

# Community Based Prevention Program Brief • FY 2019-2020

## PREVENTION and COVID-19:

Prevention activities started as usual for the fiscal year 2019-2020, but in March 2020 a stay-at-home order was issued to stop the spread of COVID-19. Schools abruptly closed, moving to remote learning. Because many prevention activities and programs were school-based, program implementation was impacted, requiring adaptation. Prevention programming moved from school-based and Community Based Prevention began!

## WHAT IT IS:

Community Based Prevention (CBP) is a comprehensive program that engages youth, educators, parents, and community members. Environmental prevention strategies and individual prevention strategies are utilized to support positive attitudes, target choices and behaviors, and mobilize communities to take action towards prevention. CBP enhances protective factors using peer to peer prevention, service learning/community service, and positive youth development and empowerment to promote the highest mental, emotional, and behavioral well-being of a community.

## HOW IT WORKS:

Prevention strategies are integrated into all community programming through virtual and digital platforms. The “MOST Teens Don’t Use” Social Norming Campaign was integrated whenever possible to increase visibility and to maintain consistency. CMCA and DFC staff from Livingston County Catholic Charities play a key role in engaging the broader community and helped in the planning and implementation of this program. School-based prevention specialists from Key Development Center and Karen Bergbower & Associates transitioned from Project SUCCESS and Curriculum Based Support Groups to implement Community Based prevention.



CMHPSM Priority Areas	Targeted Primary Problems	Associated Intervening Variables
Reduce Childhood and Underage Drinking	Delinquent/Problem Behavior Traffic Crash Deaths/Injuries Early Addiction	Attitude and Intention Toward Use
Reduce Prescription Abuse/Misuse	Delinquent/Criminal/Problem Behavior Opiate Related Overdoses and Deaths	Low Perceived Risk Perceived Peer Pressure
Reduce Illicit Drug Use	Delinquent/Criminal/Problem Behavior Early Addiction	

MOST Scavenger Hunt	#CheckOn5Livingston	Sticker Campaign
<p>The MOST Scavenger Hunt targets youth and adults in the community by encouraging families to participate together while increasing their awareness of the risks associated with substance use.</p> <p>Participants solved riddles and deciphered clues while gaining educational information about the dangers and risks of substance use via QR codes. While on the hunt, participants were asked to post on social media why they choose not to use.</p> <p>Scavenger Hunts occurred in each Livingston County community; over 20 people participated.</p> 	<p>The #CheckOn5Livingston is a social media campaign to promote mental health and resiliency while influencing attitudes toward use and decreasing peer pressure.</p> <p>Posts on Instagram, Twitter, and Facebook will encourage people to:</p> <ul style="list-style-type: none"> <li>• Post and share #CheckOn5Livingston</li> <li>• Share 5 healthy things you are doing to Be The MOST</li> <li>• Check on 5 people</li> <li>• Nominate 5 people to do the same</li> </ul> 	<p>The purpose of the Sticker Campaign is to increase knowledge of youth substance use rates and expand awareness within the community of underage drinking, illicit drug use and prescription drug misuse.</p> <p>Informational stickers were placed on items at local meal distribution sites, community backpack events, and on goodie bags at community events.</p> 
<p><b>OUTCOME:</b></p> <p>11 participants reported an increased awareness of the risks associated with substance abuse</p>	<p><b>OUTCOME:</b></p> <p>37 people shared the Check on 5 Livingston post on social media</p>	<p><b>OUTCOME:</b></p> <p>67 people (including youth/adults) reported seeing the sticker changed their belief about youth substance use</p>

**PROGRAM HIGHLIGHT:**

Youth from across the community helped make a commercial to showcase the MOST Campaign and to celebrate youth. Youth shared their own thoughts on “How To Be The MOST”. The commercial aired on Comcast television to more than 25,000 viewers.

Here is the link to the video (copy and paste the link into your address bar):  
<https://www.youtube.com/watch?v=HH7kQbQVTil>

