



***Experiences in Effective Prevention and  
Strategic Planning for Prevention***

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Prevention Program Manager

Community Outreach and Prevention Support Section

**Skill Building Workshop**

**Nebraska Collegiate Consortium to Reduce High-Risk Drinking**

**July 10, 2018**



## Agenda

10:30am - 10:45am

- Welcome and Introductions
- Expectations

10:45am - 11:05am

- DEA 101
- Data Points

11:05am - 12:00pm

- Seven Elements of Effective Prevention Programs

12:00pm – 1:00pm

- Lunch

1:00pm - 2:15pm

- Strategic Planning for Prevention

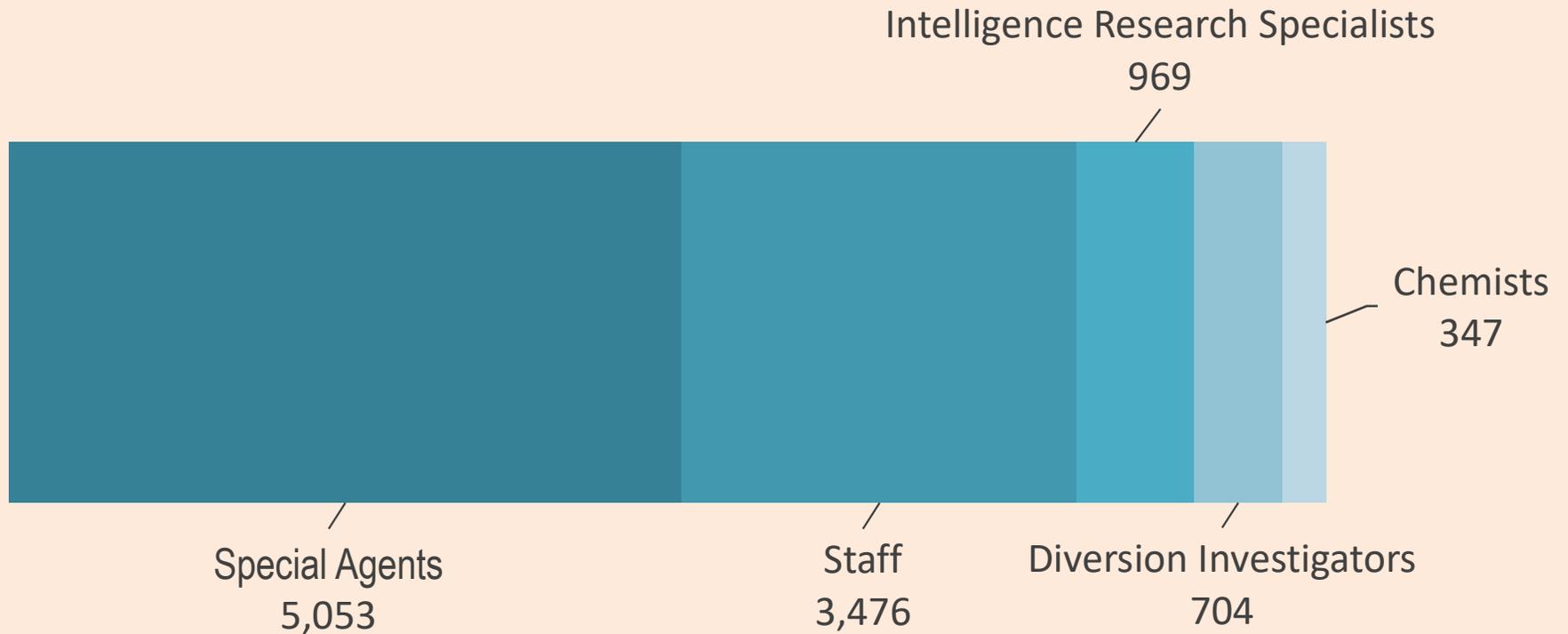
2:15pm – 2:30pm

- DEA Resources and Wrap Up



# DEA by the Numbers

\$3.4 billion budget for Fiscal Year 2018





# Drug Enforcement Administration

## DEA's Domestic Field Divisions

### DEA Domestic Offices

U.S. Department of Justice  
Drug Enforcement Administration



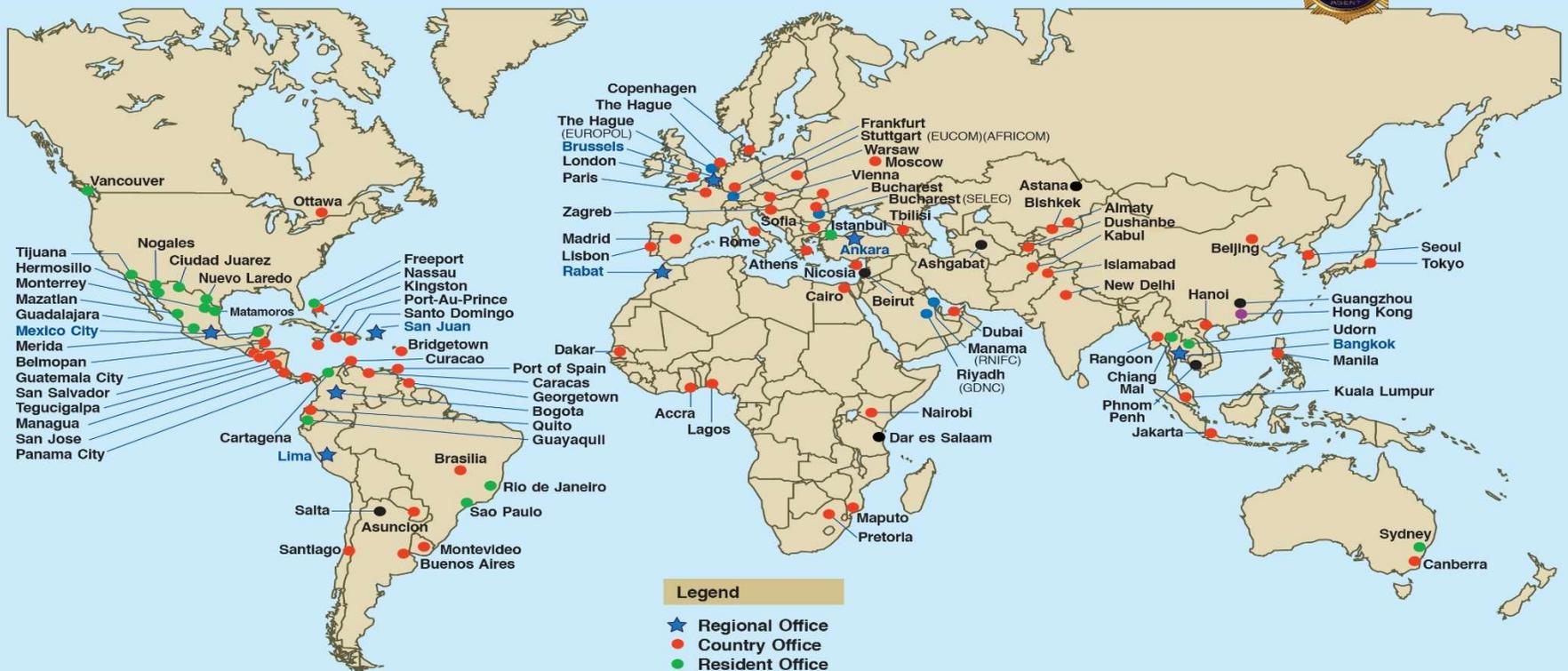


