



Department of Mental Health
Department of Alcohol and Drug Addiction Services

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Ohio SPF SIG

Prevention/Promotion Theory

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Prevention/Promotion

- Promotes the health and safety of individuals and communities
- Focuses on preventing or delaying the onset of behavioral health problems (i.e. substance abuse, addiction and problem gambling)

Prevention/Promotion Services

- A planned sequence of culturally appropriate, science-driven strategies intended to facilitate attitude and behavioral change for individuals and/or communities
(These services do not include clinical assessment, treatment or recovery support services.)

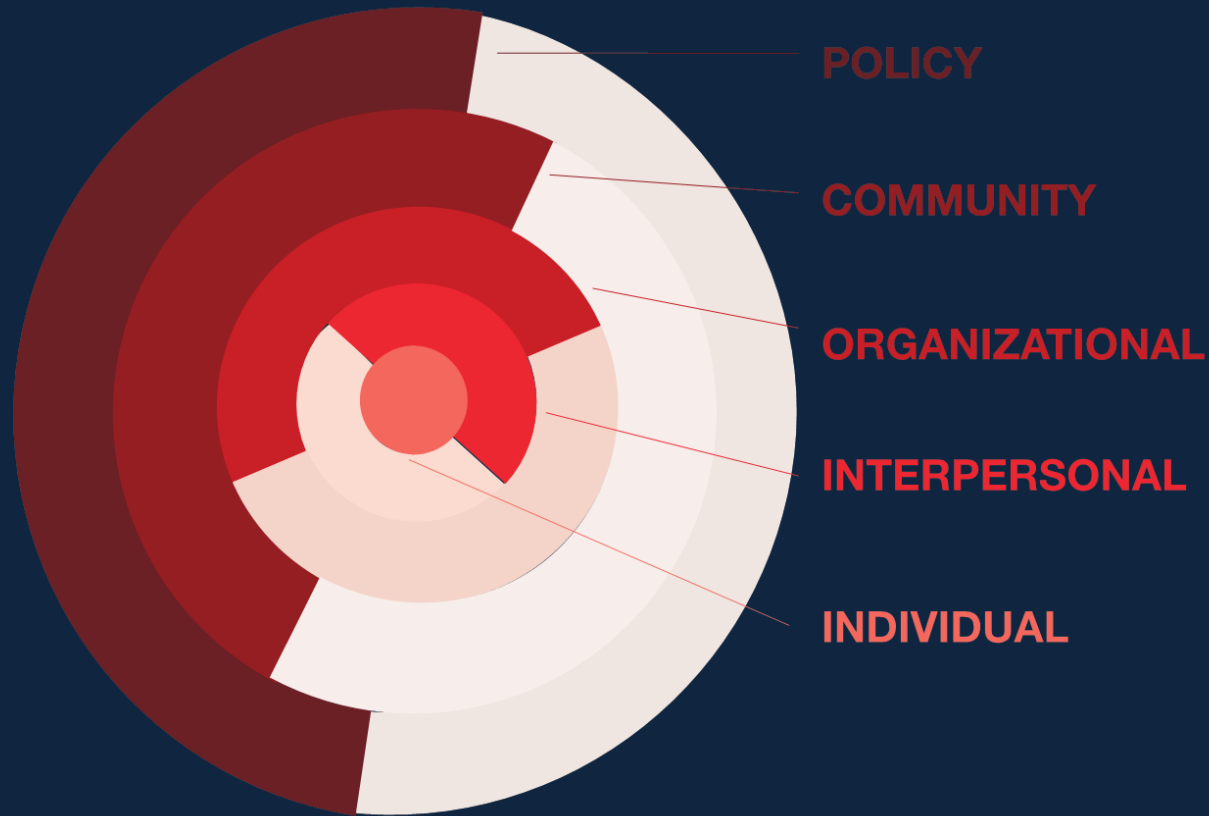
Theoretical Foundations

- Family Systems Theory
- Social Learning Theory
- Social Control Theory
- Bio-ecological Systems Theory
- Risk & Protective Factors
- Resiliency
- Developmental Assets

