

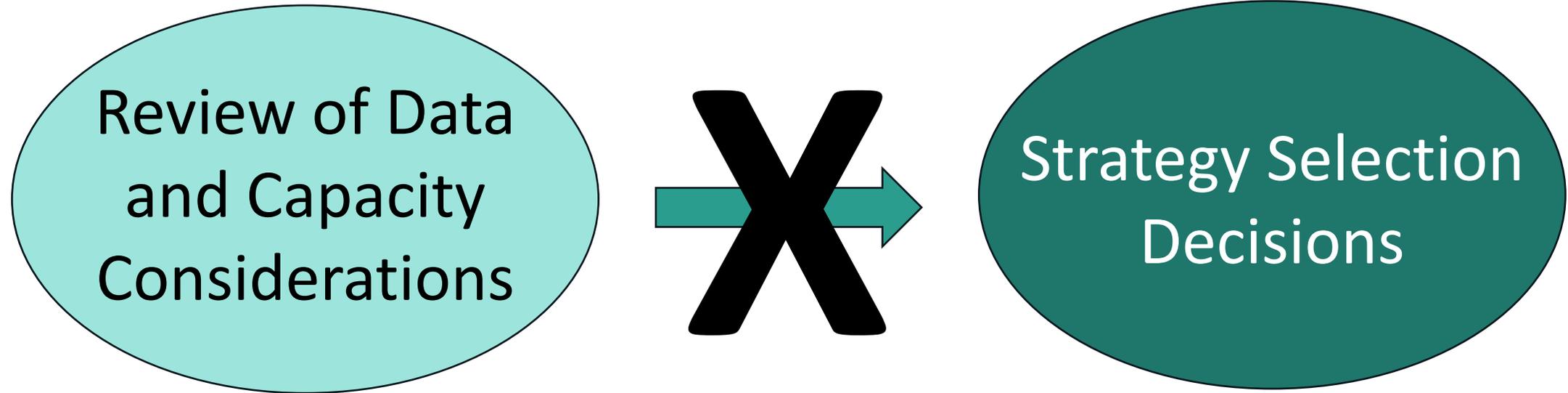
# Using a Novel Tool to Make Data-Driven Substance Misuse Prevention Programming Decisions

NECPA's Statewide Convening  
July 18, 2023

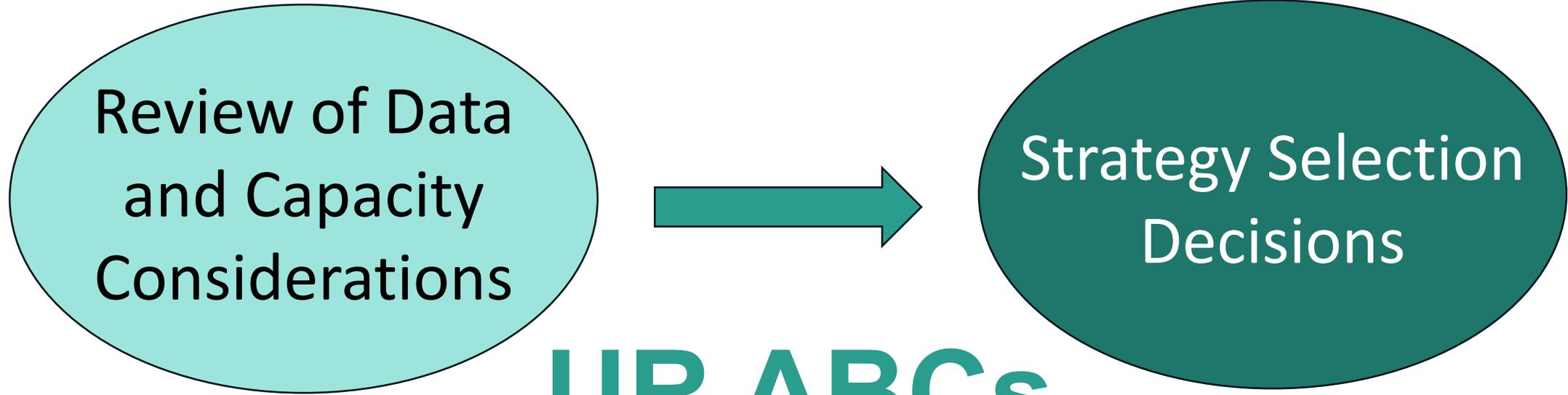
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# The problem



# The solution



## UR ABCs

Using Readiness, Attitudes, Behaviors, and Community data for Strategy Selection



# UR ABCs in a nutshell

➤ Four step process to review your data and assess your capacity and then make data-driven strategy selections

1. Review of substance use prevalence data to identify problems     
2. Review of risk factor data for identified substance problem areas to identify specific root causes/intervening variables/risk factors to address
3. Self-assessment of your community's assets and gaps, readiness, and collaborations to determine your capacity to address the identified problems
4. Review the list of suggested strategies that align with your identified risk factors and determine which are the best fit

➤ Viola...

