



New England (HHS Region 1)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

What Does NOT Work in Prevention

Scott M. Gagnon, MPP, PS-C
Director, New England PTTC

Associate Executive Director, AdCare Educational
Institute of Maine, Inc.

February 16th, 2023

Disclaimer & Acknowledgement

— This event is supported by the New England Prevention Technology Transfer Center, supported through Cooperative Agreement #5H79SP081020-05 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.

At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of the presenters and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

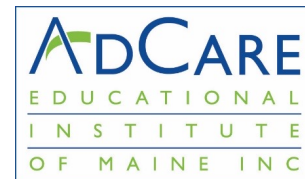
Presented February 16, 2023

This training and slide deck was created and developed by the Great Lakes Prevention Technology Transfer Center

New England Prevention Technology Transfer Center



- The New England PTTC, part of the PTTC network, translates prevention science into trainings and technical assistance products to guide the prevention workforce in adopting and implementing prevention science in their communities.
- Services and products include webinars, online courses, in-person events, learning communities, resource development, and tailored intensive technical assistance
- Find us online:
 - <https://pttcnetwork.org/centers/new-england-pttc>
 - Twitter: @NewEnglandPTTC or Facebook: New England PTTC
 - Contact us: newengland@pttcnetwork.org

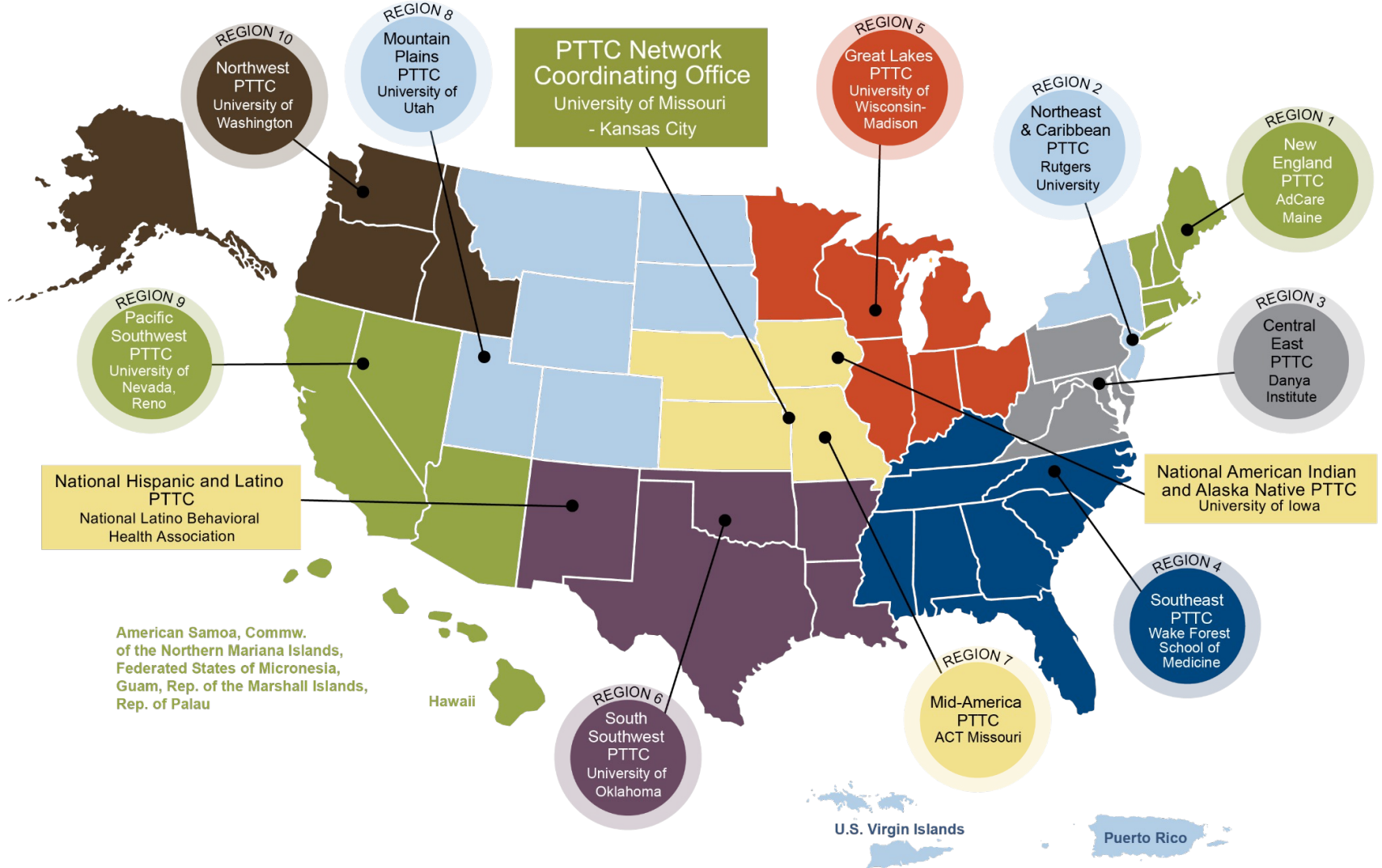




PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

Scott M. Gagnon, MPP, PS-C

Scott Gagnon, MPP, PS-C is a Certified Prevention Specialist, Associate Executive Director of AdCare Educational Institute of Maine, Inc., and Director of SAMHSA's New England Prevention Technology Transfer Center (PTTC). Scott is a national speaker on a variety of prevention topics, including cannabis policy and prevention, opioid prevention, and prevention workforce development.

Scott currently serves as a Co-Chair of the national Technology Transfer Center SBIRT Coordination work group, and previously served as Chair of the national PTTC Network Cannabis Prevention Work Group. Scott serves as a board member of the Maine Recovery Coach Certification Board and is a member representing public health on Maine's Cannabis Advisory Commission. Scott has previously served as Co-Chair of the Prevention Task Force for the Maine Opiate Collaborative and has also previously served on the SAMHSA, Center for Substance Abuse Prevention National Advisory Council.



