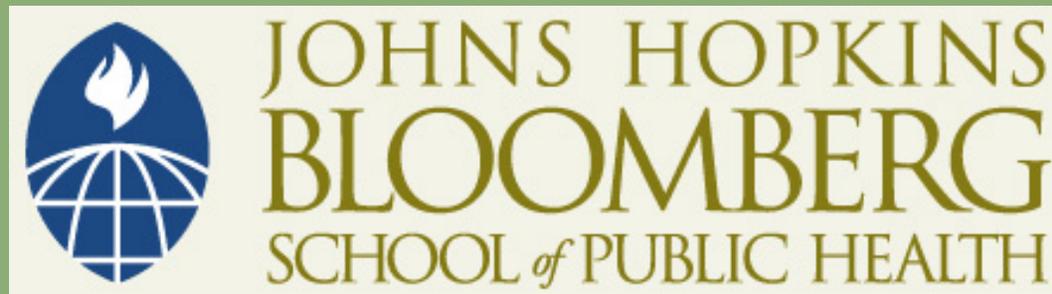


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JOHNS HOPKINS
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SCHOOL *of* PUBLIC HEALTH

Section C

Prevention Programming and Using the Ecological
Framework

Broad Principles of Effective Programs

- **Principle 1:** prevention programs should enhance protective factors and reduce risk factors that are related to locally-specific substance abuse problems
 - Hawkins et al., *Addictive Behaviors*, 2002; Hawkins, et al. *Archives of Pediatric and Adolescent Medicine*, 1999
- **Principle 2:** prevention programs should address multiple forms of drugs abuse, including:
 - The underage use of legal drugs (e.g., tobacco or alcohol)
 - The use of illegal drugs (e.g., marijuana and heroin)
 - The inappropriate use of legally obtained substances (e.g., inhalants), prescription medications, or over-the-counter drugs
 - Johnston et al., *Monitoring the Future National Survey Results on Drug Use*, 2002

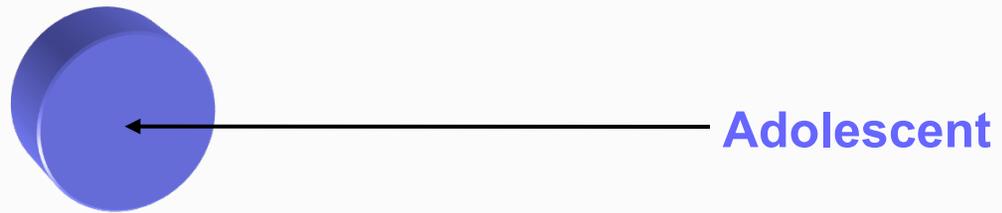
Broad Principles of Effective Programs

- **Principle 3:** prevention programs should be tailored to address risks specific to target population or audience characteristics, such as age, gender, and ethnicity
 - Rural Substance Abuse: State of Knowledge and Issues. NIDA Research Monograph No 168., Washington, DC, 1997
- **Principle 4:** prevention programs that target two or more levels can be more effective than those aimed at a single level
 - Bauman, et al., *American Journal of Public Health*, 2001

Broad Principles of Effective Programs

- **Principle 5:** prevention programs should be long term with repeated interventions (i.e., booster programs) to reinforce the original prevention goals
 - Scheier et al., *Journal of Drug Education*, 1999
- **Principle 6:** prevention programs are most effective when they employ interactive techniques that encourage participation and provide students with structured opportunities to practice and reinforce new skills
 - Botvin et al., *Journal of the American Medical Association*, 1995)

