PREVENTION

Saving Lives & Money

Prevention

Prevention Science:
A multidisciplinary field devoted to the scientific study of the theory, research, and practice related to the prevention of social, physical, and mental health problems, including etiology, epidemiology, and intervention.*

*IOM "Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities" pg *xxvii*

Under the Affordable Health Care Act, The National Prevention Strategy was released in 2011

The National Prevention Strategy's vision is working together (in partnership with federal, state and local communities) to work, to improve the health and quality of life for individuals, families and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.

National Prevention Strategy 2011, Pg. 7

"An ounce of prevention is worth a pound of cure"

Benjamin Franklin 1736

- We are told to vaccinate our children to prevent sickness.
- We buy software to protect/prevent our computers from viruses.
- We wash our hands to prevent the spread of disease.

- But what should we do to prevent tobacco use, alcohol abuse, and illicit drug use?
  Why is prevention important?

Mental health and physical health are inseparable

The Substance Abuse and Mental Health Services Administration (SAMHSA) states:

*"like physical illnesses, mental and substance use disorders **cost money and lives** if they are not **prevented**, are left **untreated**, or are poorly managed."*

Leading Change: A Plan for SAMHSA's Roles and Actions 2011–2014

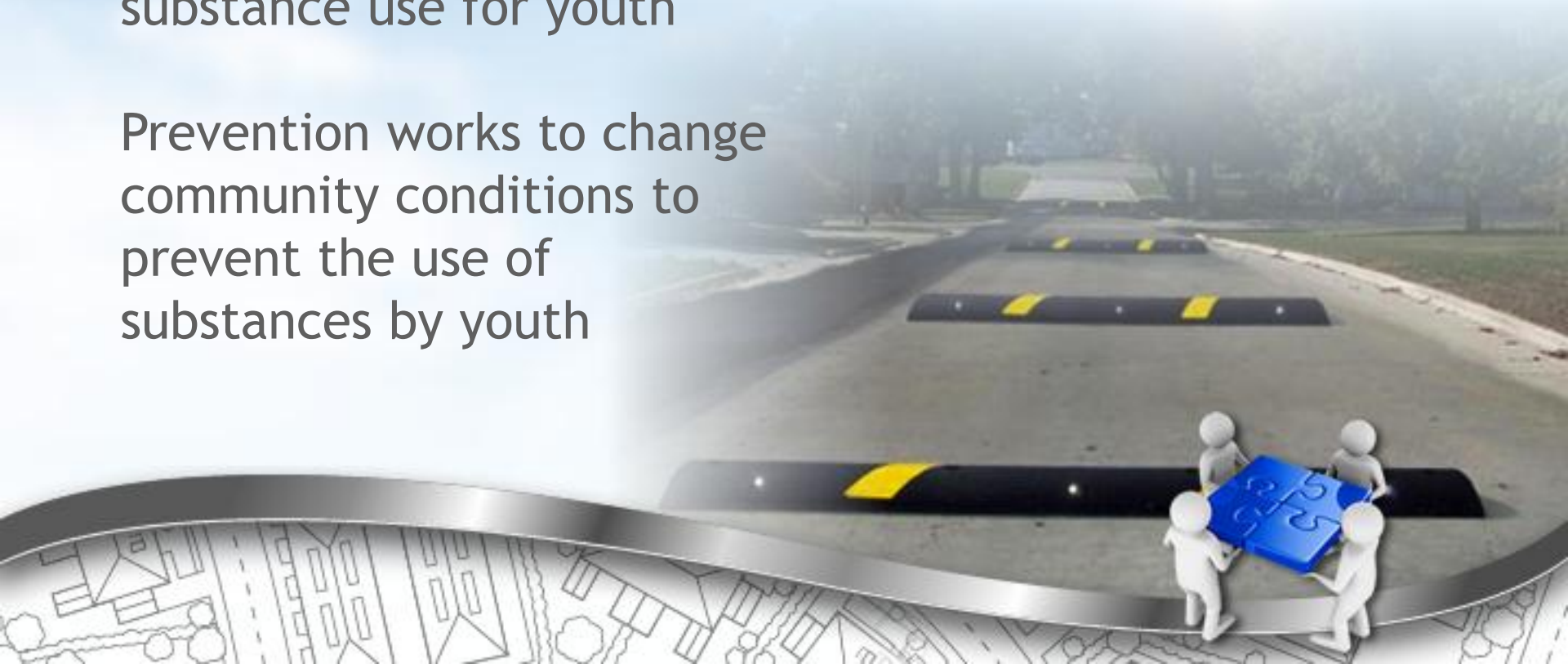
The impact on America's children, adults, and communities is enormous:

- By 2020, **behavioral health disorders** will surpass all physical diseases as a **major cause of disability** worldwide.
- In 2008, an estimated **9.8 million adults** aged 18 and older in the United States had a serious **mental illness**.
- Two million **youth** aged 12 to 17 had a **major depressive** episode during the past year.
- In 2009, an estimated **23.5 million Americans** aged 12 and older needed treatment for **substance use**.

Prevention is like a speed bump to promote health and safety in communities

The goals are to slow down the age of onset of substance use for youth

Prevention works to change community conditions to prevent the use of substances by youth



The impact on America's children, adults, and communities is enormous: (continued)

- ½ of all lifetime cases of mental and substance use disorders begin by age 14 and ¾ by age 24.7
- In a single year in the United States, suicide was responsible for the deaths of over 32,000 people of all ages.
- Several decades of evidence consistently suggests that as many as 90 percent of individuals who do complete suicide experience a mental or substance use disorder, or both.

Leading Change: A Plan for SAMHSA's Roles and Actions 2011–2014

(Harris and Barraclough 1997; Pages et al. 1997; Moscicki 2001; Conwell et al 1996, Molnar et al. 2001 (reported in IOM 2002)).

(Centers for Disease Control and Prevention 2007) with a cost estimated $11.8 billion in lost income (Goldsmith et al. 2002).

