

Recommended Reading



Short fact sheets that help coalition members learn more about evidence-based prevention in a digestible manner. Use during coalition meetings to consider potential strategies.

Focus on Prevention: Strategies and Programs to Prevent Substance Use

Missouri Partners in Prevention is proud to be Missouri's higher education substance abuse prevention and mental health consortium. In order to see measurable change in the health, safety, and well-being on campus, campus prevention practitioners must employ evidence-based strategies and models. This series provides a brief synopsis of the publications, articles, and resource documents available to campuses to assist in their substance abuse prevention and mental health intervention efforts. These documents provide a great deal of technical assistance and support. Browse our recommended reading synopsis to learn more about these publications.

Focus on Prevention is a series of eleven fact sheets published by the Substance Abuse and Mental Health Services Administration (SAMHSA) in 2017. Its purpose is to provide a starting point to mobilize action around substance use prevention and implement interventions. The series centers around SAMHSA's Strategic Prevention Framework (SPF) and tips on how to start each step of the process. Below is a list of the fact sheets included in the series with a brief description and page number in the guide.

The Strategic Prevention Framework (pages 5-6):

A process of assessment, capacity, planning implementation, and evaluation, with sustainability and cultural competence woven throughout

Prevention Theory (pages 7-8):

Discusses main prevention theories including the public health model, health belief model,

diffusion of innovation framework, stages of change theory, Stanford communication/behavior change model, and community organization theory

Risk and Protection (pages 9-10):

Information on risk and protective factors including how they occur, where they come from, how they work, and what problems are affected. The SPF works to reduce risk factors and promote protective factors

Community Needs (pages 11-12):

How to understand community needs by performing a needs assessment, gaining data that can help determine problems, potential solutions, and establish baseline data

Strategies that Work (pages 13-15):

Information about overall strategies including

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information dissemination, prevention education, positive alternatives to use, environmental strategies, community-based processes, and identification of problems and referral to services

Issues and Audiences (pages 17-18):

Learn how to direct the prevention work to the appropriate audience, and reduce problems by understanding and targeting risk factors

Community Partners (pages 19-21):

Information on levels of partner engagement, identifying potential partners, and establishing partnerships

Connecting with Your Audience (pages 23-25):

How to message and what materials to provide to engage the target audience, answering questions like who, what when, how in regards to message and materials

Social Marketing (pages 27-29):

Emphasis on the key elements of marketing (product, price, placement, and promotion) and how to utilize these principles when implementing social marketing strategies for education and enforcement

Media and Social Media (pages 31-33):

Tips on utilizing media and social media for messaging, public support, etc. and some basic tips for getting started

Evaluation (pages 35-37):

Information on why you should evaluate, types of evaluation, what to measure, and communicating outcomes

Finally, the guide provides a sample timeline from pages 39-47 with checklists and suggestions specifically for event planning. Pages 49-51 include a sample pitch letter, PSAs, and 2 'drop-in' articles to promote the work being done. Additional resources are also included on pages 55-56.

Read 'Focus on Prevention: Strategies and Programs to Prevent Substance Use' here!

store.samhsa.gov/product/Focus-on-Prevention/sma10-4120

Citations

1. Substance Abuse and Mental Health Services Administration, Focus on Prevention. HHS Publication No. (SMA) 10-4120. Rockville, MD: Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration, Revised 2017.

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