



Maine Learning Community: Selecting Strategies

February 21, 2007

Maine Office of Substance Abuse (OSA)
Northeast Center for Application of Prevention Technologies
(NECAPT)
Hornby Zeller Associates, Inc (HZA)
Maine's Environmental Substance Abuse Prevention Center
(MESAP)

Learning Objectives

By the end of day one workshop, participants will be able to:

1. Better understand the Maine SPF-SIG initiative
2. Follow a process to prioritize intervening variables
3. Identify effective types of strategies to address intervening variables
4. Apply criteria to determine “fit” of strategies
5. Use resources to develop a comprehensive approach

Agenda

- I. Welcome and Introductions
- II. Past, Present, Future...
 - State update
 - Grantee check-in
- III. Prioritizing Intervening Variables
 - Process for prioritizing
 - Group work
- IV. Identifying and Selecting Strategies
 - Evidence-based interventions
 - Determining “Fit”
 - Creating a comprehensive approach

ME Office Substance Abuse (OSA) Update

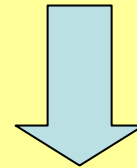
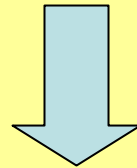
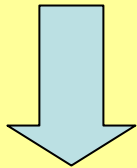
- Review state assessment process
- Discuss timeline for SPF-SIG

Common Terms

**Consequence
and Consumption
Patterns**

**Intervening Variables
(Risk & Protective Factors/
Underlying Conditions)**

**Evidence-Based
Interventions**

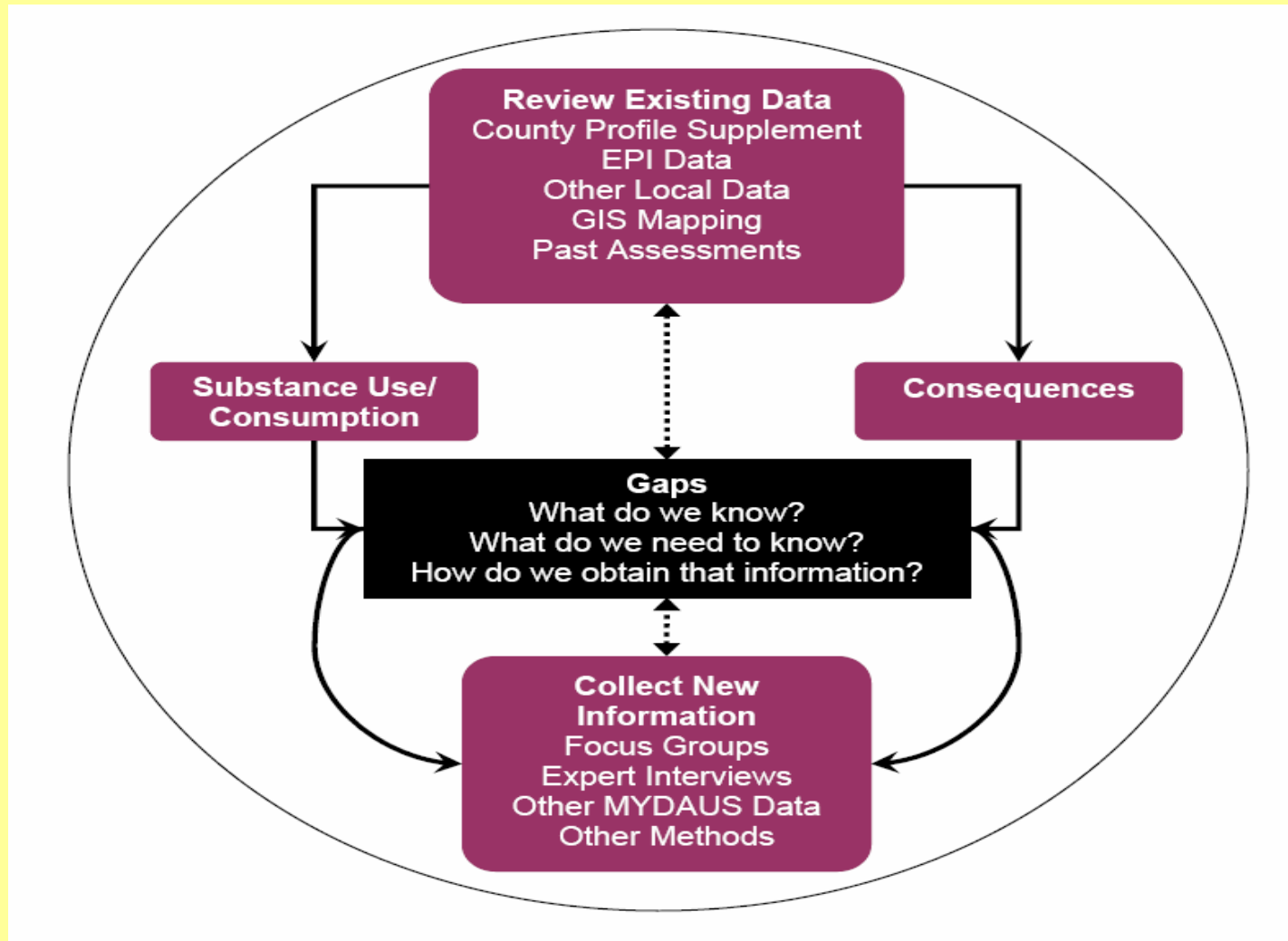


Goals

Objectives

Strategies

Needs Assessment Process



Needs Assessment Check-in

1. What new partners or resources did you identify in your community as a result of your assessment efforts?
2. What has been challenging?
3. Was there anything that surprised you?

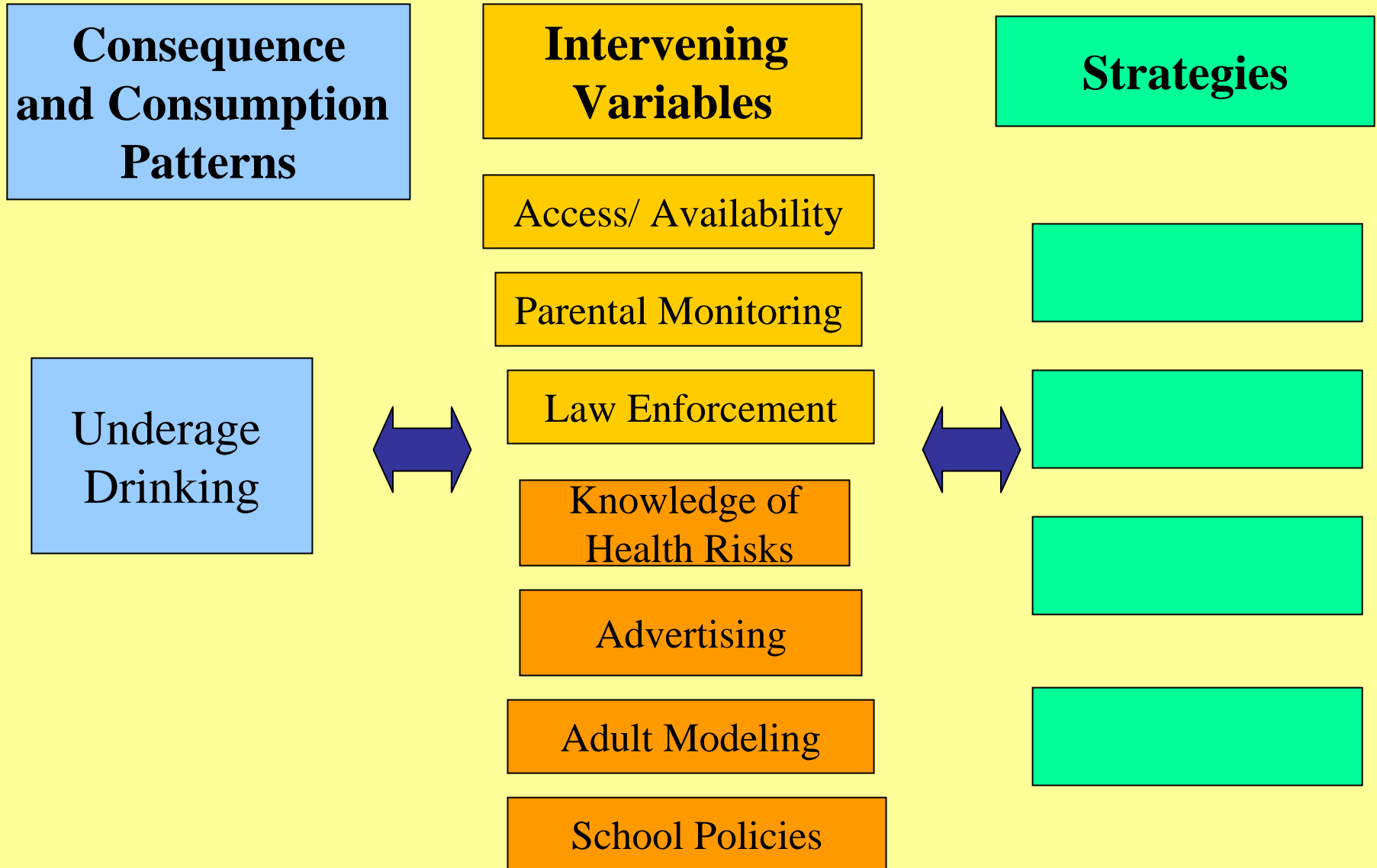
Strategic Plan Elements

1. Community Vision, Target Areas, Planning Process, Decision Process, and Prioritization (***Prioritization – focus of Day One***)
2. Strategies (***focus of Day One***)
3. Capacity Building Priorities, Action Plan, Sustainability (***focus of Day Two***)

