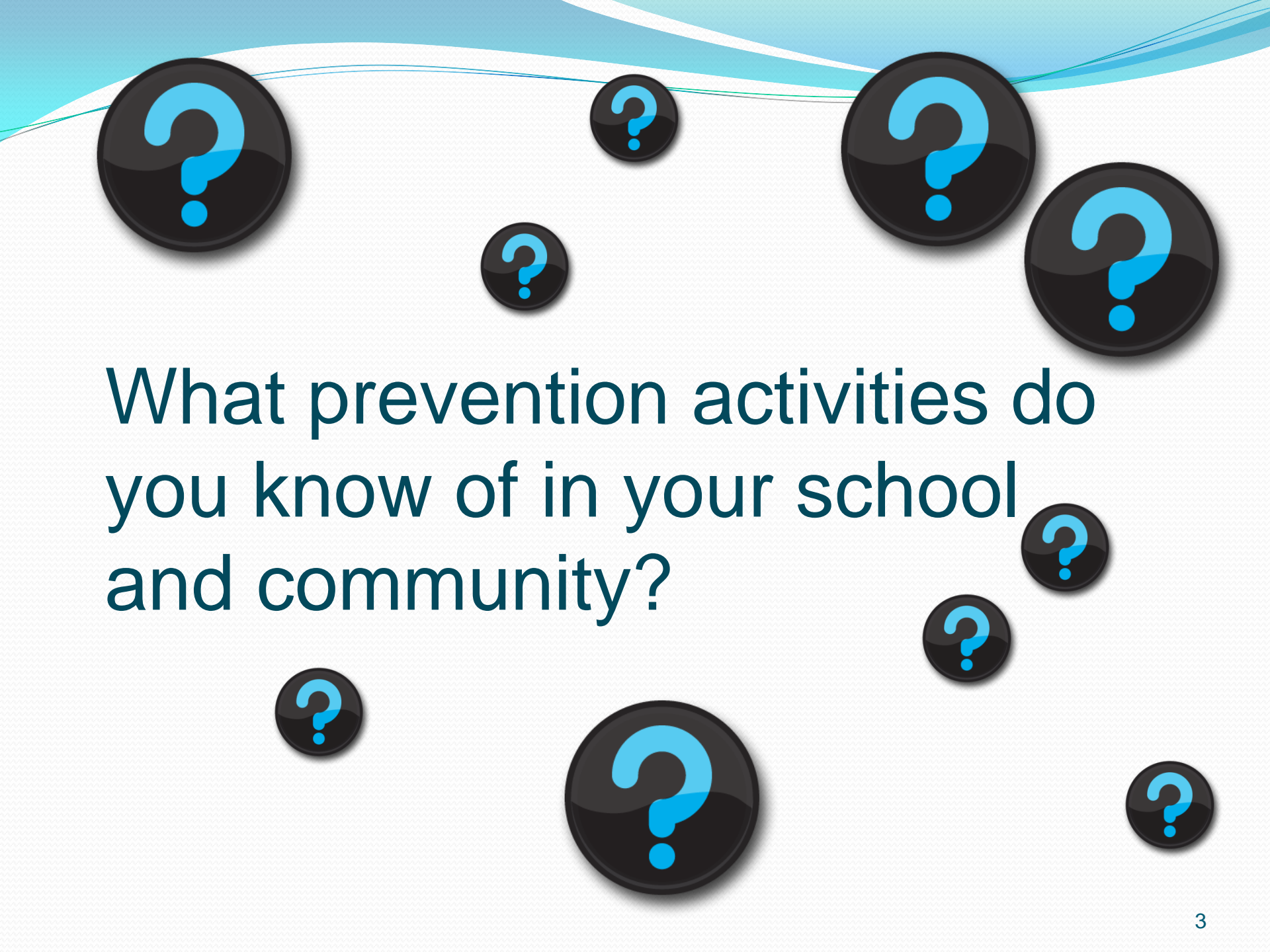


Utilizing Systems Change to Prevent Prescription Drug Abuse

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Definition of Prevention

Preventing the onset of
alcohol and other drug
related health and
impairment problems



What prevention activities do you know of in your school and community?

