

# Center for Substance Abuse Prevention Strategies and CSAP Activities

## Definitions

Substance Use Disorder Program, Policy, and Fiscal Division  
Policy and Prevention Branch  
Prevention Quality Assurance and Support Unit

Approved July 24, 2017  
Updated August 17, 2017

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## Information Dissemination Strategy - Service Code 12

“This strategy provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction, and their effects on individuals, families, and communities. It also provides knowledge and awareness of available prevention programs and services. Information dissemination is characterized by one-way communication from the source to the audience, with limited contact between the two.” (CFR 96.125, p 514)

### **Information Dissemination Activities**

#### ***Community/School Outreach Events***

Attending community and school events where the primary task is to disseminate SUD prevention information and/or promote health and wellness.

Examples: health fairs, social community events, town hall meetings, health promotion events, conferences, community forums, school rallies, school/community assemblies

#### ***Curriculum Development***

Creation of SUD prevention curriculum and/or lesson plans implemented through the Education or Community Based Process (training) strategies. Curriculum development indicates that the curriculum is non-existent and that the creation of the curriculum is original and unique.

Examples: program curricula, lesson plans, course study material, training curricula

#### ***Multi-Media Development***

The development of original audio/visual (single and/or multi-) media through which SUD prevention information will be distributed and available to the public. Multi-media development indicates that the audio/visual media is non-existent and that the creation of the audio/visual media is original and unique.

Examples: announcements, audio formats, broadcasts, newsletters, photography, PowerPoint presentations, public service announcements, radio announcements, video tapes

#### ***Multi-Media Dissemination***

The dissemination of multi-media.

Examples: announcements, audio formats, broadcasts, photography, PowerPoint Presentations, public service announcements, radio announcements, videos, DVDs

### ***Printed Material Development***

The development of original printed material through which SUD prevention information will be distributed and available to the public. Printed material development indicates that the material is non-existent and that the creation of the material is original and unique.

Examples: brochures, fact sheets, flyers, newsletters, pamphlets, posters, bulletin boards, resource directories

### ***Printed Material Disseminated***

Distribution of SUD prevention printed materials.

Examples: brochures, fact sheets, flyers, newsletters, pamphlets, posters, bulletin boards, resource directories

### ***Resource & Information Services***

A central location where the collection, classification, and distribution of SUD prevention multi-media is the primary service.

Examples: telephone information and community resource lines, resource centers, resource hubs, clearinghouse, resource libraries

### ***Social Media Development and Maintenance***

The development and maintenance of social media through which SUD prevention information will be distributed and available to the public. Social media development includes systems capability and device compatibility identification. Social media development indicates that the media is non-existent and that the creation of the social media is original and unique.

Examples: social networks (i.e. Facebook, LinkedIn, Twitter, Instagram), blogs, podcasts, content communities (i.e. YouTube), web sites in operation

### ***SUD Prevention Presentations***

An informational SUD presentation that consists of one-way communication to an audience. A speaking presentation under information dissemination does not provide opportunities for participant engagement. "Question and answer" at the end of a presentation does not qualify as participant engagement.

Examples: assemblies, rallies, speaking panel, town hall meetings, program recruitment, speeches, talks, news conferences, briefings, webcasts, assembly presentations, hearings, testimonials

## Education Strategy - Service Code 13

“This strategy involves two-way communication and is distinguished from the Information Dissemination Strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis, and systemic judgement abilities.” (CFR 96.125, p 514)

### **Education Strategy Activities**

#### ***Classroom/School Educational Services***

Structured SUD prevention curriculum, lessons, seminars, interactive meetings, or workshops for individuals and groups that occur in a school or college setting.

Examples: substance use education, programs that address risk and protective factors, motivational interviewing sessions, theatrical groups (skits/plays/cultural performances)

#### ***Community Educational Services***

Structured SUD prevention curriculum, lessons, seminars, interactive meetings, or workshops for individuals and groups that occur in a non-school setting.