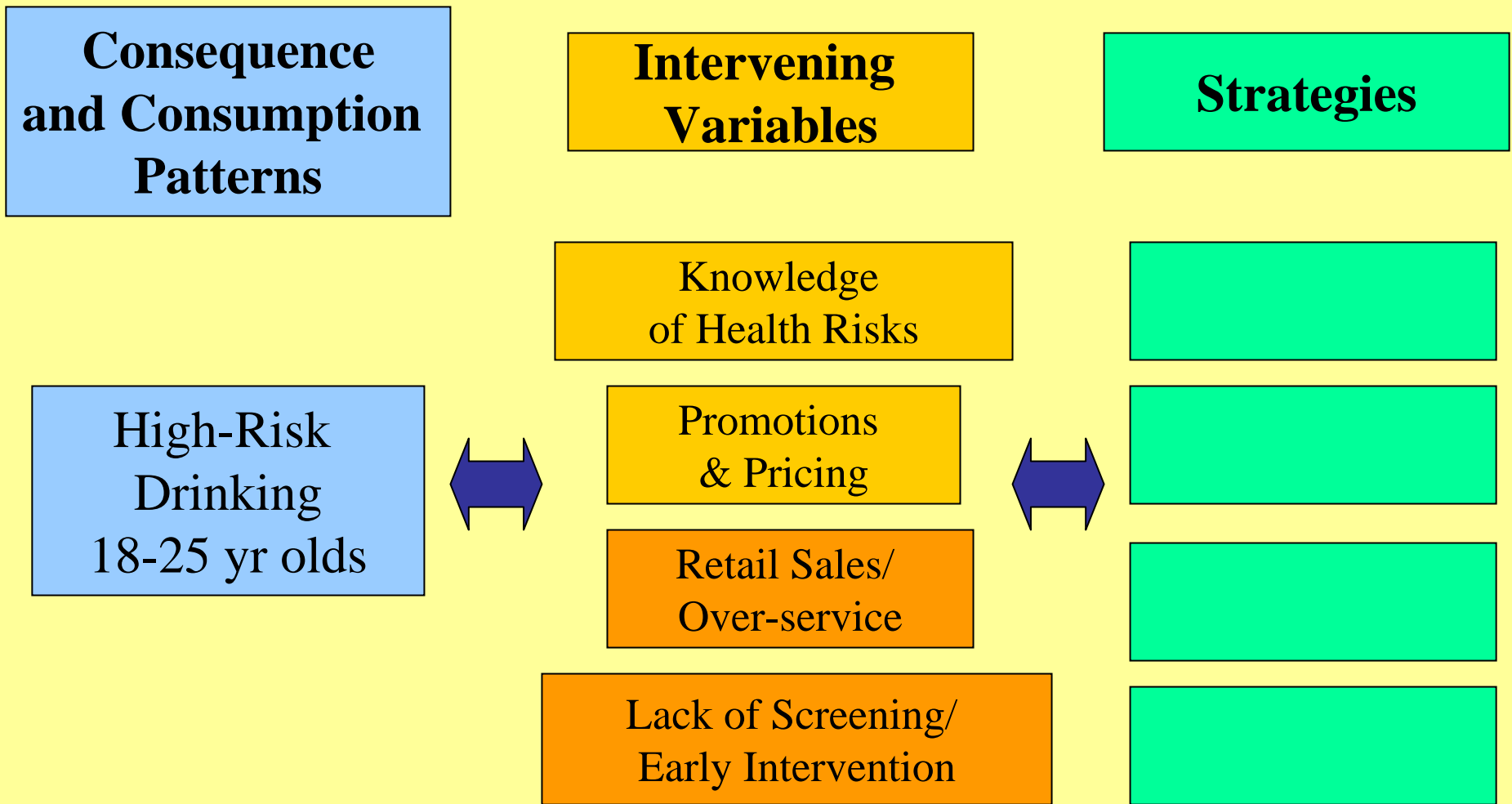
Intervening Variables Prioritization

- ME Logic Models
- Intervening Variables and Contributing Factors
- Prioritization of Intervening Variables