# Drug Enforcement Administration

## DEA's Foreign Office Locations

### DEA Foreign Offices

U.S. Department of Justice  
Drug Enforcement Administration

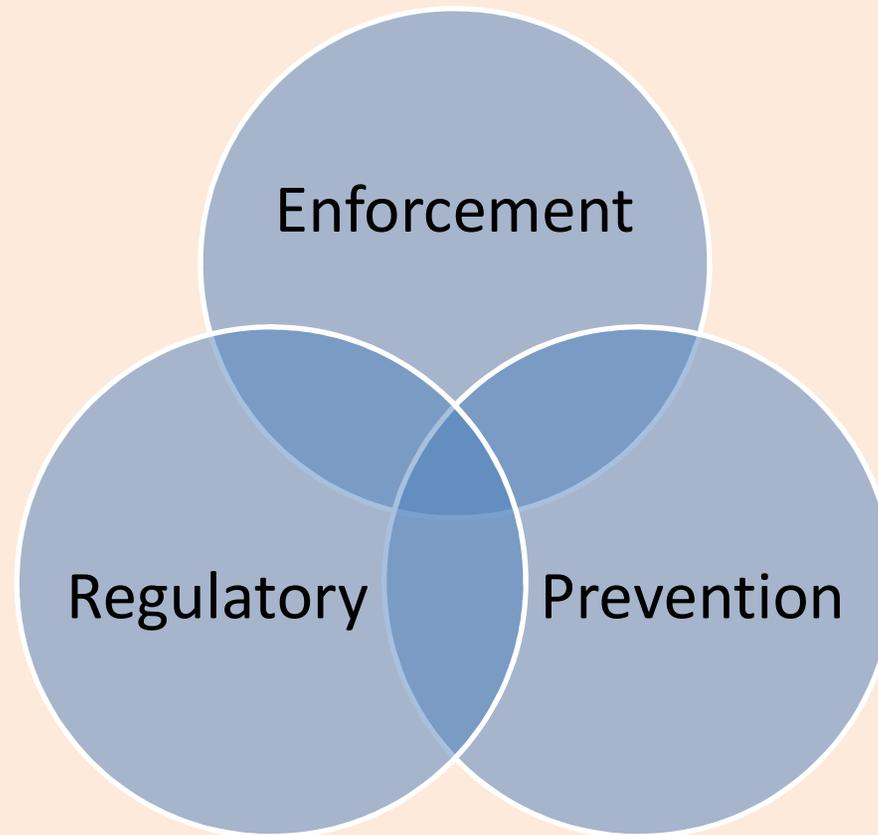


#### Legend

- ★ Regional Office
  - Country Office
  - Resident Office
  - Hong Kong Special Administrative Region Office
  - Future Office (Congressionally Approved) (7)
  - DEA Presence – Not Included in Foreign Office Total (6)
- 91 Foreign Offices in 70 Countries**



# DEA's Mission



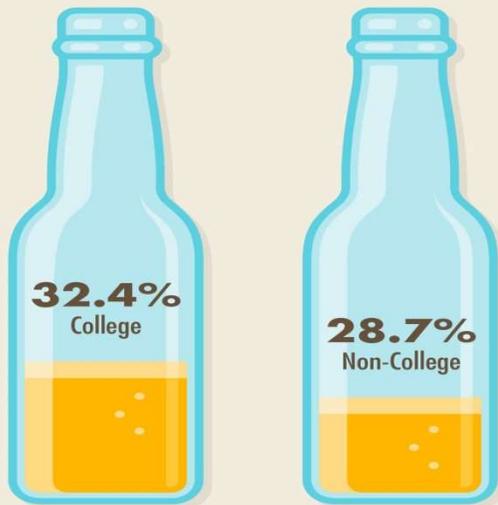


# Alcohol Use - College Students

## 2016 Monitoring the Future College Students and Young Adults Survey Results

### BINGE DRINKING

Five or more drinks in a row



Past 2 Weeks

### INTOXICATION

Having been drunk



Past Month





## Marijuana Use – College Students

### 2016 Monitoring the Future College Students and Young Adults Survey Results



19- to 22-Year-Olds	4.0%	5.3%	7.8%
College	2.8%	4.3%	4.9%
Non-College	5.3%	6.7%	12.8%

Daily marijuana use is at the highest level since the early 1980s for this age group.





