

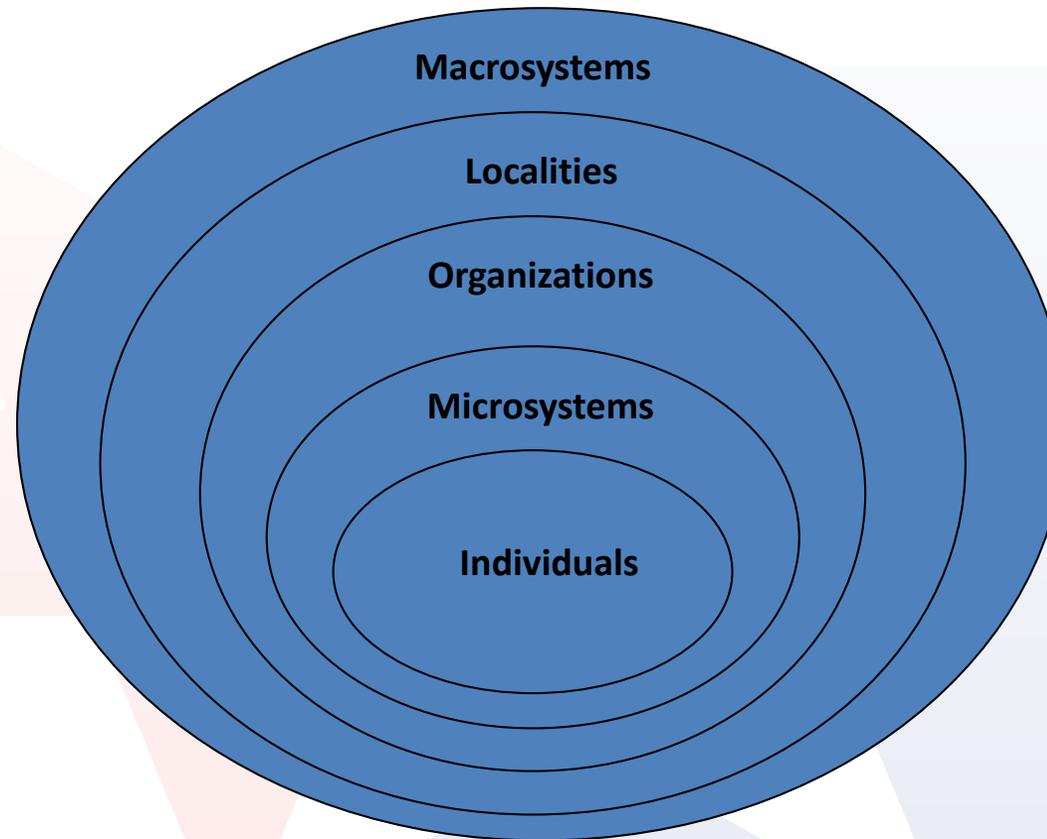
# Stop Them Before They Start: Best Practice in Preventing Substance Abuse

The background features a large, faint red star on the left and a light blue geometric shape on the right. A dark blue horizontal bar is positioned above the speaker's name.

**Sue R. Thau, MCRP**  
**Public Policy Consultant**  
**Community Anti-Drug Coalitions of**  
**America (CADCA)**

# Social-Ecological Model

- Individuals are nested within broader contexts that play a critical role in their health and well-being and impact their attitudes and behaviors.
- The web of connections that surround individuals necessitates interventions at all of these levels.



# Keys To Pushing Back Against The Misuse and Abuse of Rx Drugs

com·pre·hen·sive

/,kämprə'hensiv/

*adjective*

1. complete; including all or nearly all elements or aspects of something.  
"a comprehensive list of sources"

- **Approach that appropriately mobilizes each of the key sectors and actors who have a role in reducing access to and availability of prescription drugs**

# Key Sectors

Coalitions convene and combine talent and resources to address local substance abuse issues:

