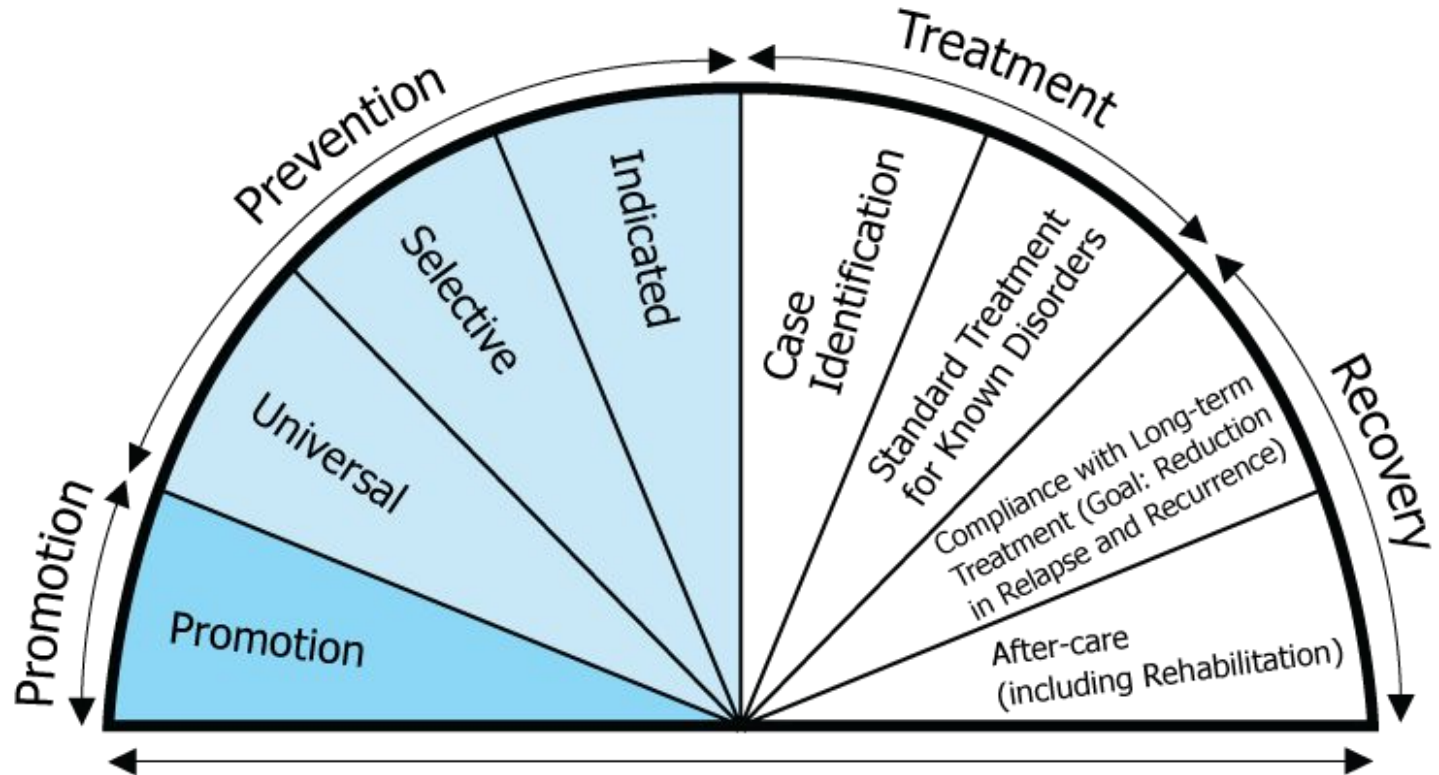

Effective Community Prevention

Jennifer Benson, OCPC

What is prevention?



Types of effective prevention:

Center for Substance Abuse Prevention

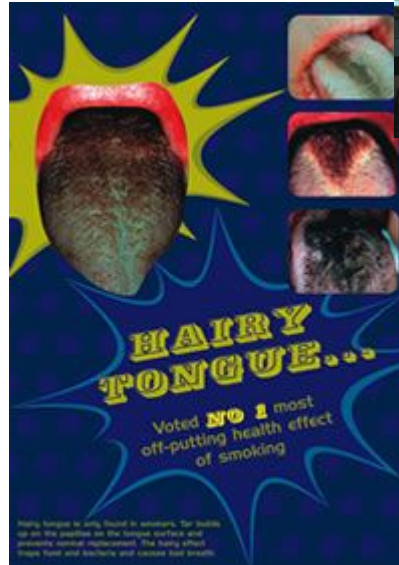


- Information Dissemination
- Education
- Alternatives
- Problem ID and Referral
- Community Based Process
- Environmental



Ineffective prevention:

- Information dissemination alone
- Alternatives alone
- One time only presentations
- Scare tactics
 - Mock crash
 - Sensationalized Posters
 - Recovery speeches
 - Grim Reaper day
 - Scared straight



Scare tactics; what does the research say?

- Fear often changes attitude and intention but often not behavior
- A meta analysis of over 100 studies on scare tactics found:
 - Fear appeals are more effective for one time only behaviors (screenings) vs. repeated behaviors (dieting)
 - Fear appeals are more effective for detection behaviors (screenings) vs. prevention/promotion behaviors (vaccines)

So, how do we change ineffective prevention into effective prevention?

- Focus on skill building
 - Refusal skills
 - Leadership skills
 - Decision making skills
 - Peer mentoring
- Involve youth
- Be a good example
- Be consistent
- Surround existing ineffective prevention with effective prevention