

*APPLYING PREVENTION STRATEGIES
TO RECOVERY MESSAGING*



ALCOHOL/DRUG COUNCIL OF NORTH CAROLINA

ORGANIZATIONAL OVERVIEW

The Alcohol/Drug Council of North Carolina (ADCNC) is a statewide non-profit 501(c) 3 organization (founded in 1955) that engages in recovery advocacy through the delivery of peer-designed and peer-operated education and services. Our mission is to reduce human suffering and the economic cost of alcoholism and other substance use disorders. We advocate for prevention, early interventions, and treatment services in a full-spectrum recovery-oriented system of care.

We operate an information & referral call center that serves the entire state of North Carolina, providing access to substance use disorder treatment and recovery support services. In addition, our agency operates a Perinatal Substance Use Project that addresses screening, information, and appropriate referrals for women throughout North Carolina who are pregnant or parenting and using substances. Additionally, our agency operates a Screening, Assessment, and Brief Intervention services project for the North Carolina National Guard.

There are multiple ways to access our services:

- Call our Hotline: 1.800.688.4232
- Text our mobile support line: 919.908.3196
- Chat via our website: www.alcoholdrughelp.org

Kurtis Taylor, Executive Director



Applying Prevention Strategies to Recovery Messaging
Version 1.0 – October 2018
Version 1.1 – November 2018

Developed by:



ncpreventiontta.org

Document Goals

EDUCATE PEOPLE ON HOW TO SHARE THEIR RECOVERY STORY USING PREVENTION STRATEGIES, IN ORDER TO CAUSE NO HARM INCLUDING:

- Age of Onset (education/school-based prevention)
- Family and community attitudes about substance use (environmental prevention)
- Community involvement (community-based process)
- The Language of Recovery

CONNECT RECOVERY AND PREVENTION BY:

- Comparing models
 - Recovery based systems of care + Strategic Prevention Framework
- Seeing Prevention as a Peer Support tool
- Developing a Continuum of Care
 - Why it's not too late to discuss prevention from the recovery perspective

The Basics of Prevention & Recovery

PREVENTION IS...

- A profession
 - Prevention as a profession takes many forms, such as classroom-based teaching, community organizing around a cause, legislative advocacy for policy changes
- A field of study
 - Prevention as a field of study is most commonly recognized from a medical model. Childhood immunizations are a great example of prevention research put into preventive action
- A mind set
 - Prevention as a mindset focuses on identifying the cause of a problem and eliminating or minimizing it
- Actions taken
 - Prevention in the form of action are the steps taken to identify and eliminate or minimize the cause of a problem as well as the steps taken to create an environment (family, work, or community) that continues to foster the healthier choices

RECOVERY IS...

- A profession
 - Recovery as a Profession can include (but not limited to) many forms including advocacy, legislative policy work, community engagement, treatment services, arts, and any profession that can serve as a platform for self-expression
- A field of study
 - Recovery as a field of study is also known as “Addiction Science”. The National Institute on Drug Abuse (NIDA) states, “we believe that increased understanding of the basics of addiction will empower people to make informed choices in their own lives, adopt science-based policies and programs that reduce drug use and addiction in their communities, and support scientific research that improves the Nation’s well-being¹”
- A mind set
 - There are multiple pathways to recovery. Solutions to sustained recovery are custom to each individual. There are several combinations of support options available and each person finds their own unique path. There is no “one size that fits all”
- Actions taken
 - Recovery as an action is setting and accomplishing goals. - Finding new and creative ways to nourish and enrich one’s life in a healthy manner

¹ Source: <https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/preface>

SAMHSA’S CENTER FOR SUBSTANCE ABUSE PREVENTION (CSAP) DEFINITION OF PREVENTION

“Prevention is a proactive process. It empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.²”

- William Lofquist

SAMHSA’S DEFINITION OF RECOVERY

“A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.³”

SAMHSA has delineated four major dimensions that support a life in recovery:

- Health
 - Overcoming or managing one’s disease(s) or symptoms—for example, abstaining from use of alcohol, illicit substances, and non-prescribed medications if one has an addiction problem—and for everyone in recovery, making informed, healthy choices that support physical and emotional wellbeing
- Home
 - A stable and safe place to live
- Purpose
 - Meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income and resources to participate in society; and
- Community
 - Relationships and social networks that provide support, friendship, love, and hope

WHAT ARE THE DIFFERENCES IN PREVENTION & RECOVERY?