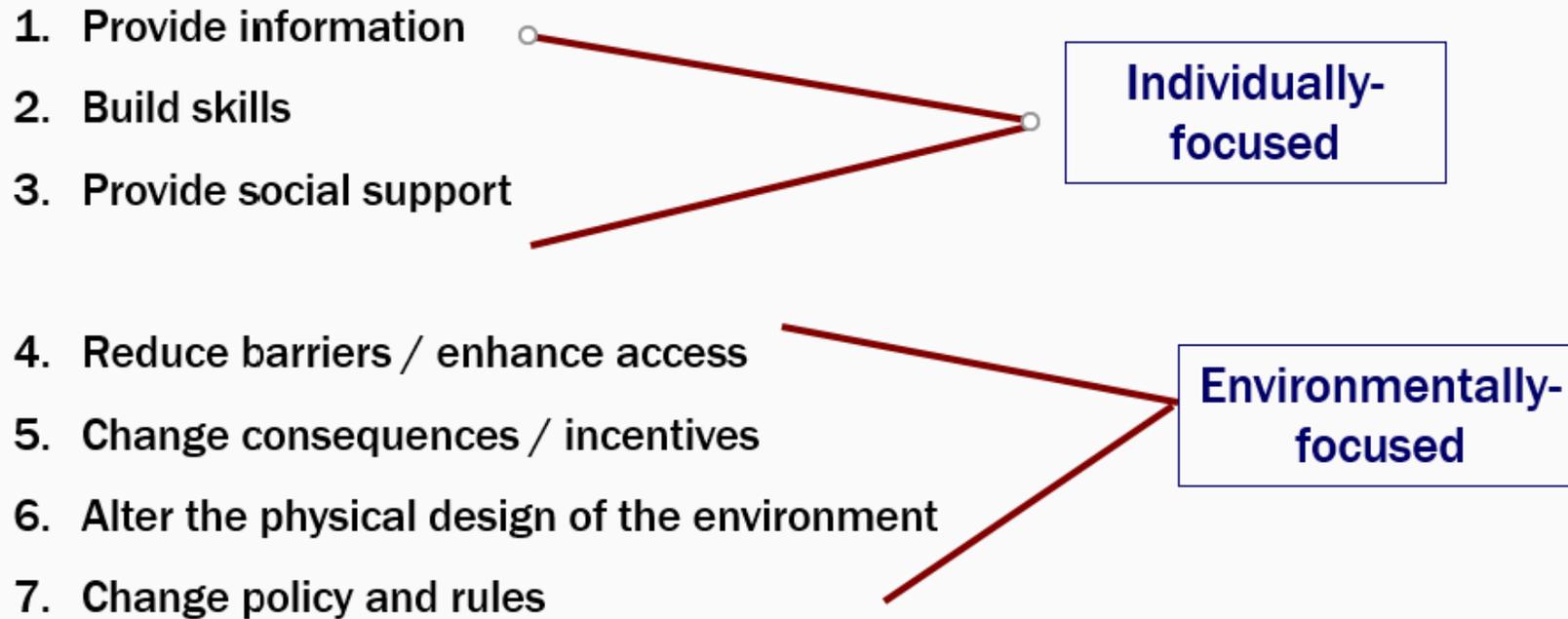
- Law enforcement
- Youth
- Parents
- Businesses
- Media
- Schools
- Youth serving organizations
- Faith based community
- Civic and volunteer groups
- Health care professionals
- State, local or tribal agencies
- Other organizations involved in reducing substance abuse

# CADCA Coalition Planning Process

- Assess prevention needs
- Build prevention capacity
- Develop strategic plan
- Implement effective community prevention programs, policies, and practices
- Evaluate efforts for outcomes



# Coalitions Pursuing Comprehensive Strategies



Source: KU Work Group for Community Health and Development, 2007

# Case Study – Carter County Drug Free Coalition

- **Carter County, Kentucky – Population 27,158**
  - Grayson (County seat)
  - Olive Hill
- **Drug Free Coalition Began September 2006**
  - Low Test Scores
  - Community Meeting to dig down
  - Substance Abuse biggest cause
- **Began Strategic Planning**
  - Strategic Planning Framework
  - Evidence-based, data driven, comprehensive strategies

# Seven Strategies for Community Change

## 1. Providing Information

- Media Campaigns (Inundated the community)
  - Lock Em' Up
  - Doctor Shopping
  - Forget Everything Your Mother Taught You About Sharing
- Social Norms Media Campaign-Billboards, newspaper ads, radio PSAs, push cards, bulletin inserts, posters, school athletic program ads, movie theater ad/commercial, at local events

