

Introduction to Prevention:
Considering a Comprehensive
Approach

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Higher Education Center
for Alcohol and Drug Misuse Prevention and Recovery

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Our Presenter 



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The (potentially) overwhelming complexity of the problem

- Multi-level
 - Individual
 - Subgroups
 - Campus
 - Community
- Multi-substance
 - Alcohol
 - Marijuana
 - Other illicit (widely varying)
 - Medication
 - Emerging
- Levels of Misuse and Classifications
 - Acute
 - Regular
 - Addiction
 - Recovery
- Consequences
 - Self/Community
 - Academic
 - Physical/Social/Emotional
 - Campus climate and Reputation



General Principles

- Use objective means to assess and determine programmatic needs
 - Prevalence
 - Harms
 - Target population
 - Leverage points (population access, partners, efficacy barriers and resistance)
- Look for evidence-based programs
- Address the issues from a variety of angles
- Test program effectiveness and adapt
- Engage with the prevention community to share results and continue to learn



Functional Approach

Unified Theory of Prevention: Physics of Prevention


- **Block**- create barriers between object and target
- **Deflect**- redirect the inertia of object away from the target (can also be thought of as adding a new attractor)
- **Repel**- counter or remove the attractive force of the target


Block



Reduce AOD access to limit excessive consumption and limit harmful behaviors

- Examples:
- Various campus policies
 - DUI enforcement (e.g., Checkpoints)
 - Coordinated MIP enforcement
 - RBS training
 - RA training and support

Deflect 





Behavioral Alternatives

Increase opportunities to act responsibly while fulfilling developmental and social needs

Examples:

- Substance free housing
- Substance free parties and social events
- Safe-Ride programs
- Athletic, recreational and other facilities

Repel 




Motivational Focus


Changing attitudes, knowledge and ultimately motivation to use or misuse AODs

Examples:

- Education programs
- Counseling programs
- Counter advertising campaigns
- Alcohol awareness events
- Guest inspirational speakers



Supporting Structure



Community Action

Community involvement to support core program objectives

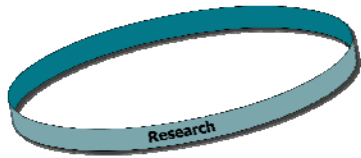
Examples:

- Community coalitions
- Local prevention efforts
- Law enforcement
- Area colleges and universities
- Alcohol/Hospitality Industry (Multi-levels to include retail and serving)
- Advertising policies
- Support for local laws



Supporting Structure

Research and evaluation to measure improvements in individual and public health outcomes, cost-efficiencies, program sustainability, and guide program refinement





Comprehensive Strategy

- Motivation Focus
- Enforcement and Access
- Behavioral Alternatives
- Community Action
- Research





First steps

- Assessing the problem, possible measures:
 - Examples:
 - ACHA's National College Health Assessment: Widely used, customizable, includes other health issues and potential consequences.
 - Core Institute Surveys: Short and long forms, widely used with comparison
 - Campus indicators:
 - AOD violations (including subpopulation analysis)
 - Medical transports, particularly understanding their timing
 - Online intervention data
 - Environmental Scans:
 - Campus
 - Community
 - Community Data:
 - Monitoring the Future
 - State level crash data



Harnessing Resources

- Drug Free Schools and Community Act
 - Biennial Report and the need to assess
- Finding allies
- Patience and capacity building

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