Prevention

“Prevention is a proactive process. It empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.”

Recovery

“A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.”

² Discovering the Meaning of Prevention, William Lofquist

³ SAMHSA - <https://blog.samhsa.gov/2012/03/23/definition-of-recovery-updated/#.W7x9wWhKhPY>

Prevention & Recovery

Note the similarities

(process, individual, health, empowerment)

Note the differences

(systems, conditions)

Note the compatibility of the approaches

(one focuses on an individual's journey and one supports the individual's journey by impacting systems and conditions)

Promoting Prevention in Recovery Stories

SHARING RECOVERY STORIES USING PREVENTION STRATEGIES

SAMHSA's Center for Substance Abuse Prevention has 6 strategies directing prevention work that can also be used to view recovery work:

1. Information Dissemination
2. Education
3. Alternatives
4. Problem Identification and Referral
5. Community-Based Process
6. Environmental

For this primer we will focus on:

- Age of Onset (education)
- Family and community attitudes about substance use (environmental prevention)
- Community involvement (community-based process)

EDUCATION (SCHOOL-BASED/AGE OF ONSET)

CSAP's definition for educational programming -

This strategy involves two-way communication and is distinguished from the Information Dissemination strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis (e.g., of media messages) and systematic judgment abilities.

Where Educational Strategies Fit in a Recovery Story...

When discussing age of first use where could education have made a difference?

Parenting classes?

SUD prevention curriculum in elementary, middle and high school?

Collegiate interventions?

ENVIRONMENTAL PREVENTION

CSAP's definition for Environmental Strategies –

This strategy establishes, or changes written and unwritten community standards, codes and attitudes, around SUD/ BH in the general population. This strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those that relate to service and action-oriented initiatives.

Where Environmental Strategies Fit in a Recovery Story...

When discussing your background look at how the family and community attitudes about substance use had impact and what changes in the environment could have made a difference?

Were there a lot of liquor stores in the area? (“high density areas”)

Was the family connected to their community?

Did parents set expectations about not using substances?

COMMUNITY BASED PROCESS

CSAP'S definition for Community Based Process –

This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for alcohol, tobacco and other substances use disorders. Activities in this strategy include organizing, planning, enhancing efficiency and effectiveness of services implementation, inter-agency collaboration, coalition building and networking.

Where Community Based Process Strategies Fit in a Recovery Story...

When discussing your background look at levels of community involvement (at an individual, family, or across the community) and identify where more involvement could have made a difference.

Was there a drug-free coalition or any other coalition in the area?

What level of involvement did you have in community activities?
(sports? church? Etc.)

Were parents involved in community activities?

THE LANGUAGE OF RECOVERY

The Language of Recovery will help individuals, families and allies:

- Learn that it is okay to talk to others about recovery
- Recognize shared experiences and encourage mobilizing to advocate for changes to public policy
- Have effective, credible language that you can use to talk about life and experiences
- Know how to use the message in different situations

The chart below indicates commonly used terminology and alternate terminology that is more effective during Prevention and Recovery Sharing⁴.