## Drug Enforcement Administration

# Non-Medical Use of Prescription Drugs



### Percent of College Students Who Reported Using Prescription Drugs Not Prescribed to Them Within the Past 12 Months

	Male	Female
Antidepressants	1.8 percent	3.1 percent
ED Drugs	0.9 percent	0.6 percent
Painkillers	3.9 percent	4.1 percent
Sedatives	2.9 percent	2.8 percent
Stimulants	5.9 percent	4.8 percent
Used 1 or More	9.9 percent	9.9 percent

Source: American College Health Association-National College Health Assessment (Fall 2017)



# Mental Health of College Students



Anytime within the past 12 months:

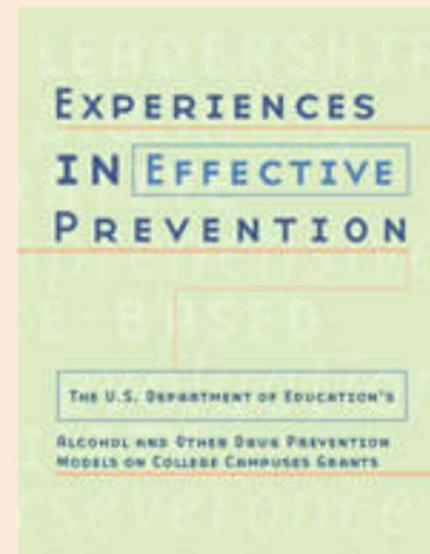
- 51.7 percent of college students felt things were hopeless.
- 39.3 percent felt so depressed it was difficult to function.
- 60.9 percent felt overwhelming anxiety.
- 63.1 percent felt very lonely.
- 40.6 percent felt overwhelming anger.
- 12.1 percent seriously considered suicide.
- 1.9 percent attempted suicide.

Source: American College Health Association-National College Health Assessment (Fall 2017)



### U.S. Department of Education

- Alcohol and Other Drug Prevention Models on College Campuses Grant Competition
- 22 colleges and universities received awards (1999-2004)
- Diverse group of schools
  - Suburban, urban, rural
  - Public, private
  - Large, small





# Drug Enforcement Administration

## Core Elements of Effective Prevention: Exercising Leadership





## Effective Leadership

### Vision

- Articulate clear image of better future for campus

### Connectedness

- Work collaboratively with wide diversity of people

### Organizational Skills

- Proven administrative skills

### Strategic Planning Skills

- Able leaders guide planning process

### Communication Skills

- Reach key audiences

### Political Skills

- Politically savvy

### Personal Traits

- Requires optimism and energy



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## Core Elements of Effective Prevention: Building Coalitions

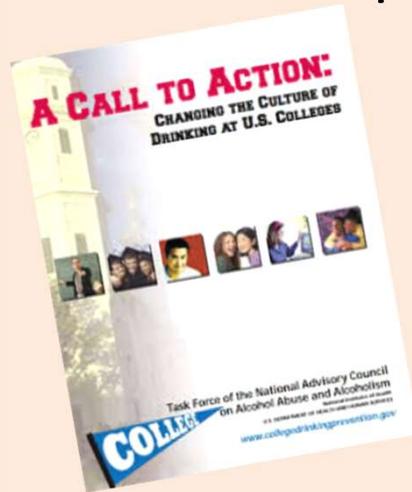




## Building Coalitions

### National Institute on Alcohol Abuse and Alcoholism

- A Call to Action: Changing the Culture of Drinking at U.S. Colleges (2002)
- What Colleges Need to Know: An Update on College Drinking Research (2007)





