

Focus on Prevention



*Who, What, When, Where,
How and Why*

COURSE Objective



*Upon completion of this training
participants will be able to
articulate what they do in
prevention and why it matters.*

A bit of history.....

Fermented beverages and drugs have been consumed by humans since before recorded history.

Early humans also discovered the psychoactive properties of certain plants, which led to the development of drugs like opium, cannabis, and psilocybin mushrooms.

<https://gab.ai/> February 2024

The earliest known use of alcohol in civilization dates back to around 7000 BC in ancient China, where it was used to make a fermented beverage called kui.

However, the earliest known evidence of alcohol production comes from around 6000 BC in ancient Egypt and Iran, where they made a fermented beverage called beer.

<https://gab.ai/> February 2024

The earliest known use of tobacco in civilization dates back to around 6000 BC in the Americas, where indigenous people used it for medicinal and ceremonial purposes.

The use of tobacco spread to Europe in the 16th century, where it was introduced by European explorers who encountered it in the Americas.

<https://gab.ai/> February 2024

The earliest known use of drugs in civilization dates back to around 5000 BC in ancient Mesopotamia, where they used opium for medicinal and religious purposes.

The use of opium spread to ancient Egypt, where they used it for medical and religious purposes as well.

<https://gab.ai/> February 2024

Overall, the use of drugs in ancient civilizations was varied and complex, with many different plants and substances being used for medicinal, religious, and recreational purposes.

The use of drugs has played a significant role in human history and continues to be a topic of interest and debate today.

<https://gab.ai/> February 2024

The earliest known efforts to prevent drug use can be traced back to ancient civilizations, where religious and cultural norms often discouraged the use of certain substances.

For example, in ancient Greece and Rome, excessive use of alcohol was considered a vice and was often frowned upon.

<https://gab.ai/> February 2024

Ancient Greece (8th century BC – 6th century AD):

The Greek philosopher Socrates (470 BC – 399 BC) believed in the importance of self-control and moderation in all aspects of life, including the consumption of drugs and alcohol.

He argued that excessive indulgence in pleasures, such as alcohol and drugs, would lead to a weak and unhealthy society.

<https://gab.ai/> February 2024

Fifth Century B.C.

“In the fifth century BC, Plato outlined what he considered to be correct behavior in relation to alcohol.”

He also argued that the minimum drinking age should be 18.

<https://gab.ai/> February 2024

In 500 B.C., Roman lawmakers were aware of the potential risks associated with alcohol consumption during pregnancy.

They enacted legislation to prohibit pregnant women from drinking, as they believed that excessive alcohol intake could lead to harm or damage to the developing fetus.

<https://gab.ai/> February 2024

In the seventh century A.D., Archbishop Theodore of Canterbury was concerned about the excessive consumption of alcohol among Christian laymen in England.

He believed that such behavior was detrimental to one's spiritual health and required those who drank to excess to perform a penance of fifteen days.

<https://gab.ai/> February 2024

1588- The Catholic Church leaders in Lima took a strong stance against smoking by imposing the world's first smoking ban.

They ordered their priests to abstain from smoking during church services, demonstrating their concern for the effects of smoking on health and spiritual well-being.

<https://gab.ai/> February 2024

Seventeenth Century

Tavern owners in the American colonies were expected not only to dispense food, drink, and hospitality, but also to monitor behavior and keep their customers in check.

<https://gab.ai/> February 2024

"**Mind your P's and Q's**" is an old English expression that means to be careful of your behavior, actions, or language.

The P and Q in this expression are believed to refer to the letters "pints" and "quarts" used to measure the drinks.

By telling someone to mind their P's and Q's, the tavern owner was essentially reminding them to keep track of their alcohol consumption and not to get too rowdy or disorderly.

<https://gab.ai/> February 2024

1630- Governor John Winthrop of Massachusetts tried to ban all alcoholic beverages in Boston.

