



Great Lakes (HHS Region 5)

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PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

# Primary Prevention: Moving Upstream Using Effective Strategies

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# This Training Made Possible By...

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At the time of this presentation Dr. Miriam Delphin-Rittmon serves as Assistant Secretary for Mental Health and Substance Use. The opinions expressed herein are the views of the speakers 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.

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The use of affirming language inspires hope.

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LANGUAGE MATTERS.

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**Words have power.**

**PEOPLE FIRST.**

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

# Our Path for This Session



- Defining prevention:  
What it is and what it isn't
- How we measure the success of primary prevention
- Ineffective and effective prevention strategies



Prevention  
Focuses  
“Upstream”



# Video: What is Prevention

By the Addiction Policy Forum and CADCA

<https://www.youtube.com/watch?v=0Sj78uJU0Pk>



# Goal of Substance Misuse Prevention

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





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# What is NOT Substance Misuse Prevention?

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

- Substance use disorder treatment
- Recovery maintenance
- Many harm reduction strategies

# Distinction Between Prevention and Harm Reduction

## Prevention

- Prevent the behavior

## Harm Reduction

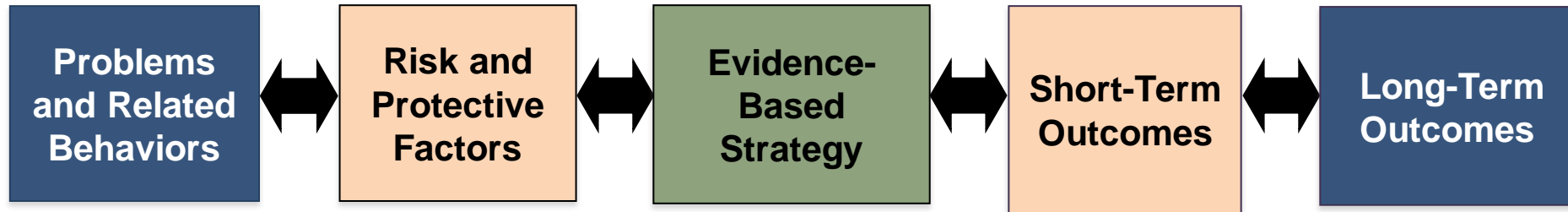
- Prevent the consequences

# How Do We Move Upstream?

1. Reduce research-based risk factors that increase likelihood of substance misuse; *AND*
2. Increase research-based protective factors that buffer the impacts of risk factors.