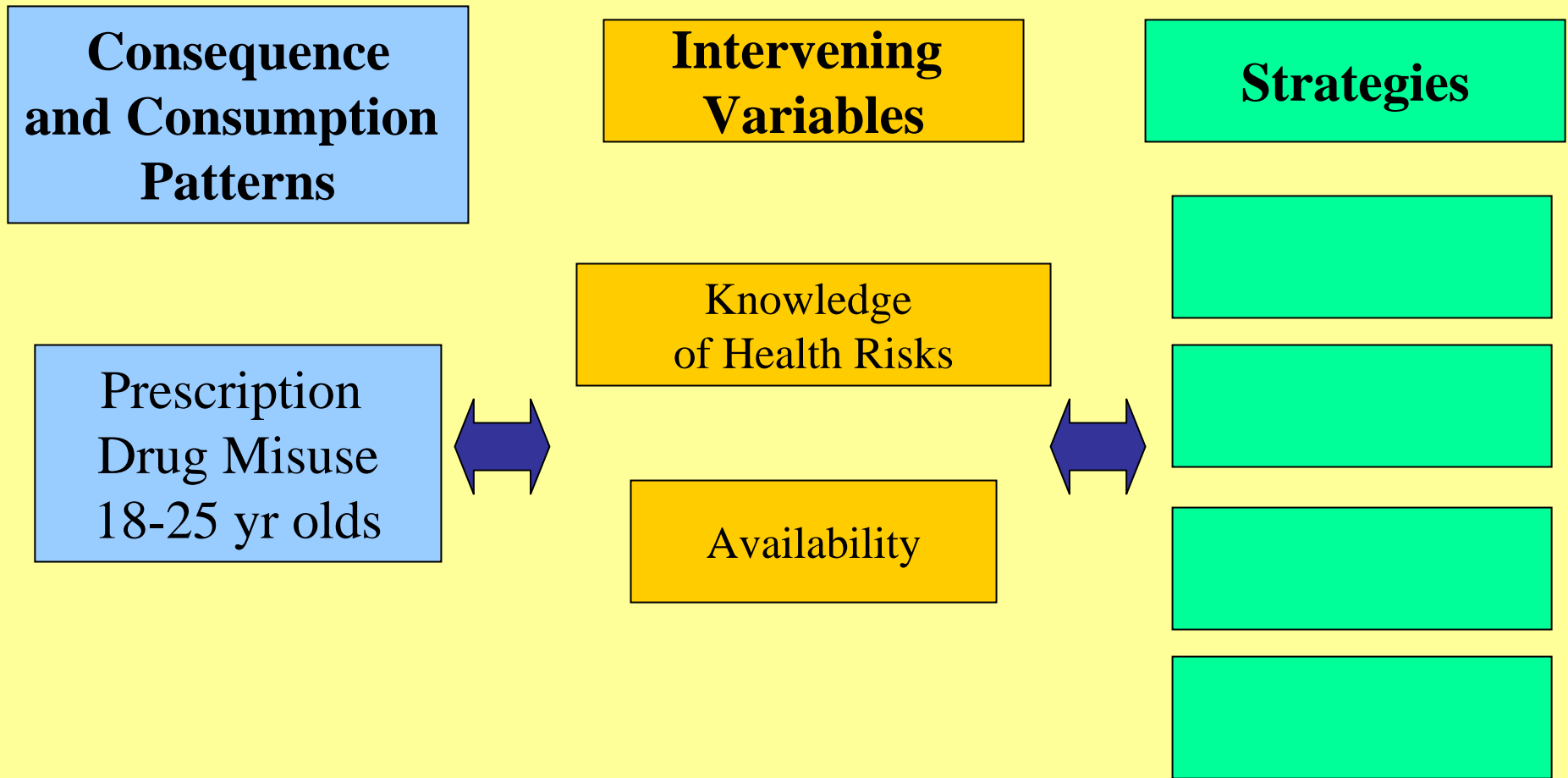
Underage Drinking Logic Model



High-Risk Drinking Logic Model



Prescription Drug Misuse Logic Model



Logic Model Table Discussion

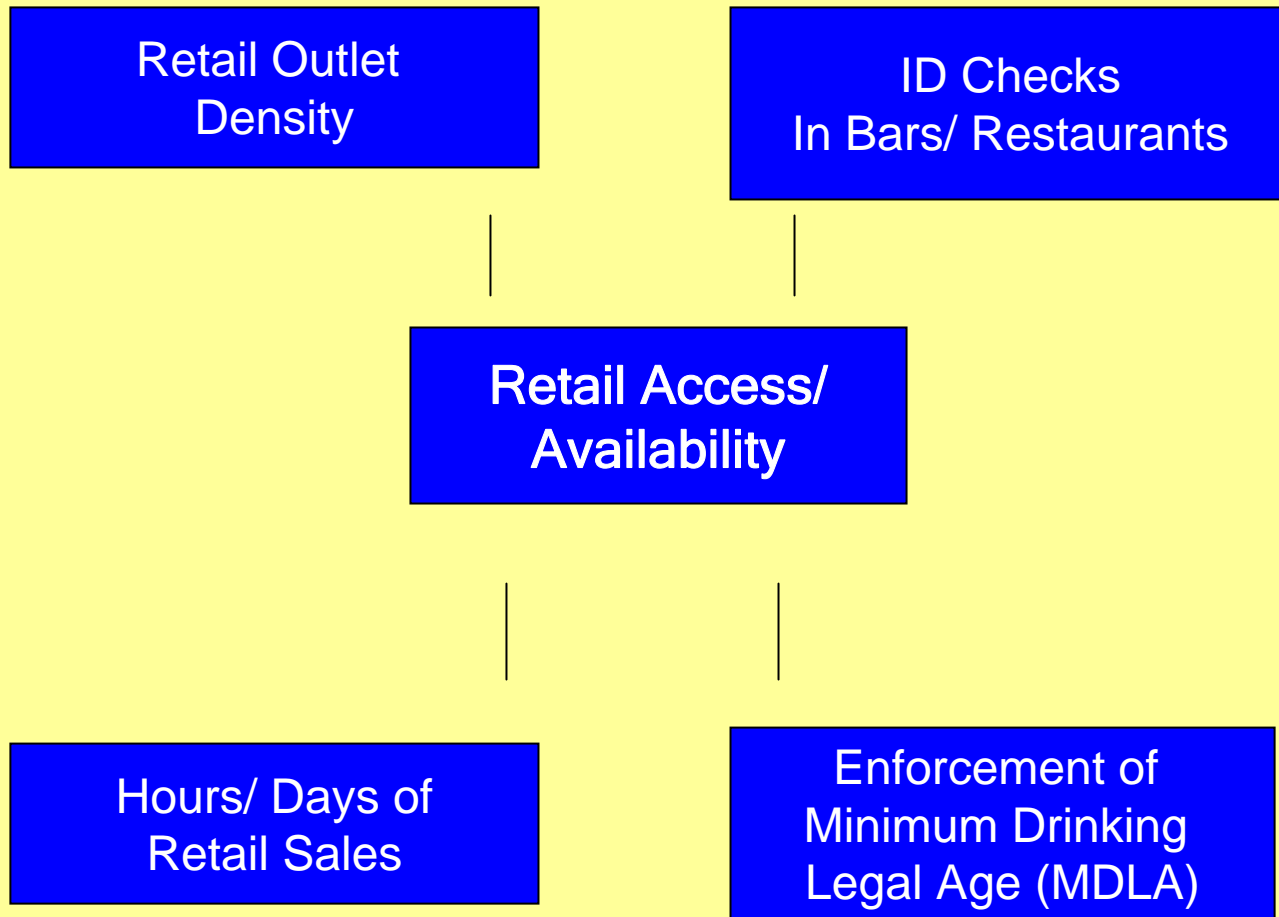
Looking at the logic model handouts:

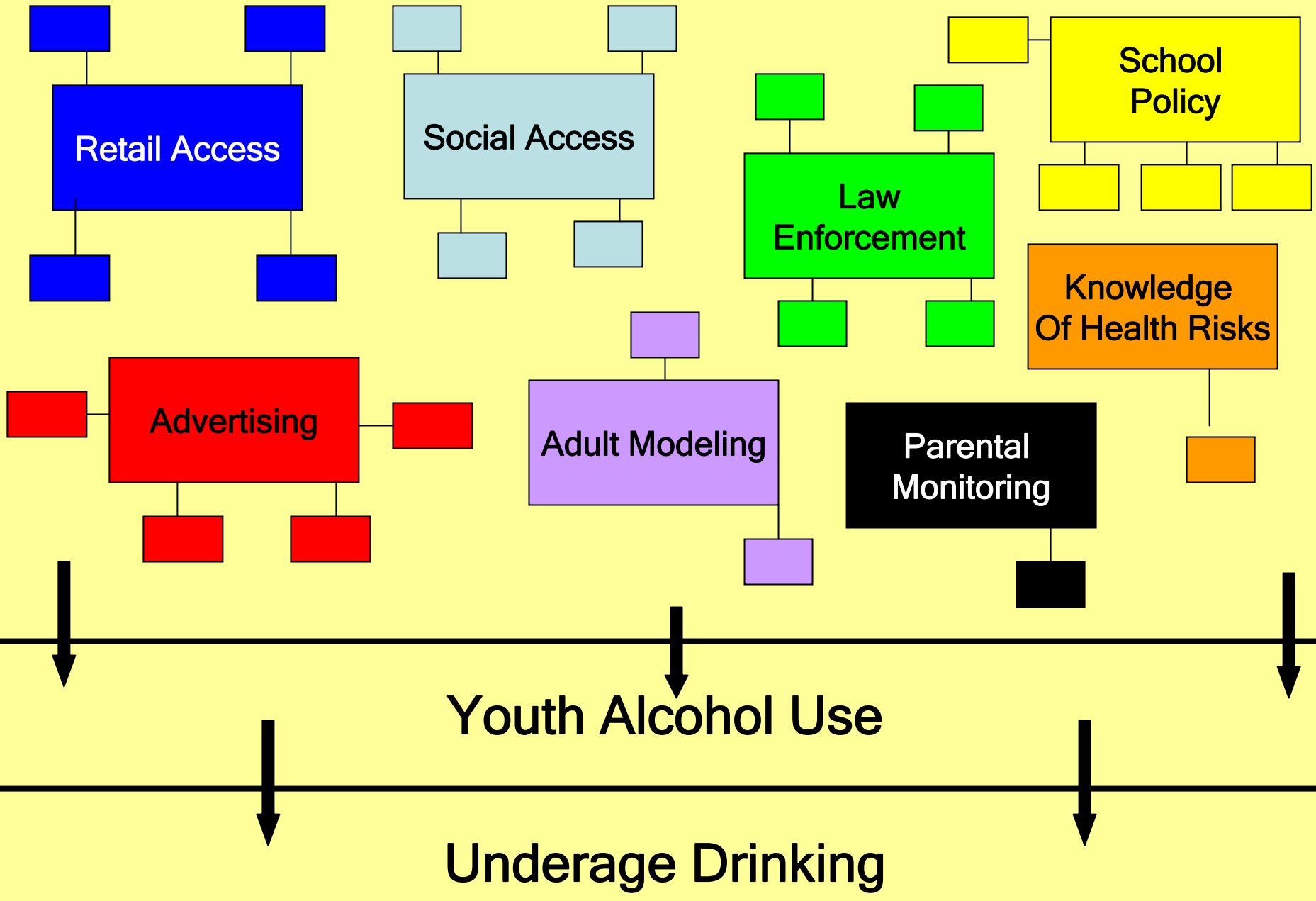
- Do the problems and intervening variables seem to be consistent with what you found in your needs assessment?
- Is there anything that seems to be missing?

Underage Drinking Intervening Variables

- Retail Access/Availability
- Social Access/Availability
- Law Enforcement
- Parental Monitoring
- Knowledge of Health Risk
- Advertising
- Adult Modeling
- School Policies

Contributing Factors: Retail Access





OSA Prioritization Process

		Changeability	
		High	Low
Importance	High		
	Low		

- **Changeability** – Do we have the **expertise** and **research knowledge** to change this intervening variable?
- **Importance** – How important is this intervening variable in impacting the **problem across the state**?