# Seven Strategies for Community Change

## 2. Building Skills

- Provided training in Teens As Teachers in ATOD training
- Parent/Guardian/Adult trainings
- School Faculty/Staff trainings
- Health Professional Training-"Pharmacology, Polypharmacy and Addiction"
- Lifeskills Curriculum in 3rd-9th grades
- Generation Rx Curriculum 9th Grade and community groups (ex. Boy Scouts and Church Youth Groups)

# Seven Strategies for Community Change

## 3. Providing Support

- Provided funding for law enforcement to attend NADDI and other drug suppression trainings
- Secured funding for drug investigation overtime
- Secured funding for one and one-half substance abuse counselors
- Provided support for Lifeline Recovery Support Groups
- Health Professionals Toolkit

# Seven Strategies for Community Change

## 4. Enhancing Access/Reducing Barriers

- Prescription Drop Box-started as an event now permanent at Sheriff's Office
- Safe Homes Network

## 5. Changing Consequences (incentives/dissuents)

- Increased DUI/Drug Suppression Checks
- Drug Free Workplace Initiative throughout the community

# Seven Strategies for Community Change

## 6. Change Physical Design

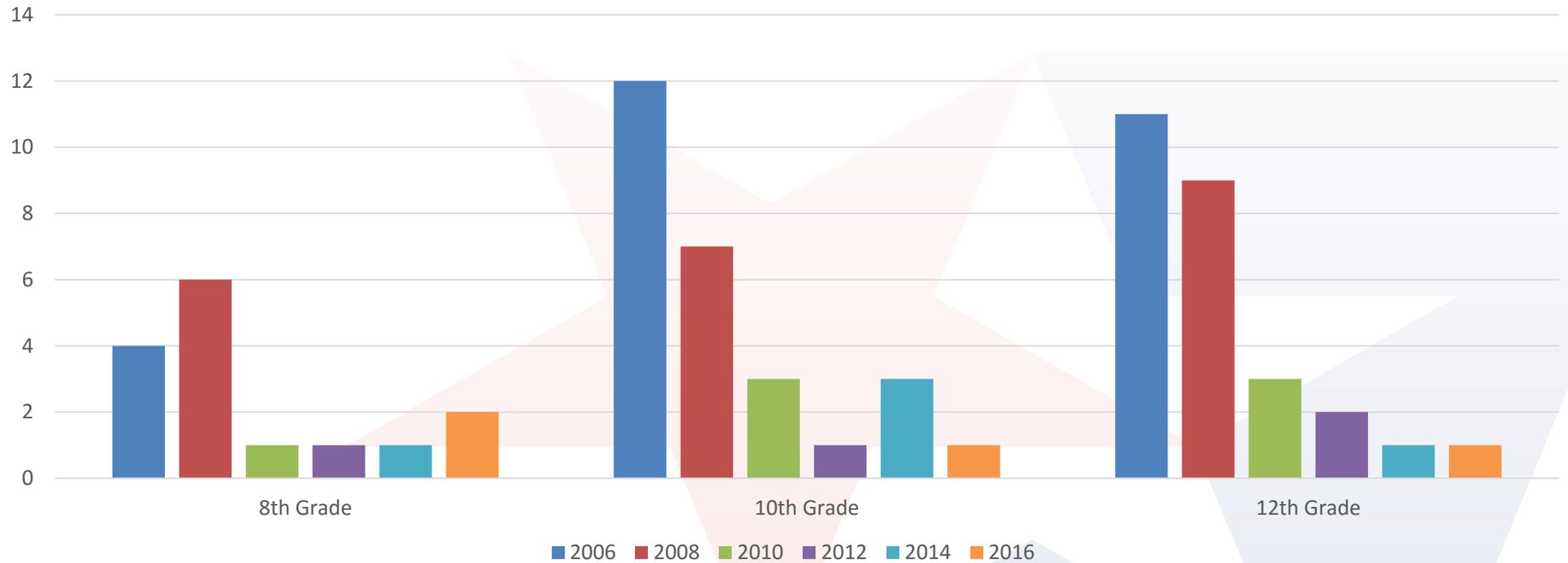
- Create a campaign to get people to “lock their meds”
- Collaborate with builders and realtors to ensure “Rx Safe Boxes” are installed or available in homes for sale
- GIS mapping
- Promote signage at key locations (e.g. pharmacies, doctors, dentists or therapists offices)