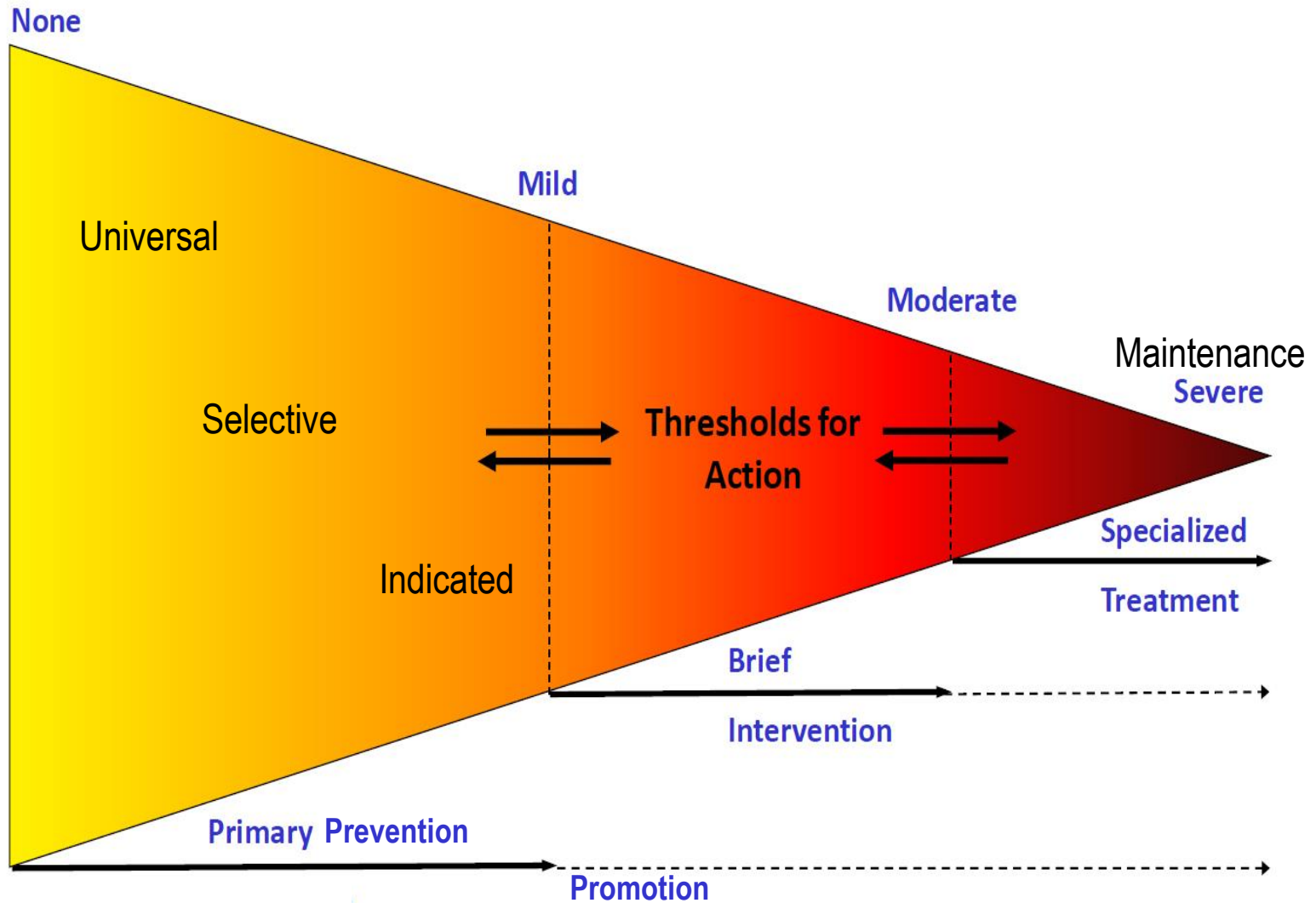
➤ *Theory-based research (experimental and applied) adds to the body of knowledge about what is effective*

