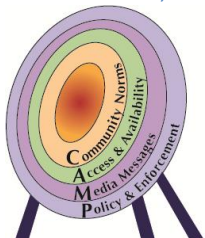
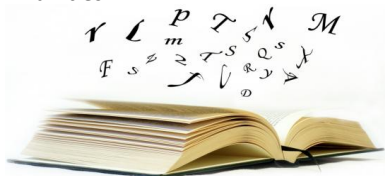


Prevention Webinar Series:
Environmental Prevention is
Sustainable Prevention
Part I – March 18, 2015



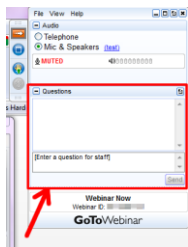
Definition of Prevention

- Prevention services are a planned sequence of culturally appropriate, science-driven strategies intended to facilitate attitude and behavior change for individuals and/or communities.



What Do You Do?

- What prevention activities do you do in your community?



CSAP's Prevention Strategies

- | | |
|-----------------------------|-------------------|
| • Alternative Activities | Primarily |
| • Information Dissemination | Individually |
| • Education | Focused |
| • Problem Solving | Focused |
| • Community-Based Process | Primarily |
| • Environmental | Community Focused |

Poll Question #1



Successful Prevention: A Comprehensive Approach

Individual Factors

- Knowledge
- Attitudes
- Beliefs
- Behaviors

Environmental Factors

- Community Norms
- Media Messages
- Access & Availability
- Policies & Enforcement of Policies

WARNING:

If we only focus on the individual, he is expected to make healthy choices in an environment that may support and encourage the opposite



Successful Environmental Strategies

- Bring about system-level change
- Reduce community problems
- Enhance individual strategies
- Requires Collaboration



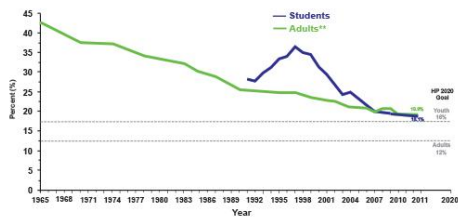
Example: Tobacco Use

- 1954 – Doll & Hill confirm the link between smoking and lung cancer
- 1964 – 1st Surgeon General's Report on smoking
- 1966 – Health warnings first appear on cigarette packs
- 1987 – Congress prohibits smoking on domestic flights less than two hours
- 1998 – California passes the first state-wide comprehensive smoke-free air law
- 1998 – Master Settlement Agreement
- 2009 – FDA granted regulated authority over tobacco products
- 2010 – ACA expands tobacco cessation benefits

<http://www.stateoftobaccocontrol.org/tobacco-timeline.html>

Reach Entire Populations

Trends in Current Cigarette Smoking by High School Students* and Adults** — United States, 1965-2011



*Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey (Youth Risk Behavior Survey, 1991-2011).
 **Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965-2011).

cdc.gov

Environments Change

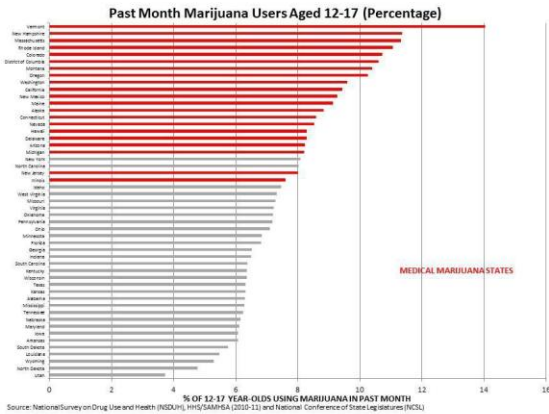


The Work is Ongoing



Example: Marijuana Use

- 1973 – Oregon became the first state to decriminalize marijuana
- 1978 – Decriminalization included in 8 states
- 1996 – California was the first state to legalize medicinal use
- 1987 – Congress prohibits smoking on domestic flights less than two hours
- 1998 – California passes the first state-wide comprehensive smoke-free air law
- 2012 – Recreational use legalized in Colorado and Washington
- 2014 – 23 states have legalized medicinal use of marijuana
- 2015 – Alaska and Oregon vote to legalize recreational marijuana



Benefits to Environmental Strategies

- Reach entire populations
- More cost effective
- Create short & long-term change
- Measureable
- Evidence-based
- Enhances individual strategies...



Enhances Individual Strategies

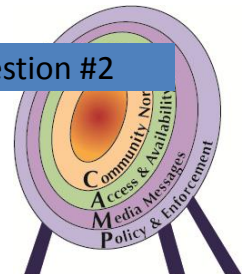
- Encourages no use
- An 'excuse' to abstain
- Culture promotes quitting
- Promotes cessation services



Four Primary Environmental Strategies

- Community Norms
- Media Messages
- Access & Availability
- Policy

Poll Question #2



Public Health Examples

- Drinking and Driving
- Seatbelt Utilization
- Social Hosting
- Smoking/Drinking While Pregnant



Sustainability = \$

(cdc.gov)

- Industry advertising and promotion costs: \$8.4b
- Annual U.S. cost of tobacco use: \$289b
- 480,000 tobacco-related deaths
- 41,000 deaths as a result of second-hand smoke



Key to Sustainability: Measuring Success



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Why Process Evaluation is Important



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Process Evaluation

- Examines how program activities are delivered
- Monitors program operations
- Checks implementation
- Document and provides data on activities
- Indicates if changes are needed



