

CYPRUS FULBRIGHT COMMISSION
The Commission for Educational Exchange Between the United States of America & Cyprus

QuickTime™ and a
Graphics decompressor
are needed to see this picture.

The Science of Community Based Drug Prevention Programs

European Cities Against Drugs
20 May 2004

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Community Prevention Model





Why Prevention?

Prevention Works!





Prevention Works!

■ Tobacco Use Reductions

- California, Massachusetts, Florida, Minnesota
- Billings, Montana (pop. 100,000)

Smoking in the past 30 days

1997 42%

2001 16%

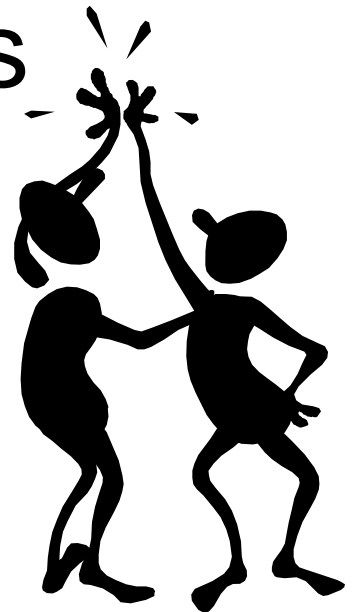
■ Drug Use Among High Risk Youth


■ Drunk Driving Reductions

Why Prevention?

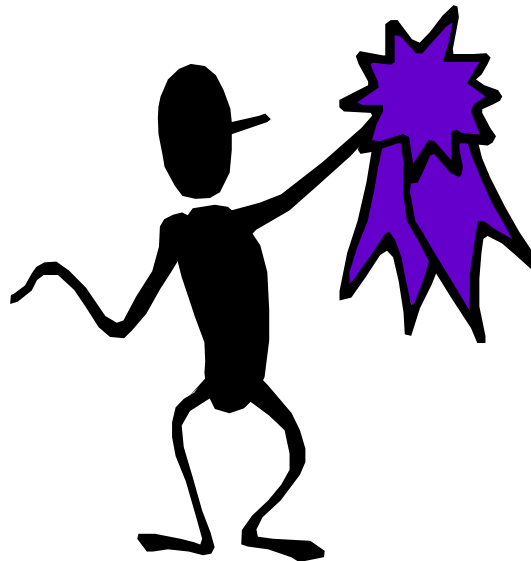
Prevention Works!

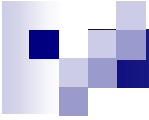
Recent research indicates **prevention works** and suggests the activities that work best





California determined that for every \$1 spent on prevention, they saved \$3.62 in medical care costs





Research on effective drug prevention curricula in the United States has show significant reductions in teenage alcohol, tobacco and other drug use six years after the conclusion of the program.





Research Summary:

To every complex problem
there is a simple
solution...

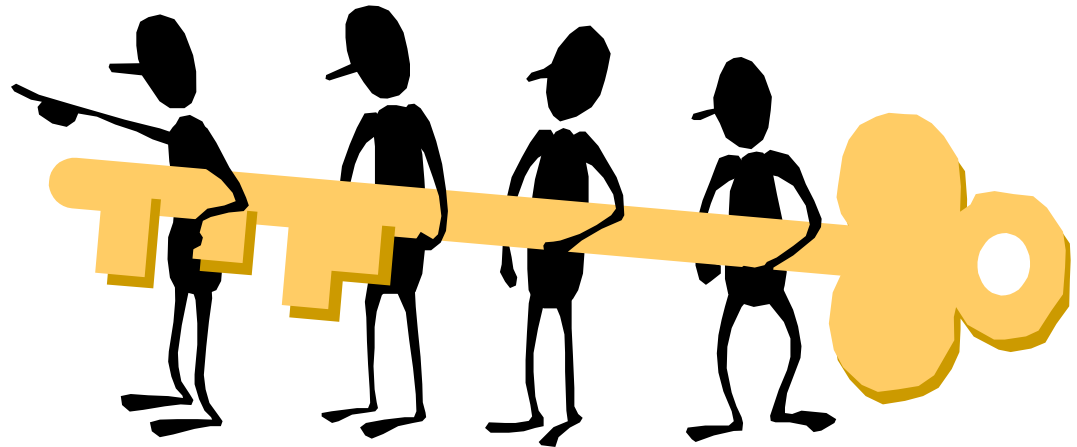


and its wrong!