## Building Coalitions

### Selection and Recruitment

- Diverse and a shared vision



# Drug Enforcement Administration

## Building Coalitions: 100 Cups of Coffee





## Building Coalitions

### Selection and Recruitment

- Diverse and a shared vision

### Building an Effective Team

- Group identity - unified purpose

### Sustaining the Coalition

- Ongoing process



# Drug Enforcement Administration

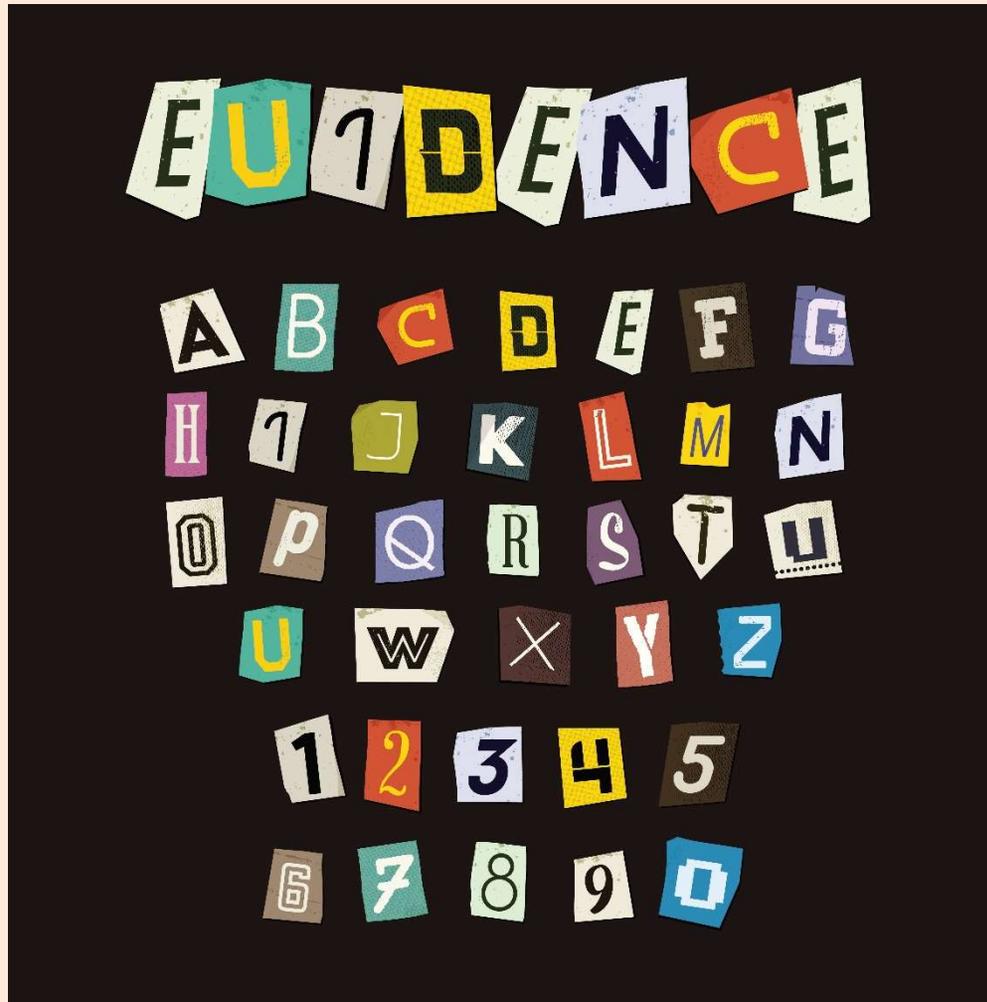
## Choosing an Evidence-based Program





# Drug Enforcement Administration

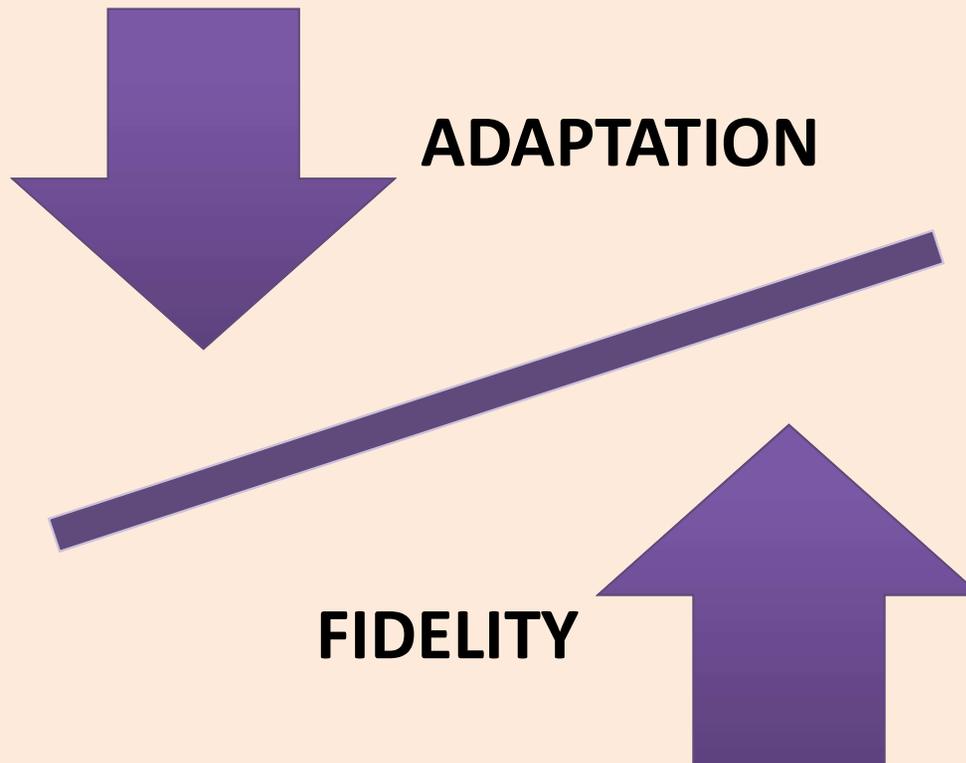