Examples: substance use education, individualized education in response to problem identification/prevention assessment, services that address risk and protective factors, prevention-based motivational interviewing sessions, theatrical groups (skits/plays/cultural performances)

#### ***Mentoring***

A formal, defined relationship over a prolonged period of time between two or more people in which the more experienced individual (mentor) provides stable, continuous support and guidance to the less experienced individual (mentee/protégé). Mentoring fosters supportive and caring relationships and encourages individuals to develop to their full potential. One-time or infrequent educational interactions with participants is not considered mentoring.

#### ***Parenting/Family Management Services***

Structured classes, meetings, and programs intended to assist parents and families address SUD risk and protective factors aimed to promote a healthy family structure.

Examples: parenting and family management classes/meetings, prevention programs serving the family, programs designed to strengthen families

### ***Peer Leader/Helper Programs***

Structured prevention services that utilize peers (people of the same ability, age, rank, or standing) to provide guidance, support, and other risk reduction activities for youth or adults.

Examples: peer-resistance development, tutoring programs, peer support activities (clubs, faith-based groups)

### ***Student Assistance Programs - Educational Component***

Individual or small group prevention-based educational sessions in response to problem identification/assessment within a formal student assistant program (SAP) format. SAP is a K-12 school-based, evidence-informed framework to identify and assist *students and their families* to minimize risk factors and increase protective factors that will positively influence their academic, social, and emotional well-being.

Examples: motivational interviewing, prevention-based risk reduction models

## Alternative Strategy - Service Code 14

“This strategy provides for the participation of target populations in activities that exclude alcohol, tobacco, and other drug use. The assumption is that constructive and healthy activities offset the attraction to or otherwise meet the needs usually filled by alcohol, tobacco, and other drugs and would, therefore, minimize or remove the need to use these substances.”

(CFR 96.125, p 514 & 515)

### **Alternatives Strategy Activities**

#### ***Community Service Activities***

Participants who engage in community service activities.

Examples: community clean-up activities, beautification projects, repair or rebuild community landmarks or structures, voluntary work intended to help other people

#### ***Social/Recreational Events/Activities***

Social and recreational events for youth and adults that exclude substance use.

Examples: community/cultural/faith-based school events, community center activities, sporting activities, summer camp, outdoor wilderness activities, sober graduation/prom events

#### ***Youth/Adult Leadership Activities***

Services and/or activities through which youth and adults work collaboratively.

Examples: youth groups, Friday Night Live chapter activities, youth development activities, skill development activities, recognition events, youth participation in coalition meetings

## Problem Identification and Referral Strategy - Service Code 15

“This strategy aims at identification of those individuals who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs and to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment.”  
(CFR 96.125, p. 515)

### **Problem Identification (ID) and Referral Activities**

#### ***Employee Assistance Programs***

A voluntary, work-based program that offers free and confidential evaluations, short-term counseling, referrals, and follow-up services to employees who have personal and/or work-related problems involving substance use/misuse that may interfere with work performance.

Examples: workplace prevention education programs, risk reduction education for work-related problems involving substance use, health education and health promotion programs for employees, supervisor SUD training, workplace SUD policy development, workplace screening and/or referral

#### ***Prevention Screening and Referral Services***

The screening process is intended to determine if an individual’s behavior can be modified through SUD primary prevention education activities or services. The outcome of prevention screenings will either place and/or refer individuals to prevention education programs. If individuals do not meet the criteria for primary prevention services, a referral to a treatment facility/program for a treatment assessment may be necessary.

Examples: motivational interviewing - problem identification, referral to outside agencies for prevention services

#### ***Student Assistance Programs - Screening and Referral Component***

Problem identification/assessment within a formal student assistant program (SAP) format used to assess further prevention educational needs. SAP is a K-12 school-based, evidence-informed framework to identify and assist *students and their families* to minimize risk factors and increase protective factors that will positively influence their academic, social, and emotional well-being.

Examples: early identification of student problems, screening and referral to prevention education services, screening and referral to outside agencies

## Community-Based Process Strategy - Service Code 16

“This strategy aims to enhance the ability of the community to more effectively provide prevention services for alcohol, tobacco, and drug abuse disorders. Activities in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking.” (CFR 96.125, p 515)

### **Community-Based Process Activities**

#### ***Accessing/Monitoring Services and Funding***

SUD county agencies, prevention providers, and/or communities increasing or improving their prevention service capacity.

