, 12:30-3:30 CT
- **Leveraging CSAP's 6 Strategies Categories to Deliver Effective Substance Misuse Prevention –**  
September 5, 10-11:30 CT
- **Large Scale Impact Through Environmental Substance Misuse Prevention Strategies**  
September 12, 1-4 CT
- **Preparing for the IC&RC Prevention Certification Exam: Essential Test-taking Strategies**  
September 19, 10-11:30 CT

# Like and Follow Us for the Latest Info!

## LinkedIn

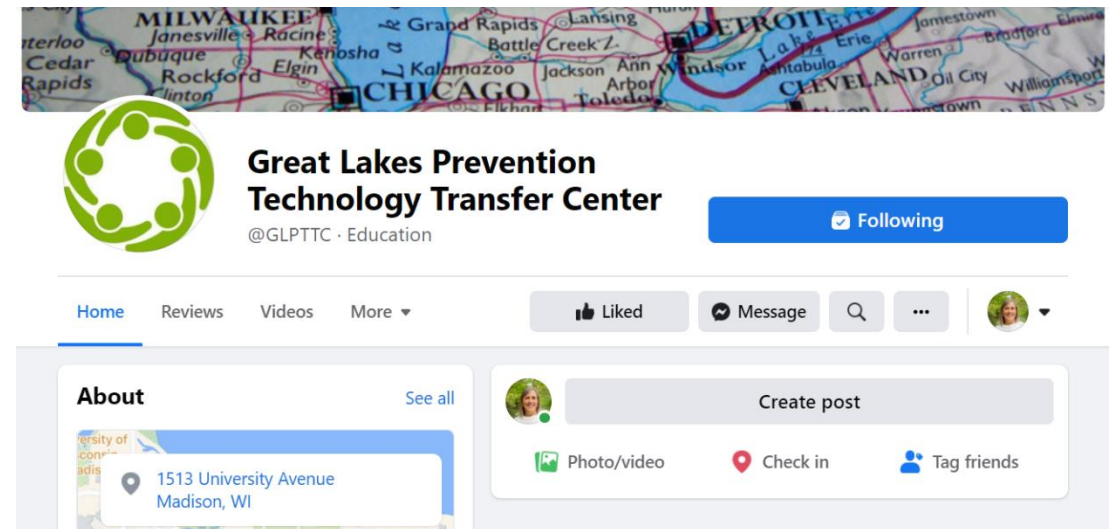
@glpttc



The screenshot shows the LinkedIn profile page for the Great Lakes Prevention Technology Transfer Center. At the top, there is a navigation bar with icons for Home, My Network, Jobs, and Messaging. Below this is a search bar and a blue banner that reads "You are viewing this page as a member". The profile picture is a map of the Great Lakes region with a green circular logo overlaid. The name "Great Lakes Prevention Technology Transfer Center" is displayed, along with the tagline "To provide training and technical assistance services to the substance use prevention field." and the location "Public Health · Madison, Wisconsin · 13 followers". There are buttons for "Following", "Visit website", and "More". At the bottom, there are tabs for "Home", "About", "Posts", "Jobs", and "People".

## Facebook

@glpttc



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Please Complete  
the Evaluation Form



**WE WANT  
YOUR FEEDBACK**

# Thank You

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