The ban was ultimately unsuccessful, and alcohol continued to be consumed in the colony.

<https://gab.ai/> February 2024

The first significant smoking ban in the U.S. was in 1893, when smoking was prohibited on Boston streetcars.

<https://gab.ai/> February 2024

In more modern times, the first drug prevention efforts can be traced back to the 19th century, with the establishment of the temperance movement in the United States.

This movement aimed to reduce the consumption of alcohol and other drugs, and was driven by concerns about the social and economic costs of drug use.

<https://gab.ai/> February 2024

In the 20th century, drug prevention efforts became more formalized, with the establishment of government agencies and programs aimed at reducing drug use and promoting public health.

These efforts often focused on education and prevention, and were driven by concerns about the spread of addiction and the impact of drug use on society.

<https://gab.ai/> February 2024

January 16, 1920 - Prohibition officially took effect in the United States, making it illegal for Americans to manufacture, transport, or sell intoxicating liquors.

It did not prohibit the purchase or consumption of alcohol.

This led to the rise of speakeasies, where people could illegally consume alcohol, and the growth of organized crime as individuals found ways to produce and distribute alcohol despite the restrictions.

<https://gab.ai/> February 2024

1928- Some doctors began writing special prescriptions for their patients, allowing them to obtain pints of whiskey or wine for medicinal purposes.

This practice was a way for individuals to legally obtain and consume alcohol, as the prescriptions were granted under the guise of treating various ailments.

<https://gab.ai/> February 2024

December 5, 1933- National Prohibition came to an end as the Twenty-first Amendment to the U.S. Constitution was ratified, repealing the Eighteenth Amendment, which had established Prohibition in 1920.

The repeal of Prohibition also led to a significant increase in tax revenue for the government, as well as the growth of the alcohol industry.

<https://gab.ai/> February 2024

1937- The Marihuana Tax Act effectively criminalized marijuana at the federal level in the United States.

This act imposed a tax on the sale of marijuana and required users and sellers to register with the IRS, making it difficult and cumbersome for people to legally obtain and use the drug.

<https://gab.ai/> February 2024

1941- The annual consumption of absolute alcohol per capita in the U.S. **rose** to 1.5 gallons from about one gallon the year after prohibition (1934).

1946- The annual average per capita consumption of absolute alcohol in the U.S. reached the pre-Prohibition level of about two gallons.

<https://gab.ai/> February 2024

May 27, 1950
First Link Smoking and Cancer

1950- The American Medical Association publishes the first U.S. study to confirm a correlation between smoking and lung cancer.

<https://gab.ai/> February 2024

1954

Tobacco Companies Deny Lung Cancer

The major American tobacco companies join together to place a large advertisement in nearly 450 American newspapers.

Their "Frank Statement to Cigarette Smokers." campaign aimed to reassure smokers and challenge the emerging scientific consensus that linked cigarette smoking to lung cancer in human beings.

<https://gab.ai/> February 2024

January 14, 1957- Hollywood star Humphrey Bogart, known for his frequent smoking on screen and in real life, passed away at the age of 57 due to lung cancer.

His untimely death served as a tragic reminder of the dangers of smoking and the long-term health consequences associated with tobacco use.

<https://gab.ai/> February 2024

January 1, 1966
Warning Label Required

The federal Cigarette Labeling and Advertising Act takes effect, forcing cigarettes to be sold with a warning label: "Cigarette smoking **may** be hazardous to your health."

The weak language of the warning is a product of heavy lobbying by the tobacco industry, which defeats competing proposals for a much stronger warning.

<https://gab.ai/> February 2024

1970: The Controlled Substances Act (CSA) was passed in 1970 as part of the Comprehensive Drug Abuse Prevention and Control Act.

This act classifies drugs into different schedules based on their potential for abuse and accepted medical use.

<https://gab.ai/> February 2024

January 2, 1971

Cigarette advertisements are banned from American television.