## 7. Modify and Change Policies

- Pain Clinic Ordinance
- Drug Free Workplace Policies

# Carter County Drug Free Coalition

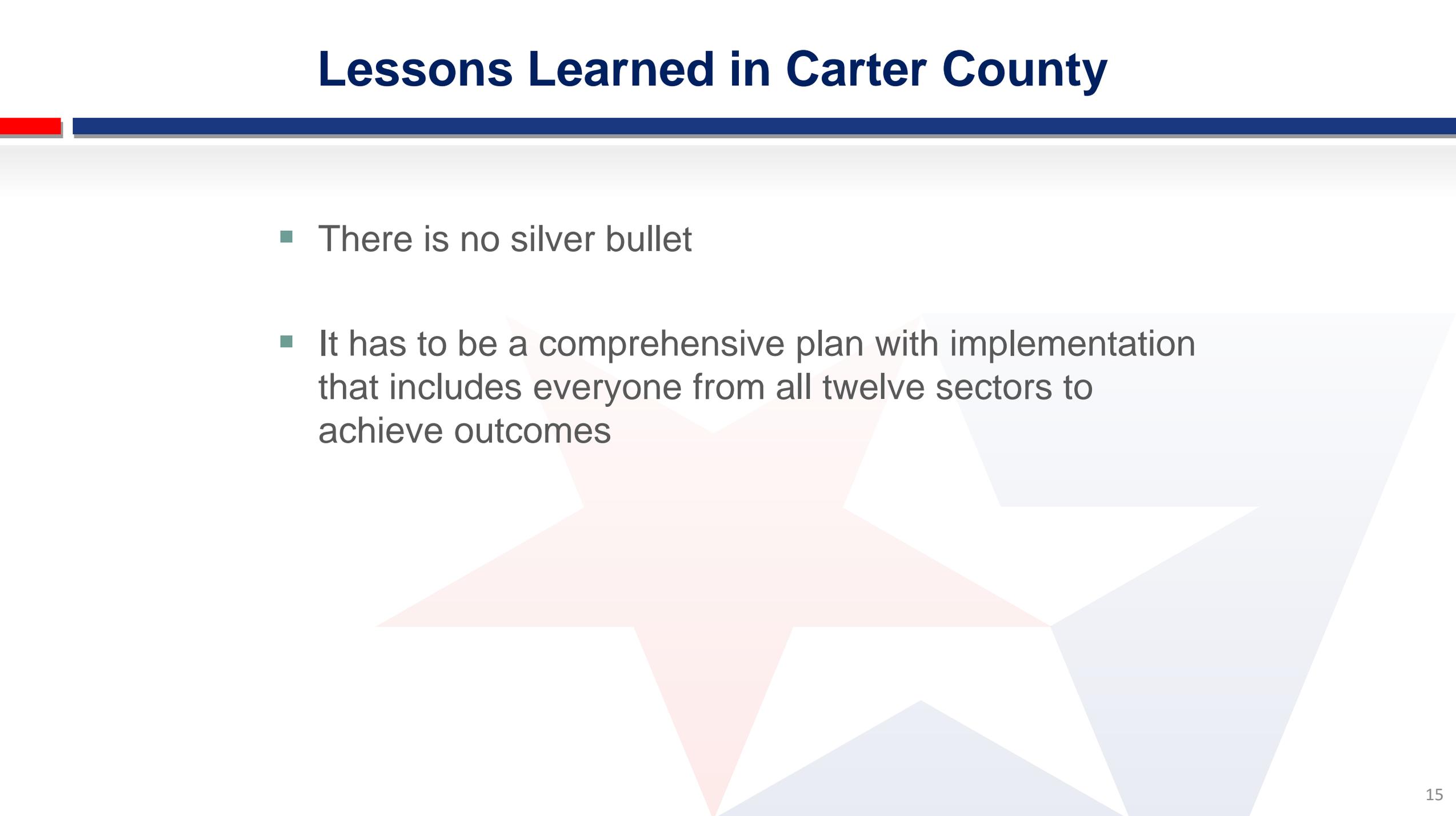
30-day Prescription Drug Use



# School Improvement

- 
- School test scores have risen so that Carter County Schools were awarded a Distinguished District/District of Distinction and East Carter High School a Distinguished School/School of Distinction and HUB School!
  - College and career readiness scores from 23% in 2010 to 76.5% in 2016; ACT scores from 17.2 in 2011 to 18.4 in 2016; Graduation rates from 81.34% in 2011 to 98.8% in 2015.