Examples: coordinating and monitoring federal/state/tribal/local prevention grantees and subcontractors, ensuring quality assurance/improvement efforts, engaging in the request for proposal (RFP) process, developing contracts and program budgets, researching and applying for federal/state/local funding sources that will leverage prevention funding

#### ***Assessing Community Needs/Assets***

Implementing prevention-focused tasks to determine the needs for prevention services by identifying at-risk populations, communities, or geographic locations and determining priorities for service delivery.

Examples: conducting/participating in neighborhood/community and /or statewide prevention needs assessments which may include data collection (key informant interviews, focus groups, surveys), data assessment, problem statement development, organizational/fiscal/leadership capacity assessment, readiness assessment, cultural competence assessment, service gap analysis, external factors/barriers to success

#### ***Coalition/Workgroup Activities***

Coalition activities conducted for the purpose of fostering, supporting, or enhancing community prevention services. The Substance Abuse and Mental Health Services Administration defines a coalition as “a group of individuals representing diverse organizations, factions or constituencies who agree to work together to achieve a common goal.”

Examples: The development and ongoing meetings/efforts of coalitions, community teams, short-term workgroups

### ***Evaluation Services***

Services conducted to evaluate progress toward meeting goals, objectives, and outcomes.

Examples: working with evaluation teams/evaluators, administering evaluation, developing evaluation tools and instruments, collecting evaluation data, conducting data analysis, preparing evaluation reports, plans, and updates

### ***Intra/Inter-Agency Coordination/Collaboration***

Collaborative planning and/or coordinating prevention services within agency and among collaborative systems (i.e. communities, agencies, organizations, schools).

### ***Strategic Prevention Planning (for county use only)***

The continuous process of developing and/or revising a data-informed strategic prevention plan.

Examples: developing and/or refining problem statements, identifying/prioritizing goals and objectives, determining outcomes, drafting/developing logic models, developing implementation plans, developing evaluation plans, identifying performance measures, selecting policies, programs and practices

### ***Training and Technical Assistance (TTA)***

TTA services **provided or received** intended to develop proficiency and build capacity internally and within the community.

Examples: assistance with the strategic prevention framework process, data-entry trainings, skill-building activities, trainer of trainers, community/volunteer training

## Environmental Strategy- Service Code 17

“This strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing incidence and prevalence of the use of alcohol, tobacco, and other drugs used in the general population. This strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those which relate to the service and action-oriented initiatives.” (CFR 96.125, p 515)

### **DHCS Excerpt: Explanation of Environmental Local Scale Efforts**

Environmental prevention consists of comprehensive, multi-strategy efforts that, when combined, will achieve population-level change by reducing SUD health risks and community challenges. Environmental prevention strategy adopts the Public Health Model. This model addresses health or social problems in a comprehensive way by considering human factors, characteristics of the source of harm, the environment, and identifies causes and suggests possible interventions. The Public Health Model takes a population approach to health promotion and disease prevention. Environmental strategies aim to impact environmental factors in which substance use/misuse occur. Environmental factors include public policy, health disparities, institutional rules and regulations, community norms, mass media messaging, and community norms that influence the use, accessibility, sale, and production of alcohol, tobacco and other drugs.

### **Environmental Activities - Compliance**

#### ***Driving Under the Influence (DUI) Checkpoints Coordination***

Collaboration efforts with law enforcement officials to coordinate checkpoints to identify impaired drivers.

#### ***Driving Under the Influence (DUI) Checkpoints Executed***

The execution of DUI checkpoints.

#### ***Surveillance Activities***

Coordinated efforts among community members, agencies, and law enforcement officials to observe persons or locations to prevent illegal consumption, sale, and/or production of substances and/or substance-related paraphernalia.

