

Center for Substance Abuse Prevention Strategies

Primary Prevention

Through the Substance Abuse Prevention and Treatment Block Grant , the Center for Substance Abuse Prevention (CSAP), part of the Substance Abuse and Mental Health Services Administration (SAMHSA), developed six strategies for delivery of prevention services through a comprehensive approach.

INFORMATION DISSEMINATION

This strategy provides awareness and knowledge of the nature and extent of substance misuse and/or problem gambling. It also provides knowledge and awareness of available prevention programs and services. This strategy does not focus on agency promotion. Information dissemination is characterized by one-way communication from the source to the audience, with limited contact between the two.

Examples of services conducted and methods used for this strategy include (but are not limited to) the following:

- + Health fairs
- + Public Service Announcements
- + Speaking Engagements

EDUCATION

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 services. Services under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis and systematic judgment abilities.

Examples of services conducted and methods used for this strategy include (but are not limited to) the following:

- + Delivery of evidence-based programs
- + Parenting and family management classes
- + Education programs for faith communities
- + Delivery of evidence-based programs specifically for children of parents/guardians with substance use disorders

ALTERNATIVES

This strategy focuses on technical assistance or consultation that support implementation of effective activities that exclude substance misuse and/or problem gambling. The purpose of this strategy is to discourage use of alcohol and other drugs by providing healthy activities.

Examples of services conducted and methods used for this strategy include (but are not limited to) the following:

- + After school programs
- + Mentoring programs
- + Alcohol, tobacco and other drug or problem gambling prevention focused school or community events
- + Teen or senior citizen community center activities

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ENVIRONMENTAL

This strategy establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing incidence and prevalence of the abuse of alcohol, tobacco and other drugs and/or problem gambling used in the general population. This strategy is divided into two subcategories to permit distinction between services which center on legal and regulatory initiatives and those that relate to the service and action oriented initiatives.

Examples of services conducted and methods used for this strategy include (but are not limited to) the following:

- + Establishing alcohol, tobacco and drug use policies
- + Technical assistance to communities on policy change efforts
- + Modifying alcohol and tobacco advertising practices at the community-level
- + Dissemination of a substance misuse and/or problem gambling prevention media campaign

COMMUNITY-BASED PROCESS

This strategy aims to enhance the ability of the community to more effectively provide substance misuse and/or problem gambling prevention services through the establishment of collaborative groups. Services in this strategy include assessing, building capacity, planning, implementing and evaluating the efficiency and effectiveness of interagency collaboration, coalition building, and networking.

Examples of services conducted and methods used for this strategy include (but are not limited to) the following:

- + Guide the development of a strategic plan
- + Assist in assessing local data
- + Training or technical assistance services to the coalition members or chairperson to enhance understanding of ATOD trends and/or problem gambling prevention best practices

PROBLEM IDENTIFICATION AND REFERRAL

This strategy aims at identification of those who have indulged in illegal or age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs as well as problem gambling behaviors. This strategy does not include any services to determine if a person is in need of treatment.

Examples of services conducted and methods used for this strategy include (but are not limited to) the following:

- + Risk reduction education for work-related problems involving substance misuse
- + Student assistance programs
- + Court-mandated alcohol and other drug awareness and education programs