The last televised cigarette ad ran at 11:50 p.m. during *The Johnny Carson Show* on January 1, 1971.

<https://gab.ai/> February 2024

May 1, 1972
Creating Doubt

"For nearly twenty years, the tobacco industry has employed a single strategy to defend itself . . . it has always been a holding strategy, consisting of **creating doubt about the health charge without actually denying it**, advocating the public's right to smoke without actually urging them to take up the practice . . . encouraging objective scientific research as the only way to resolve the question of health hazard."

1975- Minnesota becomes the first state to limit smoking in public spaces, passing the **Clean Indoor Air Act** to protect "the public health and comfort and the environment by prohibiting smoking in public places and at public meetings, except in designated smoking areas."

<https://gab.ai/> February 2024

1984- The National Minimum Drinking Age Act was passed in the U.S.

This act was enacted to encourage states to raise their minimum legal drinking age to 21 years old.

The act withholds a portion of federal highway funding from states that do not have a minimum drinking age of 21.

[http://www2.potsdam.edu/sloahol/html/line/The Recent Decades.html#UyfwuhtdW5o](http://www2.potsdam.edu/sloahol/html/line/The%20Recent%20Decades.html#UyfwuhtdW5o)

1992: Substance Abuse and Mental Health Services Administration (SAMHSA) is a federal agency that works to reduce the impact of substance abuse and mental illness on American communities.

It provides funding and resources for drug prevention and treatment programs, among other initiatives.

1994: Safe and Drug-Free Schools and Communities Act (SDFSCA), this legislation provided federal funding to support drug prevention and education programs in schools and communities across the United States.

1996: California became the first state to legalize medical marijuana.

The Compassionate Use Act, also known as Proposition 215. This made California the first state in the United States to legalize medical marijuana.

The act allowed patients with a valid doctor's recommendation to possess and cultivate marijuana for personal medical use.

This law paved the way for other states to follow suit and eventually led to the legalization of recreational marijuana in California in 2016 with the passing of Proposition 64.

<https://gab.ai/> February 2024

The Drug-Free Communities Act was signed into law on July 18, 1997.

This legislation established the Drug-Free Communities program, which provides grants to community-based coalitions to help them prevent substance abuse among youth.

The act was based on the premise that local communities are in the best position to understand and address the unique challenges they face in the fight against drug abuse.

<https://gab.ai/c/65d27992b2508e113dad43d3> February 2024

1998: National Youth Anti-Drug Media Campaign - Launched by the Office of National Drug Control Policy, this campaign used various forms of media, including television, radio, and print ads, to deliver anti-drug messages to young people.

1998- Master Settlement

The American tobacco industry and 46 states sign the Master Settlement Agreement, in which tobacco companies agree to pay \$246 billion over 25 years to offset the states' costs of treating smoking-related illnesses.

<http://www.shmoop.com/drugs-america/>

2000

National Maximum B.A.C. Law

The U.S. Congress required states to establish a maximum blood alcohol concentration (BAC) for operating motor vehicles of 0.08 (80 milligrams of alcohol per 100 milliliters of blood) *under penalty of loss of federal highway funds for failure to comply with the directive.*

<http://www2.potdam.edu/alcohol/timeline/The-Recent-Decades.html#LjY9wKhDWS>

2001: Too Good for Violence aimed to reduce violence, including drug-related violence, among youth by promoting positive social and emotional skills.

2002: SAMHSA's Strategic Prevention Framework (SPF) provided a framework for communities to address substance abuse prevention using a data-driven, culturally appropriate, and comprehensive approach.

2002- The Center for Alcohol Advertising and Youth, a large anti-alcohol advertising activist organization in the U.S., was founded.

2005- Above the Influence – is a national campaign targeted youth aged 12-18 with the message that they can make positive choices and avoid drug use.

2006- The U.S. Congress passed the Sober Truth on Preventing (STOP) Underage Drinking Act.