The National Institutes of Health (NIH) ranks substance abuse among the top 10 health problems in the United States.

- # 2 = Alcohol
- # 6 = Tobacco
- # 7 = Drug Use Disorders

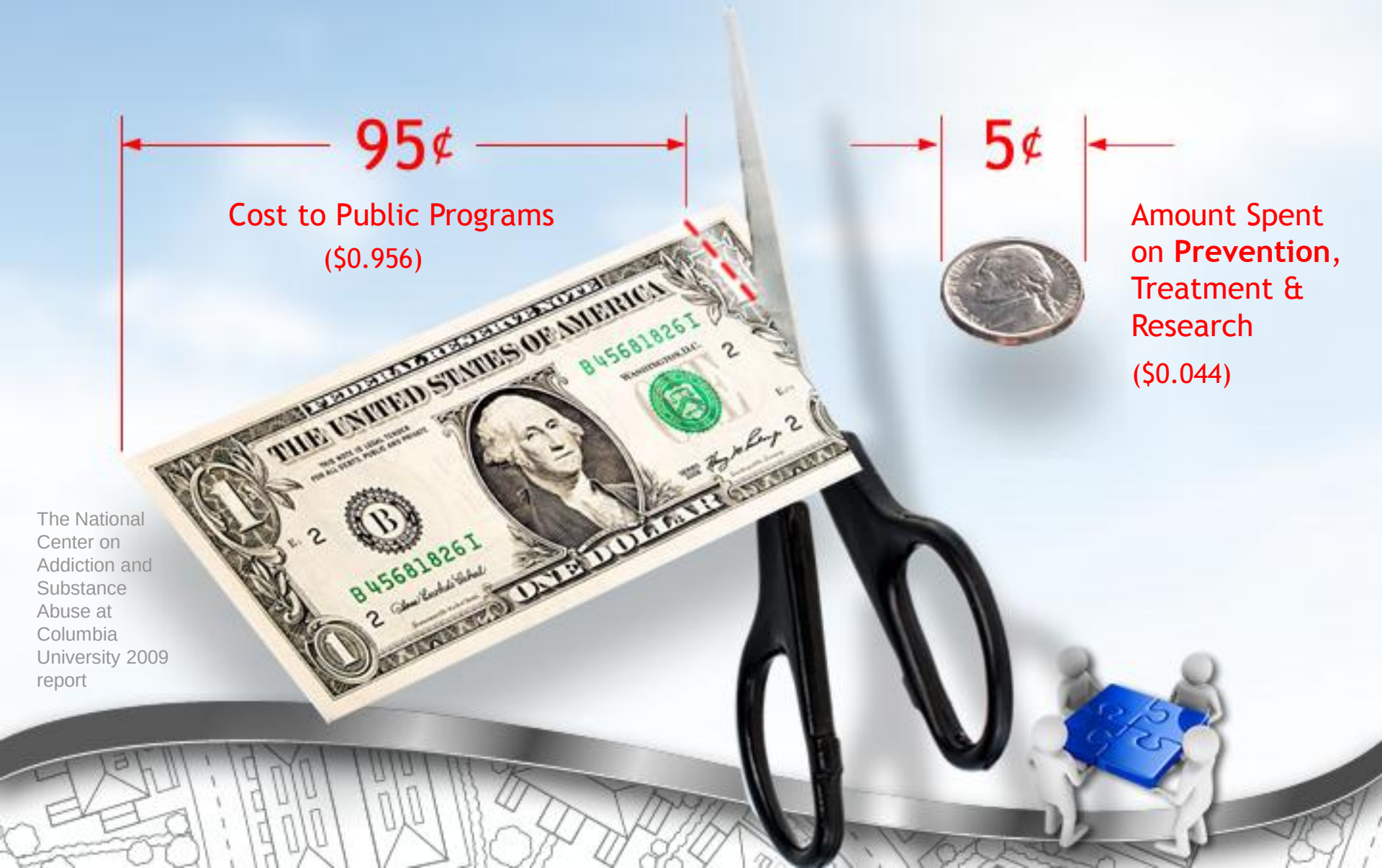
Miller, T., & Hendrie, D. (2009). Substance abuse prevention dollars and cents: A cost-benefit analysis SAMHSA, (National Institutes of Health [NIH], 2000

Substance abuse clearly is among the most costly health problems in the United States.

- Studies show the annual cost of substance abuse to the Nation to be **$510.8 billion**. (Harwood, 2000)
  - ✓ *Lost productivity, health care costs, treatment, crime, and the criminal justice system.*
  - Alcohol abuse cost the Nation ~ $191.6 billion.
  - Tobacco use cost the Nation ~ $167.8 billion.
  - Drug abuse cost the Nation ~ $151.4 billion.

Miller, T., & Hendrie, D. (2009). *Substance abuse prevention dollars and cents: A cost-benefit analysis SAMHSA*

Public Spending on Substance Abuse



The National Center on Addiction and Substance Abuse at Columbia University 2009 report

Tax benefits of alcohol and tobacco to the public are vastly overshadowed by the adverse consequences of their use.

- Federal and state alcohol taxes raise $14.5 billion, covering only about 6% of alcohol's total cost to society.
- Federal and state tobacco taxes raise $25 billion, covering only about 13% of tobacco's total cost to society.

Dupont, Robert M.D., Director of the National Institute on Drug Abuse (1973-1978), "Why We Should Not Legalize Marijuana." April 2010.
Available: www.cnbc.com/id/36267223/Why_We_Should_Not_Legalize_Marijuana

Research shows that prevention programs not only **prevent substance abuse** there is also a potential **cost savings as a result** of its implementation.

- Every $1 spent on Substance Abuse Prevention saves between $2 to $20 (in benefits).