## Choosing an Evidence-based Program





# Drug Enforcement Administration

## Implementation Challenge: Adapting Evidence-Based Interventions





# Drug Enforcement Administration

## Implementing Strategic Planning





# Drug Enforcement Administration

## Implementing Strategic Planning





# Drug Enforcement Administration

## A Strategic Approach to Prevent Drug Abuse



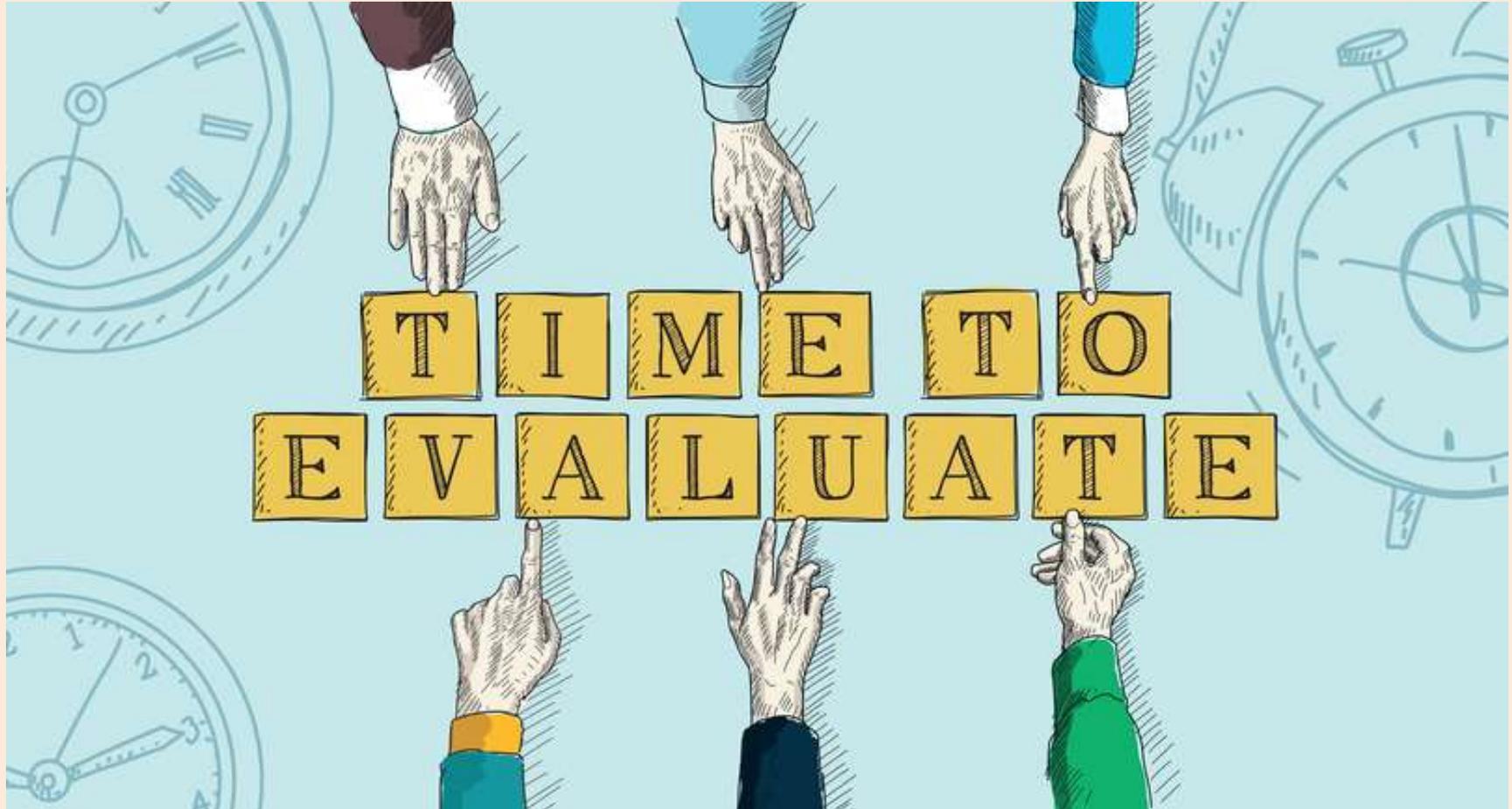
For more information:

[www.samhsa.gov/capt/applying-strategic-prevention-framework](http://www.samhsa.gov/capt/applying-strategic-prevention-framework)



# Drug Enforcement Administration

## Conducting a Program Evaluation





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## Conducting a Program Evaluation