Our Path for Today

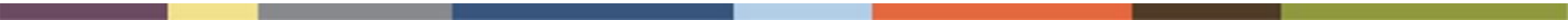
- Defining prevention...
What is it? What isn't it?
- Ineffective and effective prevention strategies
- Strategies for promoting effective, evidence-based strategies



Prevention
Focuses
“Upstream”

Prevention is...

A proactive process that empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.

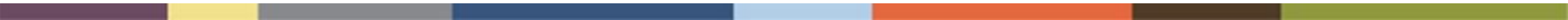


Prevention is...

*A **proactive** process that empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.*

Prevention is...

*A proactive process that **empowers individuals and systems** to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.*



Prevention is...

*A proactive process that empowers individuals and systems to meet the **challenges of life events and transitions** by creating and reinforcing conditions that promote healthy behaviors and lifestyles.*

Prevention is...

*A proactive process that empowers individuals and systems to meet the challenges of life events and transitions by **creating and reinforcing conditions** that promote healthy behaviors and lifestyles.*

Prevention is...

*A proactive process that empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that **promote healthy behaviors and lifestyles.***



Goal of Substance Misuse Prevention

Put measures in place *before* there is a problem so those “downstream” are carrying less of the public health burden

What is NOT Substance Misuse Prevention?

Although important, the following are ***not*** substance misuse ***prevention*** strategies:

- Substance use disorder treatment
- Relapse prevention
- Many harm reduction strategies

Distinction Between Prevention and Harm Reduction

Prevention

- Prevent the behavior

Harm Reduction

- Prevent the consequences

Let's Turn Our Attention
to Prevention



The Key to Successful Prevention?

- A comprehensive, data-driven, strategic plan
- In other words, a “map” to success

Strategic Prevention Framework



Let's Take a Closer Look at Program Selection



Where is Program Selection in the SPF?