  (benefits are estimates of savings over a period of time resulting from reduced demand for health and social services)

- Despite differences in demographics, regions of the country, and different program strategies, every study consistently found **benefits of substance abuse prevention outweigh costs by at least 2 to 1.**

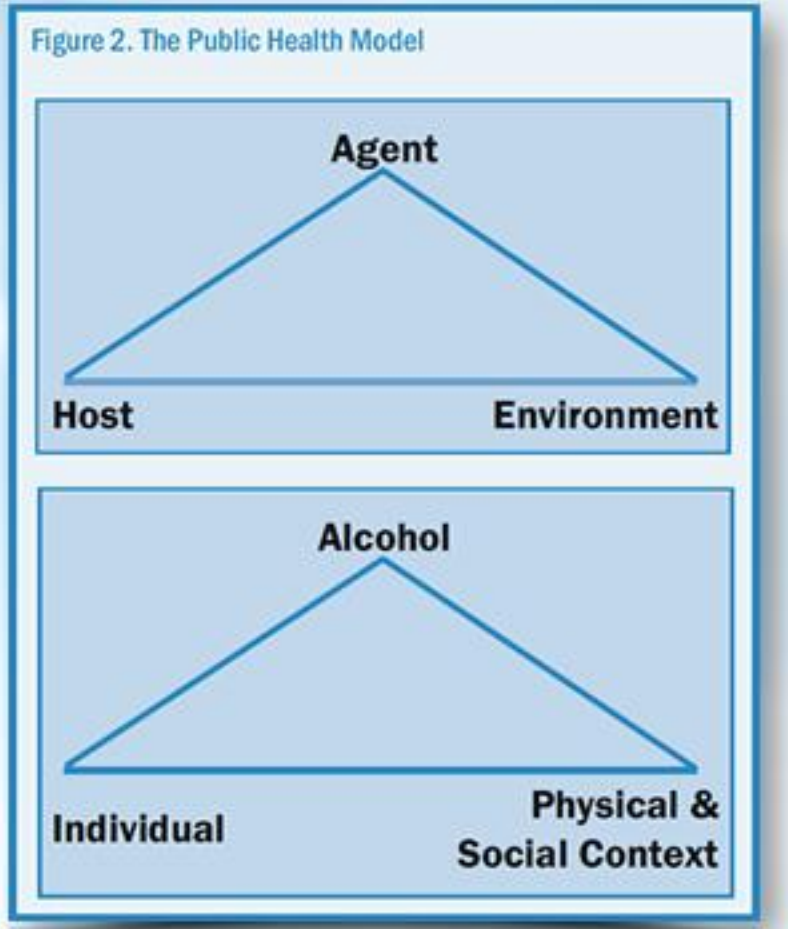
The Journal of Primary Prevention Costs-Benefits of Prevention October (2004)

Prevention is a science

- Over the last 50 years prevention has changed from the use of scare tactics, information and drug education only…
- To a science based approach which includes:
  - ✓ Affective education
  - ✓ Partnerships
  - ✓ Replication of research based models & research based approaches

Substance Abuse Prevention: The Intersection of Science and Practice pg. 9

Through the lens of a public health model for change; using prevention science, we are laying the foundation for community change.



CADCA: Beyond the Basics, The Coalition Impact
Environmental Strategies pg 4

SAMHSA'S Strategic Prevention Framework

Assessment-collect data to determine the population needs, resources, and gaps.

Capacity-mobilize and/or build up resources to meet goals.

Planning-development of a comprehensive plan.

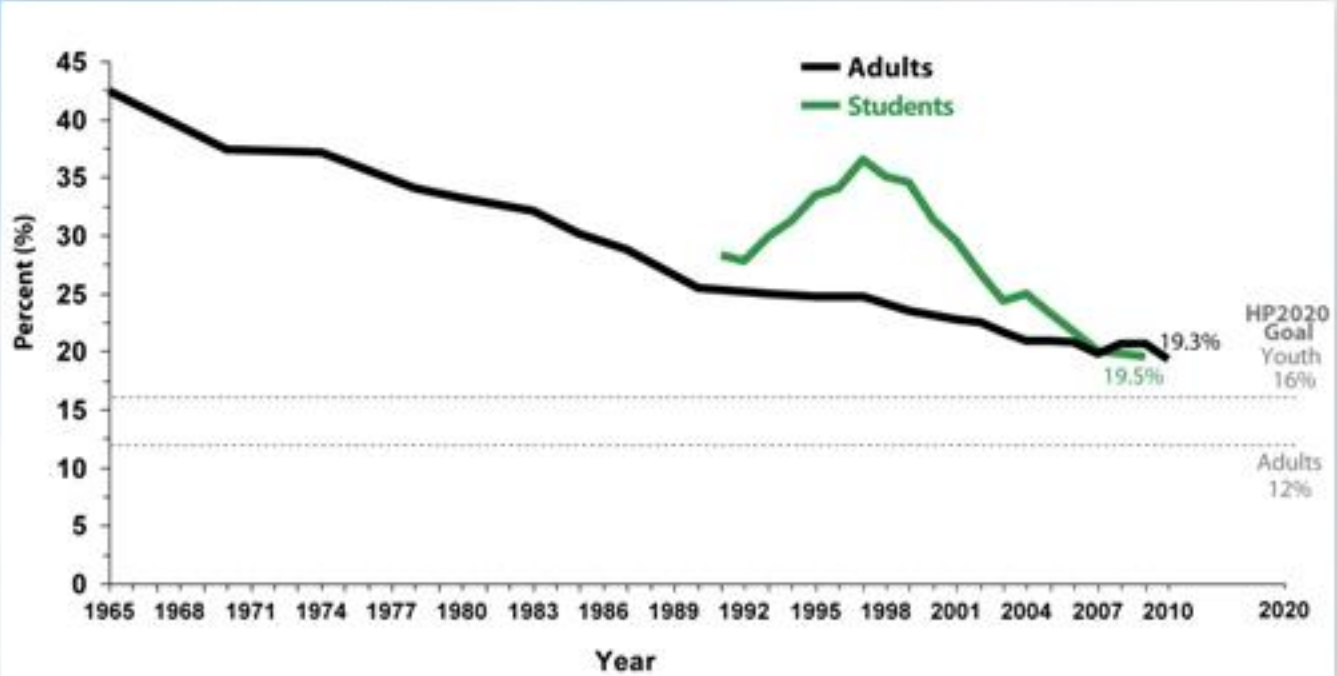
Implementation-carrying out of the plan, using evidence-based prevention programs.