<http://www2.potdam.edu/alcohol/timeline/The-Recent-Decades.html#LjY9wKhDWS>

The Family Smoking Prevention and Tobacco Control Act became law on June 22, 2009.

It gives the Food and Drug Administration (FDA) the authority to regulate the manufacture, distribution, and marketing of tobacco products to protect public health.

The FDA will be able to set product standards and also ban some chemical additives in cigarettes.

2010: National Drug and Alcohol Facts Week (NDAFW) is an annual event that provides educational resources and activities to help teens understand the real facts about drugs and alcohol.

2010: Start Talking - encouraged parents and caregivers to talk to their children about the dangers of drug use.

2012: Colorado and Washington became the first states to legalize marijuana for recreational use. Since then, numerous other states have followed suit, with varying degrees of legalization and regulation.

<https://gab.ai/> February 2024

2013- The National Transportation Safety Board (NHTSB) recommended that all 50 states in the U.S. adopt a blood-alcohol content (BAC) limit of 0.05 compared to the current limit of 0.08.

<http://www2.potsdam.edu/archol/timeline/The-Recent-Decades.html#Uj9wuMhW5o>

January 2, 2014- Smoking Bans

According to the American Nonsmokers' Rights Foundation, 81.5% of the U.S. population lives under a ban on smoking in "workplaces, and/or restaurants, and/or bars, by either a state, commonwealth, or local law," though only 49.1% live under a ban covering all workplaces *and* restaurants *and* bars.

28 states have enacted statewide bans on smoking in all enclosed public places, including all bars and restaurants.

http://en.wikipedia.org/wiki/List_of_smoking_bans_in_the_United_States

2016- The National Institute on Drug Abuse (NIDA) for Teens - this online resource provides science-based information about the effects of drugs on the developing brain for teens and parents.

2019- The Opioid Response Network provided training and technical assistance to communities to address the opioid crisis and prevent substance use disorders.

2020: During the COVID-19 pandemic, alcohol consumption in the United States increased significantly.

In the week ending March 21, 2020, alcohol sales spiked by 54% compared to the same period in 2019.

<https://gab.ai/> February 2024

This increase was driven by both on-premises and off-premises sales, with people stockpiling alcohol for home consumption and ordering more alcoholic beverages for delivery or pickup from restaurants and bars.

Factors contributing to the increase in consumption include stress, anxiety, and isolation brought on by lockdowns, social distancing measures, and economic uncertainty.

<https://gab.ai/> February 2024

The history of drug and alcohol abuse is a long and complex one, with varying levels of acceptance and regulation throughout different periods and cultures.

The availability and use of drugs and alcohol continue to be significant issues, with the rise of prescription drug abuse and the opioid epidemic in recent years.

<https://gab.ai/> February 2024

One of the most effective drug prevention strategies of the 20th century was the implementation of drug education programs in schools.

These programs aimed to educate young people about the dangers of drug use and to promote healthy behaviors, and were often successful in reducing drug use among teenagers.

<https://gab.ai/> February 2024

In recent decades, drug prevention efforts have continued to evolve, with a growing emphasis on evidence-based approaches and a focus on reducing the harms associated with drug use.

<https://gab.ai/> February 2024

In 2017, the Substance Abuse and Mental Health Services Administration (SAMHSA) published a report stating that for every dollar invested in school-based drug prevention programs, there was a return of \$18 in societal costs averted.

<https://gab.ai/> February 2024

Overall, the history of drug prevention has been marked by a range of different approaches and strategies, with varying degrees of success.

While there have been many challenges and setbacks along the way, the efforts of governments, communities, and individuals have helped to reduce drug use and promote public health.