Community Based Prevention

Domains

- Community
- School
- Family
- Individual
- Peer





Risk & Protective Factors Model

This theory uses 20 risk factors which research has shown predict substance abuse and protective factors which help develop healthy youth.



Risk & Protective Factors Theory

- **Similar to public health model of disease prevention-decrease risk and increase protection**
- **Different adolescent health and behavior problems share common risk factors**
 - **Substance abuse**
 - **Violence**
 - **Delinquency**
 - **School drop out**
 - **Teen pregnancy**
 - **Suicide**



Risk & Protective Factors Theory

- **Risk factors predict substance abuse and protective factors can buffer risk factors**
- **Risk and protective factors have cumulative effect**
- **Risk and protective factors occur in communities, families, schools, and individuals and are subject to change**

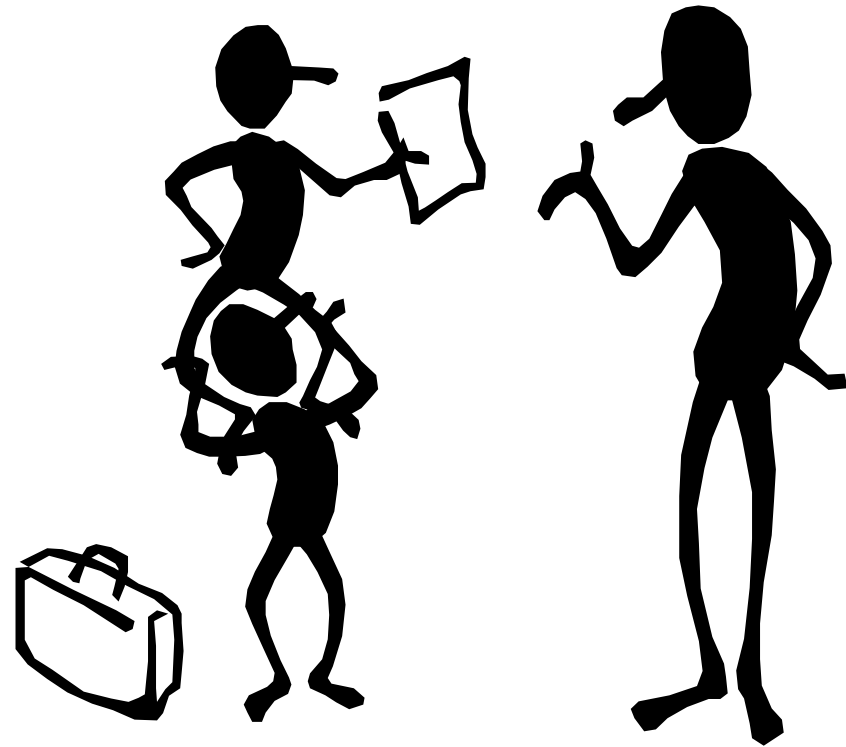


Risk & Protective Factors Theory

- **To prevent substance abuse, reduce risk factors and increase protective factors throughout a child's life**
- **Risk and protective factors can be influenced by individual, family, school, and environmental change strategies.**

Criteria for Inclusion as a Risk Factor

- Multiple studies
- Longitudinal
- Predictive





Prevention Domains

Individual: biological and psychological dispositions, attitudes, values, knowledge, skills, problem behaviors