Reflection #1

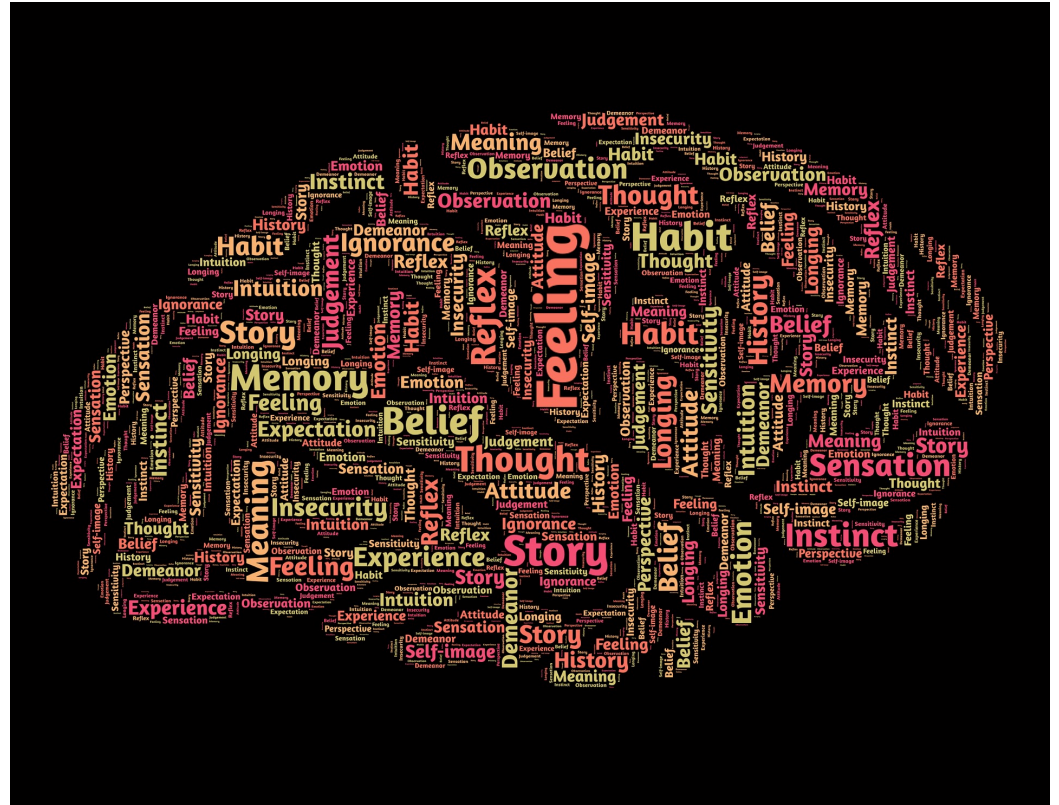
How does your community/organization typically make decisions about strategies to implement?

- Does the loudest voice in the room “win”?
- Is it hard to break “traditions” in terms of what is implemented year to year?
- Does data drive your decisions?