<https://gab.ai/> February 2024

Focus on Prevention



*Who, What, When, Where,
How and Why*



Universal Strategies

Universal preventive interventions focus on the “general public or a population subgroup that **have not been identified on the basis of risk.**”

Primary Prevention

Selective Strategies

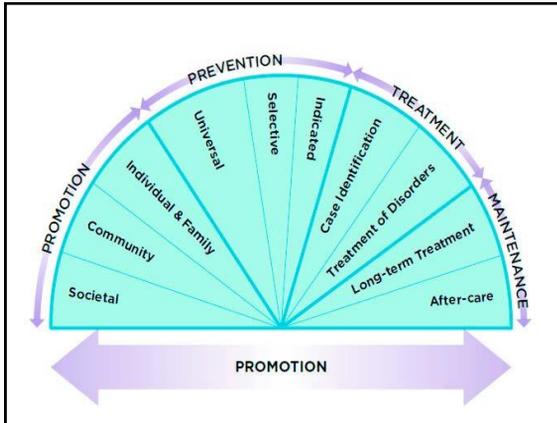
Selective preventive interventions focus on individuals or subgroups of the population “whose risk of developing behavioral health disorders is **significantly higher than average.**”

Secondary Prevention

Indicated Strategies

Indicated preventive interventions focus on “high-risk individuals who are identified as having **minimal but detectable signs or symptoms**” that foreshadow behavioral health disorders, “*but who do not meet diagnostic levels at the current time.*”

Tertiary Prevention



Focus on Prevention



Who, *What*, When, Where,
How and Why



Definition of Prevention:

Interventions delivered prior to the onset of a disorder, these interventions are intended to **prevent or reduce the risk** of developing a behavioral health problem, such as underage alcohol use, prescription drug misuse, and illicit drug use.

<http://captus.samhsa.gov/prevention-practice/prevention-and-behavioral-health/behavioral-health-lens-prevention/3> 2018

Definition of Prevention:

Interventions that occur prior to the onset of a disorder that are intended to prevent or reduce risk for the disorder.

National Research Council and Institute of Medicine. (2009). *Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities*. Washington, DC: The National Academies Press, pg Glossary xxvii.

What Is Addiction?

More than three decades of research supported by the National Institute on Drug Abuse (NIDA) has proven that addiction is a **complex brain disease** characterized by compulsive, at times uncontrollable, drug craving, seeking, and use that persist despite potentially devastating consequences.

<https://science.education.nih.gov/supplements/webversions/BrainAddiction/guide/essence.html>

65

What Is Addiction?

Even though the first time a person takes a drug, it is often by choice—to achieve a pleasurable sensation or desired emotional state—we now know from a large body of research that this ability to choose can be affected by drugs.

<https://science.education.nih.gov/supplements/webversions/BrainAddiction/guide/essence.html>

66

What Is Addiction?

And when addiction takes hold in the brain, **it disrupts a person's ability to exert control over behavior**— reflecting the compulsive nature of this disease.

<https://science.education.nih.gov/supplements/webversions/BrainAddiction/guide/essence.html>

67

What Is Addiction?

Addiction is defined as a chronic, relapsing disorder characterized by compulsive drug seeking and use despite adverse consequences.

<https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/drug-misuse-addiction>

What is drug addiction?

It is considered a **brain disorder**, because it involves *functional changes* to brain circuits involved in reward, stress, and self-control, and those changes may last a long time after a person has stopped taking drugs.

<https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/drug-misuse-addiction> June 2020

69

What is Drug addiction?

Addiction is a lot like other diseases, such as heart disease. Both disrupt the normal, healthy functioning of an organ in the body, both have serious harmful effects, and both are, in many cases, preventable and treatable.

If left untreated, they can last a lifetime and may lead to death.

<https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/drug-misuse-addiction> June 2020

70

What is Drug addiction?

Addiction is a chronic, relapsing disorder *characterized by compulsive drug seeking and use* despite adverse consequences.

Ironically and cruelly, **eventually even the drug loses its ability to reward**, but the compromised brain leads addicted people **to pursue it** anyway.