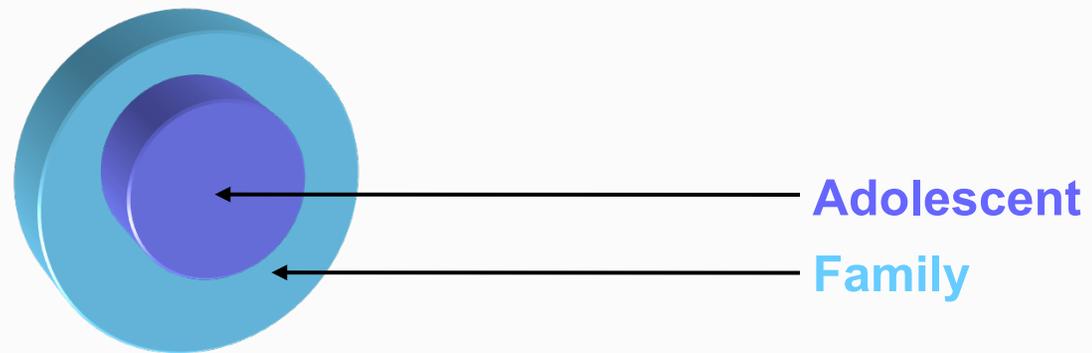
Strategies at the Individual Level



Strategies at the Individual Level

- Educational interventions that incorporate social and personal skills building curricula
 - Bell, Ellickson, & Harrison, 1993; Botvin, Baker, Dusenbury, Botvin, & Diaz, 1995
- Individual-oriented interventions should address the motivation for using substances
 - Flay & Sobel, 1983; Flynn et al., 1997; Paglia & Room, 1998
- Knowledge-oriented interventions about harms and risks associated with substance use and abuse cannot, by themselves, produce measurable and long-lasting changes in substance abuse-related behavior and attitudes
 - Goodstadt, 1974; Hansen, 1992

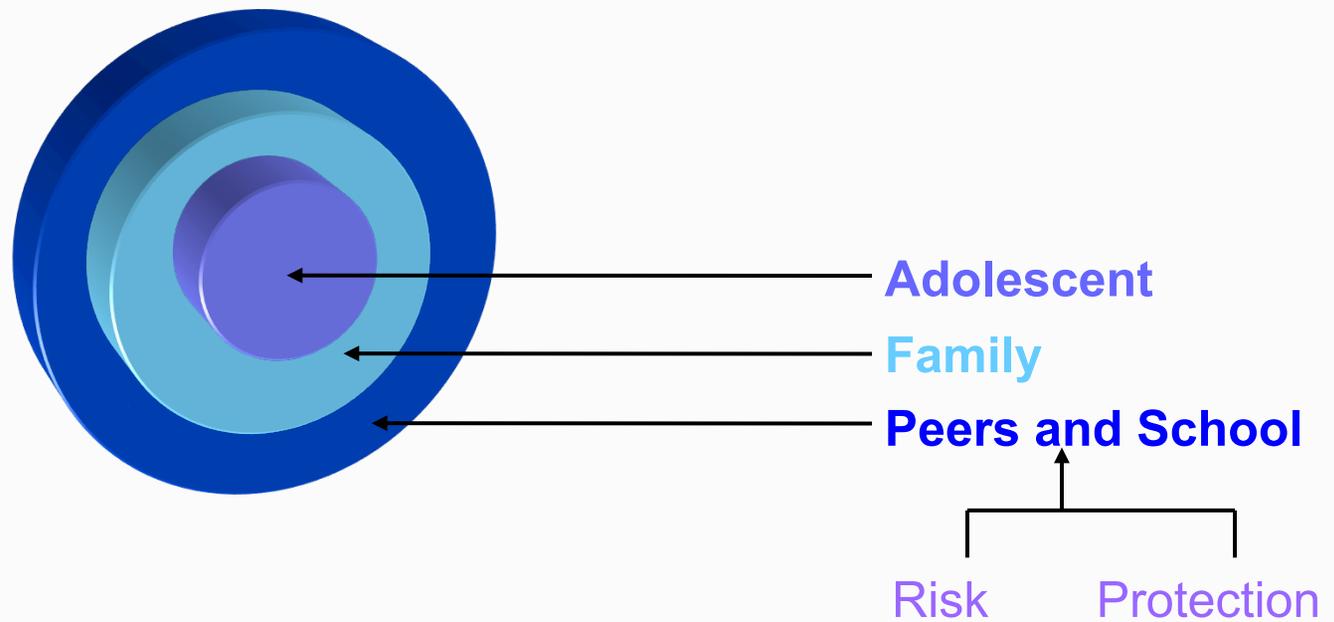
Strategies at the Family Level



Strategies at the Family Level

- Research shows that positive parenting approaches targeting the family (parents and children) can be effective in preventing adolescent substance use
 - Dishion, Andrews, Kavanagh, & Soberman, 1996
 - Hawkins & Catalano, 1992
- Interactive techniques are important in promoting the development of new skills in programs that seek to improve communication within the family
 - SAMHSA/CSAP, 1996
- Indicated family counseling interventions (with substance-abusing parents) have been shown to improve parenting skills
 - Kumpfer et al., 1996