Time for a Campfire Story!



The Parable of the Boiled Frog



What is Environmental Prevention?

Prevention Approaches

Can Have . . .

Individual Focus

- Individual behaviors
- Individual beliefs & attitudes
- Relationship between individual & ATOD related problems
- Individual participation in problem-solving, skill development, etc.

Environmental Focus

- Policy & policy changes
- Social, political & economic contexts of ATOD related problems
- Social norms
- Media influence
- Availability
- Collective action



Warning!

If we only focus on individuals (host):

➔ They are expected to make healthy choices in an environment that often supports and encourages the opposite.

A Comprehensive Approach

- We need strategies that address both:

- ➔ Individual factors

- ◆ knowledge, attitudes, beliefs & behaviors

- ➔ Environmental factors

- ◆ Community norms
 - ◆ Access & Availability
 - ◆ Media Messages
 - ◆ Policy & Enforcement

Advantages of Environmental Strategies

- Rather than creating change one person at a time,
 - ➔ Reach entire populations
 - ➔ Reduce collective risk
- Rather than targeting every new generation of individuals,
 - ➔ Create short & long-term change
 - ➔ Limit opportunities & inducements to use for current AND future generations

Advantages of Environmental Strategies

- Rather than leaving individuals to filter mixed messages,
 - ➔ Provide consistent & reinforcing messages from the individual's environment
 - ➔ Increase the impact of individual strategies
- Rather than being difficult to maintain in tough economic times,
 - ➔ Are cost-effective and easier to maintain

Benefits of Environmental Strategies

- Increase community awareness
- Instill a sense of empowerment in communities
- Provide opportunities for community members to become engaged
- Create new collaborations between community sectors
- Build alliances between key community partners

Environmental Prevention Is Backed By Evidence

Reducing Underage Drinking: A Collective Responsibility
National Academy of Sciences, 2003

*A Call to Action:
Changing the Culture of Drinking at U.S. Colleges*
National Institute on Alcohol Abuse and Alcoholism (NIAAA), 2002

Community Trials Intervention to Reduce High-risk Drinking
SAMHSA Model Program

Communities Mobilizing for Change on Alcohol
SAMHSA Model Program

RAND Health Technical Report, 2007

Preventing Problems Related Alcohol Availability: Environmental Approaches
SAMHSA Practitioner's Guide 1999

Environmental Strategies

C – Community Norms

A – Access & Availability

M – Media Messages

P – Policy & Enforcement



Environmental Strategies:

Community Norms

- Basic orientations of a group or community regarding:
 - “rightness or wrongness”
 - acceptability or unacceptability
 - deviance of specific behaviors
- Norms can encourage or discourage high risk alcohol, tobacco and other drug choices

Environmental Strategies: Community Norms

Encourage

Parents should allow teens to drink at home to reduce crashes

Drinking is a rite of passage for youth

Getting drunk is a good way to have fun

Discourage

Parents providing alcohol to teens is unsafe, unhealthy & unacceptable

Teens can demonstrate their growth by making healthy choices

You can have fun without ATOD

Environmental Strategies: Community Norms

Sample Effective Approaches:

- ➔ Implement *Parents Who Host, Lose the Most: Don't be a party to teenage drinking.*

- ➔ Ensure community festivals are appropriate
 - ◆ See the Ohio Center for Coalition Excellence online toolkit at www.DrugFreeActionAlliance.org

- ➔ Develop social norming campaigns

Environmental Strategies: Access & Availability

Access – The means of participating in.

Availability – The inverse of the sum of resources (time, energy, money) that must be expended to obtain a commodity (alcohol, marijuana, cigarettes).