Current Terminology	Alternative Terminology
Treatment is the goal; Treatment is the only way into Recovery	Treatment is an opportunity for initiation into recovery (one of multiple pathways into recovery)
Substance Abuse	Substance Use Disorder/Substance Misuse
Drug of Choice/Abuse	Dug of Use
Denial	Ambivalence
Relapse Prevention	Recovery Management
Pathology Based Assessment	Strength/Asset Based Assessment
Focus on total abstinence from all illicit and non-prescribed substances the Clinician Identifies	Focus on the substance client feels is creating the problems
A Drug is a Drug is a Drug	Each illicit substance has unique interactions with the brain; medication if available is appropriate
Relapse	Recurrence/Return to Use
Relapse is part of Recovery	Recurrence/Return to Use may occur as part of the disease
Clean/Sober	Substance Free/Free from illicit and non-prescribed medications
Self Help Group	Mutual Aid Group
Untreated Addict/Alcoholic	Individual not yet in Recovery
Drug Overdose	Drug Poisoning

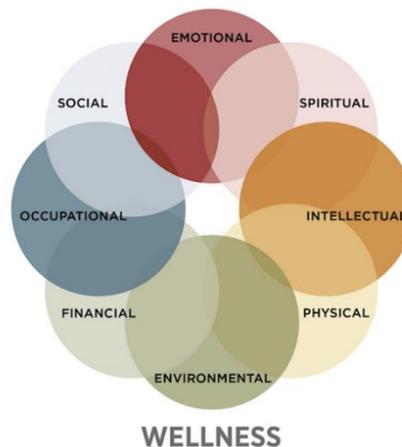
⁴ Voices of Recovery

Connecting Prevention and Recovery and Models

SAMHSA'S 8 DIMENSIONS OF WELLNESS

Wellness is being in good physical and mental health. Because mental health and physical health are linked, problems in one area can impact the other. At the same time, improving your physical health can also benefit your mental health, and vice versa. It is important to make healthy choices for both your physical and mental well-being.

Learning about the Eight Dimensions of Wellness⁵ can help you choose how to make wellness a part of your everyday life. Wellness strategies are practical ways to start developing healthy habits that can have a positive impact on your physical and mental health.



- Emotional
 - Coping effectively with life and creating satisfying relationships
- Environmental
 - Good health by occupying pleasant, stimulating environments that support well-being
- Financial
 - Satisfaction with current and future financial situations
- Intellectual
 - Recognizing creative abilities and finding ways to expand knowledge and skills
- Occupational
 - Personal satisfaction and enrichment from one's work

⁵ SAMHSA - <https://www.samhsa.gov/wellness-initiative/eight-dimensions-wellness>

- Physical
 - Recognizing the need for physical activity, healthy foods, and sleep
- Social
 - Developing a sense of connection, belonging, and a well-developed support system
- Spiritual
 - Expanding a sense of purpose and meaning in life

SAMHSA’S 10 GUIDING PRINCIPLES OF RECOVERY

Through the Recovery Support Strategic Initiative⁶, SAMHSA has delineated four major dimensions that support a life in recovery:

- Health
 - Overcoming or managing one’s disease(s) or symptoms—for example, abstaining from use of alcohol, illicit substances, and non-prescribed medications if one has an addiction problem—and for everyone in recovery, making informed, healthy choices that support physical and emotional wellbeing
- Home
 - A stable and safe place to live
- Purpose
 - Meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income and resources to participate in society; and
- Community
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⁶ SAMHSA - <https://blog.samhsa.gov/2012/03/23/defintion-of-recovery-updated/#.W7x9wWhKhPY>

SAMSHA provided the above four major dimensions that support a life in recovery and expanded the concepts into 10 Guiding Principles of Recovery that:

- Emerges from hope
- Is person-driven
- Occurs via many pathways
- Is holistic
- Is supported by peers and allies
- Is supported through relationship and social networks
- Is culturally-based and influenced
- Is supported by addressing trauma
- Involves individual, family, and community strengths and responsibilities
- Is based on respect

SAMHSA'S STRATEGIC PREVENTION FRAMEWORK (SPF)

The steps of the SPF⁷ include:

- Step 1
 - Assess Needs: What is the problem, and how can I learn more?
- Step 2
 - Build Capacity: What do I have to work with?
- Step 3
 - Plan: What should I do and how should I do it?
- Step 4:
 - Implement: How can I put my plan into action?
- Step 5:
 - Evaluate: Is my plan succeeding?