Process Evaluation Challenges

Measuring Participation – not as simple as having a sign-in or pre/post

Instead:

- Collaborative check-ins
- Key leader interviews
- Community member surveys

Process Evaluation Challenges

Measuring Fidelity (degree to which a program is implemented and its developer intended)

- It is hard to know what an environmental strategy implemented with fidelity looks like
- All communities are different

Instead:

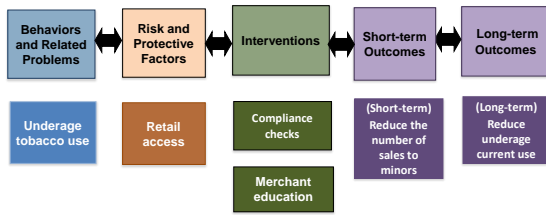
- Know the community
- Talk to like communities who have had success
- Model what worked and be prepared for changes

Logic Models

- Show connections between strategies and desired outcomes
- Provides a map for outcome evaluation
- Should be simple



Logic Model Example: Underage Tobacco Use



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When Determining Outcomes, Consider...

- Timeline
- Baseline data
- Comparison data
- Multiple data points



Outcome Evaluation Challenge

Challenge: Assessing the impact of individual components

Solution:

- Look at overall success
- Use quantitative and qualitative data to measure impact



Outcome Evaluation Challenge

Challenge: Collecting data from all members of the target group

Solution: See what data already exists

- Student surveys
- Adult surveys
- Arrest data
- School data
- Treatment data

Outcome Evaluation Challenge

Challenge: Choosing Research Design

- Comparisons are difficult
- Environmental changes are often fluid
- Time – strategies can take years to implement

Solution:

- Examine trends over time (interrupted time series design)
- Utilize quasi-experimental design (trends before and after the intervention)
- Time series design (comparing two communities over time)

Outcome Evaluation Challenge

Challenge: Selecting comparison groups/communities – no two communities are exactly alike

Solution: Focus on similarities related to program outcomes

- Do they have similar demographics?
- Do they share educational systems? (colleges or universities)
- Are communities economically similar?
- Do they have the same substance abuse problems?
- What interventions have the comparison community been exposed to?

Other Considerations...

- Multiple factors influence outcomes
- Environmental outcomes measures require varied collection strategies (no captive audience)
- Implementation/fidelity standards less concrete
- Causation or correlation



Outcome Evaluation Measures (Tobacco)

- Short-term Change
 - Calls to the tobacco quit-line
 - Rates of non-compliance
 - Survey residents to monitor attitude/behavior changes
- Long-term Change
 - Knowledge of tobacco’s impact has increased
 - The majority of U.S. citizens believe tobacco use is harmful
 - Behaviors: U.S. smoking rates have decreased

Example of Successful Outcomes

	Projected Outcomes	Actual Outcomes (from the Evaluation)
Short-term Outcomes	Reduce prevalence of high school youth who obtain tobacco from social sources From 38% of high school youth in 2012 to 30% in 2014	Prevalence of social access 2012 – 38% 2013 – 35% 2014 – 30% 2015 – 29% 2016 – 28% 2017 – 28%
Long-term Outcomes	Reduce current tobacco use among high school youth (past 30 days) From 33% in 2012 to 30% in 2017	Current use (past 30 days) 2012 – 33% 2013 – 33% 2014 – 33% 2015 – 31% 2016 – 30% 2017 – 28%

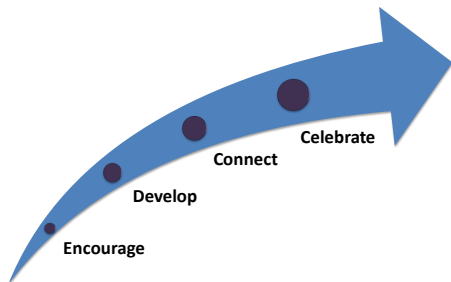
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Keys to Sustainability

- Community Buy-in
- Collaborative Capacity
- Effectiveness



Sustainability: Build Community Support



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Sustainability Through Promoting Outcome Results

- Brief stakeholders regularly
- Identify which results to promote
- Plan how to disseminate results
- Select formats for reporting results
- Help community members understand the data

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Key: Ensure Effectiveness



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Poll Question #3



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Drug Free Action Alliance

Trainings:



On our homepage

- Environmental Prevention Strategies: C.A.M.P.
- Making a Case for Coalitions
- Substance Abuse Prevention Skills Training (SAPST)

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SESSION SURVEY – SURVEY MONKEY



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Upcoming Sessions

Part II – April 21, 2015

- The second of the three-part series will build upon session one and will focus on the impact of community norms and the power that community norms have in determining what is acceptable and unacceptable in a community. Additionally, media messaging also sets the tone for what is acceptable and often times run counter to the healthy community norms.
- Register at: DrugFreeActionAlliance.org/Upcoming-Events

Part III – May 12, 2015

- The third and final segment of the three-part series will examine the impact that access and ability has on communities. It will emphasize the importance of creating or maintaining appropriate policies to ensure that access to substances is limited to those who can legally consume them. Policy and consistent enforcement measures are necessary for creating appropriate environments for supporting positive individual attitudes and beliefs.
- Register at: DrugFreeActionAlliance.org/Upcoming-Events

Archived Webinars

- Making the Case for Prevention
- Marijuana: The laws are a changin’
- Strategic Prevention Framework
- Making the Case for Coalitions
- School-Based Prevention: The changing role of prevention professionals

You Tube [YouTube.com/user/DrugFreeAction](https://www.youtube.com/user/DrugFreeAction)



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