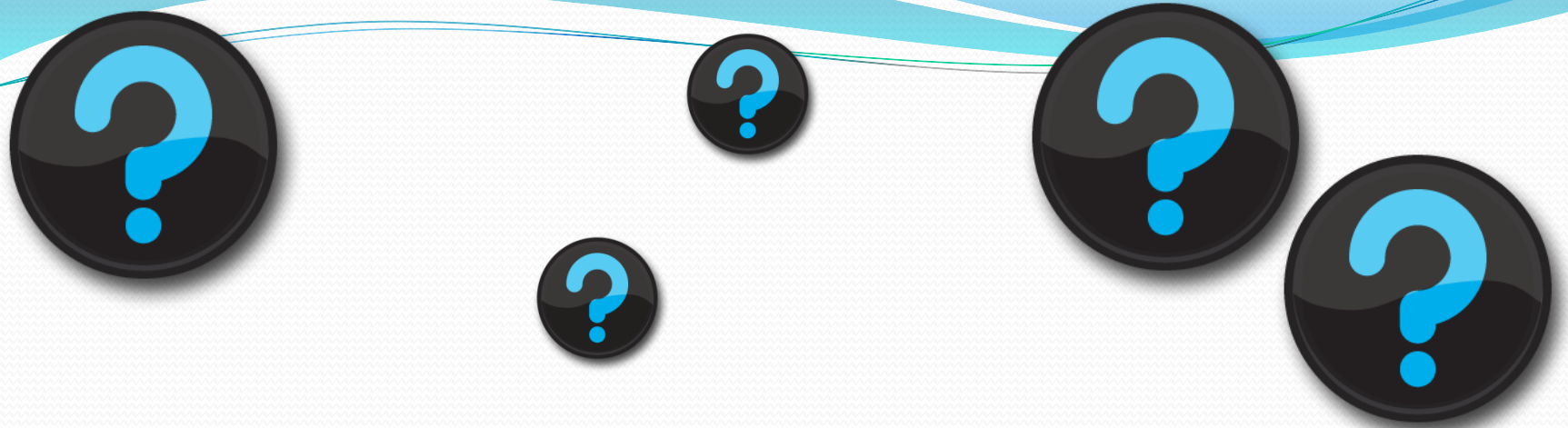
Pardon me?

The more resources required to get something, the lower the availability

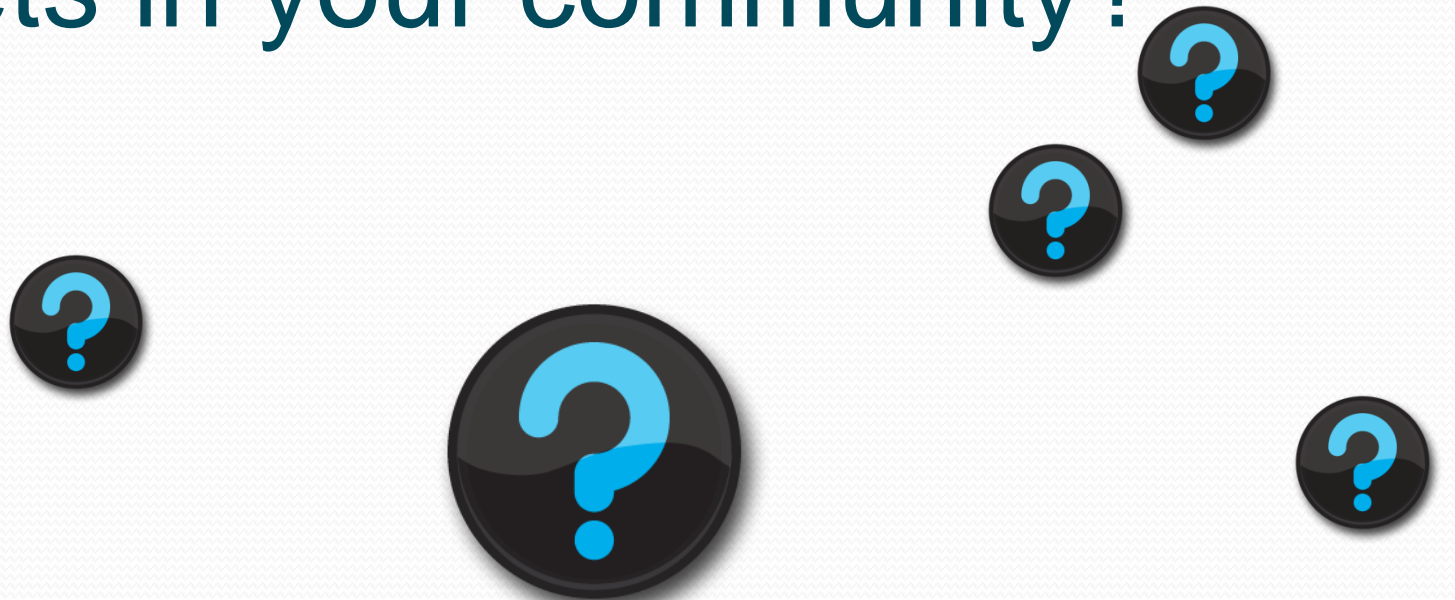
Environmental Strategies: Access & Availability

