



# **Substance Use Disorder (SUD) Prevention 101**

## **Key Concepts in Prevention**



Welcome to the Prevention 101 training.

This training is brought to you by the Center for Applied Research Solutions, or CARS. CARS is the contractor implementing the Community Prevention Initiative for the California Department of Health Care Services.

The Community Prevention Initiative offers training and technical assistance to the substance abuse prevention field free of charge.



The Center for Substance Abuse Prevention (CSAP) prevention strategies describe the types of services and strategies that will be provided to the identified focus population.

## Center for Substance Abuse Prevention (CSAP) Prevention Strategies

1. Information Dissemination
2. Education
3. Alternatives
4. Problem ID and Referral
5. Community-Based Processes
6. Environmental

CSAP has developed 6 major prevention strategies. These broad categories are used to describe the types of strategies effective in preventing substance use disorders. These categories are:

- Information Dissemination
- Education
- Alternatives
- Problem ID & Referral
- Community Based-Processes
- Environmental

Let's take a closer look at each of them.

## Information Dissemination

- Provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction, and the effects on individuals, families, and communities
- Increases knowledge and provides awareness of available prevention programs and services

### Examples include:

- Multimedia & Videos
- Social Media
- Brochures or Pamphlets (or other printed materials)
- Conferences & Health Fairs
- Prevention Curricula
- Media Campaigns
- Speaking Engagements

Information dissemination is defined as one-way communication from the source to the intended audience.

Information dissemination:

- Provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction, and the effects on individuals, families, and communities
- Increases knowledge and provides awareness of available prevention programs and services

Examples include:

- Multimedia & Videos
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# Education

Seeks to improve critical life and social skills, including:

- Decision making
- Refusal skills
- Critical analysis
- Systematic judgment abilities



## Examples include:

- Classroom Educational Services
- Youth or Adult Groups
- Mentoring
- Parenting Classes
- Peer-Leader Programs

Education is described as two-way communication with interaction between the educator and the participants. Educational activities aim to “improve critical life and social skills,” which includes “decision making, refusal skills, critical analysis, and systematic judgment abilities.”

The ability to interact and ask questions differentiates this strategy from information dissemination, along with the ability to build knowledge and social skills.

- Examples include: Classroom educational services
- Youth or adult groups
- Mentoring
- Parenting classes
- Peer-leader programs

# Social Norms Strategies



In the prevention field, we utilize social norms strategies to impact substance use disorder perceptions. Many prevention professionals, via youth-led projects and activities, have begun informing their peers not about the high use of drugs, but the high number of youth abstaining from drug use.

Some examples of strategies used in impact/change social norms include:

- Social media
- Peer-produced informational campaigns
- Ad campaigns – think national smoking prevention campaigns
- Laws and policies to prevent use

## Alternatives

- Activities that exclude alcohol, tobacco, and other drug use
- Redirect target audience from problem settings



### Examples include:

- Alcohol and drug free Social & Recreational Events
- Community Drop-In Centers
- Community Service Activities
- Youth/Adult Leadership Activities

Alternative activities provide opportunities for the target population to participate in safe and healthy activities that exclude substance use. The assumption is that constructive and healthy activities provide positive alternatives to drug use and other unhealthy choices

Examples include:

- Free social & recreational events
- Community drop-in centers
- Community service activities
- Youth/adult leadership activities

## Problem ID & Referral

- Identification of those individuals who are exposed to multiple risk factors.
- Identification of those individuals who have experimented with substances and to assess whether their behavior can be reversed through education.

### Examples include:

- Employee Assistance Programs
- Student Assistance Programs
- Prevention Screening & Referral Services

It is important to note that this strategy does not include actual assessment for treatment services. This strategy includes activities or services that are geared toward behavior change, but not through therapy.

Screening is to identify whether or not an individual can be served by primary prevention services or must be referred out to treatment

Examples include:

- Employee Assistance Programs
- Student Assistance Programs
- Prevention Screening & Referral Services



## Community-Based Processes

Includes activities that organize, plan, and enhance the efficiency and effectiveness of program implementation, collaboration, coalition building and networking.



### Examples include:

- Assessing Community Needs & Assets
- Community Team Activities
- Community/Volunteer Training
- Multi-Agency Coordination/Collaboration
- Systematic Planning

Community-based processes encourage planning necessary to implement effective prevention strategies and programs in a community. Activities in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of service implementation, interagency collaboration, coalition building, and networking.

Examples include:

- Assessing Community Needs & Assets
- Community Team Activities
- Community/Volunteer Training
- Multi-Agency Coordination/Collaboration
- Systematic Planning

# Environmental

Involves the creation, modification, and/or passage of written and unwritten codes, legislation, ordinances, policies and regulations, thereby influencing incidence and prevalence of substance abuse in the general population.



## Examples include:

- Compliance Checks (Retail & Bars)
- Drug Sale Surveillance
- Law Enforcement Education
- Party Patrols
- Shoulder Tap Surveillance
- Media Strategies
- Policies & Regulations

Environmental prevention strategies focus on community-level impact, instead of focusing solely on individuals. Environmental prevention strategies include policies or regulations, media strategies, compliance efforts, social norms marketing, community development, and neighborhood mobilization.

This strategy embodies the spirit of the public health approach. Examples include:

- Compliance checks (retail & bars)
- Drug sale surveillance
- Law enforcement education
- Party patrols
- Shoulder tap surveillance
- Media strategies
- Policies & regulations

Tailored and specialized trainings are provided for those interested in utilizing this strategy. Go to CPI website at [www.ca-cpi.org](http://www.ca-cpi.org) for more information or to request a training on this topic.

More is available for you!

Visit the CPI website for more  
no-cost resources, webinars, and  
trainings on prevention topics:

<http://www.ca-cpi.org/>



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