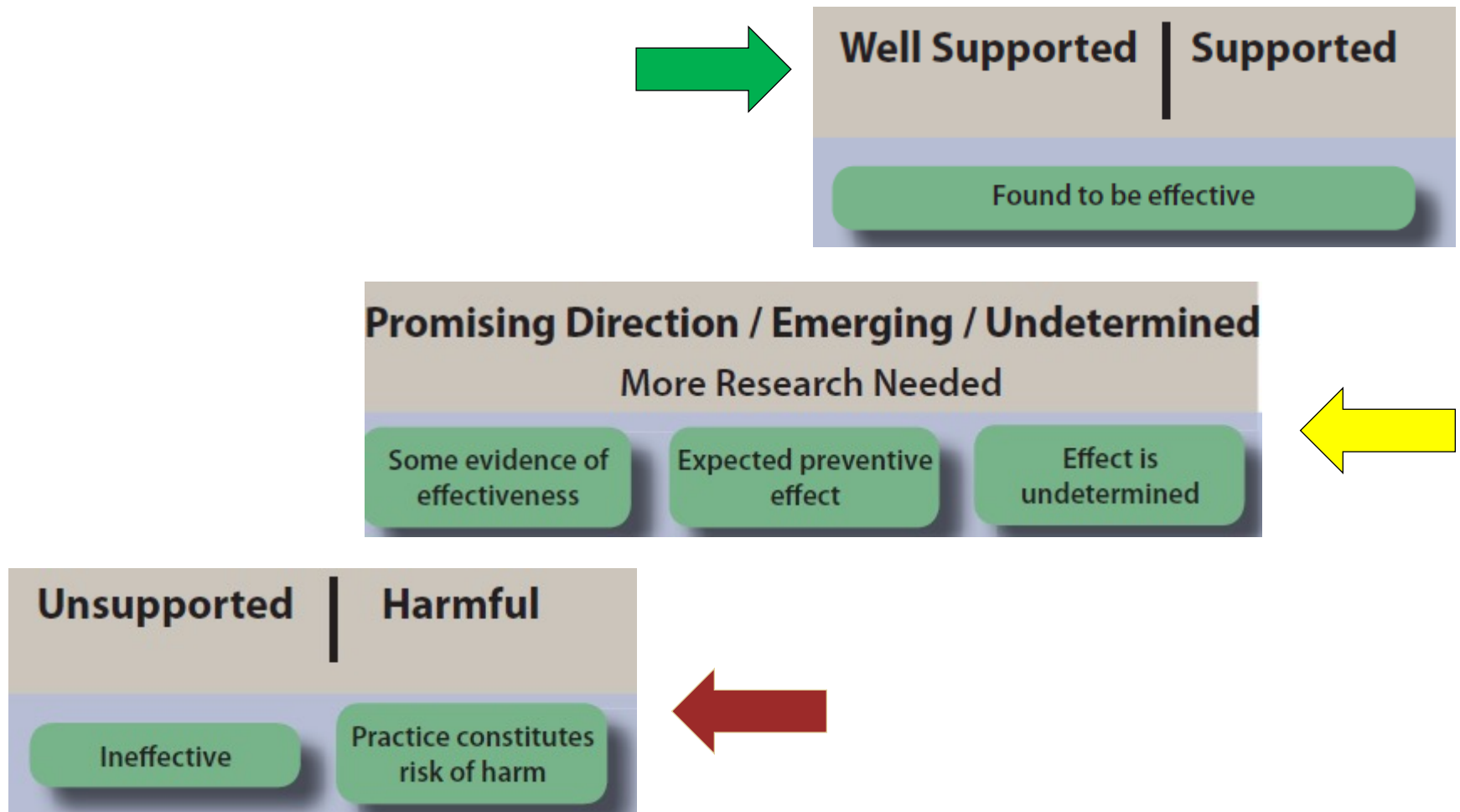
Share at your table.

Effective and Ineffective Prevention Strategies

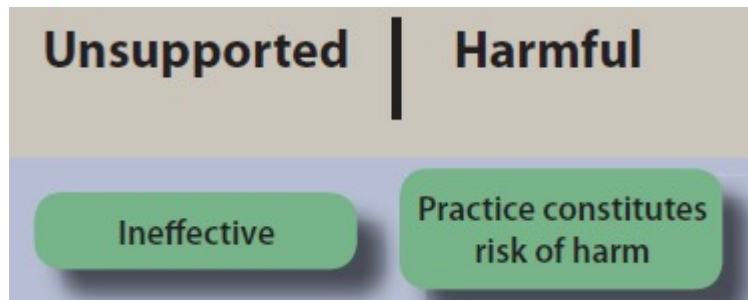
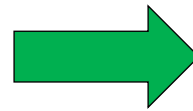
- Open to learning
- No shaming
- No guilt
- No judgment



CDC's Continuum of Evidence of Effectiveness



Our Focus for Today



.....

Ineffective Education Strategies

- One-time events
- Assemblies
- Personal testimony from people in recovery
- Mock car crashes
- Drunk goggles



Ineffective: Assemblies



- Often involves scare tactics and other ineffective appeals
- One-time presentation of information
- Impact is not lasting



Ineffective:

Personal Testimonies

- Youth and young adults think they are “indestructible”
- Connection between behavior and consequences is still developing in youth
- Often feature extreme stories that can undermine the prevention message if the message does not match the experience





Ineffective:

Mock Car Crashes

- Sensationalizes
- Little to no lasting impact
- Can be traumatizing



Ineffective: “Drunk” Goggles



- Little to no long-term impact
- Research has shown no evidence of effectiveness
- Often part of one-time events