# Lessons Learned in Carter County



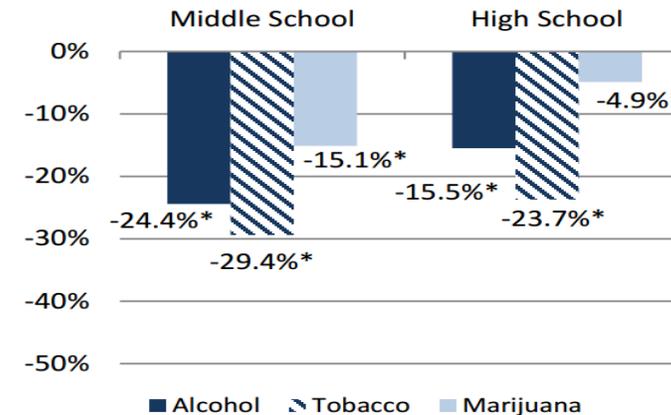
- There is no silver bullet
- It has to be a comprehensive plan with implementation that includes everyone from all twelve sectors to achieve outcomes

# Drug-Free Communities Program

Drug-Free Communities grantees are local coalitions that must:

- Be in existence for 6 months prior to applying
- Have community wide involvement to reduce youth drug, alcohol and tobacco use
- Have community-wide data for planning, implementation and evaluation
- Target the entire community with effective strategies
- Provide a dollar-for-dollar match for every federal dollar

**FIGURE 1: PERCENTAGE CHANGE IN PAST 30 DAY USE: FIRST REPORT TO MOST RECENT REPORT (ALL DFC GRANTEES EVER FUNDED)**

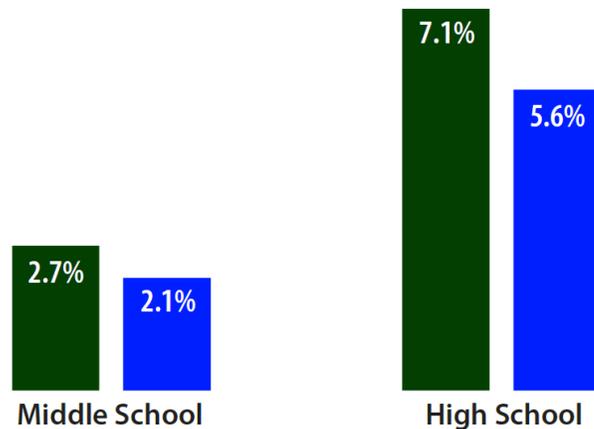


The program focuses on a comprehensive, multi-sector and data driven approach to prevent and reduce youth substance use/abuse in communities throughout the United States

# Drug-Free Communities Program Evaluation

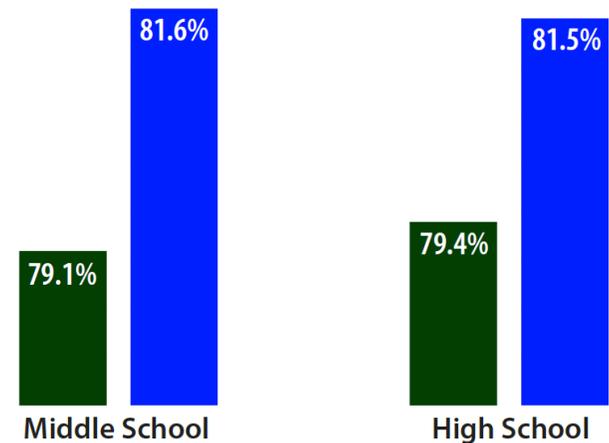
## Drug-Free Communities (DFC) Support Program Findings on Illicit Use of Prescription Drugs from the 2014 National Evaluation

Core Measure Data for FY 2013 Grantees



**Past 30 Day Use**

■ First Outcome  
■ Most Recent Outcome



**Perception of Risk**

# CADCA Rx Resources

- Toolkit especially for coalitions – [www.PreventRxAbuse.org](http://www.PreventRxAbuse.org)
- National Medicine Abuse Awareness Month every October
- Co-convenor of Collaboration for Effective Prescription Opioid Policies (CEPOP) – [cepoponline.org](http://cepoponline.org)



# In Closing

- The **comprehensive coalition approach** remains the **best local solution to address any public health threat** – and is especially critical with the complex opioid and heroin crisis we face as a nation.
- Data shows that **DFC coalitions** are having success in this area and **CADCA's National Coalition Institute** is a factor in making coalitions more effective.
- CADCA is providing **technical assistance, advocacy and communications tools** that can help more communities “wake up” to this epidemic.

