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

- **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

- **Principle 4:** prevention programs that target two or more levels can be more effective than those aimed at a single level
**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
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

Adolescent

Family
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

Adolescent
Family
Peers and School

Risk
Protection
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

- 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
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

- Adolescent
- Family
- Peers and School
- Neighborhood
- National and Global Contexts

- Physical Neighborhood
- Work Setting
- Media
- Religious Community
- Historical Events
- Economic Events
- Laws and Policies
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