<https://science.education.nih.gov/supplements/webversions/BrainAddiction/guide/essence.html>

71

What are the Three Attributes in the Definition of Addiction?

Addiction is defined as a ¹chronic,²relapsing disorder characterized by³compulsive drug seeking and use despite adverse consequences.

<https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/drug-misuse-addiction>

72

Around 21 million Americans aged 12 or older needed substance use treatment for an alcohol or illicit drug use problem in 2020, according to the National Survey on Drug Use and Health.

Of these, only 2.7 million (about 12.8%) received any treatment at a specialty facility.

<https://www.samhsa.gov/data/release/2022-national-survey-drug-use-and-health-nsduh-releases>

According to the 2019 National Survey on Drug Use and Health, an estimated 21.6 million Americans aged 12 or older needed substance use treatment for an alcohol or illicit drug use problem.

This represents approximately 7.7% of the population aged 12 and older.

Of these, only 1.4% received any treatment at a specialty facility.

Wouldn't it be nice
if we prevented this
from happening?

Preventing Addiction

Addiction is a chronic brain disease that causes a person to compulsively seek out drugs, despite the harm they cause.

What is Drug Prevention?

Drug prevention refers to the strategies, programs, and policies aimed at reducing the use and abuse of illicit drugs and other substances.

The goal of drug prevention is to minimize the negative consequences associated with drug use, such as addiction, health problems, and social issues.

<https://gab.ai/> February 2024

What is Drug Prevention?

This is typically achieved through education, awareness campaigns, and community-based initiatives that target various age groups and demographics.

Drug prevention efforts often focus on promoting healthy behaviors, providing support for at-risk individuals, and fostering a culture of responsibility and resilience.

<https://gab.ai/> February 2024

Definition of Prevention:

Interventions that occur prior to the onset of a disorder that are intended to prevent or reduce risk for the disorder.

National Research Council and Institute of Medicine. (2009). *Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities*. Washington, DC: The National Academies Press, pg Glossary xvii.

Focus on Prevention

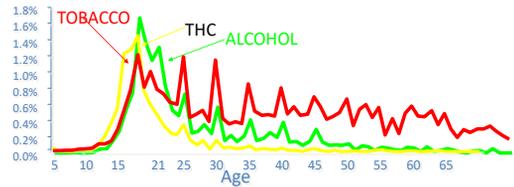


Who, What, **When**, Where,
How and Why



When ?

Addiction is also a developmental disease; that is, it usually starts in adolescence or even childhood and can last a lifetime if untreated.



<https://science.education.nih.gov/supplements/webversions/BrainAddiction/guide/essence.html>

80

Windows of Opportunity

In the case of substance use disorders, initial symptoms appear around age 14—**about four years before** these symptoms progress to the point of a diagnosable disorder.

<http://oapts.samhsa.gov/prevention-practice/prevention-and-behavioral-health/developmental-framework/2>

When ?

The best time to implement a drug prevention program in a human's life is during childhood or adolescence, as this is when individuals are **most vulnerable** to misusing drugs and when they can be reached **more effectively** with prevention messages.

<https://gab.ai/> February 2024

When ?

By focusing on early intervention, we can help young people develop the **skills** and **knowledge** they need **to make healthy choices** and avoid the risks associated with drug use.

<https://gab.ai/> February 2024

Behavioral Health

Behavioral health refers to “a state of emotional/mental being and/or choices and **actions** that affect health and wellness”.

Substance Abuse and Mental Health Services Administration. (2011). *Leading change: A plan for SAMHSA's role and actions 2011-2014* (HHS Publication No. (SMA) 11-4629). Rockville, MD: Author.

Behavioral health refers to “a state of emotional/mental being and/or choices and actions that affect health and wellness”.