Evaluation-monitoring the implementation, measuring impact, and determining needed improvements.

Always be mindful of:
Sustainability-process of integrating prevention into ongoing operations.

Cultural Competence-interacting with audiences from diverse backgrounds.

Trends in Current Cigarette Smoking Among High School Students and Adults, United States, 1965–2010



*Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey (Youth Risk Behavior Survey, 1991-2009).
**Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965-2010).

Center for Disease Control and Prevention

State tobacco prevention efforts has saved significant amounts of money

- California ~ Every $1 spent on tobacco prevention from 1989 to 2004 = $10's of dollars in savings in reductions to total healthcare costs
- Arizona ~ Savings of $2.3 billion between 1996 and 2004 about ten times the cost of the program
- Lifetime healthcare costs of smokers total at least $16,000 more than nonsmokers
  - ✓ For every 1000 kids kept from smoking, future healthcare costs in the state decline by approximately $16 million.
  - ✓ For every 1000 adults prompted to quit smoking future health costs drop by approx. $8.5 million.

Lightwood, JM et al., "Effect of the Arizona Tobacco Control Program on Cigarette Consumption and Healthcare Expenditures," *Social Science and Medicine 72(2), January 2011. Comprehensive State Tobacco Prevention Programs Save Money Campaign for Tobacco-Free Kids January 2012*

1% reductions saves lives and money

- A 1% reduction in **youth** smoking SAVES 16,000 kids from ever smoking (*healthcare savings over their lifetime of more than one quarter of a billion dollars*)

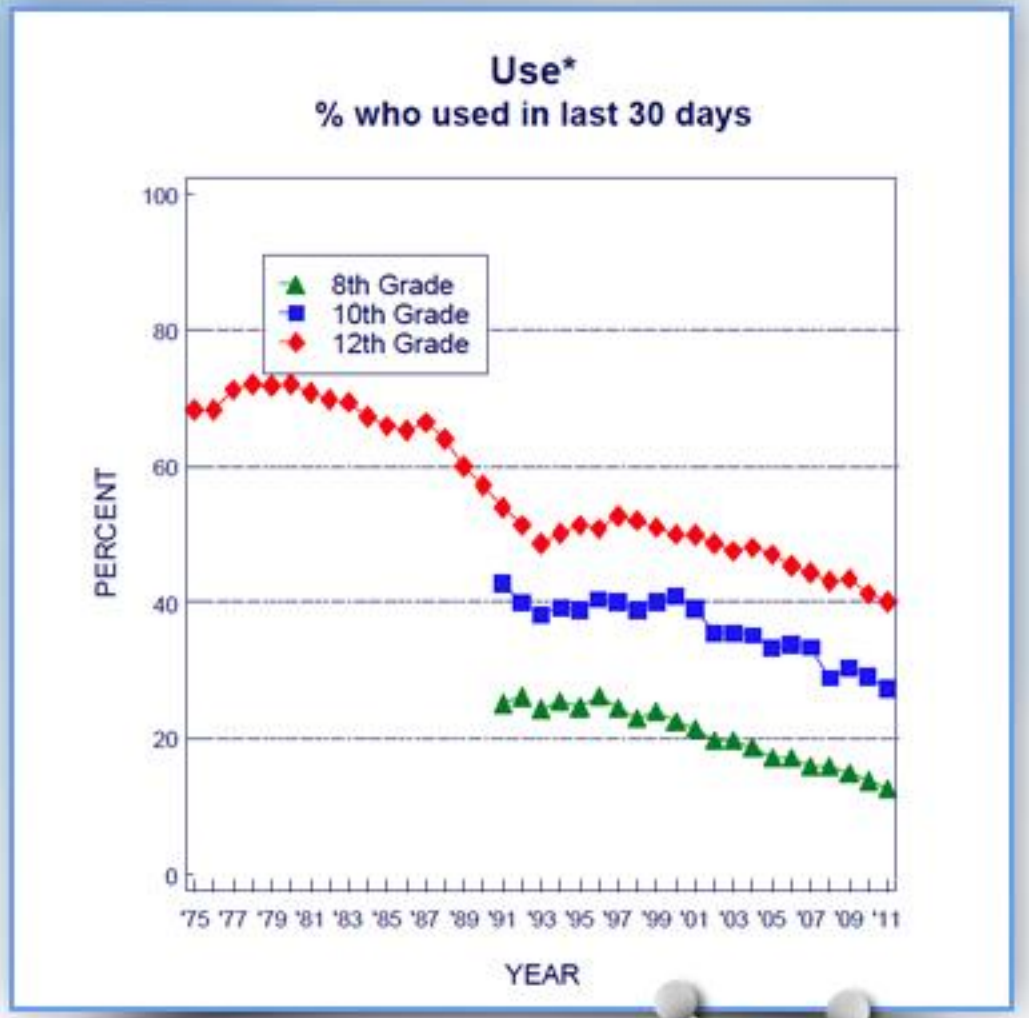
- A 1% reduction in **adult** smoking (more than 30,000 adults have quit smoking in an average size state) will realize savings over their lifetimes of more than one quarter of a billion dollars in reduced smoking-caused healthcare costs.)

