

PREVENTION

Definition: A proactive process that empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote health behaviors and lifestyles. The goal of substance abuse prevention is the fostering of a climate in which alcohol use is acceptable only for those of legal age and only when the risk of adverse consequences is minimal; prescription and over-the-counter drugs are used only for the purposes for which they were intended; other substances that may be abused and not used for their purposes such as aerosols, paint thinners, glue, etc. and other illegal drugs and tobacco are not used at all.

Eligible Staff: See Standards

Reporting Unit: 15 minutes

PREVENTION DEFINITIONS

(50% of the overall prevention budget will be allocated for Environmental strategies)

- 1) Information Dissemination (**H0024**): This strategy involves one-way communication between the source and the audience, with limited contact between the two. This strategy provides information about drug use, abuse and addiction and the effects on individuals, families and communities. It also provides information on available prevention programs and services. Examples of this strategy include: brochures, pamphlets, posters, & flyers; clearinghouse/information resource centers; community resource directories; health fairs and other health promotion; information lines/hot lines; information through websites; information based media campaign; media campaigns; newspaper and newsletter articles; radio and tv public service announcements; and speaking engagements. This strategy may be used in conjunction with other strategies, practices and policies to have efficacy in communities.

Contract Billing Rate: \$12.75 per 15 minute unit¹

- 2) Environmental Approaches (**H0025**): This strategy seeks to establish or change community standards, codes and attitudes, thereby influencing the substance use in the general population. Examples of this strategy include: changing norms or attitudes about ATOD; changing public perceptions and norms about youth and their capabilities; changing school norms and attitudes to increase a positive school climate; media strategies to assure balanced responsible reporting about you; vendor education or business practices that promote health; promoting the establishments or review of alcohol, tobacco and drug use policies in schools; guidance and technical assistance on monitoring enforcement governing availability and distribution of alcohol, tobacco and other

¹ All rates include costs for salaries & benefits. Rates do not include travel, operating expense/admin and equipment, which will continue to be a separate line item.

drugs; modifying alcohol and tobacco advertising practices; and product pricing strategies. This strategy may be used in conjunction with other strategies, practices and policies to have efficacy in communities.

Environmental strategies focus on the cause and the conditions of the community environment that are:

- Changing economic conditions (How much things cost; how available things are);
- Changing social conditions (What people think; how people live;
- Changing media conditions (what people read, watch, hear, and see); and
- Changing political conditions (Who has power; who has influence)

Environmental strategies also focus on changing the norms and regulations that influence/control the social and physical contexts of the use of alcohol, tobacco and other drugs.

Environmental strategies can not be solely used for meetings, information dissemination or community awareness campaigns.

Contract Billing Rate: \$21.39 per 15 minute unit

- 3) **Community-Based Processes (H0026):** This strategy aims to enhance the ability of the community to provide more effective prevention and treatment services for substance abuse disorders by including activities such as organizing, planning, interagency collaboration, coalition building and networking. Effective organizing and planning are paramount to the success of prevention practices, policies and programs. **Examples of this strategy include:** efforts to decrease barriers to services; youth-adult partnerships addressing community issues; needs assessments & community readiness surveys; community and volunteer training; cross-systems planning; multi-agency coordination and collaboration/coalition; community team building activities; accessing services and funding; and coalitions, collaborations and/or wellness teams. This strategy may be used in conjunction with other strategies, practices and policies to have efficacy in communities. This strategy can not be solely used for meetings, information dissemination or community awareness campaigns.

Contract Billing Rate: \$13.75 per 15 minute unit

- 4) **Education (H0027):** This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it is based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision making, refusal, and critical analysis skills. **Examples of this strategy include:** community service activities; Interactive technologies; community and volunteer workshops; parenting and family management classes; ongoing classroom and/or small

group sessions; peer leader/peer helper programs; education programs for youth groups; children of substance abusers groups; and life skills. This strategy may be used in conjunction with other strategies, practices and policies to have efficacy in communities.

<u>Contract Billing Rate:</u>	\$3.50 per 15 minute unit	H0027
	stand alone program (1 domain, 1 location)	
	\$12.75 per 15 minute unit	H0027:HF
	2 or more strategies in different domains with the same target population during business hours (8am-3pm Monday-Friday).	
	\$21.39 per 15 minute unit	H0027: HF:HA
	2 or more strategies in different domains with the same target population after business hours, weekends, summer and spring breaks.	

- 5) Problem Identification and Referral (**H0028**): This strategy aims to identify those who have indulged in the use of illicit drugs or underage use of tobacco and alcohol in order to determine whether their behavior can be reversed through education. This strategy does not include any activity designed to determine whether an individual is in need of treatment. Examples of this strategy include: alcohol information schools; crisis lines or hotlines; depression and mental health screening programs; driving while intoxicated education programs; driving while under the influence/while intoxicated programs; Employee Assistance Programs; nicotine use and addiction screening; Student Assistance Programs; and support groups, talking/healing circles. This strategy may be used in conjunction with other strategies, practices and policies to have efficacy in communities.

Contract Billing Rate: \$15.00 per 15 minute unit

- 6) Alternatives (**H0029**): Evidence does not support the use of an alternative strategy as a sole prevention strategy with the intended target population. Alternatives can and should be used as a part of a comprehensive plan to make lives richer and healthier. The goal of this strategy is to have target populations participate in activities that are alcohol, tobacco, and other drug free in nature and incorporate educational messages. Examples of this strategy include: community service activities; culturally-based activities; drug free dances and parties; intergenerational events and celebrations; job shadowing, internships, work place experiences; leadership activities; mentoring programs; Outward Bound; recognition events that celebrate individual or group accomplishments; social & recreation activities; youth centers & community drop-in centers. This strategy may be used in conjunction with other strategies, practices and policies to have efficacy in communities.

<u>Contract Billing Rate:</u>	\$3.50 per 15 minute unit	H0029
	stand alone program (1 domain, 1 location)	
	\$12.75 per 15 minute unit	H0029:HF
	2 or more strategies in different domains with the same target population during business hours (8am-3pm Monday-Friday).	
	\$21.38 per 15 minute unit	H0029: HF:HA
	2 or more strategies in different domains with the same target population after business hours, weekends, summer and spring breaks	

An approved Plan must be on file prior to the implementation and reimbursement of strategies. Documentation of strategies must be facilitated on an ongoing basis and data entered in the information management system (ASAIS). Supporting documentation must be maintained by the provider of services in accordance with the guidelines within the Prevention Standards.