Examples: party patrols, drug sale surveillance, shoulder tap, compliance checks

## **Environmental Activities - Capacity Building**

### ***Community and Neighborhood Mobilization***

Efforts to develop and empower communities to participate in environmental activities that will improve overall health and well-being. Efforts include enlisting and facilitating active participation of community agencies and members to work on planning, designing, and implementing environmental prevention initiatives that address specific substance use/misuse problems.

### ***Efforts with City, County, Tribal, and/or State Officials***

Inform and/or collaborate with city council, school board, city, county, and/or state officials about the development, progression, or sustainability of environmental prevention efforts. Collaborative efforts with state regulatory agencies to create, expand, and/or enforce legislation and regulations for local and state jurisdictions. State regulatory agencies may include, but are not limited to: Alcoholic Beverage Control, Department of Fish and Wildlife, Department of Public Health, etc.

### ***Healthy Retailer Initiative Development***

Building relationships and collaborating with merchants to support local and statewide retailer initiatives that promote a healthy retail environment.

Examples: recognition events, Responsible Alcohol Merchant Awards (RAMA)

### ***Healthy Retailer Initiative Executed***

The execution of healthy retailer initiatives.

### ***Physical Design to Prevent Substance Use-Related Activities***

Altering the physical design of the community and/or public place in order to deter substance use-related problematic behaviors and/or criminal activities.

Examples: architectural design, design modification, landscaping, interior design, lighting and décor planning, Crime Prevention Through Environmental Design (CPTED)

## **Environmental Activities - Training & Technical Assistance (TTA)**

### ***TTA – Commercial Host Liability***

Retailer training designed to assist in the prevention and/or reduction of the illegal sale of alcohol, tobacco, cannabis, cannabis-made products, prescription drugs, and drug paraphernalia. Illegal sale includes overserving patrons and sales to minors.

Examples: Responsible Beverage Service Training (RBS), Healthy Retailer, Licensee Education on Alcohol and Drugs (LEAD), Training and Intervention Procedures (TIPS), Medical Marijuana Regulation and Safety Act (MMRSA), grower and manufacturing restrictions

### ***TTA – Professional and Community Development***

Training designed to build local capacity by mobilizing community stakeholders to implement environmental prevention efforts. Key stakeholders may include law enforcement, prevention professionals, community partners, government officials, youth, and/or community members.

Example: Community watch programs, professional/community training programs for environmental programs/efforts

### ***TTA –Social Host Liability***

Adult training designed to assist in the prevention and/or reduction of adults hosting parties where substances are available to those under the legal age on property or venues owned or controlled by adults.

Example: Target Responsibility for Alcohol Connected Emergencies (T.R.A.C.E.)

## **Environmental Activities - Policies and Regulations**

### ***Advertising Policy and Restriction Development***

Activities that control the density and placement of product advertising.

Examples: Lee Law, billboards, advertising store fronts, product placement

### ***Advertising Policy and/or Restrictions Executed***

The execution of an advertising policy and/or restriction.

### ***Drug Paraphernalia Ordinance Development***

Local ordinances regulating the sale, displaying, giving, or dispensing of drug paraphernalia.

***Drug Paraphernalia Ordinance Executed***

The execution of a drug paraphernalia ordinance.

***Local and/or State Regulation Development***

Collaborative efforts with state regulatory agencies to create, expand, and/or enforce legislation and regulations for local and state jurisdictions. State regulatory agencies may include, but are not limited to: Alcoholic Beverage Control, Department of Fish and Wildlife, Department of Public Health.

***Local and/or State Regulation Executed***

The execution of a local and/or state regulation.

***Pricing Policies Development***

Prevention policies that set minimum prices or increase fees on alcohol, tobacco, and cannabis products and/or retail licensing in an effort to reduce affordability.

***Pricing Policies Executed***

The execution of a pricing policy.

***Public Use Restrictions Development***

Ordinances or regulations that control the availability of alcohol, tobacco, cannabis, and other drugs in places with public access.

Examples: Conditional Use Permits, drinking in public ordinances, restrictions/bans in parks and recreational areas, open container laws, controlling hours of sale

***Public Use Restriction Executed***

The execution of a public use restriction.

***Retail Policy Development***

Efforts in collaboration with retail outlets to develop and/or amend their practices and procedures to ensure compliance with local/state policies and law.