Peer: norms, activities, bonding

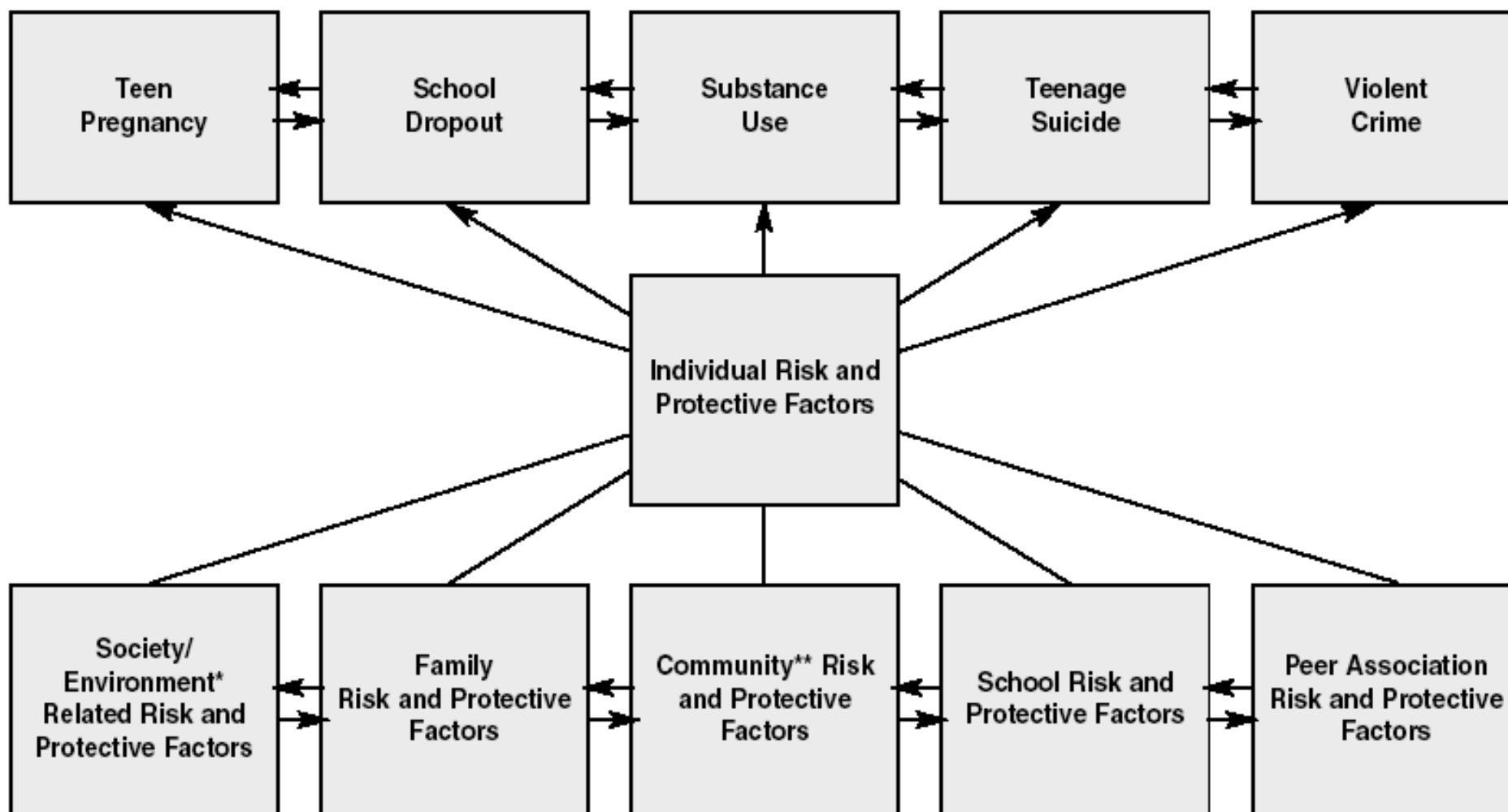
Family: function, management, bonding

School: bonding, climate, policy, performance

Community: bonding, norms, resources, awareness/mobilization

Society/Environment: norms, policy/sanctions

CASP Web of Influence Model



*Society/Environment: Refers to the total complex of external social, cultural, and economic conditions affecting a community or an individual.

**Community: Refers to the specific geographic location where an individual resides and to the conditions within that particular area.



