

The background of the slide is a solid brown color with a pattern of faint, stylized autumn leaves in various shades of brown and tan. The leaves are scattered across the frame, some overlapping, creating a textured, seasonal feel.

Prevention of Substance Abuse

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Executive Director

Families in Action, Inc.

The IOM Report and Prevention

1. Accurate Data (including county-level data for analysis/planning – school building level desirable)
2. Increased Capacity - development of 100 community SA coalitions
3. A comprehensive state plan for prevention that includes multiple strategies/multiple sectors

The IOM Report and Prevention – Con't

4. TA/resources for implementation

5. Evaluation

6. “Get serious” state dollars for prevention
(above current \$800K)

The Biology of Addiction And Public Policy – David Friedman, Ph.D.

- **Addiction is a disease that begins in adolescence**
- **When perception of harm goes up – use goes down**
- **Adolescence is the key to preventing addiction**
- **Earlier onset of drinking increases risk – must delay onset**

What to do?

(David Friedman, Ph.D.)

- Prevention!
- Prevention!
- Prevention!

“We need to focus our dollars on kids.”

“When kids see that drugs are dangerous, use goes down.”

The Disease and the Population

Phillip Graham, Ph.D.

- **Illicit drug use trends upward ages 12 - 24**
- **There is a significant drop in illicit drug use from age 25–26**
- **Hence....age 12–25 become the target with focus on age 12–17**
- **Delay age of onset**

The Publicly Funded SA System & Barriers to Care ~ Flo Stein

So how should an ideal system of care for adults and children with substance abuse problems be designed?

Principles (Stein)

- **Participant (consumer) driven**
- **Prevention focused**
- **Outcome oriented**
- **Reflect best practices**
- **Cost effective**
- **Integrated in communities**
- **Resource equity & fairness statewide**

Why Prevention is Important

- 100 years – public health approach to prevention has enhanced quality of life

Vaccines, improved sanitation, pure drinking – contagious & lethal diseases

Seat belt use = results

Tobacco policy = results

Alcohol policy = results

Power of Prevention Today...

- ...is helping prevent, delay, and/or reduce disability from chronic disease and illness – including SA and mental illness.
- But.....much more is needed.

Substance Abuse Impact: Economic/Resource Diversion

- **Hospital ED's**
- **Hospital beds**
- **Detox centers**
- **Judicial system**
- **County jails**
- **State prisons**
- **Juvenile justice system**

Economic/Resource Diversion- Con't

- **Adult Corrections**
- **Child abuse and neglect**
- **Foster home placements**
- **School performance**
- **School dropouts → poverty → school dropouts**
- **Motor vehicle crashes**

Economic Impact

Case Study: Sam's Club – Rocky Mount

- **Opened January 2007**
- **160 positions available**
- **Received 4,000 applications**
- **< 2,000 did not pass drug tests**
- **22% did not pass criminal background checks**

Source: Rocky Mount Evening Telegram, March 12, 2007

Economic Impact

Case Study: Bridgestone-Firestone - Wilson



- “Finding qualified employees is a problem across eastern North Carolina. Sixty percent of potential employees cannot pass a drug test or sixth-grade math equivalency test. I have 45 job openings, and I have a really difficult time filling them with qualified applicants. For us to survive, something like this coalition has to happen.”

Jim Pridgen, Plant Manager
Bridgestone-Firestone Wilson

"Current estimates tell us that it costs us over \$100,000 per person to find, hire, and train a new teammate for the Bridgestone Firestone Wilson Plant. While we hire locally, we compete globally. Our product quality and the safety of our teammates are non-negotiable. We have a zero tolerance policy for substance abuse. Despite the sizeable investment we make in our teammates, we will not accept drug abuse in our teammates. Drug free is a condition of employment."

~James S. Pridgen, Plant Manager
Bridgestone Firestone Wilson Plant

Professional Drug Screening Services (PDSS)

- In 2006, 62.7% of those tested did NOT pass the pre-employment drug test.

Source: PDSS, Inc., Wilson, NC

Community Preservation And Revitalization

“My job is to facilitate the sale of Wilson’s historic properties. I cannot sell these wonderful old homes with 12 foot ceilings, heart pine floors, and beautiful woodwork unless we address the surrounding environment. We have a vested interest.”

~ Rob Crawford, Former Director
Preservation Wilson

So.....If We Know:

- **Public health model of prevention works!**
- **Illicit drug use trends upward ages 12-24**
- **Delaying onset decreases risk**
- **When perception of harm goes \uparrow ...SA goes \downarrow**
- **SA impacts the state economy/diverts resources**
- **That prevention is a key principle of an “ideal system”**

Then Why in 2007.....

