

Introduction to Selecting Evidence-Based Strategies

OHIO ADULT ALLIES INITIATIVE
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About this learning event...



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Learning Objectives:

1. Select a primary prevention strategy and elaborate on why the strategy is appropriate based upon the theory of change.
2. Differentiate between two CSAP strategies: prevention education and environmental.
3. Describe the four primary environmental strategies: community norms campaign, access and availability, media messaging, policy and enforcement.
4. Identify criteria for selecting evidence-based strategies based on the intervening variables

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Overarching Goal of YLP in Ohio

Young people will collectively engage in a planning process to create and implement a strategic plan that uses evidence-based strategies to create community-level change.

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Overview of CSAP Strategies

SAMHSA's CSAP details 6 Prevention Strategies (SAPT Block Grant): environmental, prevention education, community-based process, information dissemination, problem identification & referral, alternative activities.

Defining Youth-Led Programs

Community-based process in which young people:

- 1) determine a problem of practice
- 2) identify the root causes of the problem
- 3) select and implement evidence-based strategies to address those root causes

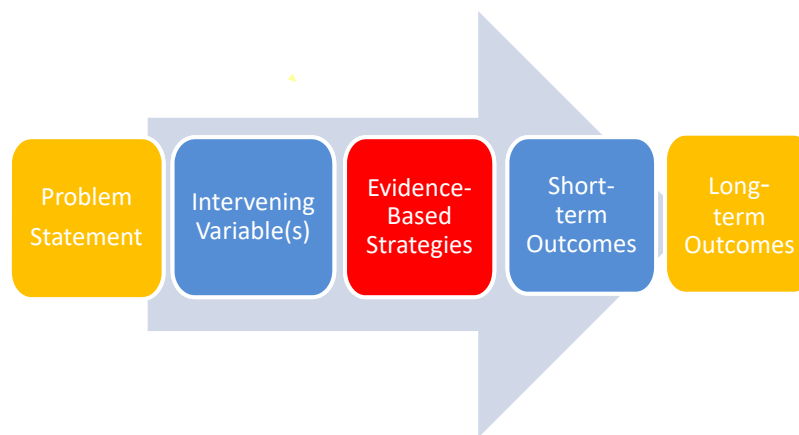
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Overview of CSAP Strategies

OhioMHAS Prevention Taxonomy identifies two strategies as having the greatest propensity to DIRECTLY create individual and/or community change: environmental and prevention education.

Outcomes-based Planning Using a Community Logic Model (aka: logic chain)



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How do we know which strategy to use and when to use it?

If our goal is to change individual behaviors in a setting with personal interaction, *then our best choice* is a prevention education strategy (typically an evidence-based curriculum).

If our goal is to change individual behaviors or community norms in a setting with limited or no personal interaction, *then our best choice* is an environmental strategy.

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Two Underpinning Frameworks

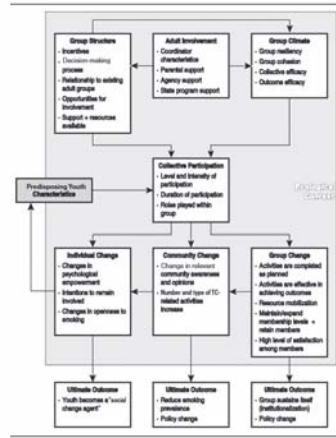


Figure 1. Youth empowerment conceptual framework.

Holden D. J., Messeri, P., Evans, W. D., Crankshaw, E., Ben-Davies, M. (2004). Conceptualizing youth empowerment within tobacco control. *Health Education & Behavior*, 31, 548-563.

The Substance Abuse and Mental Health Services Administration (SAMHSA) of the United States Department of Health and Human Services funds the Strategic Prevention Framework State Incentive Grant (SPF SIG).

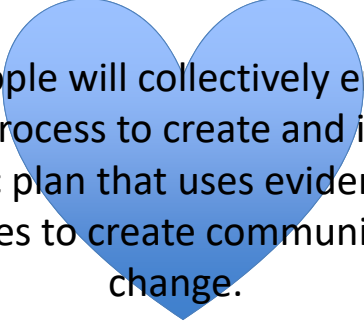
Youth Empowerment

The ability to influence social and political systems that affect our lives

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So what is an environmental strategy, anyway?

Environmental Strategies are strategies that address policies, norms, expectations, regulations and enforcement within a shared environment with others in a community. Such strategies tend to: (1) have greater reach (affecting more individuals) and less strength (intensity per individual); (2) be longer in duration; and (3) show more rapid results.

-2004 RAND Getting to Outcomes

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What types of environmental strategies exist?

CAMP Acronym

- **C**ommunity Norms Campaign
- **A**ccess & Availability
- **M**edia Messaging (aka: Social Marketing)
- **P**olicy, Enforcement, Advocacy

While the CAMP acronym is “catchy” – it’s best to learn them in another order 😊.

Access & Availability

Is the amount of time, energy, and money that must be expended to obtain a substance (alcohol, tobacco, drugs). The more resources it takes (harder) to get the substance the less availability (access).

- Alcohol: Retail Access and Social Access
- Rx Drugs: Prescribers, Social Access, Illegal Supply

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Policy, Enforcement, Advocacy

- Policy and advocacy strategies can control availability, support norms, and specify sanctions for violations.
- Enforcement of policy creates lasting change.
- Not just Policy – also think of procedures.

Media Messaging (aka: Social Marketing)

1. Passive Social Marketing: Aim is for the priority audience to change behaviors (stop or start doing) or sustain their current healthy behaviors. This type of campaign markets the idea that we must make healthy choices but does not make a specific request.
– <http://abovetheinfluence.com/>

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Media Messaging (aka: Social Marketing)

2. Active Social Marketing: Aim is for the priority audience to adopt and sustain a specific behavior. The campaign explicitly states what we should do to be healthy.

– <http://www.nfl.com/play60>

Community Norms Campaign

- Special type of media messaging
- Aim is for the priority audience to correct an existing misperception about a “norm” – correcting the misperception leads to behavior change

– <https://preventionactionalliance.org/watm-rally/>

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How is media messaging different from information dissemination?

- In information dissemination, the aim is to educate the public using mass media and marketing techniques WITHOUT directing behavior change.
 - Literature on signs/symptoms of drug abuse
 - Drug “fact sheets”
 - <https://easyread.drugabuse.gov/content/efacts-alcohol-brains-and-bodies>

Environmental Strategy Toolkit

CAMP

- **Community Norms Campaign**
- **Access & Availability**
- **Media Messaging (aka: Social Marketing)**
- **Policy, Enforcement, Advocacy**

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Resources for Finding Strategies

<https://pfs.ohio.gov/SPF-Phases/Implementation/1-Guidance-for-Selecting-Evidence-Based-Strategies>



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