Prevention with Purpose: The Importance of Strategic Planning in Drug Misuse Prevention

Rich Lucey – Drug Enforcement Administration

Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery Webinar
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Question #1

Who’s in the room?

Why is DEA in the Prevention Space?
DEA's Outreach to Colleges and Universities

Drug Enforcement Administration

Prevention with Purpose

- Provides a road map for prevention professionals to collaborate with a range of stakeholders to address campus-wide drug misuse issues
- We use the SPF as the "how to" for:
  - Systematically measuring the scope of drug misuse issues
  - Building relationships with key stakeholders
  - Planning and implementing a drug misuse prevention effort
- Overview of the guide
  - Eight easy-to-read chapters with helpful graphics
  - Print and online versions
  - Online resources associated with each chapter

Strategic Prevention Framework
Why Use the Strategic Prevention Framework? Because it…

- Is data driven
- Is dynamic and iterative
- Relies on and encourages a team approach

Good decisions require data. The SPF is a circular, rather than a linear, model. Requires—and benefits from—participation from diverse community partners.

Drug Enforcement Administration

Question #2

What is your current experience with the Strategic Prevention Framework?

What’s in the Strategic Planning Guide?
Drug Misuse Prevention Landscape

Provides a “bird’s-eye view” of drug misuse prevention
Gives context for why drug misuse prevention is needed on college campuses

Chapter 1 includes…
- History of Drug Legislation (1960s – Present)
- Current Trends in Young Adult Drug Use
- The Impact of Environment
- Groups of Students at Higher Risk
- Federal Policies that Affect Prevention on College Campuses

Using the SPF to Prevent Drug Misuse Among College Students

The SPF strengthens college drug misuse prevention programs by:
- Creating a structure to be purposeful, strategic, and intentional
- Helping you make decisions based on data and evidence-based practices

Choice
Choice
Choice
How to Assess Drug Misuse on Your Campus

Implementation without completing an assessment is like building a home without an architect blueprint.

Chapter 3 includes...

STEP 1: Assess problems and related behaviors
  - What? Where?
  - How? Who?

STEP 2: Assess risk and protective factors
  - Which risk and protective factors are prevalent on campus?

STEP 3: Assess capacity for prevention
  - What resources exist to support prevention?
  - How ready is my campus for prevention?

STEP 4: Share your assessment findings
  - Who will be interested?
  - What format works best?
**Question #3**

What problems, behaviors, or issues related to substance use have occurred at your institution that need to be addressed?

**Please respond using the Zoom Chat**

**How to Build Capacity to Prevent Drug Misuse on Your Campus**

Chapter 4 includes tips for...

**STEP 1:** Engage diverse community stakeholders
- Which groups of people do you need to connect with to ensure your prevention program will be successful?

**STEP 2:** Develop and strengthen a prevention team
- Be strategic about why you want to bring each new partner on board

**STEP 3:** Raise community awareness of the issue
- Helps to garner valuable resources and increase campus readiness

Having the capacity (both resources AND readiness) for prevention efforts is essential for success.

CAPACITY = RESOURCES + READINESS
Question #4

How could you build capacity to help you address your priority problem?

Caution! Think twice about the rotating cast of motivational speakers, online prevention programs, and in-person workshops on college campuses. Craft a prevention plan that is uniquely tailored to your campus’s needs.

Chapter 5 includes...

- Prioritize risk and protective factors
- Select interventions to address priority factors
- Determine how many interventions you can implement
- Build a logic model and share with stakeholders

Importance and changeability
Evidence-based, conceptual fit, practical fit
Widespread reach, multiple domains, cultural relevance
Where you want to go and how you intend to get there
Question #5

Step 3 involves first prioritizing risk and protective factors associated with your priority problem. Can you think of a risk or protective factor that affects your priority problem?

**Please respond using the Zoom Chat**

**Law Enforcement Sensitive**

How to Implement a Successful Drug Missuse Prevention Program

Before jumping into implementation, preparation is needed.

Chapter 6 includes...

- Connect with key implementation partners
  - Communicate openly and make sure all partners are on board as you move forward
- Balance intervention fidelity and adaptation
  - Fidelity: Maintain core components
  - Adaptation: Modify with care
- Establish implementation supports
  - Identify ways for people to get involved
  - Keep leaders well informed
  - Get the word out to broader community
CHAPTER 7

How will we know if our prevention efforts are working?

DEA GUIDE TO PREVENTING DRUG MISUSE AMONG COLLEGE STUDENTS

CHAPTER 7 includes...

Different types of evaluation

Process: Documents how prevention effort was implemented
Outcome: Measures impact of the prevention effort

Four basic evaluation principles
Utility, feasibility, propriety, accuracy

Evaluation tasks
Six tasks in checklist format

CHAPTER 8

Advice for Established and Emerging College Prevention Professionals

• Inside look at the lessons learned by a prevention professional with 30+ years of experience in college AOD misuse prevention
• Recommendations for established professionals
• Suggestions for new professionals
Student drug misuse is an issue shared by all institutions of higher education.

Student drug misuse is not a problem of the campus alone, but of the entire community.

Student drug misuse is a problem that will never entirely go away.

Contact Information

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Asking Questions

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Q&A: Your questions will be submitted to the staff and answered at the end of the webinar. Any questions we do not address during the webinar will be shared via email along with the recording of the webinar.

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