

INFORMATION SHEET



Six Prevention Strategies

1. DISSEMINATION OF INFORMATION

This strategy provides information about the nature and extent of drug use, abuse, addiction and the effects on individuals, families and communities. It also provides information of available prevention programs and services. The dissemination of information is characterized by one-way communication from the source to the audience, with limited contact between the two.

Examples of methods used for this strategy include the following:

- clearinghouses and other information resource centers
- resource directories
- media campaigns
- brochures
- radio and television public service announcements
- speaking engagements
- health fairs

2. PREVENTION EDUCATION

This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it's 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 skills and critical analysis (e.g. of media messages). Examples of methods used for this strategy include the following:

- Classroom and small group sessions
- Parenting and family management classes
- Peer leader and peer helper programs
- Education programs for youth groups
- Groups for children of substance abusers

3. ALTERNATIVE ACTIVITIES

This strategy provides for the participation of target populations in activities that exclude drug use. The assumption is that because constructive and healthy activities offset the attraction to drugs, or otherwise meet the needs usually filled by drugs, then the population would avoid using drugs. Examples of methods used for this strategy include the following:

- drug-free social and recreational activities
- drug-free dances and parties
- youth and adult leadership activities
- community drop-in centers
- community service activities
- mentoring programs



4. COMMUNITY-BASED PROCESSES

This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for drug abuse disorders. Activities in this strategy include organizing, planning, enhancing the efficiency and effectiveness of service implementation, building coalitions and networking. Examples of methods used for this strategy include the following:

- community and volunteer training (e.g. neighborhood action training, training of key people in the system)
- systematic planning
- multi-agency coordination and collaboration
- accessing service and funding
- community team-building

5. ENVIRONMENTAL APPROACHES

This strategy seeks to establish or change community standards, codes and attitudes, thereby influencing the incidence and prevalence of drug abuse in the general population. Examples of methods used for this strategy include the following:

- the establishment and review of drug policies in schools
- technical assistance to communities to maximize local enforcement procedures governing the availability and distribution of drugs
- the review and modification of alcohol and tobacco advertising practices
- product pricing strategies

6. PROBLEM IDENTIFICATION AND REFERRAL

This strategy aims to identify those who have indulged in the illegal use of drugs in order to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if an individual is in need of treatment. Examples of methods used for this strategy include the following:

- driving-while-intoxicated education programs
- employee assistance programs
- student assistance programs

LEADS OPEN