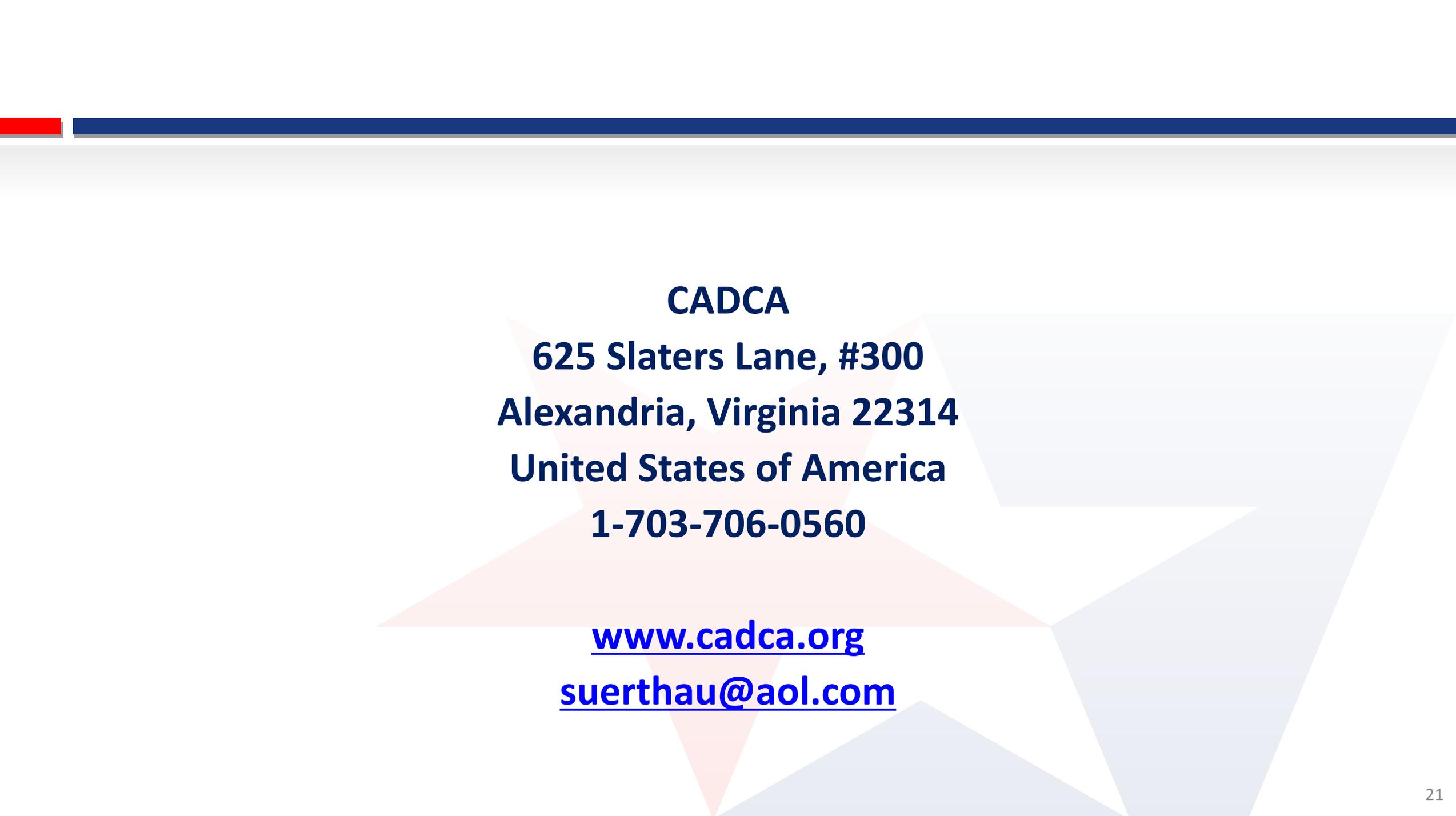
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