Strategies at the School Level



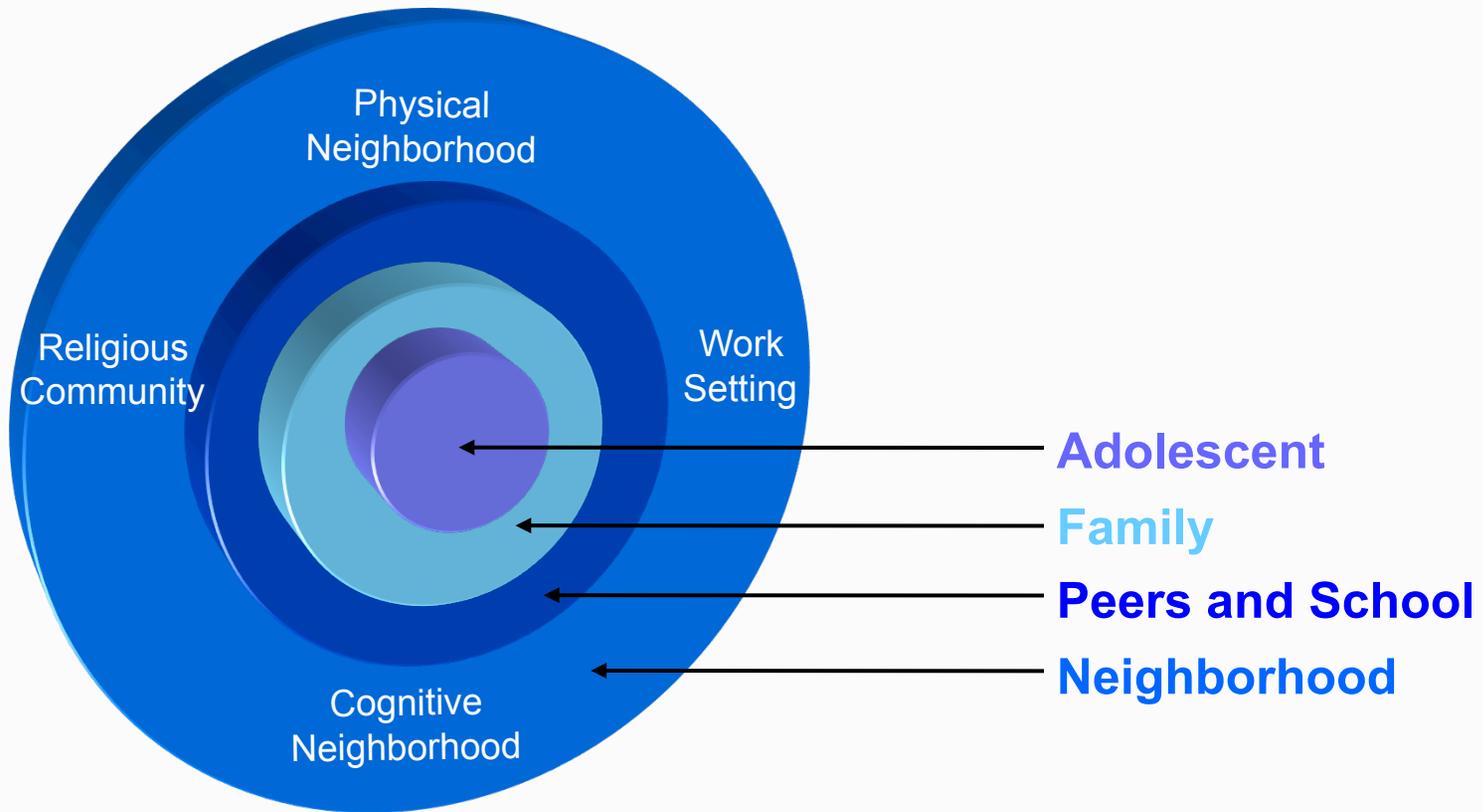
Strategies at the School Level

- Effective interventions include the following: strengthening academic skills so as to reduce academic risk factors
 - SAMHSA/CSAP, 1996
- Mentoring programs designed, in part, to foster the development of academic goals have shown a relatively strong degree of effectiveness in the area of substance abuse prevention
 - LoSciuto, Rajala, Townsend, & Taylor, 1996; Tierney, Grossman, & Resch, 1995
- Effective prevention strategies include school policies that communicate a commitment to substance-use prevention and have formal no-use policies for students, teachers, administrators, and other staff
 - Paglia & Room, 1998

Strategies at the Peer Level

- Alternative activities that incorporate social and personal skills-building opportunities are more likely to be effective with high-risk youth who may not have adequate adult supervision or access to a variety of activities
 - Tobler, 1986
- More intensive alternative programs that include multiple concurrent approaches seem to be most effective
 - Howard, 1993; Schaps, DiBartolo, Moskowitz, Palley, & Churgin, 1981; Tobler, 1986