**Excellent**



**Good**

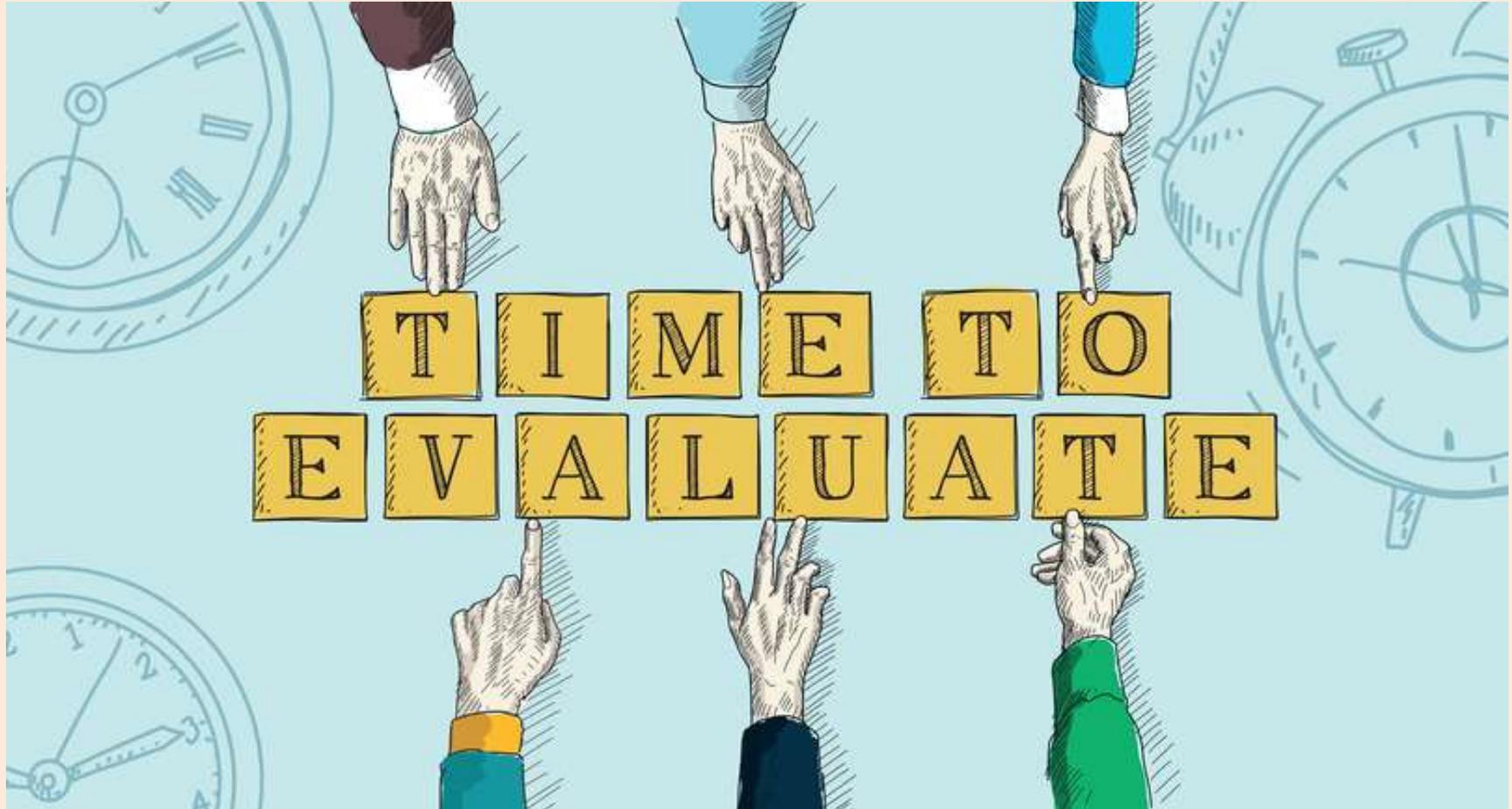


**Poor**



# Drug Enforcement Administration

## Conducting a Program Evaluation





## Program Evaluation

### Process Evaluation

- How the prevention work is being implemented

### Outcome Evaluation

- Short-term and intermediate objectives - are we headed in the right direction?

### Impact Evaluation

- Long-term goals – is the overall effort reducing students' AOD use and its consequences?



# Drug Enforcement Administration

## Working Toward Sustainability





# Drug Enforcement Administration

## Taking the Long View



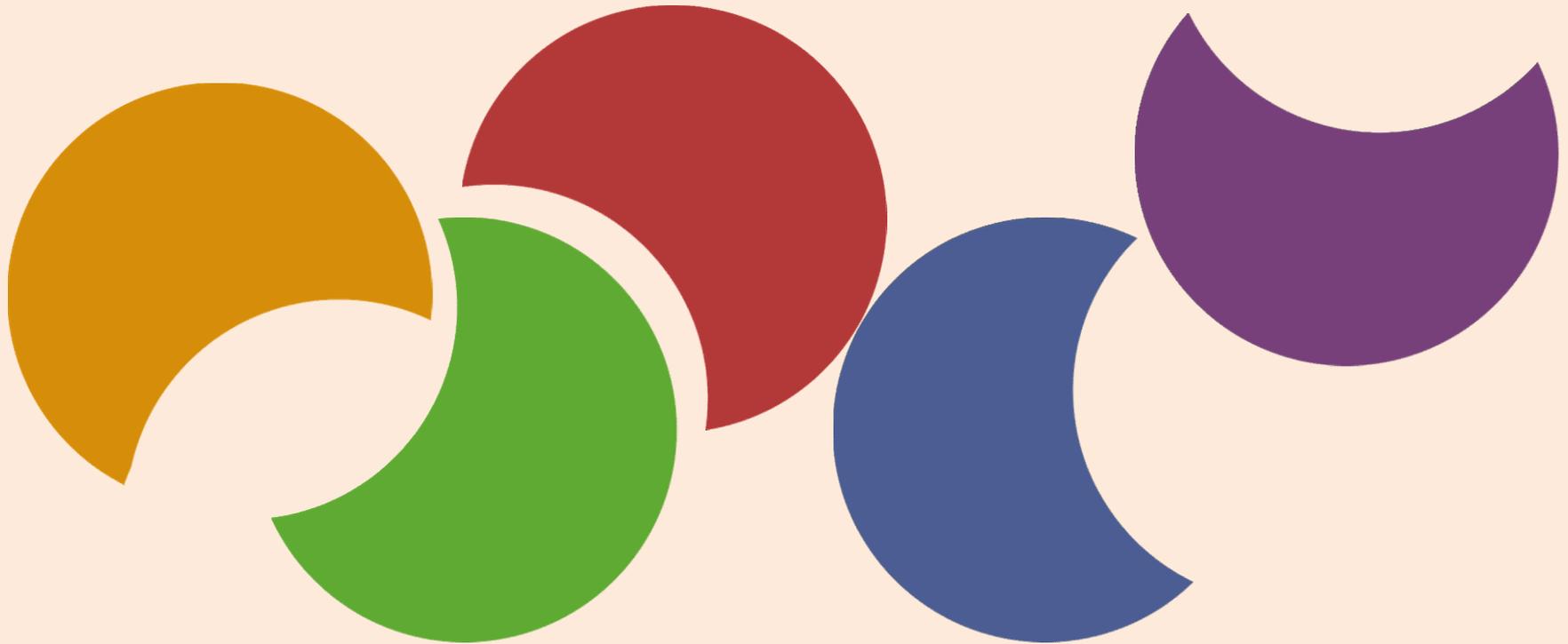


**Lunch Time!**



## Drug Enforcement Administration

### A Strategic Approach to Prevent Drug Abuse



Deciding what to do, how to do it, and knowing how well it works requires care, logic, and good data.