- *If every state funded tobacco prevention efforts at the minimum amount recommended by the U.S. Centers for Disease Control and Prevention (CDC), the related reductions in youth smoking would lock in future reductions in smoking-caused healthcare costs of more than **$31 billion**.*

American Journal of Public Health February 2005 State Tobacco Control Spending and Youth Smoking *Comprehensive State Tobacco Prevention Programs Save Money* ***Campaign for Tobacco-Free Kids January 2012***

Youth alcohol rates reach historic lows

In 2011 all measures of alcohol use - lifetime, annual, 30-day, and binge drinking in the prior two weeks—reached historic lows over the life of the study



Monitoring the Future study 2011, The University of Michigan

Prevention efforts save money

The average effective school-based prevention program in 2002 cost $220 per pupil including materials and teacher training. ***These programs could have save an estimated $18 per $1 invested if implemented nationwide. Which equals a savings of $3,960 per student***

Nationwide, full implementation of school-based effective prevention programming in 2002 would have had the following fiscal impact:

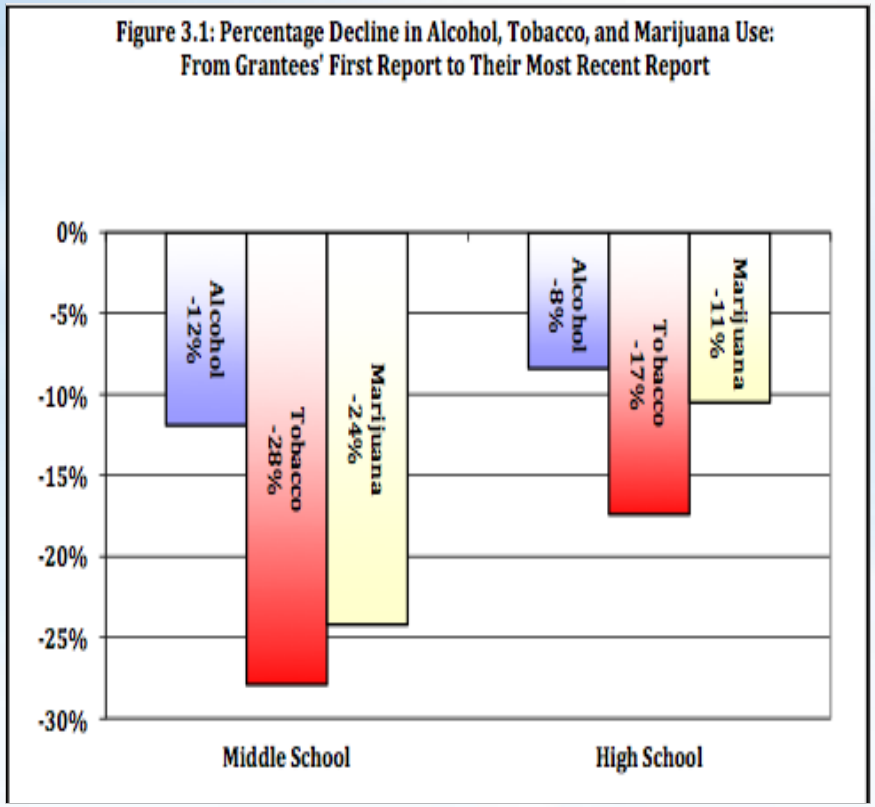
- ✓ **Saved** State and local governments $1.3 billion, including $1.05 billion in educational costs within 2 years
- ✓ **Reduced** social costs of substance-abuse-related medical care, other resources, and lost productivity over a lifetime by an estimated $33.5 billion
- ✓ **Preserved** the quality of life over a lifetime valued at $65 billion

Miller, T., & Hendrie, D. (2009). *Substance abuse prevention dollars and cents: A cost-benefit analysis SAMHSA*

Federally funded Drug Free Communities make an impact.

Rates of substance use have declined significantly in DFC Communities

Perceptions of substance use are moving significantly in the right direction.



ONDCP Drug Free Communities Support Program National Evaluation 2010

While we celebrate our successes we need to remain vigilant in our efforts.

Alcohol is still the drug of choice among youth.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Underage alcohol use is a complex and persistent problem that defies easy solutions. Although research continues to improve our understanding of this critical issue, use of alcohol by youth is still a threat to the immediate and long-term wellbeing of adolescents as well as those around them. This is not to say that we have not made progress; we have, just not enough. Pamela S. Hyde, J.D., Administrator

Substance Abuse and Mental Health Services Admin.

