

Center for Substance Abuse Prevention (CSAP)

The **Center for Substance Abuse Prevention (CSAP)** is an agency of the United States government under the Department of Health and Human Services (DHHS) and the Substance Abuse and Mental Health Services Administration (SAMHSA). Established in 1992 from the previous Office of Substance Abuse Prevention, its mission is to reduce the use of illegal substances and the abuse of legal ones

Great strides have been made in identifying effective programs, strategies, and principles that focus on preventing and reducing substance abuse and related risky behaviors. Using multiple strategies in multiple settings and working toward a few common goals offers the best chance to prevent young people from using alcohol, tobacco, and other drugs. There are six key strategies, supported by research, that show they can be effective in reducing substance abuse. The following are the identified key principals for effective substance abuse prevention:

CSAP's six research-based strategies:

- 1 – Information Dissemination
- 2 – Prevention Education
- 3 – Environmental Strategies
- 4 – Community-Based Process
- 5 – Alternative Activities
- 6 – Problem Identification and Referral

Information Dissemination

As part of the Colorado Prevention Partners Grant, Weld County disseminated prevention information at booths, parades and health fairs. They also presented at the National Prevention Network Conference in 2010.

This strategy provides awareness and knowledge of the nature and extent of substance use, abuse, and addiction and their effects on individuals, families, and communities. It also provides knowledge and awareness of available prevention programs and services. Information dissemination is characterized by one-way communication from the source to the audience, with limited contact between the two. [Note: Information dissemination alone has not been shown to be effective at preventing substance abuse

Examples:

- Clearinghouse/information resource centers
- media campaigns
- public service announcements
- community presentations and town hall meetings on substance abuse
- counter advertising media campaigns
- Information lines/hot lines
- Speaking Engagements
- Brochures

Community- Based Process

DENVER-BASED SISTERS OF COLOR
UNITED FOR EDUCATION TRAIN
COMMUNITY MEMBERS TO BE
PROMOTORA'S – COMMUNITY
HEALTH WORKERS WHO ARE THE
FRONT LINE OF DEFENSE IN
COMMUNITY WELLNESS. THEY HAVE
RECENTLY BEGUN TRAINING LOCAL
TEENS AS WELL!

This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for substance abuse disorders. Activities in this strategy include organizing, planning, enhancing efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking.

Examples:

- Community team-building
- Youth and adult leadership opportunities
- Training of community members, youth or key officials
- Coalition team-building
- Accessing services and funding
- Systematic planning

Prevention Education

THE DENVER OFFICE OF DRUG STRATEGY HAS BEEN SUPPORTING THE EVIDENCED-BASED STRENGTHENING FAMILIES PROGRAM IN VARIOUS COMMUNITIES ACROSS DENVER SINCE 2008. IT IS FACILITATED IN ENGLISH & SPANISH.

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 activities. Activities under this strategy **aims to affect critical life and social skills**, including decision-making, refusal skills, critical analysis (e.g., of media messages), and systematic judgment abilities.

Examples:

- Ongoing classroom and/or small group session
- Parenting and family management classes
- Peer leader/peer helper programs
- Mentors
- Education programs for youth

Alternative Activities

THE BOYS' AND GIRLS' OF
AMERICA HAVE BEEN
EMPLOYING THIS STRATEGY FOR
DECADES WITH THEIR
COMMUNITY DROP-IN CENTERS.

This strategy provides for the participation of target populations in activities that exclude substance use. The assumption is that constructive and healthy activities offset the attraction to--or otherwise meet the needs usually filled by--alcohol and drugs and would, therefore, minimize or obviate resort to the latter. [Note: Alternative activities alone have not been shown to be effective at preventing substance abuse.]

Examples:

- AOD-free dances and parties
- Youth leadership activities
- Drug-free community events or activities
- Mentoring programs
- Community service activities
- Community drop-in centers

Problem Identification and Referral

"THE LINK" IN ADMAS
COUNTY (CO) IS A
SUCCESSFUL COMMUNITY
ASSESSMENT AND RESOUC
CENTER.