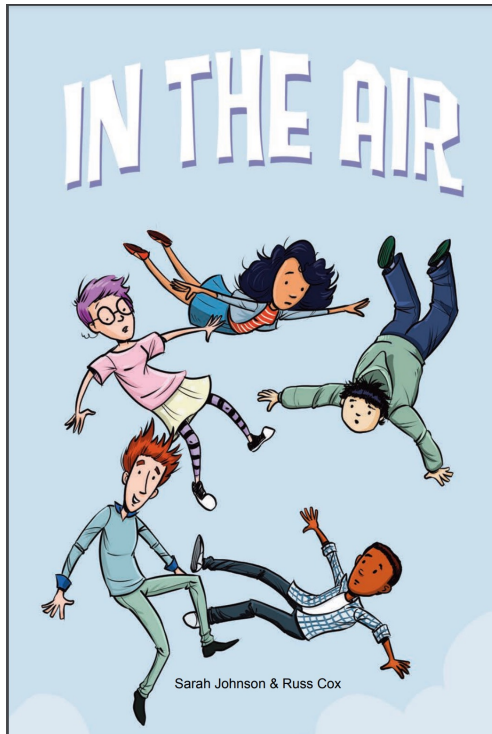


Effective Education

- Social emotional learning curricula in school
- Parenting programs focused on talking with and supporting youth
- Curricula proven to address risk and protective factors
- Age-appropriate information delivered over time
- Long-term education campaigns with a focused goal and audience



“In The Air” – Graphic Medicine Education Program



In the Air is a graphic medicine toolkit built to foster conversations with and among young people around vaping, choices about substance use, and social factors. This graphic novel-styled story of five teens going through high school incorporates behavioral science of substance misuse prevention with the stories, interest, and ideas of members of the Tobacco Free Rhode Island Youth Ambassadors. The novel has questions to help guide the discussion, a strong research base, and roots in risk and protective factors. [**Preview the first 15 pages.**](#)

Toolkit includes: Graphic medicine novel, facilitators guide, discussion questions and worksheets, and evaluation materials. (available in Spanish and Portuguese)

<https://pttcnetwork.org/centers/new-england-pttc/product/air-graphic-medicine-download-preview-request-full-version-paper>



PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Ineffective Appeals

- Fear-based campaigns
- Long-term consequences
- Exaggerated dangers and/or grotesque images





Ineffective: Fear-based Campaigns

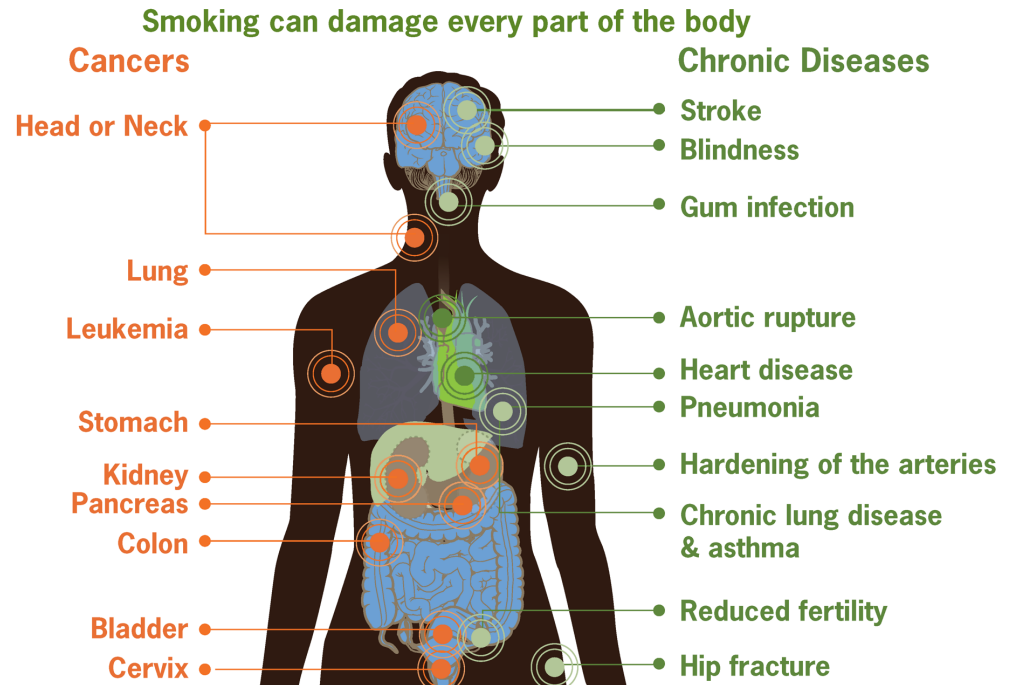
- Shown to be ineffective with most audiences
- Messages not developmentally appropriate
- Can backfire if experiences are contrary



