

Prevention Strategy Definitions

Information Dissemination

Definition: **One-way** communication from the source to the audience, with **limited contact** between the two. The goal of information dissemination is to increase awareness and knowledge related to drug and alcohol abuse, use, effects, and availability for prevention and treatment.

Examples:

- Media campaigns
 - Brochures
 - Public service announcements
 - Health fairs
 - Presentations/speaking engagements
 - Town halls
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Education

Definition: **Two-way** communication that facilitates learning through **interaction** between the educator/facilitator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis, and systematic judgment abilities.

Examples:

- Parent/family management classes
 - Peer leader/helper programs
 - Classroom/small group sessions
 - Groups for children of people with a substance use disorder
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Alternatives

Definition: Participation of the target populations in **activities** that exclude drug use and promote healthy lifestyles. The assumption is that constructive and healthy activities offset the attraction to, or otherwise meet the needs usually filled by, alcohol, tobacco and other drugs.

Examples:

- Drug free social and recreational activities
 - Youth and adult leadership activities
 - Mentoring programs
 - Afterschool activities
 - Drop-in recreational centers
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Environmental

Definition: Seeks to establish or **change community standards, codes, laws, policies, procedure, norms, and attitudes** thereby influencing drug and alcohol consumption in communities.

Examples:

- Establish and review alcohol, tobacco, or other drug policies in schools
- Technical assistance to maximize local enforcement
- Modify alcohol and tobacco advertising
- Produce pricing strategies
- Modify availability and distribution of alcohol or other drugs

Community-Based Processes

Definition: **Enhance the ability of the community** to more effectively provide prevention and treatment services for alcohol, tobacco and drug abuse disorders.

Examples:

- Systematic planning
- Multi-agency coordination and collaboration
- Assessment services and funding
- Community team building

Problem Identification and Referral

Definition: Identify those who engaged in illegal/age-inappropriate behavior in order to assess **if their behavior can be reversed through education.**

Examples:

- Employee assistance programs
 - Student assistance programs
 - DUI/DWI educational programs
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