Behavioral health problems include:

- Substance misuse
- Alcohol and drug addiction
- Mental and substance use disorders
- Serious psychological distress
- Suicide

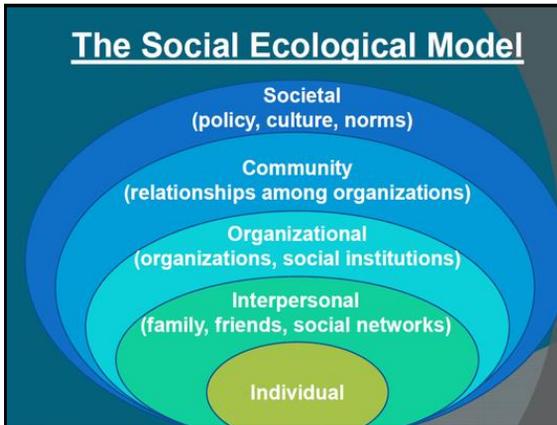
Focus on Prevention



Who, What, When, Where, How and Why



The Social Ecological Model



There is a mud hole in our community. We constantly pull community members out and clean them off. We put up warning signs, they didn't read them. Some even go back to the mud hole. We put up a fence, they climb over it. We are tired of pulling people out.

Maybe we should dry up the mud hole.

Focus on Prevention



Who, What, When, Where, How and Why



Prevention defined:

Interventions delivered prior to the onset of a disorder, these interventions are intended to **prevent or reduce the risk of developing a behavioral health problem**, such as underage alcohol use, prescription drug misuse and abuse, and illicit drug use.



<http://caplus.samhsa.gov/prevention-practice/prevention-and-behavioral-health/behavioral-health-lets-prevention/3>

Prevention Approaches

Individual Level Strategies
 Communication & Education
 Policy Adoption
 Enforcement
 Environmental Change

Individual Strategies

Many prevention approaches focus on helping people develop the **knowledge, attitudes, and skills** they need to change their behavior.

Most of these strategies are classroom-based.

- Programs that focus on life and social skills are most effective.
- Programs that involve interactions among participants and encourage them to learn drug refusal skills are more effective than non-interactive programs.

<http://captus.samhsa.gov/prevention-practice/prevention-approaches> 2018

Environmental Strategies

Environmental prevention is an approach that identifies and works to change the elements within the environment of a community that support or condone unhealthy or unsafe decisions.

<http://www.mtccp.info/environmental.html>

Individual & Environmental Approaches

Some prevention interventions are designed to help **individuals** develop the intentions and skills to act in a healthy manner.

Others focus on creating an **environment** that supports healthy behavior.

Research tells us that the most effective prevention interventions are those that incorporate **both** these approaches.

<http://captus.samhsa.gov/prevention-practice/prevention-approaches> 2018

Individual & Environmental Approaches

Environmental interventions **complement**, rather than replace, interventions targeting individual behavior (such as social norms and other educational programs).

Individual-based programs can have only **limited impact** if environmental forces undermine and contradict their messages and advice.

http://www.alcoholpolicy.md.com/alcohol_policy/effects_ep.htm

Individual & Environmental Approaches

Broadly defined, **individual strategies** are short-term actions focused on changing **individual** behavior, while **environmental strategies** involve longer-term, potentially permanent changes that have a broader reach.

<http://wch.uhsc.wisc.edu/01-Prevention/01-Prev-Environment.html>

Individual Strategies

Many prevention approaches focus on helping people develop the **knowledge**, **attitudes**, and **skills** they need to change their behavior.

Most of these strategies are classroom-based.

K+S+A=B

<http://captus.samhsa.gov/prevention-practice/prevention-approaches>

Environmental Strategies

Environmental strategies incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies.

http://www.cadca.org/files/resource/Beyond_the-Basics-Environmental_Strategies-11-2010.pdf

Individual & Environmental Approaches

Individual-based programs can have only *limited impact* if environmental forces undermine and contradict their messages and advice.

http://www.alcoholpolicy.mind.com/alcohol_policy/effects_ep.htm

Individual & Environmental Approaches

Conversely, environmental strategies enhance individual-based strategies, by creating a social climate that reinforces the educational messages.

http://www.alcoholpolicy.mind.com/alcohol_policy/effects_ep.htm

**Are you
focusing on
changing
people or
conditions?**

Individual & Environmental Approaches

The most effective prevention plans will use **both** environmental and individual substance abuse prevention strategies.

