

Region 5 Mini-Grant Prevention Strategies

Information Dissemination:

This strategy provides awareness and knowledge of alcohol, tobacco, and other drug (ATOD) issues. It also provides awareness of available prevention programs and services. This strategy is characterized by one-way communication. This is defined as a presenter providing information and the audience simply listening or reading the material. Examples of activities used within this strategy are (but not limited to):

- media campaigns
- brochures
- radio/TV public service announcements
- speaking engagements
- health fairs/health promotions

Prevention Education:

This strategy uses two-way communication. The educator/facilitator and the participants interact with each other. Activities under this strategy provide skills to make health decisions about drug use, social situations, and messages they receive (such as television commercials). Examples of activities used within this strategy are (but not limited to):

- ongoing classroom and/or small group sessions
- parenting and family management classes
- peer leader/helper programs
- skill-building programs (decision making skills, refusal skills, and social skills)
- children of substance abusers (COSA) educational groups/classes

Alternatives (Drug-Free Activities):

This strategy allows people to experience activities free from alcohol, tobacco, and other drug use. The goal is to give people, especially youth, examples of healthy lifestyles and behaviors. The intent is to decrease their interest in, or delay the onset of, using alcohol, tobacco, and other drugs. Examples of activities used within this strategy are (but not limited to):

- drug-free recreational events
- peer leader/helper retreats
- youth/adult leadership retreats
- community drop in centers

Community-Based Prevention:

The purpose of this strategy is community planning for local alcohol, tobacco, and other drug prevention services. This would include organizing, planning, networking, and coalition building. Examples of activities used within this strategy are (but not limited to):

- community and volunteer training (e.g. neighborhood action training)
- systematic planning
- community team building

Environmental Prevention:

This strategy looks at developing or changing community standards or policies which affect alcohol, tobacco, and other drug use in the community. The goal is to create environments that support people in making healthy decisions. This includes activities which focus on legal and regulatory issues. This also includes activities that directly influence the community environment. Examples of activities used within this strategy are (but not limited to):

- modifying alcohol advertising practices
- assessing events involving alcohol consumption
- surveys to identify community issues/problems
- promoting responsible beverage service practices

Problem Identification and Referral:

This strategy's goal is the identification and referral of people whose use of alcohol, tobacco and other drugs is harmful or illegal. "Other drugs include over-the-counter, prescription, and illicit drugs." Examples of activities used within this strategy are (but not limited to):

- screenings and information disseminations regarding intervention agencies (such as Employee Assistance Programs [EAPs], drug diversion programs, etc.)
- DUI/DWI education programs
- referral source cards for local service agencies
- talks on signs/symptoms of alcohol, tobacco, and other drug abuse