- **Nationally - \$1.4 Trillion spent on health**

95% → direct medical care services

4% → preventing disease and promoting health

Source: Substance Abuse and Mental Health Services Administration

North Carolina

- Only 6% of the DMHDDSAS expenditures were for SA services ¹
- Total NC Dollars = \$400k → NCHSAA
- \$400K development of community coalitions
- Overall, NC spent > \$140 million to fund SA services ²
- NC under-funded in relation to other states³

¹ DMHDDSAS Legislative Oversight Committee. Budget Overview, March 2006

² DMHDDSAS *Overview of DMHDDSAS Total System Funding*. November 28, 2006

³ DMHDDSAS *Overview of DMHDDSAS Total System Funding*. November 28, 2006

Moving Prevention from Service to Science to Service

- We know what works
- We know how to do it
- We can show positive outcomes
- We have a professional workforce

We Know What Works

- Substance Abuse and Mental Health Services Administration (SAMHSA)
- National Registry of Evidence-based Programs and Practices (NREPP)
- Model Programs (65+ programs)
- Effective Programs (37 programs)
- Promising Programs (55 programs)

We Know How to Do It

Strategic Prevention Framework (SPF)

- Based on six critical principles
 1. Prevention is an ordered set of steps
 2. Prevention is prevention is prevention
 3. Common risk and protective factors exist
 4. Resilience is built by developing assets
 5. Systems work better than silos
 6. Baseline data/assessment tools/outcomes

5 Step Strategic Prevention Framework

1. Assess – profile population needs, resources, and readiness to address the problems and gaps in service delivery
2. Mobilize – and/or build capacity to address needs

SPF - continued

- 3. Plan – Develop a comprehensive strategic plan.**
- 4. Implement - Evidence-based, resilience building substance abuse prevention programs**
- 5. Evaluate – Monitor process, evaluate effectiveness, sustain effective programs, and improve/replace those that fail.**

We Can Deliver Positive Outcomes

- **Office of National Drug Control Policy –
Drug Free Communities Grants – 4 Core
Indicators.....**

1. The age of onset of any drug use

2. Past 30-day use

3. Perception of risk or harm

**4. Perception of parental disapproval of
use**

Case Study – Cincinnati, OH

- Beer drinking down 28% in six years
- Tobacco use down 33% in six years
- Marijuana use down 27% in six years

Source: PRIDE Youth Surveys

Warrens County, KY

- Perceived risk of marijuana use up 14% in five years.

Source: PRIDE Youth Surveys

Case Study – Pennsylvania

- 64% decrease in number of students violating drug and alcohol school policies from '96-'97 to '01-'02

Source: CADCA

Case Study – Karnes County, TX

- **Monthly adolescent alcohol use down 36%**
- **11% increase in number of parents who enforce rules at home.**

Source: PRIDE Youth Surveys

A Professional Workforce

- Certified Substance Abuse Prevention Consultants (CSAPC) - NC Substance Abuse Professional Practice Board. Requires:
 - 3 yrs FT experience
 - 2 yrs FT experience bachelor's or higher
 - 270 hrs board approved training
 - 300 board approved practicum hours

Community Anti-Drug Coalitions

- 5,000+ community coalitions nationally
- 30+ community coalitions NC
- Community Anti-Drug Coalitions of America (CADCA) www.cadca.org

What is a Coalition?

- **A formal arrangement for collaboration between sectors of a community**
- **Each sector retains its identity**
- **All agree to work together**
- **Not typically provider of direct services**
- **Work to reduce substance abuse by implementing comprehensive, multi-strategy approaches**

Principles – Ideal System Design

~ Flo Stein

- Participant (consumer) driven
- Prevention focused
- Outcome oriented
- Reflect best tx/support practices
- Cost effective
- Integrated in communities
- Resource equity & fairness statewide

Principle # 1

Coalitions are Consumer Driven

- **“All politics are local”**
- **“All prevention is local”**
- **Grassroots efforts have historically made a difference (the “parent movement” of the late 1980’s)**
- **Coalitions bring local people together to solve local problems**

Principle # 2

Coalitions are Prevention Focused

1. To establish and strengthen collaboration between all key stakeholders
2. To reduce underage drinking and illicit drug use among youth by addressing factors that increase the risk of substance abuse and by promoting factors that minimize the risk of substance abuse
3. To create lasting changes in the community environment.

Principle # 3

Coalitions are Outcome Oriented

- Prevention can be evaluated
- Coalitions are effective
- Coalitions are demonstrating positive outcomes

Principle # 4

Coalitions Use Best Practices

- Strategic Prevention Framework
(Assess, Capacity, Plan, Implement, Evaluate)
- Prevention research provides principles and best practices.
- NREPP – National Registry of Evidenced-based programs (SAMHSA)

Principle # 5

Cost Effective

- Funding supports a total community effort that focuses on changing the environment and culture of a community
- 47% of coalitions have a budget of less than \$100K
- Dollars spent on prevention yield a high ROI

Principle # 6

Integrated in Communities

12 Sectors

Youth

Parents

Media

School

Youth-serving

Other

Law Enforcement

Religious/fraternal

Civic & volunteer

Healthcare Professionals

State/local government

Business community

Principle # 7

Resource Equity & Fairness

- What if....all 100 counties had coalitions?
- What if....all 100 coalitions had continuing funds?

The IOM Report and Prevention

- Accurate Data – including county-level data for analysis/planning
- Increased Capacity (development of 100 coalitions)
- A comprehensive NC plan for prevention that includes multiple strategies/multiple sectors
- TA for implementation
- Evaluation tied to the statewide plan
- An increase over the \$800,000 in state dollars currently allocated for prevention

Prevention Matters!

- Funding matters
- Policy matters
- Education matters
- Public awareness matters
- Parent involvement matters
- Reducing risks matters
- Increasing protective factors matters

Wakefield High School Wake County

- **March 2006 – 4 students died in an alcohol related car crash**
- **February 2007 – 1 student died in an alcohol related car crash**
 - 1 school**
 - 5 deaths**
 - 11 months**

Vanessa Hunter Asheville, NC



Vanessa Hunter After Alcohol



Bottom Line.....give us a chance!