<http://wch.uhs.wisc.edu/01-Prevention/01-Prev-Environment.html>

Advantages of Environmental Strategies

The bottom line is environmental strategies are effective in modifying the settings where a person lives, which plays a part in how that person behaves.

Definition of Prevention:

Interventions that occur prior to the onset of a disorder that are intended *to prevent* or reduce risk for the disorder.

National Research Council and Institute of Medicine. (2009). Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities. Washington, DC: The National Academies Press, pg Glossary xxvii.

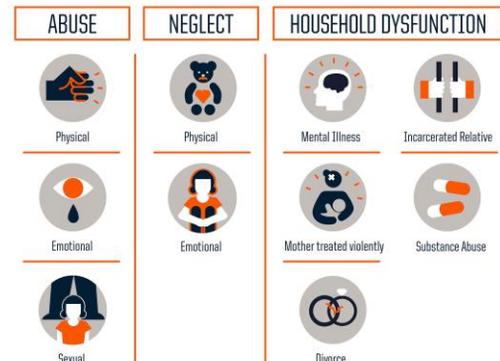
Focus on Prevention



Who, What, When, Where,
How and Why



What Are the Costs ?



An earlier study found that for **every dollar spent on drug abuse prevention**, communities could save from \$4 to \$5 in costs for drug abuse treatment and counseling.

NIDA. 2020. June 2. What are the cost-benefits of community prevention programs?. Retrieved from <https://www.drugabuse.gov/publications/preventing-drug-use-among-children-adolescents/chapter-3-applying-prevention-principles-to-drug-abuse-programs/cost-benefits> on 2020, June 29

107

According to several conservative estimates, **every dollar invested in addiction treatment** programs yields a return of between \$4 and \$7 in reduced drug-related crime, criminal justice costs, and theft.

When savings related to healthcare are included, total savings can exceed costs by a ratio of 12 to 1.

NIDA. 2020. June 3. Is drug addiction treatment worth its cost?. Retrieved from <https://www.drugabuse.gov/publications/principles-drug-addiction-treatment-research-based-guide-third-edition/frequently-asked-questions/drug-addiction-treatment-worth-its-cost> on 2020, June 29

108

\$\$\$\$\$\$\$

This is my estimate...

\$1 in prevention saves \$5 in treatment, which saves \$60 in reduced drug-related crime, criminal justice, theft and healthcare costs.

109

Dr. Nora Volkow

You can't put a dollar value on the losses American families have suffered due to the addiction and overdose crisis.

A life lost to overdose is irreplaceable, and the costs to happiness, success, and well-being of those living with addiction are similarly overwhelming and incalculable.

<https://nida.nih.gov/about-nida/noras-blog/2022/04/investing-in-prevention-makes-good-financial-sense>

Dr. Nora Volkow

R.
O.
I.

When you can translate the human benefits of effective treatment and prevention measures into some **quantifiable return on that investment**, it can be a lever to shift public health policies.

<https://nida.nih.gov/about-nida/noras-blog/2022/04/investing-in-prevention-makes-good-financial-sense>

**PREVENTION
WORKS!**

112

Links to Videos

Addiction Policy Forum

"The Hijacker"

<https://www.youtube.com/watch?v=ikjBKDdg6d4>

<https://www.youtube.com/watch?v=Epc5JLKPmMw>

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

<https://www.youtube.com/watch?v=u6gd8WB0v-E>

Nuggets

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

The Science of Risk Factors

<https://www.youtube.com/watch?v=ZJs-3mG3ps0>