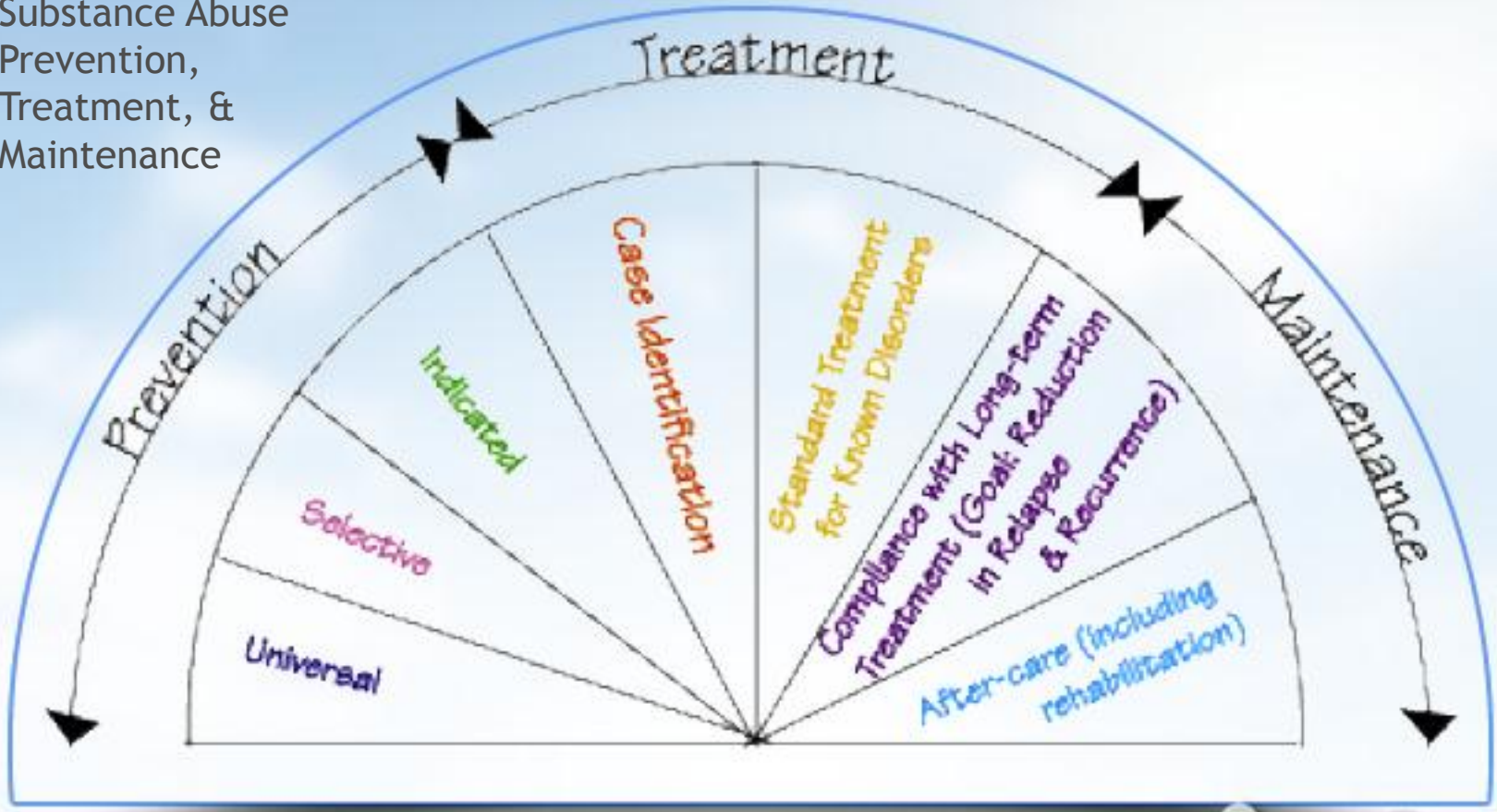
REPORT TO CONGRESS ON THE PREVENTION AND REDUCTION OF UNDERAGE DRINKING 2011

Insert your state or local data here

Please see Prevention Toolkit Resource Guide for sources/information on collecting data

Institute of Medicine (IOM) Continuum of Care Model:

Substance Abuse Prevention, Treatment, & Maintenance



When it comes to preventing drug and alcohol abuse, there is no one-fits-all approach.

It takes solutions that are based on a community's unique problems and circumstances.

Substance abuse prevention follows a science based approach and employs effective community problem-solving strategies.

Prevention should be woven into all aspects of our lives, including where and how we live, learn, work and play.

Everyone - businesses, educators, health care institutions, government, communities and every single American - has a role in creating a healthier nation.

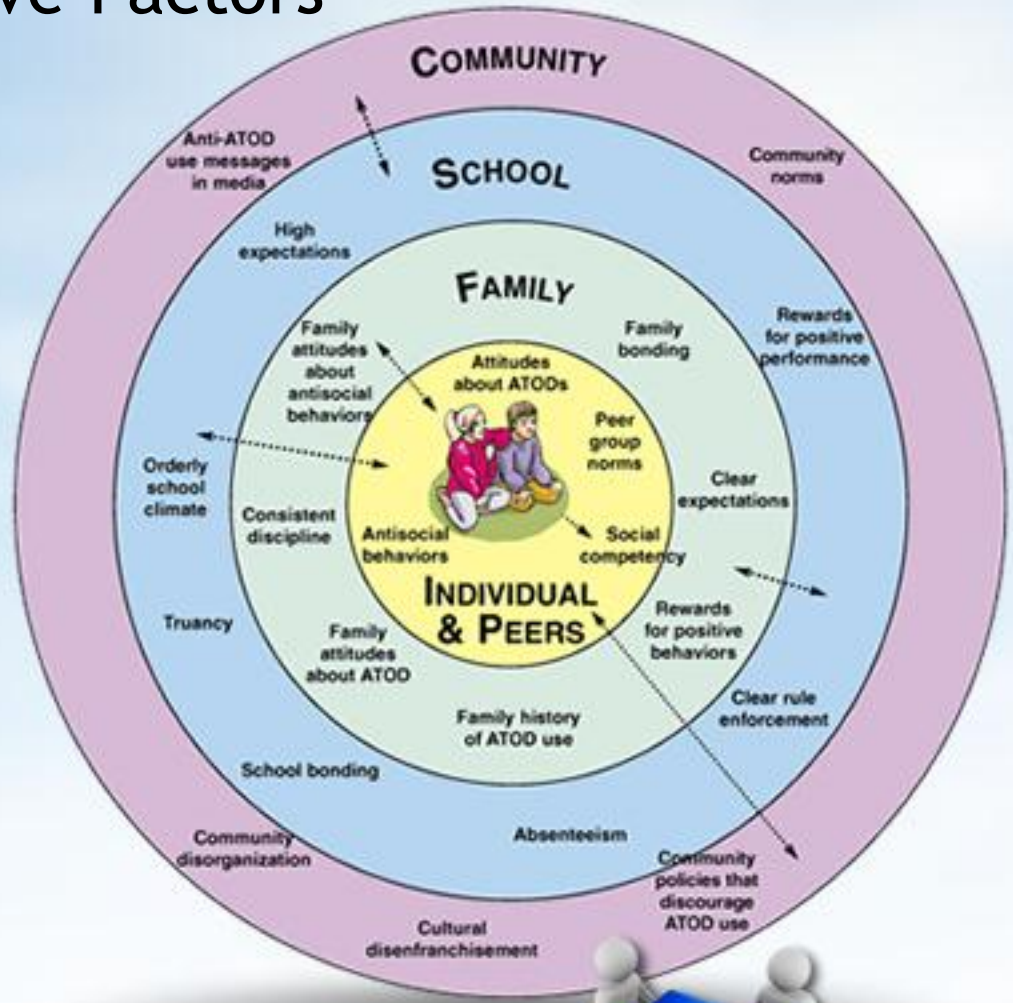
What will this look like in your community?