Community Prioritization Process

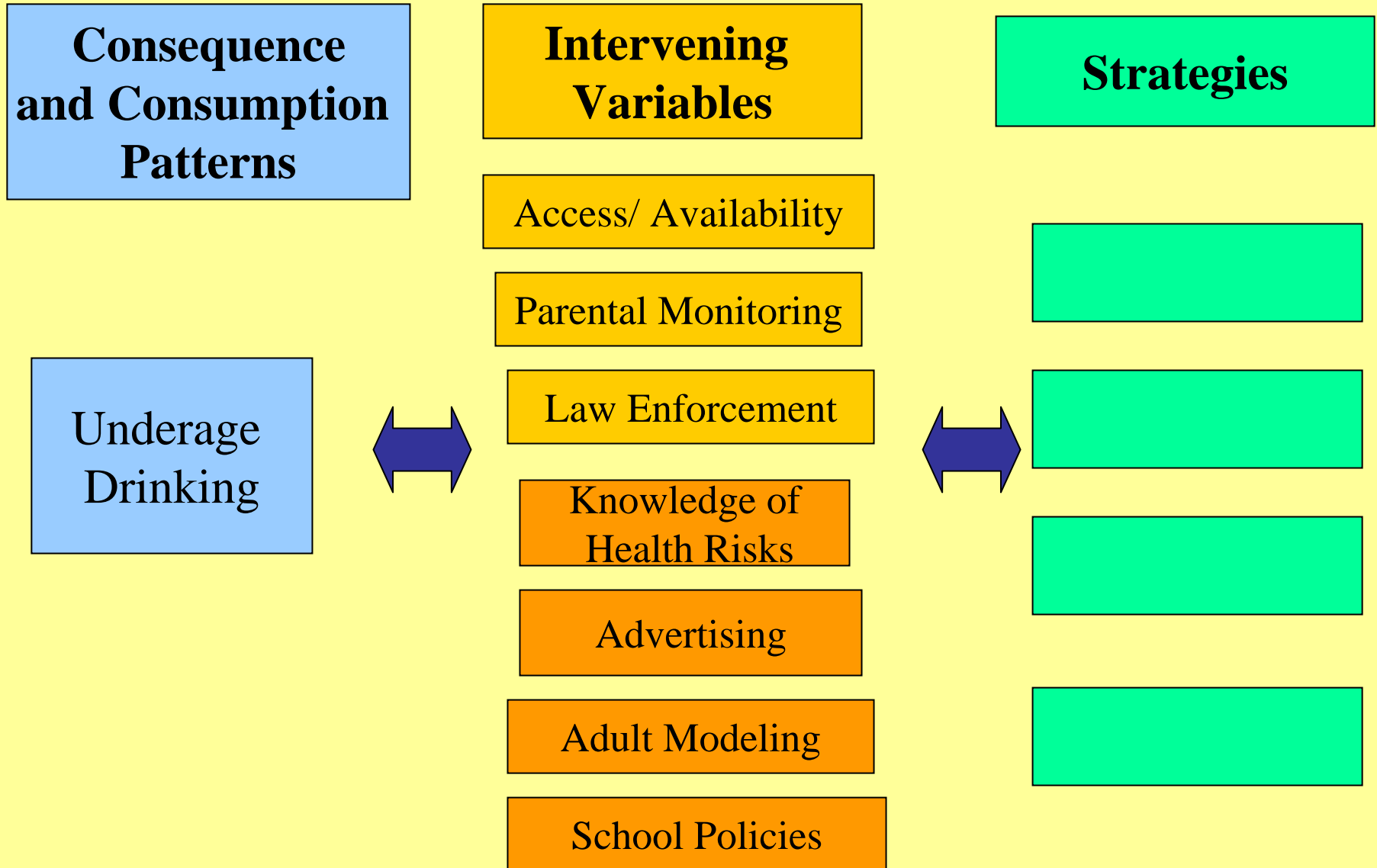
		Changeability	
		High	Low
Importance	High		
	Low		

- **Changeability** – Do we have the **capacity (resources and readiness)** to change this intervening variable?
- **Importance** – How important is this intervening variable in impacting the **problem in our community**?

Prioritization Activity

- Each community group will be assigned one intervening variable (or contributing factor) for underage drinking
- Use the data that you have brought and your knowledge of the community to answer the questions in the prioritization table
- Come to a consensus on the importance and changeability of that variable (high/low)

Underage Drinking Logic Model

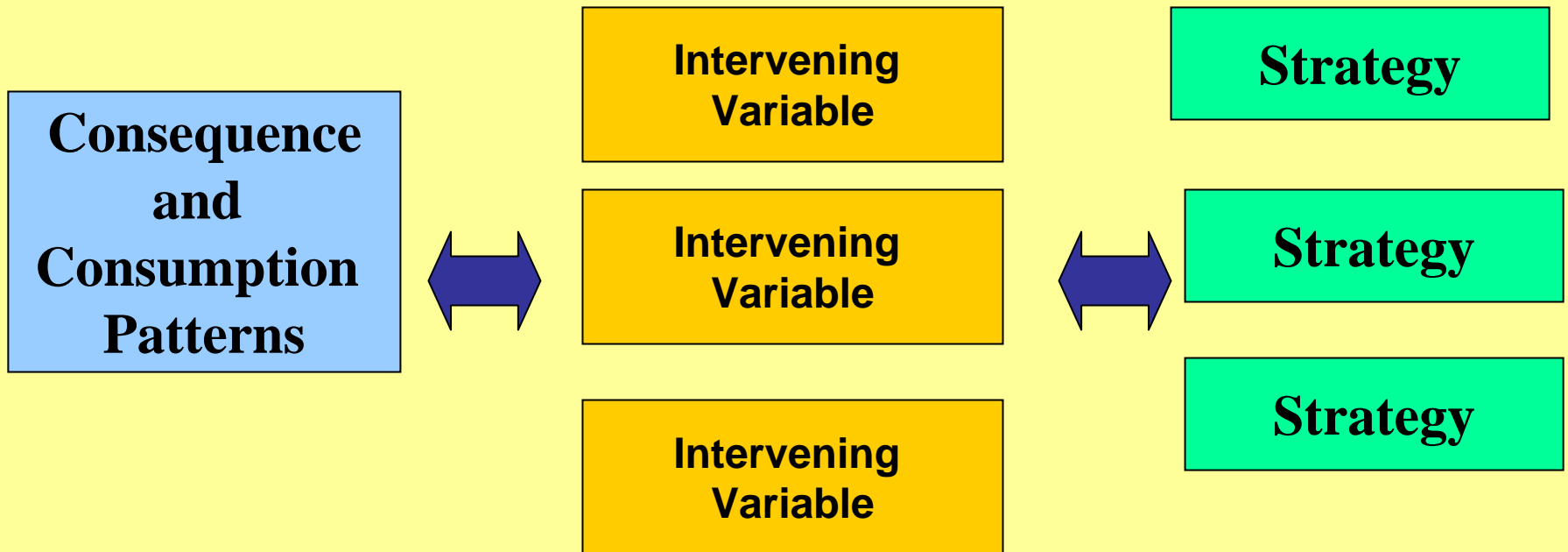


Constructing a Matrix Activity

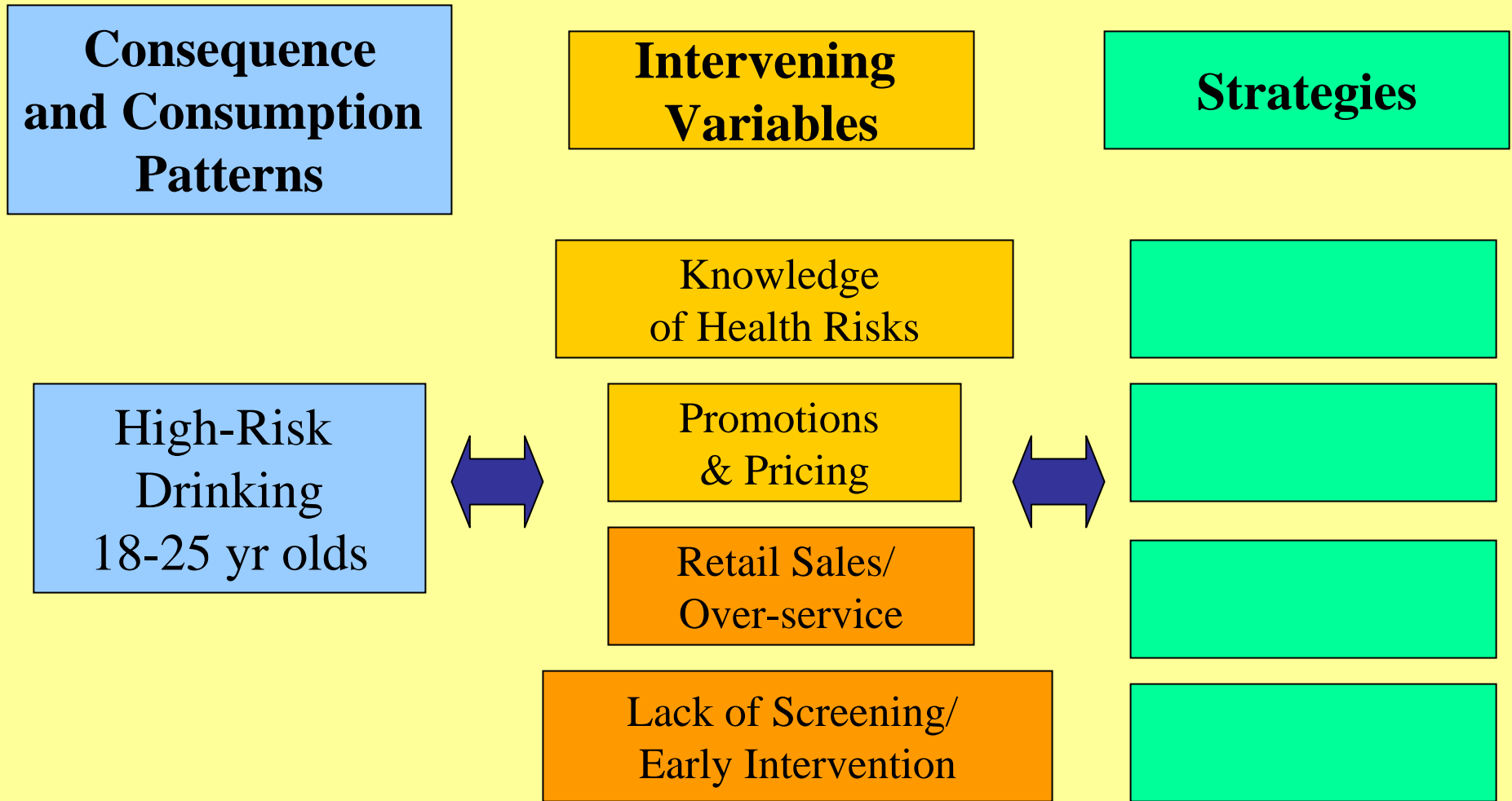
		Changeability	
		High	Low
Importance	High		
	Low		