Examples: Responsible Retailer Programs (RRP)

***Retail Policy Executed***

The execution of a retail policy.

***School (college) Policy Development***

Development or amendment of prevention policies by the school administration to eliminate settings or circumstances for substance use/misuse and/or availability on or about the premises.

***School (college) Policy Executed***

The execution of a college policy.

***School (K-12) Policy Development***

Development or amendment of prevention policies by the school administration to eliminate settings or circumstances for substance use and/or availability on or about the premises.

***School (K-12) Policy Executed***

The execution of a school policy serving K-12 students.

***Social Host Efforts***

Efforts that contribute to the development and passage of local ordinances that make it unlawful for persons to allow minors to obtain, possess, or consume alcohol, cannabis, and/or other drugs at parties held at a private residence or premise.

***Special Event Policy/Requirement Development***

Policies and/or requirements pertaining to permits provided by state and local governments for time-limited activities/events where alcohol and/or cannabis are available. Policies and requirements may include, but are not limited to: number of drinks sold to a single individual, no drinks sold after a set time, alcohol-free seating areas, smoking areas, recreational/medicinal cannabis policies, vaping policies.

Examples: concerts, sporting events, community fairs, car shows, fundraisers, farmer's markets, 420 festivals, holiday events

***Special Event Policy/Requirement Executed***

The execution of a special event policy and/or requirement.

***Sponsorship Restrictions***

Efforts that restrict or reduce alcohol, tobacco, and cannabis manufacturers, retailers, wholesalers and distributors from sponsoring events; specifically events where children, families, and/or young adults are present.

### ***Workplace Policy Development***

Policies in the workplace to eliminate settings or circumstances for substance use and diversion of product. This includes unauthorized removal of cannabis, alcohol, or pharmaceuticals in workplaces that would otherwise result in resale or distribution.

Examples: Purchase and resale, employee use policies, theft and resale or distribution, cannabis cultivation

### ***Workplace Policy Executed***

The execution of a workplace policy.

### ***Zoning Ordinance Development –Density***

Local ordinances that restrict the location and density of outlets that sell or produce alcohol, tobacco, or cannabis.

Examples: General plan amendments, Land use agreements, Public Convenience and Necessity (PCN) determination

### ***Zoning Ordinance Executed –Density***

The execution of a local ordinance that restricts the location and density of outlets that produce alcohol, tobacco, or cannabis.

### ***Zoning Ordinance Development – Abate Existing Outlets***

Local ordinances that control alcohol, tobacco, and cannabis outlets currently in operation.

Examples: Deemed Approved Ordinances (DAO)

### ***Zoning Ordinance Executed – Abate Existing Outlets***

The execution of a zoning ordinance to decrease the number of existing outlets.

### ***Zoning Ordinance Development – New Outlets***

Local ordinances that will control future alcohol, tobacco and cannabis outlets.

Examples: Public Convenience and Necessity (PCN) determination, Conditional Use Permits (CUP)

### ***Zoning Ordinance Executed – New Outlets***

The execution of a zoning ordinance targeting new outlets.

### ***Zoning Ordinance Development - Land Use***

Local or state ordinances that set parameters for land use

Examples: Setbacks, water, roadways, lighting, noise or smell prevention or abatement

### ***Zoning Ordinance Executed- Land Use***

The execution of a local or state ordinance that sets parameters for land use.

## **Environmental Activities - Social Marketing**

### ***Community Norms Marketing***

Prevention efforts that utilize multi-media social marketing<sup>1</sup> strategies to advance an environmental prevention agenda aimed to address unhealthy community norms and perceptions regarding substance use/misuse.

Examples: Counter-advertising<sup>2</sup>, informational/warning signage<sup>3</sup>

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<sup>1</sup> Multi-media social marketing: An approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.

<sup>2</sup>Counter-advertising: Advertising that takes a contrary position to advertising messages that promote unhealthy behaviors such as substance use/misuse.

<sup>3</sup> Informational/warning signage: Notices/signs in retail outlets that inform customers about the legal, social, and health consequences of substance use/misuse