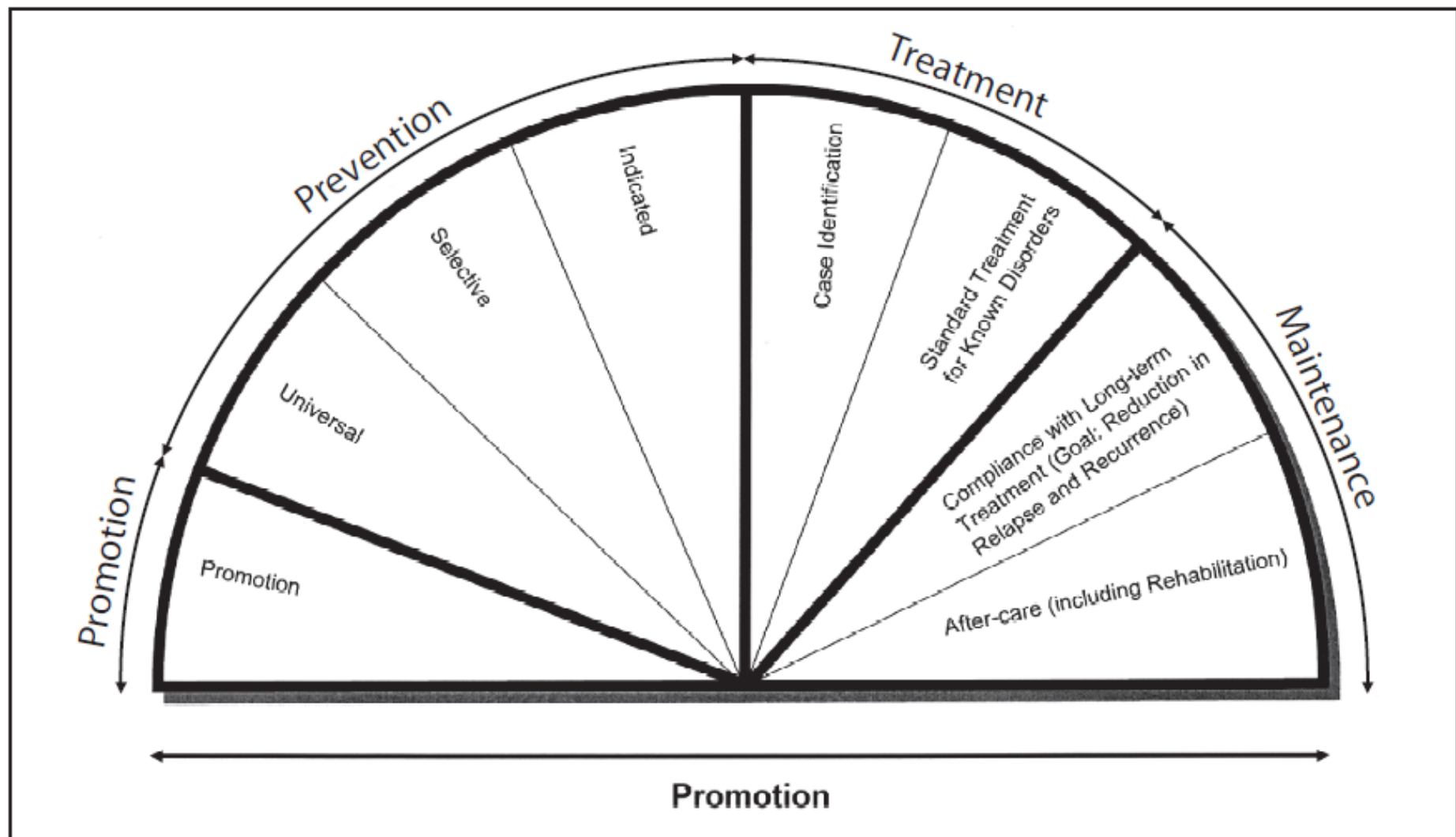
Social Ecological Model

(McLeroy et al. 1988)