Identifying and Selecting Evidence-Based Interventions (EBIs)

Logic Model



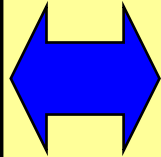
High-Risk Drinking Logic Model



Strategy Match

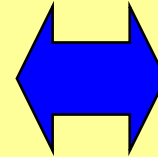
**Consequence
and
Consumption:**

**High-Risk
Drinking
18-25 yr olds**



**Low price
alcohol
specials in
bars**

**Over-
service of
young
adults**

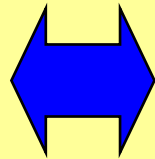


**Middle
school
curriculum**

**Mentoring
Program**

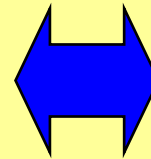
Strategy Match

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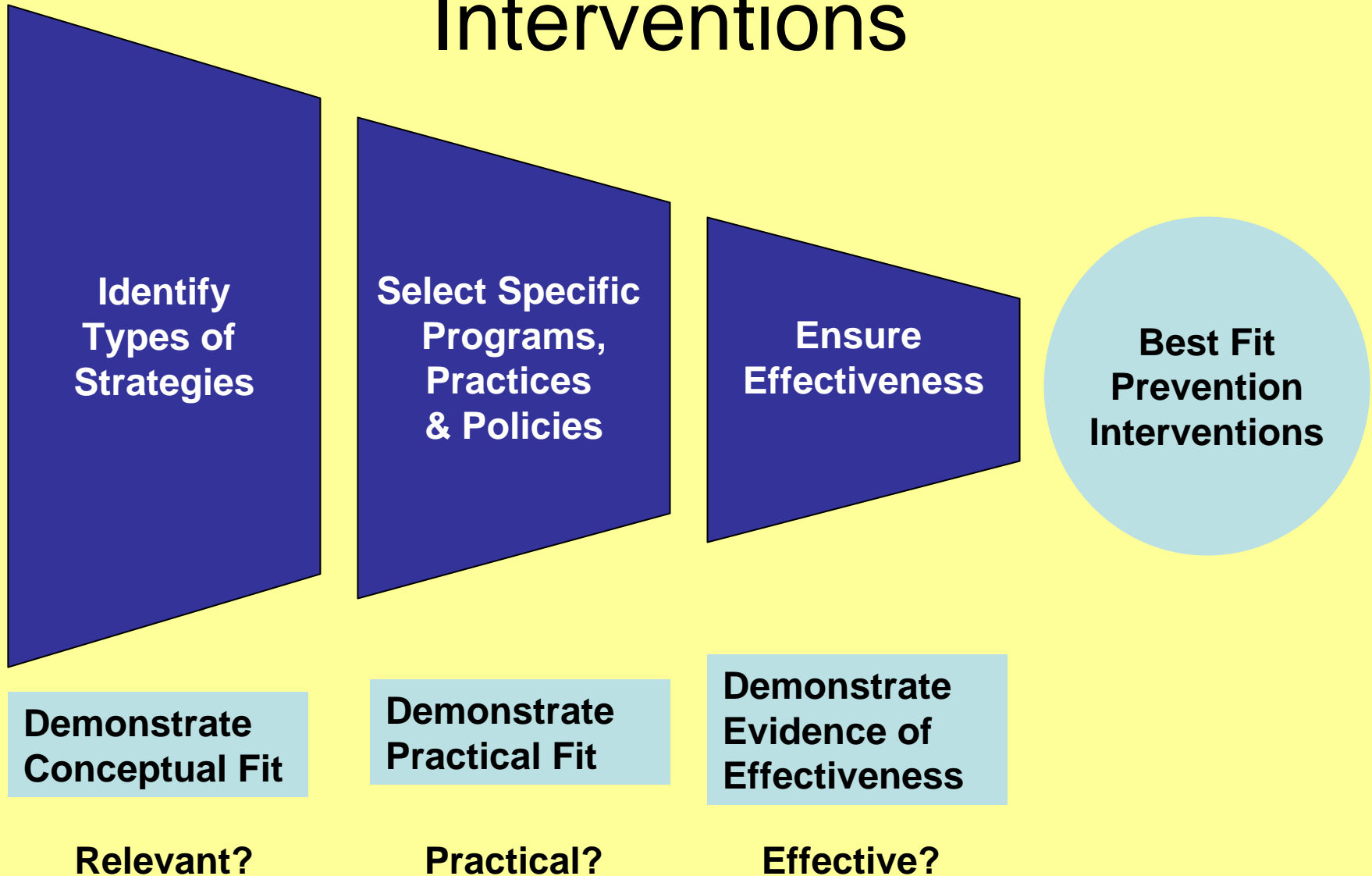
Over-
service of
young
adults**



**Policy to
limit drink
specials

Responsible
Server
Education**

Selecting Best Fit Prevention Interventions



Conceptual Fit

A “Good Conceptual Fit” intervention should:

- Fit into community logic model
- Drive positive outcomes in identified substance abuse problems
- Address the community’s intervening variables
- Be based on evidence-based principles for target population
- Target multiple opportunities for intervention

Types of Strategies

1. Policy
2. Enforcement
3. Communication
4. Collaboration
5. Education

Practical Fit for Community

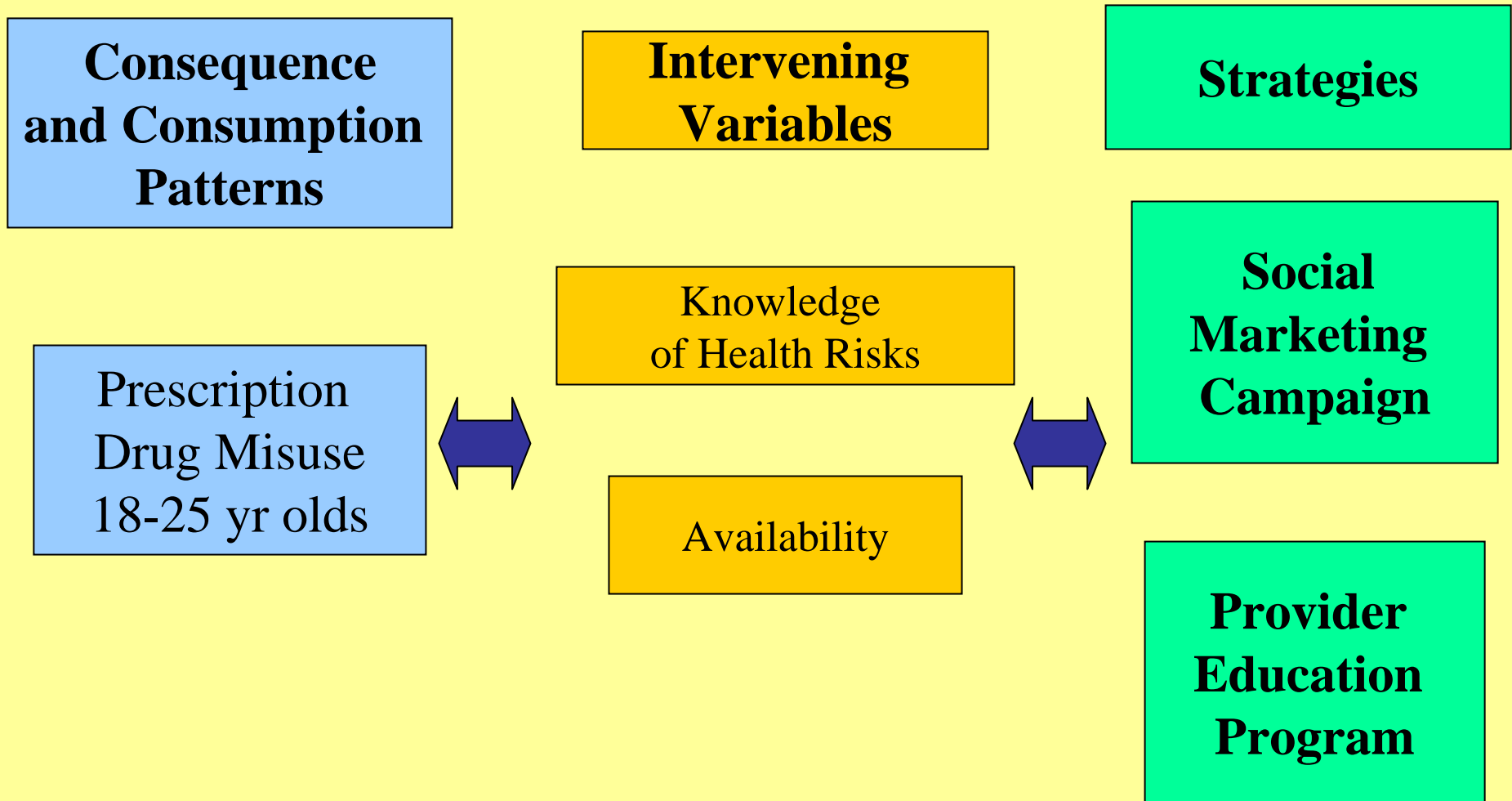
- Feasible given a community's resources, capacities, and readiness to act
- Add to or reinforce prevention strategies in the community—synergism and layering
- Consider community climate
- Meet cultural needs of target population
- Sustainable in community

