**APPENDIX C: CSAP Prevention Strategies**

All prevention services can be categorized under one of these six federal prevention strategies, and the link to the corresponding intervention for each must be made. The federal prevention strategies that should have priority in each region are “Community-Based Process” and “Environmental,” and to a lesser extent “Education” and “Problem Identification and Referral.”

If “Information Dissemination” strategies are used, they must be part of a **multi-faceted prevention** **strategy/initiative**. Independent or stand-alone information dissemination services are disallowed. In addition, if “Alternative” strategies are used, the service must reflect evidenced-based approaches and best practices, such as multi-generational and adult-to-youth mentoring.

***Example***: Related to federal strategy, “Environmental,” the intervention may be, “Increase enforcement of existing alcohol sales laws.”

* **Information Dissemination:** This strategy provides information about the nature and extent of drug use, abuse, and addiction and its effects on individuals, families, and communities. It also provides information on available prevention programs and services. The dissemination of information is characterized by one-way communication from the source to the audience, with limited contact between the two. Examples of methods used for this strategy include the following:

Clearinghouses and other information resource centers

Resource directories

Media campaigns

Brochures

Radio and television public service announcements

Speaking engagements

Health fairs

* **Education:** This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it is based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, and critical analysis (e.g., of media messages). Examples of methods used for this strategy include the following:

Classroom and small group discussions

Parenting and family management classes

Peer-leader and peer-helper programs

Education programs for youth groups

Groups for children of substance abusers

* **Alternatives:** This strategy provides for the participation of target populations in activities that exclude drug use. The assumption is that because constructive and healthy activities offset the attraction to drugs, or otherwise meet the needs usually filled by drugs, then the population would avoid using drugs. Examples of methods used for this strategy include:

Drug-free social and recreational activities

Drug-free dances and parties

Youth and adult leadership activities

Community drop-in centers

Mentoring programs

* **Problem Identification and Referral:** This strategy aims to identify those who have indulged in the illegal use of 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 an individual is in need of treatment. Examples of the methods used for this strategy include the following:

Driving while intoxicated education programs

Employee assistance programs

Student assistance programs

* **Community-Based Process:** This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for substance use disorders. Activities in this strategy include organizing, planning, enhancing the efficiency and effectiveness of service implementation, building coalitions, and networking. Examples of methods used for this strategy include the following:

Community and volunteer training (e.g., neighborhood action training, training of key

people within the system, etc.)

Systematic planning

Multi-agency coordination and collaboration

Accessing service and funding

Community team building

* **Environmental:** This strategy seeks to establish or change community standards, codes, and attitudes, thereby influencing the incidence and prevalence of drug abuse in the general population. Examples of methods used for this strategy include the following:

The establishment and review of drug policies in schools

Technical assistance to communities to maximize local enforcement procedures governing the availability and distribution of drugs

The review and modification of alcohol and tobacco advertising practices

Product pricing strategies