## Drug Enforcement Administration

# A Strategic Approach to Prevent Drug Abuse



One approach is to use **SAMHSA's Strategic Prevention Framework**—a five-step process to guide selection, implementation, and evaluation of effective, culturally appropriate, and sustainable drug abuse prevention activities.



## Drug Enforcement Administration

### Why Use the Strategic Prevention Framework?

Data driven.

- Good decisions require data.

Dynamic.

- The SPF is a circular, rather than a linear, model.

Focused on population-level change.

- Effective prevention moves past outcomes among individuals.

Intended to guide prevention efforts for people of all ages.

- Adolescents, young adults 18-25, adults 65 and older

Reliant on a team approach.

- Requires—and benefits from—participation from diverse community partners.



## Step 1: What to Assess

**The nature and extent of substance use problems and related behaviors**



**The risk and protective factors that influence these problems and behaviors**



**The existing resources and readiness of the community to address its problems**



## Step 2: Building Capacity

What do you need to address the drug abuse problem identified through your needs assessment?

- Who are the people whose help you need?
- How much money is needed and where do you get it?
- What other resources are needed and how do you get them?

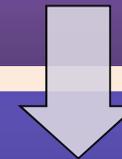




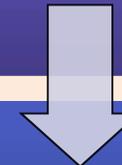
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## Step 3: Develop a Comprehensive Prevention Plan

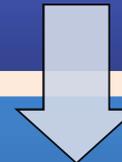
Describe the priority problem and why it was selected.



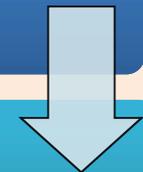
List risk and protective factors, and describe how they were prioritized.



Describe resources, resource gaps, readiness, and cultural issues, and how any challenges will be addressed.



Describe interventions that will affect the selected risk factors.



Develop a logic model with short- and long-term outcomes.



# Drug Enforcement Administration

## Step 4: What Does Implementation Involve?

**IMPLEMENTATION**

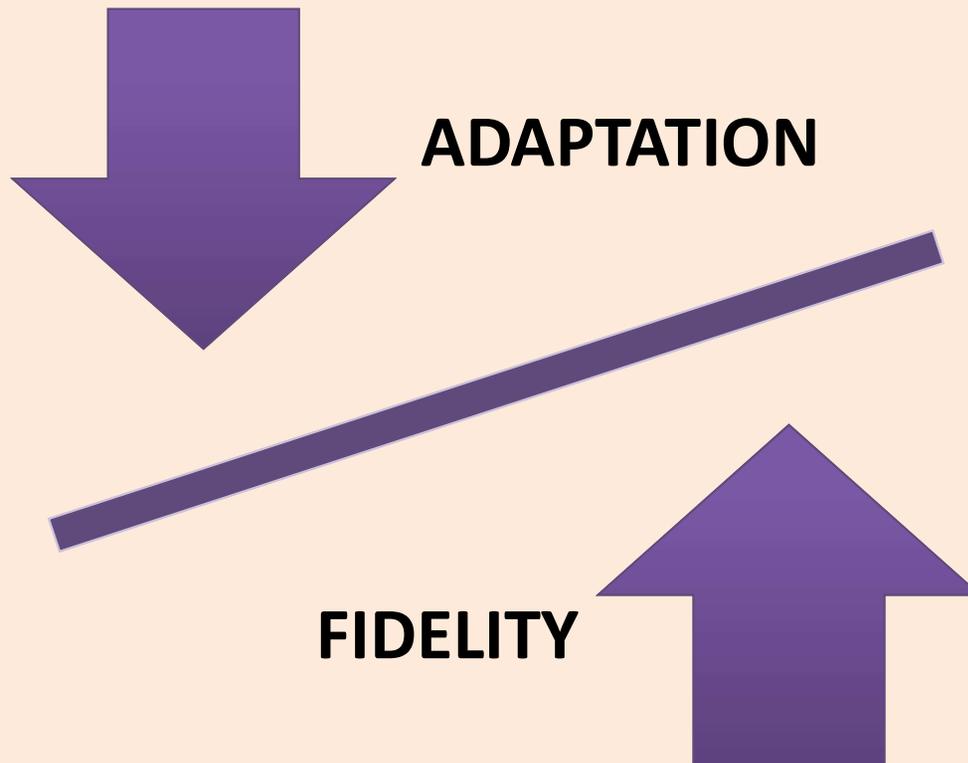
**Mobilize support  
and build capacity**

**Carry out  
evidence-based  
interventions**

**Monitor, evaluate,  
and adjust**



# Drug Enforcement Administration Implementation Challenge: Adapting Evidence-Based Interventions





## **Step 5: Reporting Evaluation Results**



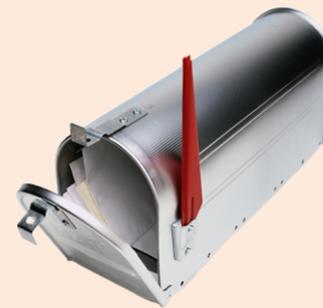
**Brief stakeholders regularly**



**Plan how to disseminate results**

**Select formats for reporting results**

**Help stakeholders understand the data**





# Drug Enforcement Administration

## A Strategic Approach to Prevent Drug Abuse



For more information:

[www.samhsa.gov/capt/applying-strategic-prevention-framework](http://www.samhsa.gov/capt/applying-strategic-prevention-framework)



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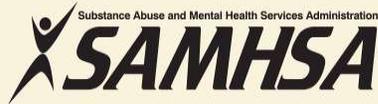
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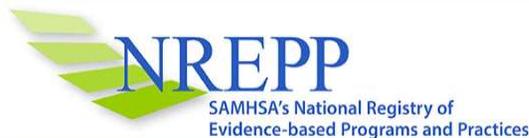
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## National Registry of Evidence-based Programs and Practices (NREPP)

SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP) promotes the adoption of scientifically established behavioral health interventions.

### About NREPP

NREPP was developed to help the public learn more about evidence-based interventions that are available for implementation.

[Learn more about NREPP.](#)

### Find an Intervention

Search the database to find interventions reviewed by NREPP.

- » [Search by keyword](#)
- » [View all interventions](#)

### Learning Center

NREPP's [Learning Center](#) offers resources to support the selection and adoption, implementation, and evaluation of evidence-based programs and practices.

### Reviews and Submissions

A review generally takes several months to complete, from the initial scheduling of the kick-off call to the completion of an NREPP intervention summary.

[Learn more about the NREPP review and submission process.](#)

### NREPP

[Visit the National Registry of Evidence-based Programs and Practices online today.](#)

### NREPP News

Keep up with the latest NREPP-related news, including announcements regarding recently added intervention summaries.

[Results for public comments received — January 4-31, 2016 \(PDF | 131 KB\)](#)

[Visit the NREPP Newsroom.](#)

[Sign up to receive email updates from NREPP.](#)

### Contact NREPP

866-436-7377  
[nrepp@samhsa.hhs.gov](mailto:nrepp@samhsa.hhs.gov)  
[Online contact form](#)





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# www.samhsa.gov/nrepp

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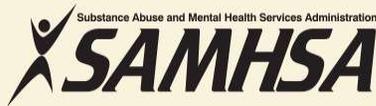
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## Search Results

Filter Listing: college

[Newly Reviewed Programs \(8\)](#) [Legacy Programs \(14\)](#)

Results are listed in two groups: Newly reviewed programs and Legacy programs. Legacy programs refer to the 356 programs that were on the NREPP website as of September 2015. The program profiles of each are displayed in different formats.

### Newly Reviewed Programs

This section lists programs that were reviewed under the new review criteria that took effect after September 2015.

Programs in Search Results (8)	Programs with Effective Outcomes (2)	Programs with Promising Outcomes (8)	Programs with Ineffective Outcomes (2)	Programs with Inconclusive Outcomes (0)	Return to Search Page
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Title	Evidence Rating (by Outcomes)	Program Description
AlcoholEdu for College	<ul style="list-style-type: none"> <li>Alcohol Use and Disorders</li> <li>Substance Use-related Consequences</li> </ul>	AlcoholEdu for College is an online alcohol education, misuse prevention, and harm reduction cour...





# NIAAA's CollegeAIM

- CollegeAIM—which stands for Alcohol Intervention Matrix—is a guide and interactive website to help schools address harmful and underage student drinking.
- While there are numerous options for addressing college drinking, they are not all equally effective.





## NIAAA's CollegeAIM

Campuses can use College AIM to:

- Review individual and environmental-level interventions to learn how their current strategies compare to other alternatives;
- Find new evidence-based options to consider; and
- Select a combination of approaches that best meets the needs of their campus and their budget.





Drug Enforcement Administration

# Drug Enforcement Administration

Institutions of higher education are an important stakeholder. In the past two years, DEA:

- Launched new website – [www.campusdrugprevention.gov](http://www.campusdrugprevention.gov)
- Developed two new fact cards on marijuana use and prescription drug misuse among college students
- Sponsored Red Ribbon Week Campus Video PSA Contest with SAMHSA's Center for Substance Abuse Prevention

Campus Drug Prevention

[www.campusdrugprevention.gov](http://www.campusdrugprevention.gov)

A Resource To Prevent Drug Abuse  
Among College Students





# Drug Enforcement Administration

## www.campusdrugprevention.gov

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www.campusdrugprevention.gov

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### Welcome

The Drug Enforcement Administration (DEA) is pleased to provide institutions of higher education and their surrounding communities with these resources to prevent drug abuse among college students. We are committed to promoting the importance of prevention and its role in helping ensure the health and safety of our nation's colleges and universities.





# Core Resources

- [www.campusdrugprevention.gov](http://www.campusdrugprevention.gov) – DEA’s website for professionals working to prevent drug abuse among college students
- [www.collegesubstanceabuseprevention.org/index.html](http://www.collegesubstanceabuseprevention.org/index.html) - Coalition of Higher Education Associations for Substance Abuse Prevention
- <http://safesupportivelearning.ed.gov> - ED’s Safe and Supportive Learning Environment Technical Assistance Center
- [www.getsmartaboutdrugs.com](http://www.getsmartaboutdrugs.com) – DEA’s resource for parents, educators, and caregivers
- [www.justthinktwice.com](http://www.justthinktwice.com) – DEA’s resources for teens
- [www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov) – NIAAA’s website



**Drug Enforcement Administration**

# Contact Information

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