Practical Fit Activity

Assess how well the strategy practically fits your community:

- Does your community have the staff and funding needed?
- Do you have the necessary community contacts needed (police, leaders, etc.)?
- Will the community support this strategy?
- Does strategy reflect our community's culture?
- Could this strategy be sustained?

Prescription Drug Misuse Logic Model



Effectiveness

- Definition of Evidence-Based Interventions
- Finding Evidence-Based Interventions
- Creating a Comprehensive Approach

Paradigm Shift

- From picking off lists to thinking critically about needs
- From categorical labels to ratings along a continuum
- From relying on strength of evidence alone to assessing the relative importance of strength of evidence in a broader context
- From stand-alone intervention selections to comprehensive community plans

What is Evidence-Based?

- 1) Included on Federal lists or registries of evidence-based interventions
- 2) Reported (with positive effects) in peer-reviewed journals, or
- 3) Documented evidence of effectiveness based on guidelines developed by SAMHSA/CSAP

What is Evidence-Based? (con't)

Guidelines for Documenting Effectiveness

1. Based in solid theory validated by research
2. Supported by a documented body of knowledge generated from similar or related effective intervention
3. Judged by informed experts to be effective

How do you find Evidence-Based Interventions?

- **Federal Registries**
- **CAPT Resources**
- **Experts in the field (NIAAA, NIDA)**
- **Research**

Definition of Peer-Reviewed Journals

Scientific journals in which submissions are reviewed and selected for publication by panels of experts in the field

Using Peer-Reviewed Journals

Questions to consider when matching your community (conceptual fit, practical fit, effectiveness):

- Was the program, practice, or policy implemented in a similar geographic area?
- Was effectiveness documented in similar subgroups (such as race/ethnicity, sexual orientation, high school dropouts, age, gender)?
- Does strategy show effectiveness in impacting your selected intervening variable(s)?
- Does the study adequately rule out competing explanations for the findings?

How to Find Articles

Google Scholar <http://scholar.google.com/>

- Google scholar allows you to search for books and journal articles



Google Scholar Results

"responsible beverage service" - Google Scholar - Windows Internet Explorer

http://scholar.google.com/scholar?q=%22responsible+beverage+service%22&hl=en&lr=&btnG=Search

Google "peer-reviewed journ..." Go Bookmarks PageRank 6 blocked Check AutoLink AutoFill Send to Settings

"responsible beverage se..." (EDC) MetroWest Technical ... Southwest Prevention Center



"responsible beverage service"

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Results 1 - 10 of about 329 for "responsible beverage service". (0.06 seconds)

All Results

[H Holder](#)
[R Saltz](#)
[A Treno](#)
[J Grube](#)
[P Gruenewald](#)

[A community-wide Responsible Beverage Service program in three communities: early findings - Find It @ Harvard - group of 6 »](#)

RF Saltz, P Stanghetta - *Addiction*, 1997 - Blackwell Synergy

... A community-wide Responsible Beverage Service program in three communities: early findings ... Page 3. Responsible Beverage Service @ findings S239 ...

[Cited by 45](#) - [Related Articles](#) - [Web Search](#) - [Import into EndNote](#) - [BL Direct](#)

[CITATION] Prevention where alcohol is sold and consumed: Server intervention and **responsible beverage service**

RF Saltz - *Alcohol: Minimising the Harm. What Works*, 1997

[Cited by 17](#) - [Related Articles](#) - [Web Search](#) - [Import into EndNote](#)

[... Specific Community Structural Changes: Examples From the Assessment of Responsible Beverage Service - group of 2 »](#)

RF Saltz - *Evaluation Review*, 1997 - [erx.sagepub.com](#)

... Examples From the Assessment of Responsible Beverage Service ... Responsible Beverage Service (RBS) refers to the idea that bars and restaurants may be able to ...

[Cited by 12](#) - [Related Articles](#) - [Web Search](#) - [Import into EndNote](#) - [Find It @ Harvard](#) - [BL Direct](#)

[Server Intervention and Responsible Beverage Service Programs - group of 3 »](#)

RF Salk - [sgreports.nlm.nih.gov](#)

... Server Intervention and Responsible Beverage Service Programs Robert F. Salk, Ph.D. Prevention Research Center Berkeley, California ...

[Cited by 8](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#) - [Import into EndNote](#)

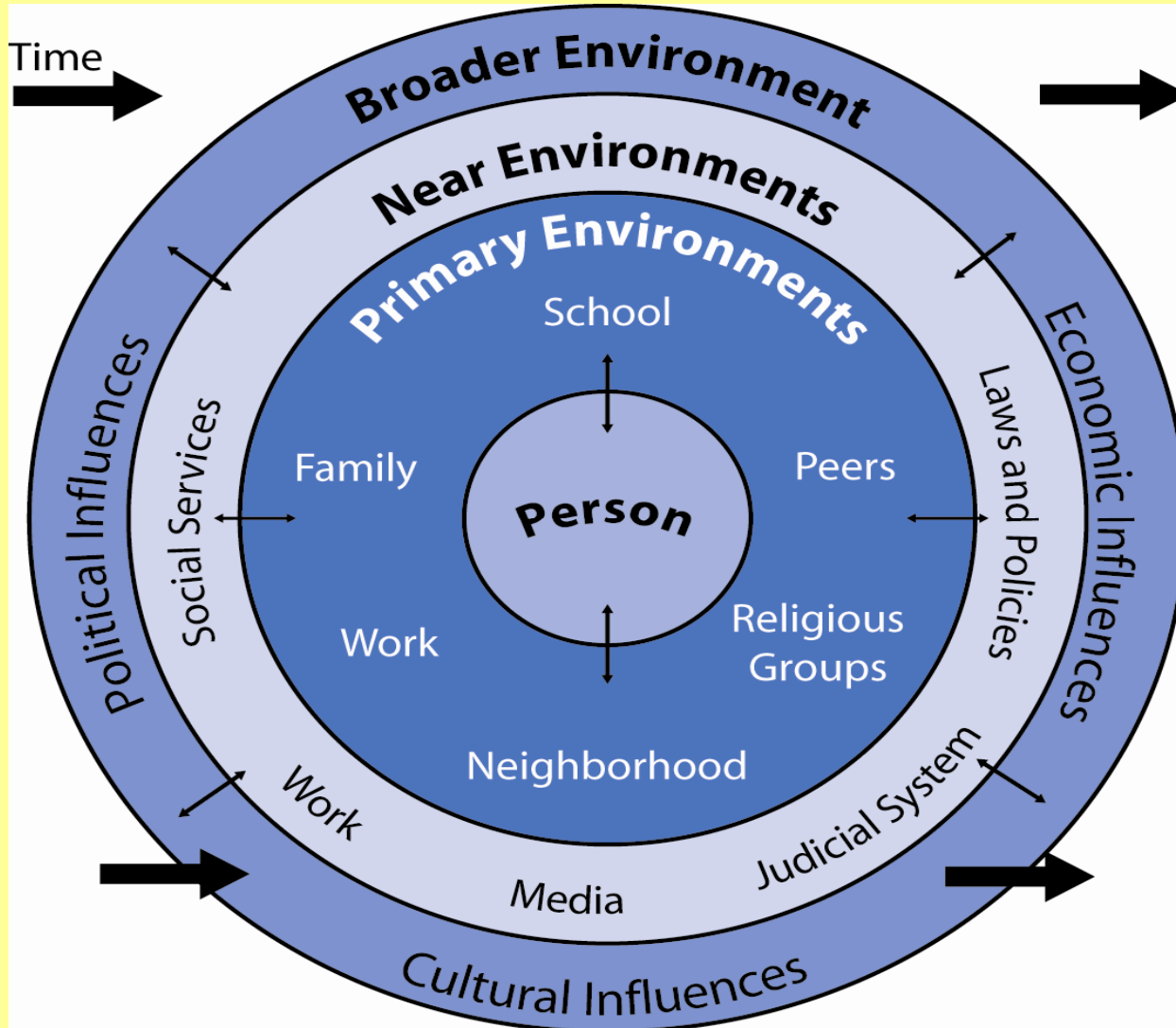
[CITATION] Reducing intoxication in commercial establishments: An evaluation of **Responsible Beverage Service** ...