Community/Society Risk Factors

- Alcohol and other drugs readily available
 - Irresponsible servers and sellers
 - Affordability
- Laws and ordinances are unclear or inconsistently enforced
- Norms are unclear or encourage use



Community/Society Risk Factors

- Residents feel little sense of "connection" to community
- Neighborhood disorganization
- Rapid changes in neighborhood populations
- High unemployment
- Residents at or below the poverty level
- Extreme economic deprivation



Community/Society Risk Factors

- Lack of strong social institutions
- Lack of monitoring youths' activities
- Inadequate media portrayals
 - Misleading advertising
 - Pro-use messages



Community/Society Protective Factors

- Opportunities exist for community involvement
- Community religious composition
- Laws and ordinances are consistently enforced
- Informal social control
- Policies and norms encourage non-use



Community/Society Protective Factors

- **Community service opportunities available for youth**
- **Resources (housing, healthcare, childcare, jobs, recreation, etc.) are available**
- **Comprehensive risk focused programs available**
 - **Programs for parents of children and adolescents**
 - **Early childhood and family support programs**
 - **Widely supported community prevention efforts exist**



Six Prevention Strategies

[Center for Substance Abuse Prevention (CSAP)]

- **Information Dissemination**
- **Prevention Education**
- **Alternative Activities**
- **Community-Based Processes**
- **Environmental Approaches**
- **Problem Identification and Referral**



Information Dissemination

- **Complementary to other prevention approaches**
- **Appeal to youth's motives for using substances or perceptions of substance use**
- **Television and radio “spots” in choice air times**
- **Avoid the use of authority figures**



Prevention Education

- **Interactive approaches engaging the target audience are more effective**
- **Peer-led or include peer-led components**
- **Academic year or longer and involve booster sessions**
- **Two sets of workshops that work to improve parent skills along with adolescent skills**



Alternatives

- **Part of a comprehensive prevention plan**
- **High-risk youth who may not have adequate adult supervision can benefit**
- **Example: Community service**
- **One-shot community events do not, in themselves, change the behavior of participants**



Community-based Processes

- **Characteristics of successful partnerships include:**
 - **a clear vision**
 - **committed partnership members**
 - **diverse participants**
- **Paid coalition staff operate as resource providers and facilitators**
- **Elaborate committee structures are not productive**



Environmental

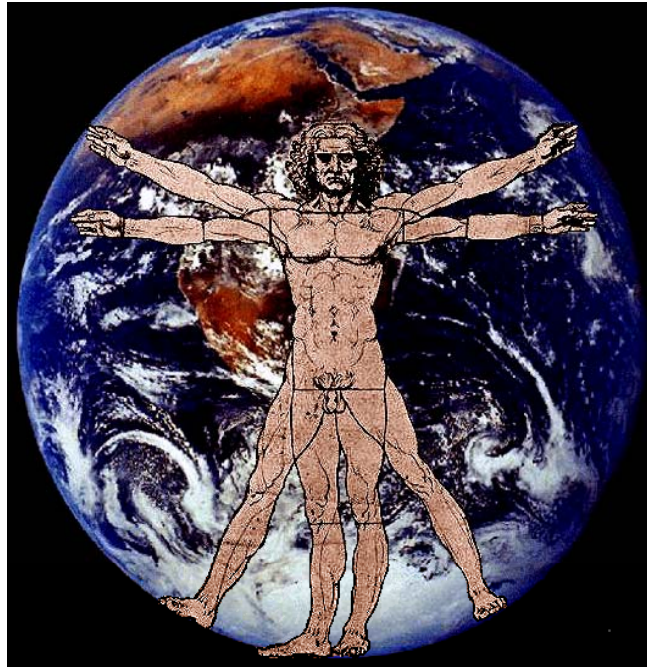
Examples include:

- **Excise taxes**
- **Enforcement of minimum purchase age laws**
- **“Use and lose” laws. Penalties should not be too harsh.**
- **Increasing the minimum purchase age for alcohol**



Problem Identification and Referral

- **Provide accurate estimates**
- **Be careful of labeling**
- **May expose youth to more problematic substance abusers**
- **Example: family therapy**



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