Problems and related behaviors	Intervening Variables (risk & protective factors)		Interventions and Outputs				Short Term Outcomes		Long Term Outcomes
			Intervention	Output	Intervention	Output			
Underage Drinking: Young Adults (19-20)	Young adult attitudes, alcohol	Perceived acceptance, alcohol	Social Norming Campaigns	20000	Year One College Behavior Profile (Year One CBP)	5000	Young adult attitudes, alcohol	Perceived acceptance, alcohol	Underage Drinking: Young Adults (19-20)

# How strategies are suggested

## ➤ The EBP Matrix

PFS EBPPP Listing	Low perceived risk of harm (think using substances does not present a risk)					Parent Communication about substance use (talking to youth about substances)					Early initiation of substance use (began using at early age)					Favorable adult attitudes toward youth substance use (parents/adults feel it is okay for youth to use substances)					Favorable young adult attitudes toward substance use (18-25 year olds think it is okay for people their age to use substances)									
	Alcohol	Marijuana	Tobacco	Prescription Drugs	Other drugs (stimulants, opioids, etc.)	Alcohol	Marijuana	Tobacco	Prescription Drugs	Other drugs (stimulants, opioids, etc.)	Alcohol	Marijuana	Tobacco	Prescription Drugs	Other drugs (stimulants, opioids, etc.)	Alcohol	Marijuana	Tobacco	Prescription Drugs	Other drugs (stimulants, opioids, etc.)	Alcohol	Marijuana	Tobacco	Prescription Drugs	Other drugs (stimulants, opioids, etc.)					
Brief Motivational Intervention (BMI)																										1				
College Behavior Profile (CBP)	1	1																								1	1			
College Drinker's Check-up (CDCU)	1																									1				
Rob Turrisi's Parent Handbook	1									1																1				
Social Norming Campaigns	1	1	1	1	1						1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Year One College Behavior Profile (Year One CBP)	1	1																								1	1			