Sample Effective Approaches:

- Control outlet density
- Control hours or days of sale
- Restrict availability at sporting & recreational events
- Require server training
- Regulate sales
- Ensure proper identification
- Address abandoned properties
- Remove machines dispensing tobacco products
- Address high risk outlets



Do you know of any high risk outlets in your community?



Environmental Strategies: Media Messages

Research shows media messages can provide many opportunities to learn:

- How to use alcohol, tobacco and other drugs
- Circumstances when it is acceptable to use
- How to improve use techniques
- An association with more positive consequences

Media can also be used to send clear messages supporting healthy choices

Environmental Strategies: Media Messages

Sources of media messages:

- Advertising
- Movies
- Television
- Music
- Radio
- Billboards
- Magazines
- Internet
- T-shirts
- Sporting events

Environmental Strategies: Media Messages

From 2001 through 2003, youth in the United States were 96 times more likely per capita to see an ad promoting alcohol than an industry ad discouraging underage drinking.

Center on Alcohol Marketing and Youth,
“Alcohol Industry Responsibility Advertising on Television”,
(Washington, D.C., 2005)

Environmental Strategies: Media Messages

Sample Effective Approaches:

- ➔ Monitor alcohol advertising
- ➔ Limit or eliminate advertising in targeted venues
- ➔ Limit sponsorships
- ➔ Reduce promotions
- ➔ Reach out to the media (nationally & locally)

Environmental Strategies: Media Messages

Sample Effective Approaches:

- ➔ Use the influence of the media to communicate healthy messages
- ➔ Use the influence of the media to support community change efforts

Environmental Prevention: Policy & Enforcement

Rules, and ensuring compliance with those rules, which shape how alcohol, tobacco and other drugs are promoted, sold & consumed.

Environmental Prevention: Policy & Enforcement

- Can be in the shared environment:
 - ➔ Laws, ordinances, regulations
- Can be in individualized environments:
 - ➔ Policies in schools, workplaces, athletic teams, dorms

Environmental Prevention: Policy & Enforcement

- Review current laws, policies, regulations & ordinances.
 - ➔ Are they appropriate?
 - ➔ Are they sufficient?
 - ➔ How well are they being enforced?

Environmental Prevention: Policy & Enforcement

Sample Effective Policy Approaches:

- Establish & enforce minimum drinking age
- Raise taxes on alcohol & tobacco
- Increasing/setting mandatory minimum penalties for ATOD related infractions.
- Expanding warnings on packaging
- Provide benefits for non-use (insurance premiums)
- Reduce BAC limits for driving

Environmental Prevention: Policy & Enforcement

Sample Effective Enforcement Approaches:

- ➔ Compliance checks
- ➔ Party Patrols
- ➔ Shoulder Taps
- ➔ Bar sweeps/street sweeps
- ➔ Cops in Shops
- ➔ Keg registration & enforcement
- ➔ False ID training
- ➔ Sobriety/Safety Checkpoints

Practical Application of CAMP

- Community Norms
- Access and Availability
- Media Messages
- Policy and Enforcement

Resources

Community Anti-Drug Coalitions of America

Resource: *Rx Abuse Prevention Toolkit: From Awareness to Action*

National Council on Patient Information and Education

Resource: *Taking Action to Prevention & Address Prescription Drug Abuse: A Resource Kit for America's College Campuses*

OSU College of Pharmacy in partnership with Cardinal

Health Resource: *Generation Rx Initiative*



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