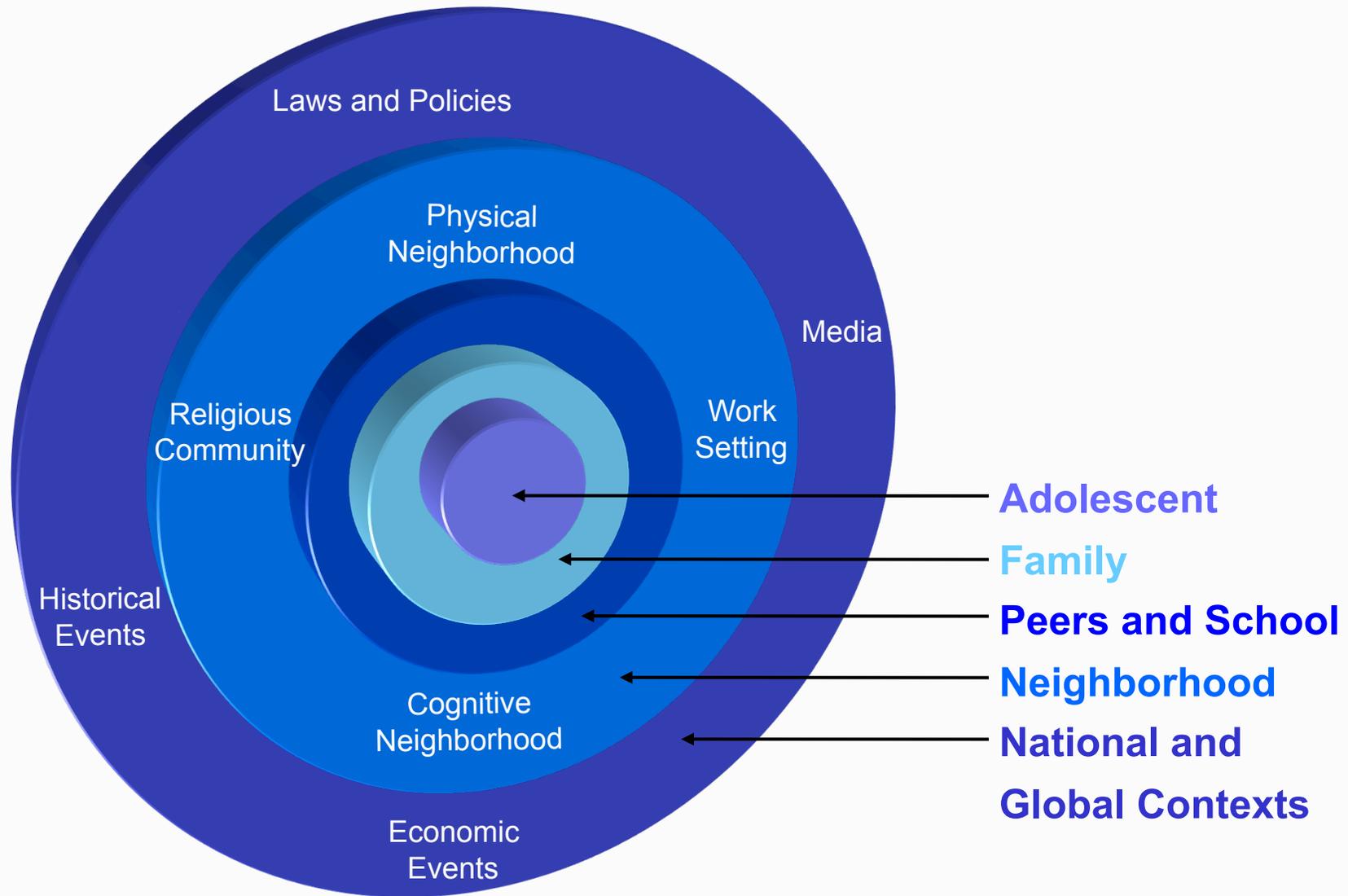
Strategies at the Neighborhood Level



Strategies at the Community Level

- Alternative activity events serve to establish strong community norms against misuse of alcohol and use of illicit drugs
 - Paglia & Room, 1998; SAMHSA/CSAP, 1996
- Use of mass media is an appropriate approach for influencing community awareness and community norms
 - Paglia & Room, 1998; Flynn et al., 1997
- Community mobilization efforts have been shown to be effective in raising awareness about the problem of substance abuse and in coordinating prevention and treatment services
 - Phillips & Springer, 1997; Yin & Kaftarian, 1997

Strategies at the Society / Macro-Environment Level



Strategies at the Society / Macro-Environment Level

- Counter-advertising campaigns that disseminate information about the hazards of a product or the industry that promotes it may help reduce cigarette and alcohol sales, consumption
 - Lewit, Coate, & Grossman, 1981
 - Schneider, Klein, & Murphy, 1981
- Deterrence laws and policies for impaired driving have been effective in reducing the number of alcohol-related traffic crashes
 - Hingson, Heeren, & Winter, 1994; Johnson, 1995
- More frequent enforcement operations lead to greater reductions in retailer noncompliance
 - Jason, Billows, Schnopp-Wyatt, & King, 1996
 - Preusser, et al., 1994
- At least for tobacco, excise tax decreases use