Community members and prevention professionals have an important role in preventing substance abuse and promoting positive mental/behavioral health.

A goal of community prevention is to increase protective factors in communities and at the same time minimize a communities risk factors.

Risk Factors & Protective Factors

A number of factors have been identified that protect adolescents or, alternatively, put them at risk for drug use and other high-risk behaviors. These factors concern different personal and environmental factors, e.g. the community, the school setting, family, peer group and individual characteristics



Virginia Department of Behavioral Health and Developmental Services

Community substance abuse prevention efforts use prevention science to impact

- Underage drinking
- Tobacco
- Prescription Drug Abuse
- Illicit substances

What shapes alcohol problems in your community?

- Community Norms
- Access and Availability
- Media Messages
- Policy & Enforcement

Compliments of the Marin Institute

Communities Pursuing Comprehensive Strategies

Individually - focused

- Provide information
  - Speak out for public safety
  - Workshops, seminars
- Build skills
  - Provide responsible beverage server training
  - Provide model educational curriculum and materials to schools
  - Parenting classes
- Provide social support
  - Promote collaborations to reduce binge drinking
  - Youth groups
  - Support groups

Community Anti-Drug Coalitions of America (CADCA)

Communities Pursuing Comprehensive Strategies
Environmentally - focused

Provide social support
- Promote collaborations to reduce binge drinking
- Youth Groups

Reduce barriers / enhance access
- Engage youth in efforts
- Prescription Drug Take Back

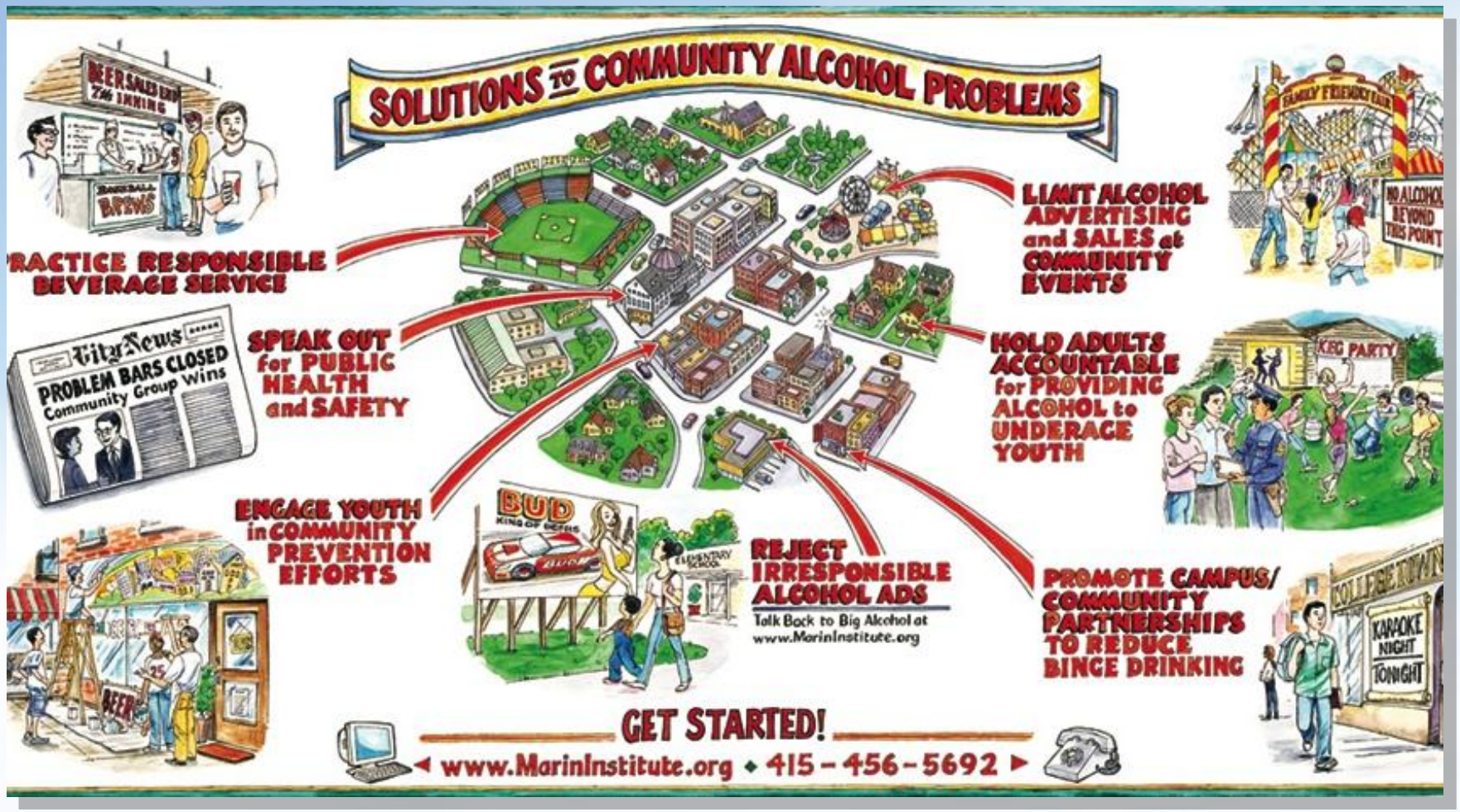
Educate parents and grandparents about alcohol and prescription drug availability in homes