⁷ SAMSHA - <https://www.samhsa.gov/capt/applying-strategic-prevention-framework>



The SPF also includes two guiding principles:

- Cultural competence
 - The ability to interact effectively with members of diverse population
- Sustainability
 - The process of achieving and maintaining long-term results

SPF MODEL IN RECOVERY LANGUAGE

Strategic Prevention Framework (Systems Level & can impact individuals)

- What is the problem, and how can I learn more? (Assess Needs)
- What do I have to work with? (Build Capacity)
- What should I do and how should I do it? (Plan)
- How can I put my plan into action? (Implement)
- Is my plan succeeding? (Evaluate)

The SPF also includes two guiding principles:

- Cultural competence: The ability to interact effectively with members of diverse population
- Sustainability: The process of achieving and maintaining long-term results

Principles of Recovery (Individual Level & can impact systems)

- Involves individual, family, and community strengths and responsibilities; emerges from hope
- Occurs via many pathways; Is supported by addressing trauma; Is based on respect
- Is person-driven; is holistic
- Is supported by peers and allies
- Is culturally-based and influenced
- Is supported through relationship and social networks

CHARACTERISTICS OF A RECOVERY ORIENTED SYSTEM OF CARE

A recovery-focused system of care is also a prevention-focused system of care⁸ that includes the following concepts:

- person-centered
- inclusive of family and other ally involvement
- individualized and comprehensive services across the lifespan
- systems anchored in the community
- continuity of care
- partnership-consultant relationships
- strength-based
- culturally responsive
- responsiveness to personal belief systems
- commitment to peer recovery support services
- inclusion of the voices and experiences of recovering individuals and their families
- integrated services
- system-wide education and training
- ongoing monitoring and outreach
- outcomes driven
- research based and
- adequately and flexibly financed

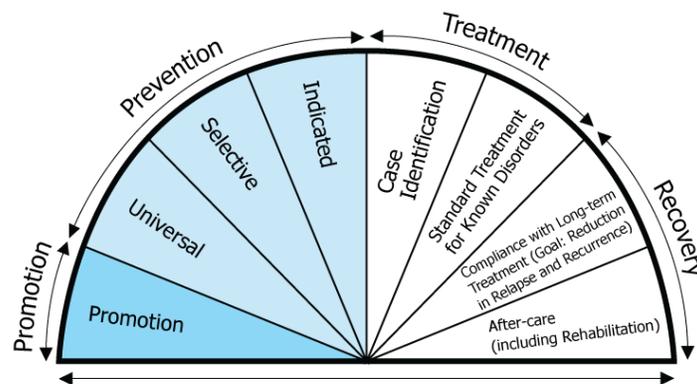
⁸ CSAT White Paper: Guiding Principles and Elements of Recovery-Oriented Systems of Care.

Behavioral Health Continuum of Care Model

WHY BEING IN RECOVERY IS NOT “TOO LATE” FOR DOING PREVENTION

Wellness is being in good physical and mental health. Because mental health and physical health are linked, problems in one area can impact the other. At the same time, improving your physical health can also benefit your mental health, and vice versa. It is important to make healthy choices for both your physical and mental well-being.

The Behavioral Health Continuum of Care Model⁹ recognizes multiple opportunities for addressing behavioral health problems and disorders. Based on the Mental Health Intervention Spectrum, first introduced in a 1994 Institute of Medicine report.



Think of the continuum not as linear but as cyclical.

- Recovery leads into health promotion and prevention because those in recovery are promoting their own health and wellness, supporting others to do the same, and by doing so are practicing prevention through words and deeds to the children, spouses, friends, and families who are part of their circle of support.
- Prevention supports recovery through the efforts to intervene before or early on with substance use, ideally preventing it altogether but also catching the disease early, implementing treatment early when needed, and empowering recovery solutions sooner.

⁹ SAMSHA - <https://www.samhsa.gov/prevention>

Additional Resources

NATIONAL PREVENTION RESOURCES

SAMHSA (Substance Abuse and Mental Health Services Administration) is an agency within the U.S. Department of Health and Human Services that serves to reduce the impact of substance use disorder and mental illness on communities throughout the United States. SAMHSA's website, <http://www.samhsa.gov> is home to resources for Prevention Specialist, Recovery Professionals, and individuals looking for information regarding many various issues in the mental health field.