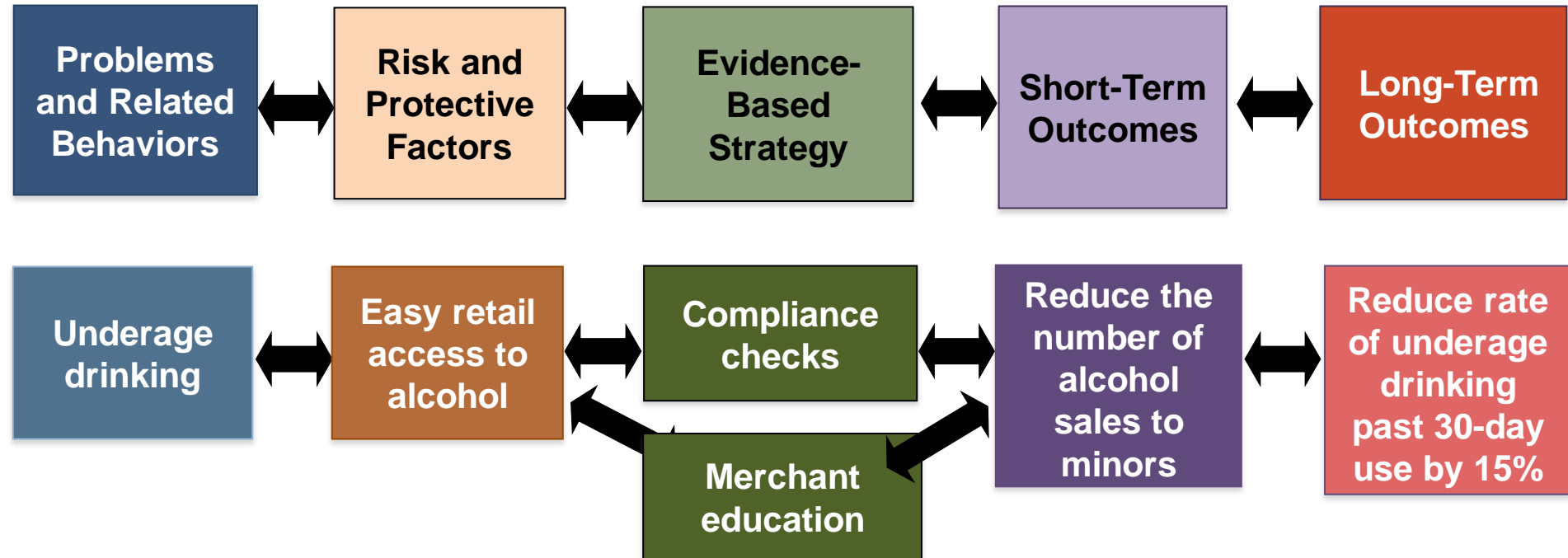


# “Road Map” for Prevention Efforts





# Example: Underage Drinking



# Success Depends on Your Intervention: What's Effective? What Is Not?



# Effective and Ineffective Prevention Strategies



# Ineffective Education Strategies



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





# Effective Education



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



# Ineffective Appeals

- Fear-based campaigns
- Grotesque images
- Long-term consequences
- Exaggerated dangers
- Moralistic appeals







## Ineffective Information Sharing

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



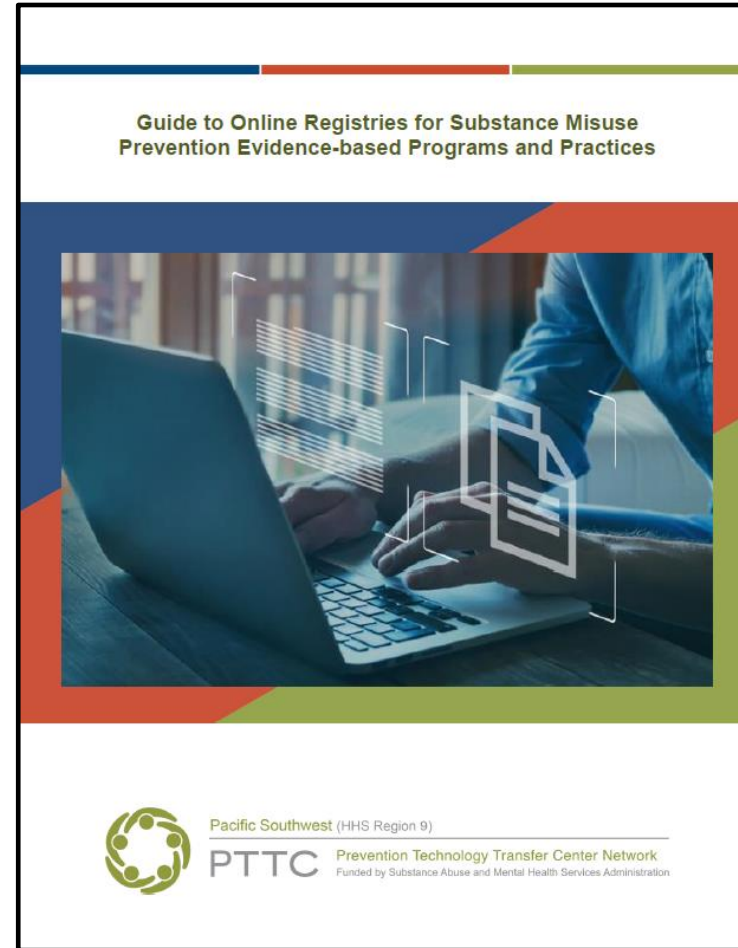


# Effective Information Sharing

- Education related to risk and protective factors
- Focus on **actions** one can take to apply the educational materials



# More Information on Evidence- based Prevention Strategies



<https://tinyurl.com/ev-basedpx>

A top-down view of a wooden table. In the upper left, a pair of dark sunglasses with a wooden temple lies on the surface. To the right, a yellow coffee cup with a latte art design sits on a matching yellow saucer. Below the sunglasses, another yellow coffee cup with a latte art design sits on a matching yellow saucer. In the lower right, a light-colored wooden frame contains a photograph of a forest path with the text "INHALE THE FUTURE, EXHALE THE PAST." overlaid in white, bold, sans-serif font. The background is a dark, textured surface.

Moving Forward...

INHALE  
THE FUTURE,  
EXHALE  
THE PAST.

**Technical  
Assistance  
Available**

**Indiana's Division of Mental Health and Addiction  
Substance Misuse Prevention Team**

[prevention@fssa.IN.gov](mailto:prevention@fssa.IN.gov)



# Tap into the Great Lakes PTTC Resources!

<https://pttcnetwork.org/centers/content/great-lakes-pttc>



# Thank You

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