Ineffective: Long-term Consequences

- Shown to be ineffective
- Outcome too far in the future to influence
- “It won’t happen to me”
- Short term consequences can be more impactful
- E.g. smoking;
 - Bad breath
 - Yellow teeth
 - Loss of friends

Risks from Smoking





Ineffective: Exaggerated Dangers

- Loss of trust in prevention messages
- Can be counter to personal experiences
- Attitude of “indestructability” among youth and young adults



of 5 Panthers **DO NOT** drink alcohol

Join the Crowd!

Funded by Georgia Department of Behavioral Health and Developmental Disabilities, Office of Prevention Services and Programs.

I got this!

I make my own choices. Like not drinking until I'm older. That's my choice for me. And it keeps me from doing something dumb. For more information on waiting to drink, visit IGotThisChicago.org

paact
PREVENTING ALCOHOL ABUSE
IN CHICAGO TEENS

Ann & Robert H. Lurie
Children's Hospital of Chicago

This campaign is supported by the Strategic Prevention Framework Partnerships for Success Catalogue of Federal Domestic Substance Abuse and Mental Health Services Administration through a grant administered by the Illinois Department of Human Services.

Effective Appeals

- Normative messages regarding peer use and actions
- Short-term impacts of use
- Positive effects of no use



Ineffective Information Sharing

- Knowledge-based interventions
 - Drug fact sheets
 - Effects of drugs
- Myth busting





Effective Information Sharing

- Education related to risk and protective factors
- Action-focused information





Reflection #2

- Write one strategy that has been or is being done in your community that is known to be ineffective
- List the reasons why the community (or an individual) is invested in this strategy
- Share with the larger group if you wish

What Drives Continued Implementation of Ineffective Strategies

- Perception that the interventions are “liked” by the audience
- Partners not open to change
- Partners insist on implementing despite evidence
- Individuals feel the strategy “worked for me”
- Concern regarding capacity and/or cost

Moving Forward...



Simon Sinek Video: Consider...

Incremental change vs sudden change

- How can you move your community ***incrementally*** toward more effective strategies?

Law of Diffusion of Innovation

- How can you apply this law to moving your community toward more effective strategies?
- Who might your early adopters be? How can you build demand?

Video: Navigate and Embrace Change



<https://www.youtube.com/watch?v=pUmTQ-86-YI>

Video Debrief

Incremental Change vs Sudden Change

- How can you move your community **incrementally** toward more effective strategies?

Law of Diffusion of Innovations

- How can you apply this law to moving your community toward more effective strategies?
- Who might your early adopters be? How can you build demand?