RF Saltz, M Hennessy - *Berkeley, USA: Prevention Research Centre*, 1990

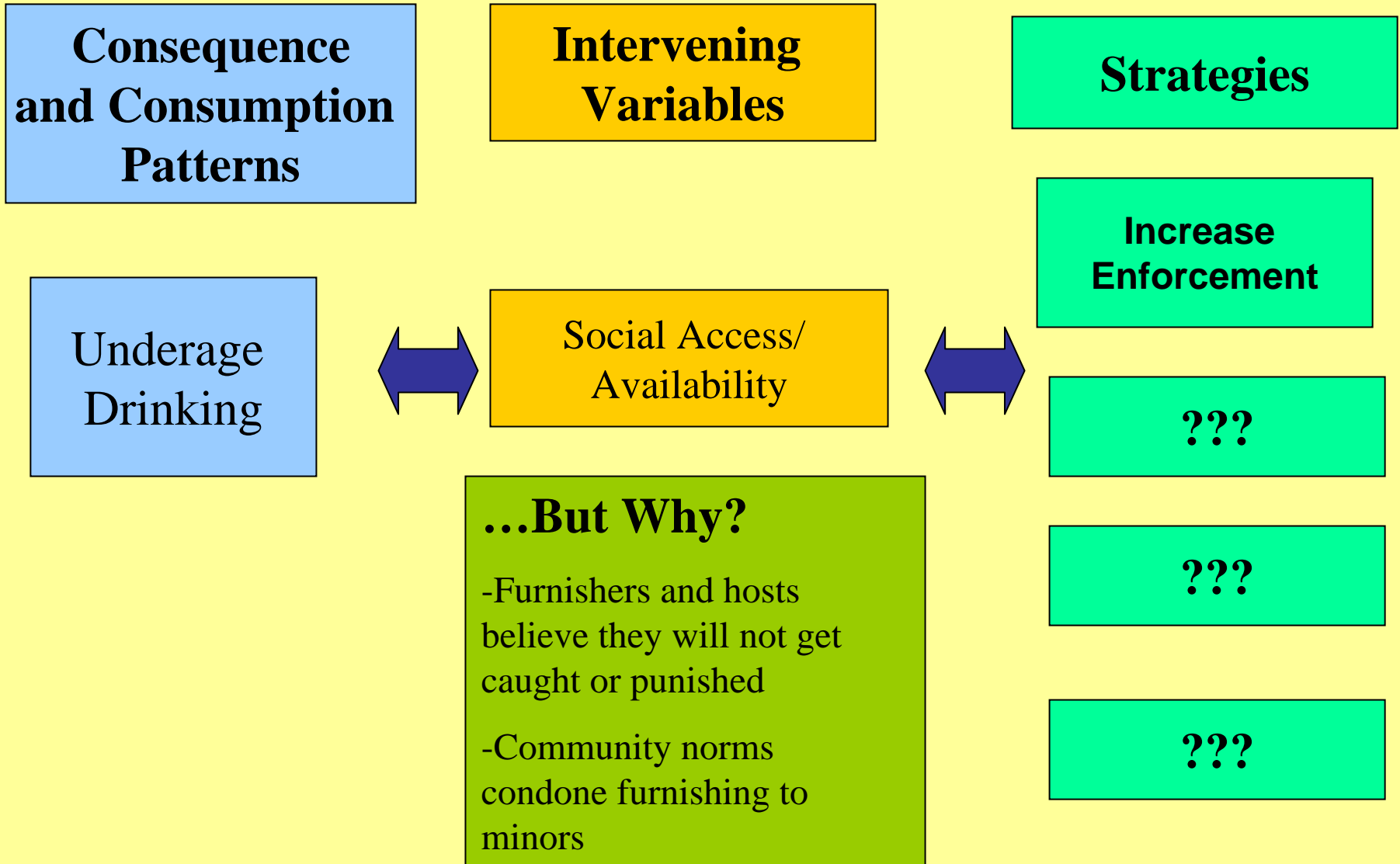
Developing a Comprehensive Approach

- Use multiple interconnected strategies in order to reach community level change
- Multiple strategies will complement and reinforce each other
- Consider number of people impacted in each strategy

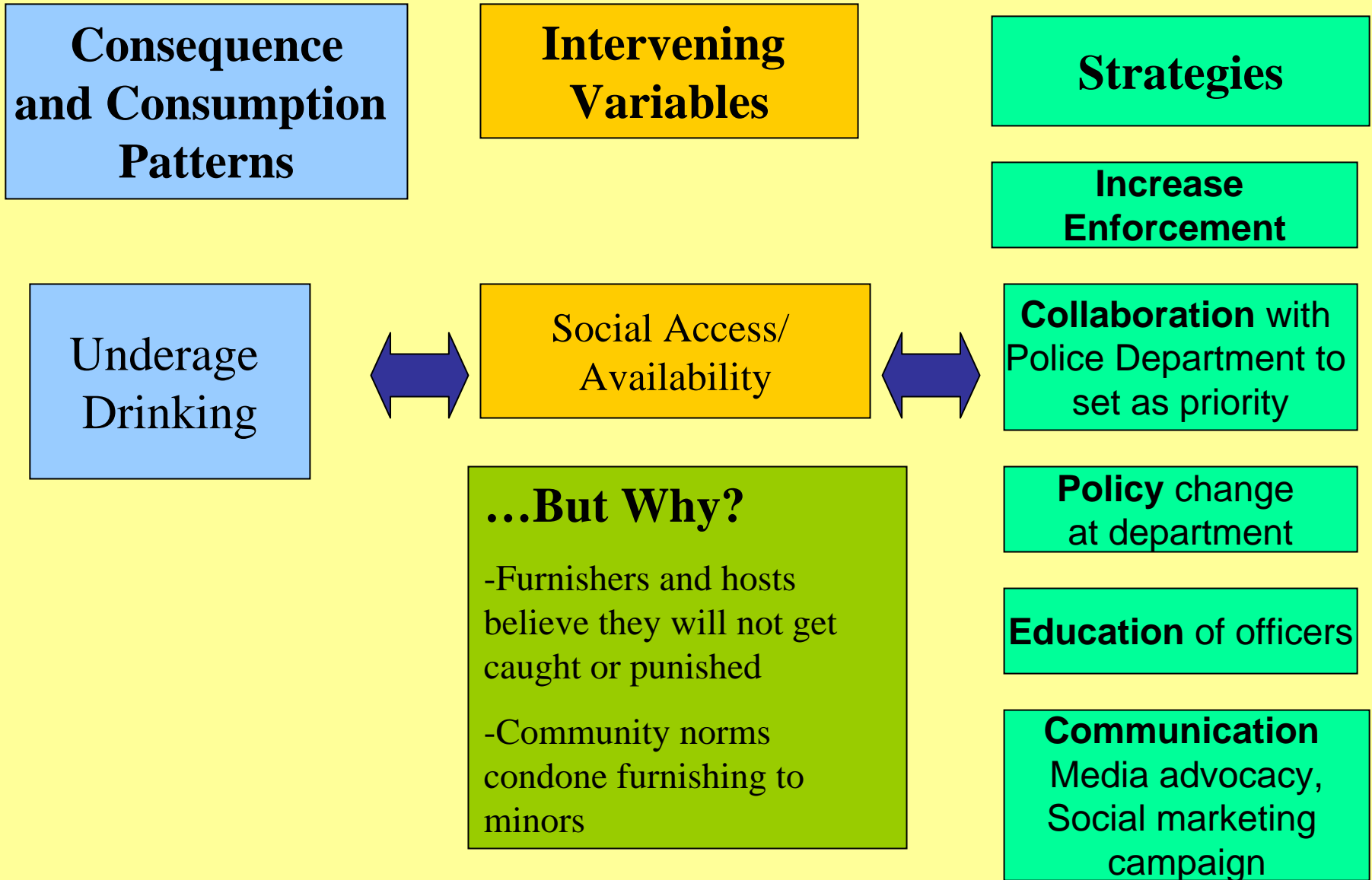
Ecological Model



Underage Drinking Logic Model



Underage Drinking Logic Model



Reach of Strategies

- How many people will your interventions impact?
- Which sectors of the community will be impacted by your efforts?
- What dosage of the interventions will target audience experience?