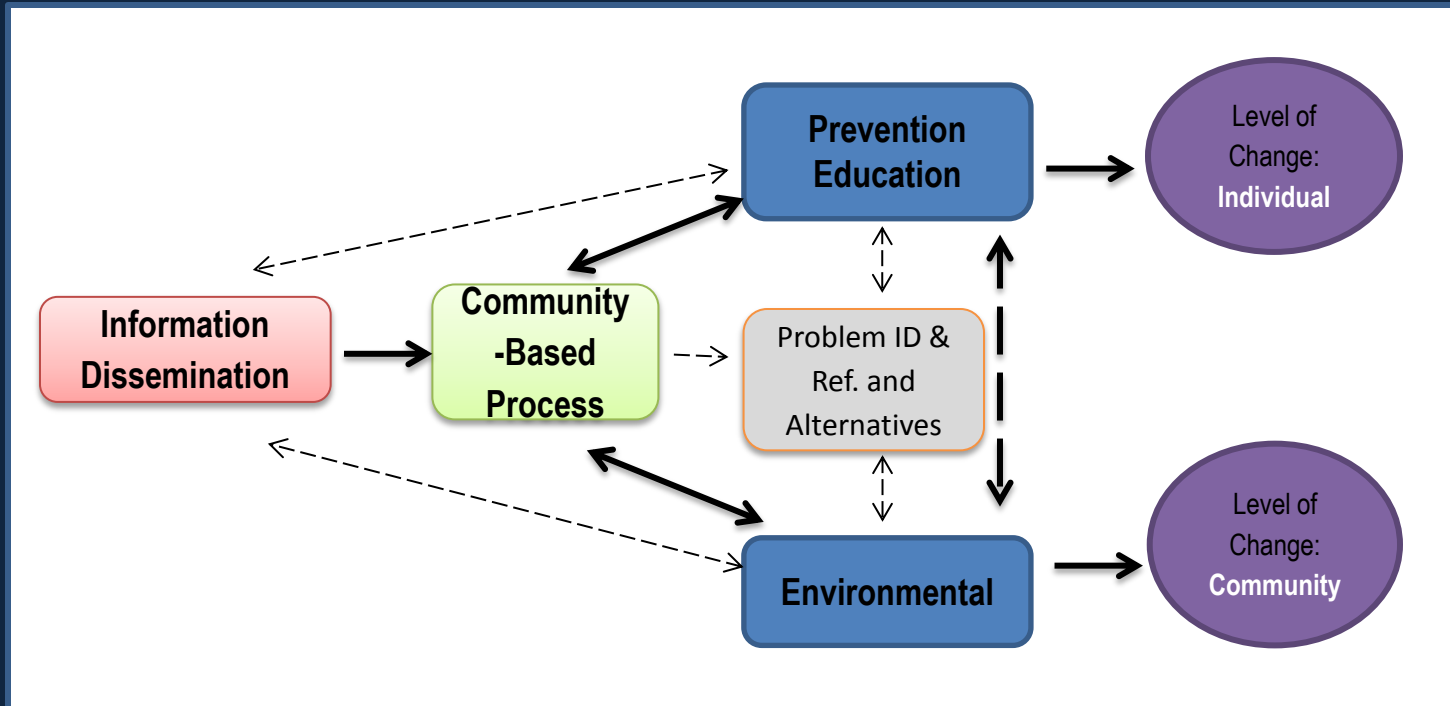
Intervention Funnel





Source: Committee on Prevention of Mental Disorders and Substance Abuse Among Children, Youth, and Young Adults, 2009

CSAP Strategies



Conceptual Model

- **Purpose**

- Re-conceptualized model to obtain greatest impact in Ohio communities from CSAP's six prevention strategies
- Provides foundation for how prevention funded through CSAP intersects with other prevention efforts funded through other federal and state funding streams
- The focus on intended level of change and a further definition of strategies allows for the strategies of multiple systems to be integrated into one conceptual model

- **Assumptions**

- Prevention Education and Environmental strategies are seen as the primary prevention strategies and have the strength to influence attitude, behavior and status on their own
- Other four support the implementation of these two primary strategies
- All six in appropriate proportions are needed as part of a comprehensive prevention approach due to their interactive nature

Conceptual Model

- **Interactive Nature of Strategies**
 - **Information dissemination** creates awareness and builds knowledge which provides a foundation for Community-Based Processes utilized to engage and mobilize communities into action
 - Although **Prevention Education** interventions can be implemented without the foundational reinforcement of Information Dissemination and Community-Based Process, these interventions tend to lack the benefits resulting from broad-based community support and opportunities for expansion and quality improvement.
 - **Community-based processes** are essential to effectively implementing an Environmental Strategy. Community social norms, policies, laws, etc. are next to impossible to change with the readiness and energy of community influence leaders
 - **Problem ID & Referral** is only implemented as an adjunct when an individual enrolled in a direct service is identified as possibly needing or being able to benefit from services that exceed the scope of prevention
 - **Alternative Activities** are implemented as a celebration of individual or community success and must be an activity that will, through evidence, also contribute to addressing risk/protective factors and/or intervening variables identified in initial program development.