This strategy aims at identification of those who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs in order to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment.

Examples:

- resource and referral hotlines
- resource directory programs
- employee referral programs
- student assistance programs
- DUI education programs

Environmental Strategy

IN 2007, VENTURA COUNTY (CA) APPROVED A SOCIAL HOST ORDINANCE ALLOWING THE LAW TO FINE PEOPLE WHO ALLOW UNDERAGE DRINKING IN THEIR HOME.

This strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing incidence and prevalence of substance abuse in the general population. This strategy is divided into two subcategories to permit distinction between activities that center on legal and regulatory initiatives and those that relate to the service and action-oriented initiatives.

Environmental prevention takes into account that individuals likely to become involved with substances are powerfully influenced by complex factors in the environment: laws and regulations, community norms, messages in mass media, and access.

In an environmental prevention model, the focus on solving alcohol-related problems shifts from an individual focus to an environmental focus. The logic is that reducing alcohol availability will reduce alcohol consumption or modify the conditions under which it is consumed, which will in turn reduce alcohol-related problems such as violence, traffic injuries, and alcohol consumption by minors.

- Establishment and review of drug and alcohol policies in schools
- The review and modification of alcohol and tobacco advertising practices
- Technical assistance to communities to maximize local enforcement procedures governing the availability and distribution of alcohol

6 Approaches to Environmental Based Strategies

Prevention Approach 1: Preventing Availability to Underage Youth

How do minors get their hands on alcohol? They get it from friends and family members, they shoplift, and despite a minimum legal drinking age of 21 they buy it directly from retail outlets such as convenience and grocery stores, service stations, and minimarts. Enacting and enforcing laws prohibiting alcohol sales to underage youth should reduce the likelihood that merchants will sell alcohol to minors, who will in turn be less likely to try to buy it.

Prevention Approach 2: Raising Alcohol Taxes and Prices

When States add new taxes that raise the price of alcohol, researchers have the chance to study how the increased cost affects purchase and consumption rates. The assumption is that significant increases in price will make alcohol less accessible, especially to youth. On the other hand, "two for the price of one" or other happy-hour promotions are thought to increase the likelihood of overconsumption.

Prevention Approach 3: Responsible Beverage Service

The behavior of people who serve alcohol and the policies of drinking establishments can influence the behavior of the patrons. For example, servers may encourage heavy drinking; allow heavy drinking to continue ignored, promoting intoxication; or foster problems associated with intoxication, such as disruptive behavior, fights and resulting injuries, or driving while intoxicated (DWI). Training servers and management to watch for and recognize the warning signs of intoxication can help reduce the risk that patrons will become intoxicated and harm themselves or others. It may be necessary to modify management policies to discourage an atmosphere of "anything goes."

Prevention Approach 4: Changing the Conditions of Availability

Alcohol availability is associated with social, civic, and health problems and can be modified through government and community actions. These actions include two distinct dimensions:

- Controlling outlet density and restricting days and hours of alcohol sales
- Restricting availability of alcohol at sporting and recreational events, as well as at special locations such as parks and other publicly owned facilities

While both aspects of this prevention approach are important, substantially more research is needed on the second (i.e., restricting availability at special events and locations).

Prevention Approach 5: Changing Hours and Days of Sale

Governments often influence the availability of alcohol by specifying the hours of sale at specific sites and by allowing sales only on certain days. Although seldom designed for prevention purposes, such changes are natural experiments that provide opportunities to examine the effects on overall alcohol sales and patterns of consumption.

Most of the research in this area reflects recent experience with extending rather than reducing hours or days of sale and is based on research conducted outside the United States.

Adapted from: CSAP Primary Prevention Six Strategies. (January 2010). Colorado Division of Behavioral Health
Environmental Prevention Strategies – What Works? Retrieved January 5, 2011. <http://www.ncbi.nlm.nih.gov/books/NBK16444/>.