Summary of Things to Consider

- Conceptual fit
- Practical fit
- Effectiveness
- Comprehensive approach
- Reach

Maine Learning Community: Implementing and Sustaining Efforts

March 26, 2007 Augusta, ME

Agenda

- I. Implementation core components
- II. Environmental strategies
- III. Building capacity
- IV. Sustainability & funding sources

Group Exercise: Developing a Comprehensive Approach

* Goal (reduce consumption/consequences): _____

* Objective (change in risk/protective/intervening/contributing factor):

* Interconnected Complementary Strategies:

Determine the role that each of the following components might play in your work to achieve the objective listed above. List possible strategies in each box.

Collaboration/Coalition-Building/Community Mobilization
Communications/Media
Policy
Education/Training
Enforcement

* For Discussion:

How do you imagine the different strategies working together?

Of the strategies you listed above, are there any that you would consider your primary tactics? Are there any that you would view as auxiliary activities necessary to make your primary tactic a success? What timing do you imagine for each of the strategies listed above? For ongoing strategies, how might they change and evolve throughout the life of a project?

Population-Level Reach of Strategies Testing Tool

Purpose: To assist communities in prioritizing strategies within their work-plan

Strategy under Consideration	Who is primary target audience?*	How many people in your primary target audience will you reach in year one?	Who is the ultimate target audience?***	How many people in your ultimate target audience can be expected to be impacted in year one?

*Primary Target Audience = those your strategies directly impact (i.e. for a parent monitoring objective, primary target audience is parents)

**Ultimate target audience = those whose substance abuse consumption behavior will change as a result of the strategy (i.e. for a parent monitoring objective, ultimate target audience is youth, who will be less likely to use because of increased parent monitoring)



How do you find Evidence Based Interventions? FEDERAL REGISTRIES

Substance Abuse Mental Health Services Administration (SAMHSA) – *National Registry of Evidence Based Programs and Practices (NREPP)*

http://www.modelprograms.samhsa.gov/matrix_all.cfm

US Department of Education (DOE) – *Exemplary and Promising:*

Safe, Disciplined, and Drug-Free Schools Programs - www.ed.gov/admins/lead/safety/exemplary01/report_pg9.html?exp=0

Centers for Disease Control (CDC) – *A Compendium of HIV Prevention Interventions with Evidence of Effectiveness*

www.cdc.gov/hiv/pubs/hivcompendium/hivcompendium.htm

National Institute of Drug Abuse (NIDA) – *Preventing Drug Use Among Children and Adolescents: A Research-Based Guide*

www.nida.nih.gov/Prevention/Prevopen.html

ADDITIONAL WEB RESOURCES

•**Centers for the Application of Prevention Technologies (CAPT) Resources**

–NECAPT – *Which Prevention Programs are Effective?* <http://www.hhd.org/capt/default.asp>

–WCAPT – *Building a Successful Prevention Program* <http://www.open.org/~westcapt/>

•**Center for the Study and Prevention of Violence*** – *Blueprints for Violence Prevention* www.colorado.edu/cspv/

•**National Institute of Alcohol Abuse and Alcoholism (NIAAA)** – *Alcohol Policy Information System (APIA)* <http://alcoholpolicy.niaaa.nih.gov/>

•**Stop Underage Drinking** – *Portal of Federal Resources* <http://www.stopalcoholabuse.gov>

•**NIDA** – *InfoFacts: Lessons from Prevention Research* <http://www.nida.nih.gov/DrugPages/Prevention.html>

RESEARCH

Searchable Databases

Google Scholar: <http://scholar.google.com/>

US National Library of Medicine: <http://www.pubmed.gov>

Peer Review Journals

- American Journal of Public Health
- Journal of Addiction Studies
- Annual Review of Public Health
- Journal on Studies of Alcohol
- Preventive Medicine
- Journal of School Health
- Journal of Adolescent Health
- Journal of the American Medical Association
- Public Health and Research

*Various federal agencies have identified youth-related programs that they consider worthy of recommendation based on expert opinion or a review of design and research evidence. These programs focus on different health topics, risk behaviors, and settings including violence.

Sample Strategies to Fit Intervening Variables/Contributing Factors

Priority Consumption Pattern: Underage Drinking

<i>Intervening variable:</i> Alcohol access/availability	
Contributing Factor	Sample Strategies
Furnishers and hosts believe they will not get caught or punished	<ul style="list-style-type: none"> ▪ <i>Enforcement:</i> Increase enforcement of furnishing and hosting laws, e.g. party patrols, shoulder-tap checks ▪ <i>Communications:</i> Media campaign and/or media advocacy describing penalties for furnishing and hosting, social host liability ▪ <i>Collaboration/Communications:</i> Work with media to publicize incidents of furnishers/hosts being caught & prosecuted
Community norms support the practice of adults hosting drinking parties for teens as an inevitable “rite of passage”	<ul style="list-style-type: none"> ▪ <i>Communications:</i> Social marketing campaign
Parents feel their children will drink anyway, so they would rather they be “safe” and drink at home	<ul style="list-style-type: none"> ▪ <i>Communications:</i> Social marketing campaign targeting parents
Parents are not monitoring their home alcohol supply	<ul style="list-style-type: none"> ▪ <i>Communications:</i> Social marketing campaign targeting parents
Low prices make alcohol accessible to youth	<ul style="list-style-type: none"> ▪ <i>Policy:</i> Alcohol tax increase
Clerks don’t check ID Clerks do not know how to ID fake ID’s	<ul style="list-style-type: none"> § <i>Education:</i> Merchant education, clerk training § <i>Collaboration:</i> Partner with Retailers § <i>Enforcement:</i> Compliance Checks

Sample Strategies to Fit Intervening Variables/Contributing Factors (continued)
Priority Consumption Pattern: Underage Drinking

<i>Intervening variable:</i> Parental monitoring practices	
Contributing Factors	Sample Strategies
Parents lack sufficient knowledge and skills for effective monitoring Community norms support the practice of parents looking the other way	<ul style="list-style-type: none"> ▪ <i>Communications:</i> Social marketing campaign, educational materials for parents

<i>Intervening variable:</i> Effectiveness of law enforcement	
Contributing Factor	Sample Strategies
Officers are not receiving message from leadership that this is priority	<ul style="list-style-type: none"> ▪ <i>Collaboration:</i> Coalition-building between law enforcement and prevention community to establish underage drinking enforcement as shared priority ▪ <i>Policy:</i> Departmental policy around underage drinking enforcement, based on model policy ▪ <i>Education:</i> Training for officers regarding importance of effective underage drinking enforcement as a priority for the department
Officers are not receiving message from community that this is priority	<ul style="list-style-type: none"> ▪ <i>Collaboration:</i> Partnership between law enforcement, prevention, and community stakeholders ▪ <i>Communications:</i> Media advocacy to increase community support and publicize collaborative efforts
Officers lack knowledge and skills needed for effective enforcement	<ul style="list-style-type: none"> ▪ <i>Education:</i> Training for officers regarding best practices, model policy implementation

Priority Consumption Pattern: High-risk drinking among young adults

<i>Intervening variable: Perception of Risk</i>	
Contributing Factor	Sample Strategies
<p>Knowledge of health risks of binge drinking (OSA primary priority) Young adults do not believe they are at risk of any consequences (either from invincibility factor or because they know others who binge and they are fine)</p>	<ul style="list-style-type: none"> ▪ <i>Communications</i>: Social marketing campaign--Harm reduction, safe drinking techniques; Counter-advertising, warning posters ▪ <i>Education</i>: Programs at worksites, colleges

<i>Intervening variable: Access/Availability</i>	
Contributing Factor	Sample Strategies
<p>Promotions and pricing that encourage excessive drinking (OSA primary priority)</p>	<ul style="list-style-type: none"> ▪ <i>Collaboration</i>: Collaboration with owners and managers of local establishments to set common standards for responsible marketing ▪ <i>Policy</i>: Limits on advertising; regulation of pricing specials and promotion
<p>Retail sales/service to intoxicated individuals (OSA secondary priority)</p>	<ul style="list-style-type: none"> ▪ <i>Education</i>: Responsible Beverage Service training ▪ <i>Enforcement</i>: Increase enforcement of liquor laws ▪ <i>Policy</i>: Strengthen or increase consistency of administrative penalties

Maine Learning Community on Selecting Strategies

February 21, 2007

Presenter Contact Information

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