Change consequences / incentives
- Hold adults responsible for providing alcohol to underage youth
- Alter the physical design of the environment
- Changing physical design of landscape to reduce risk and enhance protection (i.e., add signage, lighting, monitor empty buildings
- Reject irresponsible alcohol ads

Change policy and rules
- Limit alcohol advertising and sales at community events
- Work with law enforcement on policies and procedures

Solutions to community alcohol problems

- Practice responsible beverage service
- Speak out for public health & safety
- Engage youth in community prevention efforts
- Reject irresponsible alcohol ads
- Limit Alcohol advertising and sales at community events
- Hold adults accountable for providing alcohol to underage youth
- Promote campus/community partnerships to reduce binge drinking


SOLUTIONS TO COMMUNITY ALCOHOL PROBLEMS
BEER SALES DURING THE 7th INNING
BASEBALL BREWS
PRACTICE RESPONSIBLE BEVERAGE SERVICE
City News
PROBLEM BARS CLOSED
Community Group Wins
SPEAK OUT for PUBLIC HEALTH and SAFETY
ENGAGE YOUTH in COMMUNITY PREVENTION EFFORTS
BEER
BUD
KING OF BEERS
ELEMENTARY SCHOOL
REJECT IRRESPONSIBLE ALCOHOL ADS
Talk Back to Big Alcohol at www.MarinInstitute.org
LIMIT ALCOHOL ADVERTISING and SALES at COMMUNITY EVENTS
FAMILY FRIENDLY FAIR
NO ALCOHOL BEYOND THIS POINT
HOLD ADULTS ACCOUNTABLE for PROVIDING ALCOHOL to UNDERAGE YOUTH
KEG PARTY
PROMOTE CAMPUS/ COMMUNITY PARTNERSHIPS TO REDUCE BINGE DRINKING
COLLEGE TOWN
KARAOKE NIGHT TONIGHT
GET STARTED!
www.MarinInstitute.org • 415-456-5692

Community based substance abuse prevention and mental/behavioral health promotion have proven to be successful and save money. ***This must be a public health priority.***

- We need our federal, state, and local partners to continue to fund our efforts.
- We need to continue to invest in substance abuse prevention, and mental health research.
- We need to continue to fund and promote prevention educational opportunities for our prevention professionals.

Resource List

Data Resources across the Lifespan

http://monitoringthefuture.org/data/11data.html

https://nsduhweb.rti.org/National Survey for Drug Use and Health (NSDUH)

MTF Institute of Social Research U Michigan http://www.isr.umich.edu/home/contact/

http://www.whitehouse.gov/ondcp ~ State level illicit drug use data

http://monitoringthefuture.org/data/11data/fig11_4.pdf ~ National youth alcohol and drug use data

http://www.udetc.org/StateInformation.asp?selectstate=SD#bot ~ State level UAD data

http://www.cdc.gov/healthyyouth/yrbs/factsheets/index.htm#1 ~ http://www.cdc.gov/tobacco/data_statistics/state_data/state_highlights/2010/states/massachusetts/index.htm ~ State level tobacco use data

http://www.healthypeople.gov/2020/default.aspx

Department of Health and Human Services- HHS Prevention Strategies

Evidence Based Prevention Programs- Substance Abuse and Mental Health Services Administration (SAMHSA). National registry of evidence-based programs and practices [homepage on the Internet]. Rockville, MD: SAMHSA; 2010. Available from: http://www.nrepp.samhsa.gov/

Affordable Care Act-White House

http://www.whitehouse.gov/healthreform/healthcare-overview

Behavioral Health – SAMHSA

http:captus.samhsa.gov/prevention-practice/prevention-and-behavioral-health/behavioral-health-lens-prevention/1

National Highway Traffic Safety Administration-http://www.nhtsa.gov/

Community Anti-Drug Coalitions of America CADCA www.cadca.org

CADCA Toolkits ~ Resource Link: http://www.cadca.org/resources/series/Toolkit

Center for Disease Control -Smoking and Tobacco

http://www.cdc.gov/tobacco/

General Alcohol, Tobacco and Illicit Drug Information Sites

NIAAA Alcohol- *www.niaaa.nih.gov/*

NIDA Drug Abuse- *www.drugabuse.gov/*

Tobacco Free Kids- *www.tobaccofreekids.org*

General Prevention Websites

SAMHSA- www.samhsa.gov

SAMHSA – CAPTUS- *www.captus.samhsa.gov/*

https://www.stopalcoholabuse.gov

PIRE –EUDL- *www.pire.org/*

WHO- *www.who.int/*

National Prevention Strategy

CADCA Research Support for Comprehensive Community Interventions to Reduce Youth Alcohol, Tobacco and Drug use and Abuse (E. Yang) White paper

Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (December 14, 2011). "Decline in teen smoking resumes in 2011." University of Michigan News Service: Ann Arbor, MI. Retrieved MM/DD/YYYY from http://www.monitoringthefuture.org

Substance Abuse and Mental Health Services Administration, *Leading Change: A Plan for SAMHSA's Roles and Actions 2011-2014*. HHS Publication No. (SMA) 11-4629. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2011

PREVENTION TOOL KIT ~ School for Prevention Leadership 2012 can be found at: www.aliive.org Please click on: Prevention Tool Kit **under the Services and Programs** link also at: www.needhamma.gov/substanceabuse Please click on: Prevention Toolkit

Widget list

www.cdc.gov/widgets
toosmarttostart.samhsa.gov
stopbullying.gov
stopalcoholabuse.gov
recoverymonth.gov

PSA Resources TV and Radio

www.cdc.gov General by topic Radio ~Podcast http://www2c.cdc.gov/podcasts/player.asp?f=2944999

http://psacentral.adcouncil.org/psacentral

www.facecatalog.org

School for Prevention Leadership 2012
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PREVENTION SAVING LIVES & MONEY Tool Kit ~ www.aliive.org Click on: Services and Programs tab, then Prevention Tool Kit on left hand side of screen