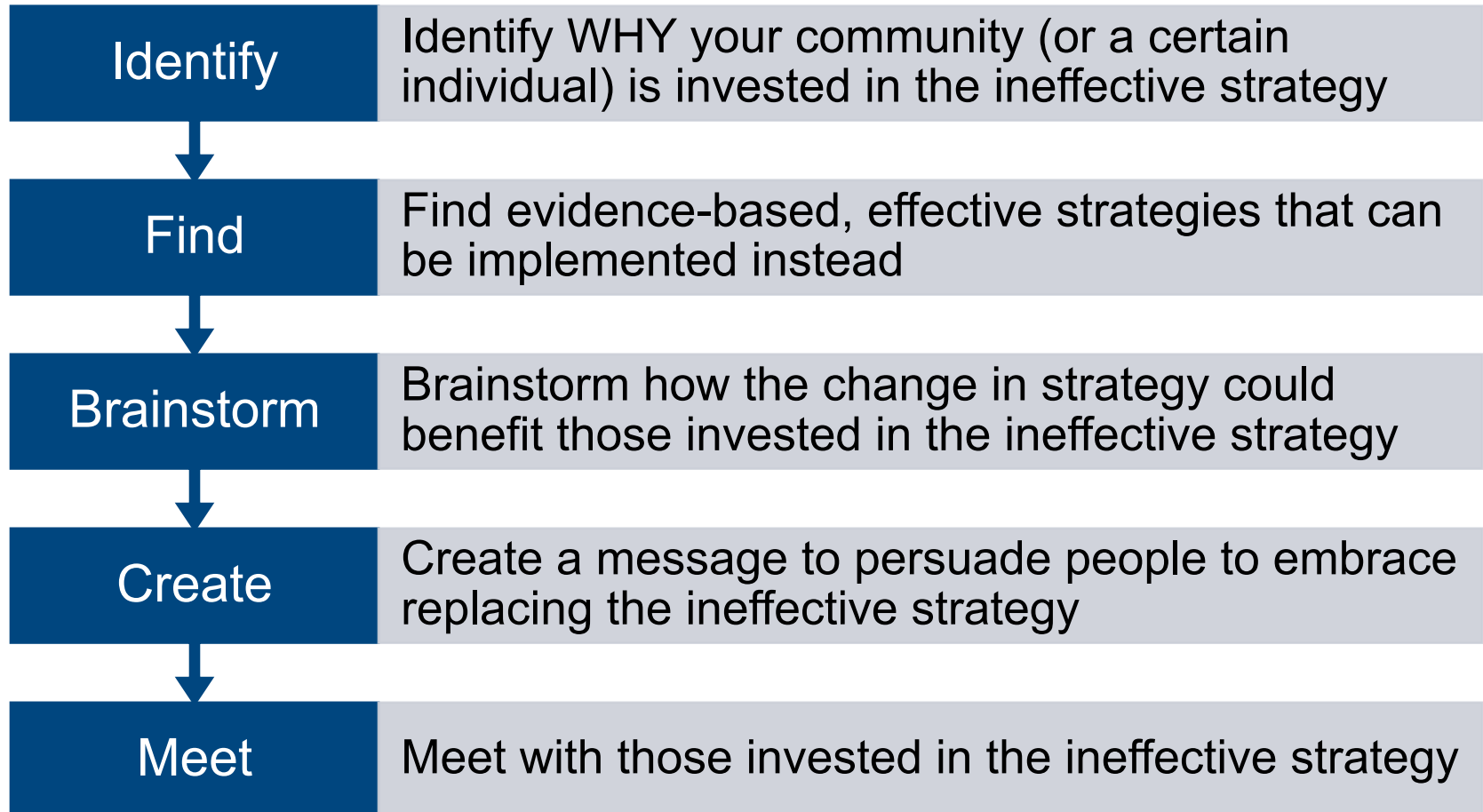


Prime the Pump!



- Review your strategic plan, including the priority problems, risk/protective factors
- Provide training on logic models
- Identify evidence-based strategies that are a good fit for your community

Steps to Moving Toward More Effective Strategies





Reflection #3

- Review your notes from Reflection #2
- Brainstorm how a shift to an effective, evidence-based strategy could benefit those invested in the ineffective strategy
- Share at your table



Questions? Comments?



Evaluation

**Please complete our short GPRA
Post-Event Survey URL:**

<https://ttc-gpra.org/P?s=607562>





New England (HHS Region 1)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Thank You!

Contact Information

For all your prevention training and technical assistance services, please be in touch!

- Director, Scott M. Gagnon, MPP, PS-C sgagnon@adcareme.org
- Co-Director & Senior Training and TA Coordinator, Erin Burnett eburnett@adcareme.org
- Training and Technical Assistance Coordinator, Sarah Johnson, MA, PS-C sjohnson@adcareme.org

Follow Us on Twitter:

- @NewEnglandPTTC

Website:

- <https://pttcnetwork.org/NewEngland>

Mailing List:

- <https://bit.ly/newenglandpttcmailinglist>