CBP addresses low perceived risk of harm from alcohol and marijuana

Rob Turrisi's Parent Handbook addresses parent communication about alcohol

# How to use the EBP Matrix to determine fit

Description and info about target population

# of sessions and setting

Efficacy info and link to strategy

Cost, prep, training details

User review

PFS EBPPP Listing	Description (2-3 Sentences to briefly summarize the strategy)	Population of Focus - Age	Session/Frequency	Setting	Efficacy (summarize research showing effectiveness of the strategy, including citations as links to the studies)	Link to the Strategy	Cost (describe the costs associated with the strategy)	Preparation and follow-up time required outside of implementation time (describe the time required outside of the sessions implemented)	Training Requirements (describe what is required to be trained to implement the strategy)	User review (include any feedback from your experience with the strategy, including noting how many stars out of 5 stars similar to a "yelp review")
Brief Alcohol Screening and Intervention for College Students (BASICS)	The BASICS program is designed to help college students 18-24 years, make better alcohol-use decisions. It targets students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems. This program is conducted over two brief interviews with the students to change habits.	College Students	2 sessions, brief	College	The Baer and colleagues (2001) study showed that the BASICS intervention significantly reduced the negative consequences related to drinking.	<a href="https://www.blueprintsprograms.org/factsheet/brief-alcohol-screening-and-intervention-for-college-students-basics">https://www.blueprintsprograms.org/factsheet/brief-alcohol-screening-and-intervention-for-college-students-basics</a>				
Brief Motivational Intervention (BMI)	Training staff to intervene with substance abuse via brief motivational interviewing skills. Strong evidence shown in the clinical setting. Includes the use of Brief Alcohol Screening and Intervention for College Students (BASICS). BMI doesn't necessarily hit on specific problem substances but rather teaches students how to identify things they would like to change in their life to make a positive impact	College Students	1 session	College	11+ studies show higher effectiveness with short and long term positive results.	<a href="https://www.collegedrinkingprevention.gov/CollegeAIM/IndividualStrategies/default.aspx#IND-16">https://www.collegedrinkingprevention.gov/CollegeAIM/IndividualStrategies/default.aspx#IND-16</a>	\$500 per training	pre and post evaluation preparation needed 2-3 days before training and within 24 hrs after training. Once evaluations are complete, the NECPA helps analyze the data with the institution and creates an NPIRS entry for our sponsors.	n/a	5/5- pre and post evaluation helps to track the data and disperse it easily to members and sponsors
College Behavior Profile (CBP)	The College Alcohol Profile (CAP) is a web-based brief intervention program designed to reduce high-risk drinking and alcohol related problems among college students in Nebraska. The CAP can also reinforce low-risk behaviors and reaffirm those who choose to abstain from alcohol.	College Students	5 to 10 minute questionnaire	College		<a href="http://www.nebraskaconsortium.org/documents/approach/final-cap-handout-11-22-10.pdf">http://www.nebraskaconsortium.org/documents/approach/final-cap-handout-11-22-10.pdf</a>				
College Drinker's Check-up (CDCU)	The College Drinker's Check-up (CDCU) is a single session, computer-based brief motivational intervention for heavy drinking college students. It takes a student about 45 minutes to go through it.	College Students	Single session, 45 minutes	Online	Participants in both the treatment and control groups significantly reduced their drinking at both follow-ups. Compared to the control group, the CDI treatment group reduced their drinking significantly more at 1 and 12 months on three drinking measures: drinks per week, average number of drinks in two heavy episodes, and average peak blood alcohol concentration in those heavy episodes.	<a href="https://www.mentalhelp.net/addiction/treatment/healthy-drinking-in-college-drinkers-checkup/#:~:text=The%20College%20Drinker's%20Checkup%20(CDCU)%20is%20a%20computer%20delivered,related%20problems%20in%20college%20students.&amp;text=The%20checkup%20is%20based%20on%20motivational%20interviewing%20(MI)">https://www.mentalhelp.net/addiction/treatment/healthy-drinking-in-college-drinkers-checkup/#:~:text=The%20College%20Drinker's%20Checkup%20(CDCU)%20is%20a%20computer%20delivered,related%20problems%20in%20college%20students.&amp;text=The%20checkup%20is%20based%20on%20motivational%20interviewing%20(MI)</a>	Campuses pay a one-time cost based on size: \$2,500 for smaller institutions (<15,000 students) and \$4,500 for larger institutions.	N/A	N/A	N/A
Rob Turrisi's Parent Handbook	A parent handbook for talking with college students about alcohol.	Parents of college students	Single dissemination	Community			\$9,000 for printing and postage of books and a license for each OCC institution	a moderate amount of time is needed to coordinate the number of schools that are ordering books, how many they are ordering, and updates to the Power of Parenting websites at each institution	N/A	4/5- members seem to see the parent handbook as a great resource. The only fall back is the needed updates to the parenting websites
Social Norming Campaigns	The social norms approach to behavior change combines lessons learned from a variety of fields including social marketing, sociology, behavioral psychology and evaluation research. Social norms marketing campaigns are based on current, accurate information about the intended audience and adhere, in process and content, to good social marketing principles.	All ages	Varies	School or Community	Some important lessons learned in the course of several decades of research include: The effectiveness of social norms marketing interventions can be undermined if the overall environment supports and promotes unhealthy choices. The effectiveness of social norms marketing interventions can be enhanced if the norms that are promoted reflect a group that the individuals closely identify with. Social norms marketing campaigns are perhaps best conceptualized as culture change interventions, taking more than one year to realize the behavioral change effects.	<a href="https://socialnorms.org/social-norms-approach/">https://socialnorms.org/social-norms-approach/</a>	Costs vary between cost of survey and the types of promotional material used for campaign, (e.g. flyers, ads, additional PSA material).	Preparation time for data collection. Time for data to be discerned.	No training is required, knowledge and understanding of topic is highly recommended.	
Year One College Behavior Profile (Year One CBP)	Year One CAP is a web-based prevention tool for incoming students to complete prior to coming to campus. Schools can consider whether they wish to make the Year One CAP mandatory as a condition of enrollment for all students or select groups such as those living in campus housing. Incoming students are sent a letter from a senior administrator letting them know that they will receive an email directing them to the Year One CAP and stating that they are expected to complete the CAP prior to coming to campus.	College Students	Single dissemination	Online		<a href="http://www.nebraskaconsortium.org/documents/approach/final-year-one-cap-handout-11-22-10.pdf">http://www.nebraskaconsortium.org/documents/approach/final-year-one-cap-handout-11-22-10.pdf</a>	\$16,000 for Y1CBP promotion, data analysis, & innovations and improvements	Y1CBP planning involves a moderate amount of preparation including months out preparation of promotional activities and working with a third party to do the data analysis of the program results	N/A	4/5- Y1CBP promotion has given satisfactory results, working with a third party has been satisfactory, however, disruptions in their organizations such as turnover, can lead to a delay in our plans and timelines

Demo Time

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Omaha Collegiate Consortium (OCC)