CADCA (Community Anti-Drug Coalitions of America) is a U.S. based substance use prevention organization. CADCA represents over 5,000 community-based coalitions throughout the United States, as well as 23 countries across the world. CADA primarily focuses on building advocacy for public policy, hosting conferences, events, and training, and providing technical assistance to coalitions throughout the world. <http://www.cadca.org>

NIH (National Institutes of Health) is made up of 27 different "Centers" or "Institutes." Resources for Prevention and Recovery can be found in the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the National Institute on Drug Abuse (NIDA). These sites can assist Prevention Specialists and Recovery personnel through links regarding the science of substance use disorder (NIDA) and the diagnosis, treatment, and prevention of Alcohol Use Disorder throughout the lifespan. <http://www.drugabuse.gov> (NIDA) and <http://www.niaaa.nih.gov> (NIAAA).

HHS Office of Adolescent Health (Health and Human Services) contains a library of topics regarding all facets of adolescent health, including screening tools, tobacco free resources, college drinking information, and marijuana use. The website contains links to the Monitoring the Future Survey, a vital tool for Prevention Specialists across the country. <https://www.hhs.gov/ash/oah/resources-and-training/adolescent-health-library/substance-use-resources-and-publications/index.html>

SAMHSA (Substance Abuse and Mental Health Services Administration) Evidence Based Practices Resource Center serves to arm clinicians and community providers with the tools needed to continue their work in treatment, prevention, and recovery. Users of the Resource Center can search by topic, substance, condition, target population, and resource type. <https://www.samhsa.gov/ebp-resource-center>

NATIONAL RECOVERY RESOURCES

Faces & Voices of Recovery is dedicated to organizing and mobilizing the over 23 million Americans in recovery from addiction to alcohol and other drugs, our families, friends and allies into recovery community organizations and networks, to promote the right and resources to recover through advocacy, education and demonstrating the power and proof of long-term recovery.

<https://facesandvoicesofrecovery.org/>

SAMHSA (Substance Abuse and Mental Health Services Administration) National Recovery Month promotes the societal benefits of prevention, treatment, and recovery for mental and/or substance use disorders. Every September, SAMHSA sponsors Recovery Month to increase awareness and understanding of mental and substance use disorders and celebrate the people who recover.

<https://www.samhsa.gov/recovery>

SAMHSA (Substance Abuse and Mental Health Services Administration) established the Recovery Support Strategic Initiative to promote partnering with people in recovery from mental and substance use disorders and their family members to guide the behavioral health system and promote individual, program, and system-level approaches that foster health and resilience (including helping individuals with behavioral health needs be well, manage symptoms, and achieve and maintain abstinence); increase housing to support recovery; reduce barriers to employment, education, and other life goals; and secure necessary social supports in their chosen community. <https://www.samhsa.gov/recovery>

NAADAC, the Association for Addiction Professionals, represents the professional interests of more than 100,000 addiction counselors, educators and other addiction-focused health care professionals in the United States, Canada and abroad. NAADAC's members are addiction counselors, educators and other addiction-focused health care professionals, who specialize in addiction prevention, treatment, recovery support and education. An important part of the healthcare continuum, NAADAC members and its 47 state and international affiliates work to create healthier individuals, families and communities through prevention, intervention, quality treatment and recovery support. <https://www.naadac.org/recovery-resources>

National Institute of Health (NIH) Treatment and Recovery Resources are housed at the National Institute of Health serves as a resource to advance science on the causes and consequences of drug use and addiction and to apply that knowledge to improve individual and public health. Leading edge research indicates that addiction is a treatable disorder. Research on the science of addiction and the treatment of substance use disorders has led to the development of research-based methods that help people to stop using drugs and resume productive lives, also known as being in *recovery*. To learn more visit: <https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/treatment-recovery>



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