

APPLYING PREVENTION STRATEGIES TO RECOVERY MESSAGING, PT2

Kurtis Taylor
Alcohol/Drug Council of North Carolina

Jamie Edwards
North Carolina Training and Technical Assistance Center

Stacey Stottler
North Carolina Training and Technical Assistance Center



PRESENTATION GOALS



Educate people on how to share their recovery story using prevention strategies, in order to cause no harm.



Connect Recovery and Prevention

THE BASICS OF PREVENTION & RECOVERY



Prevention Is....

- A profession
- A field of study
- A mind set
- Actions taken

Recovery Is....

- A profession
- A field of study
- A mind set
- Actions taken





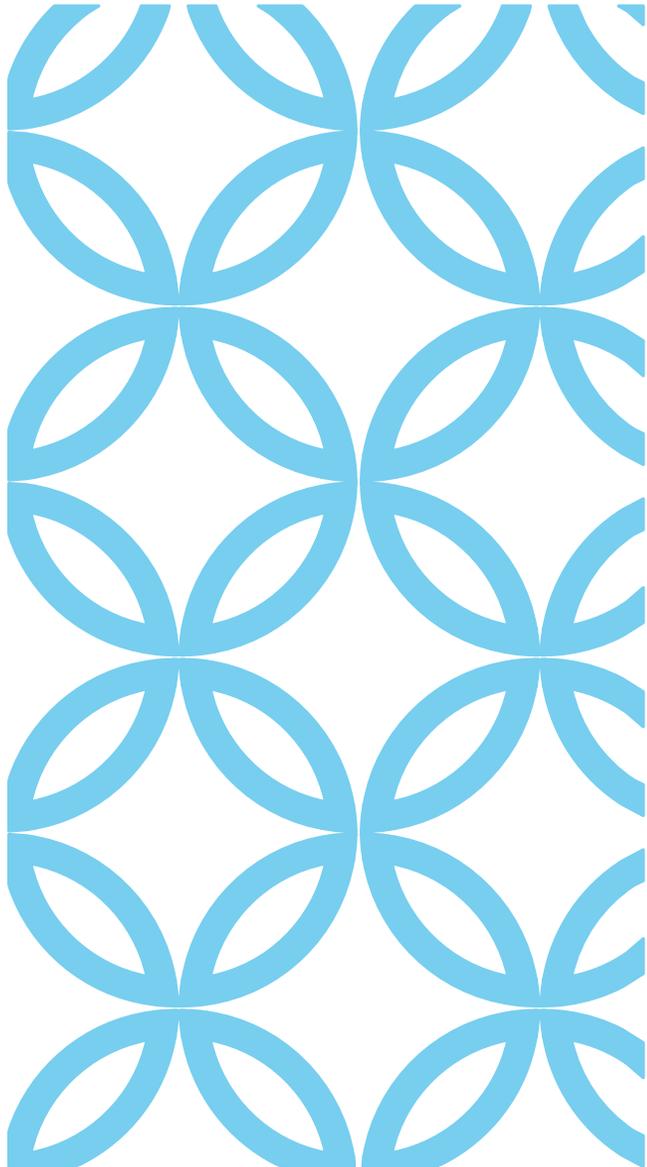
SAMHSA's Center for Substance Abuse Prevention (CSAP)
Definition of Prevention



“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.”



- 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.”

WHAT DIFFERENCES, IF ANY?



Prevention Defined

“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 Defined

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



Who Does Prevention?

PARENTS

Grandparents

Teachers

Youth

Counselors

Treatment Providers

Aunts/Uncles

Community Members

You

Me

EVERYONE!

Who Does Recovery?

PARENTS

Grandparents

Teachers

Youth

Counselors

Treatment Providers

Aunts/Uncles

Community Members

You

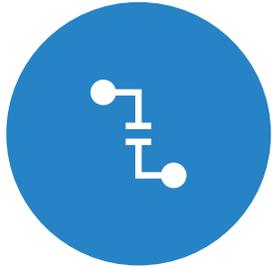
Me

EVERYONE!

PROMOTING PREVENTION IN RECOVERY STORIES



PURPOSE OF TODAY'S WEBINAR



Start the conversation – how do we connect the prevention and recovery communities in North Carolina?



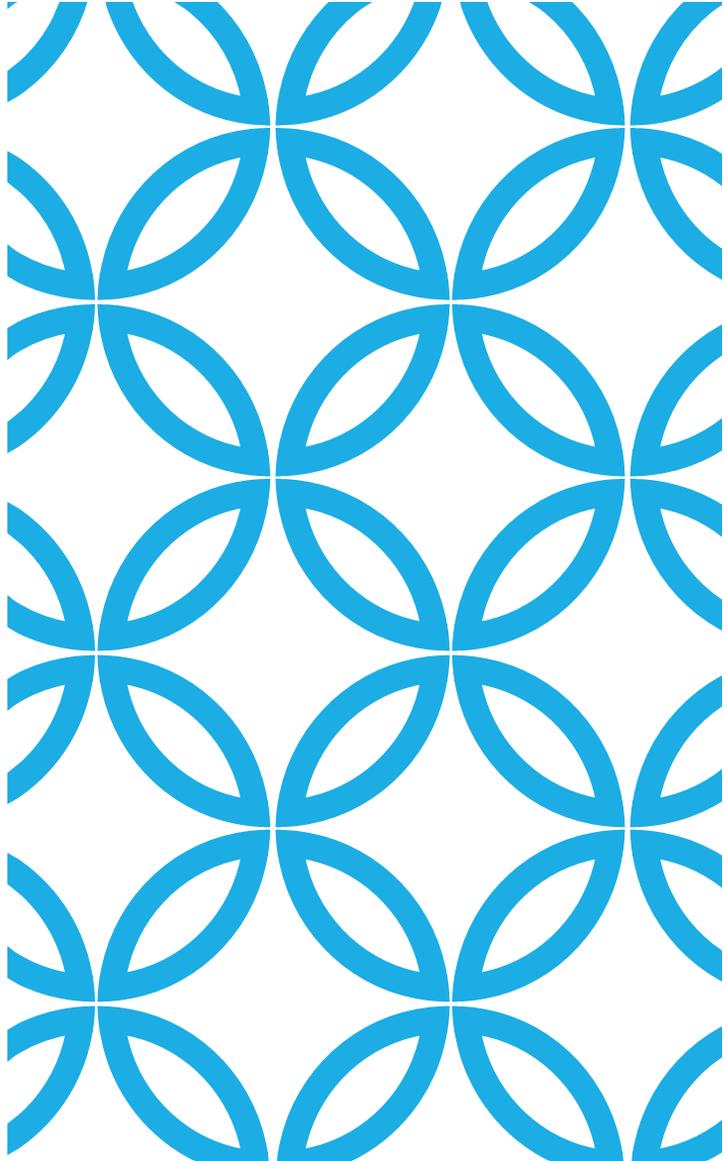
Building the confidence of the recovery community to be involved in prevention.



Provide the opportunity for individuals interested in this topic to hear from other recovery leaders.

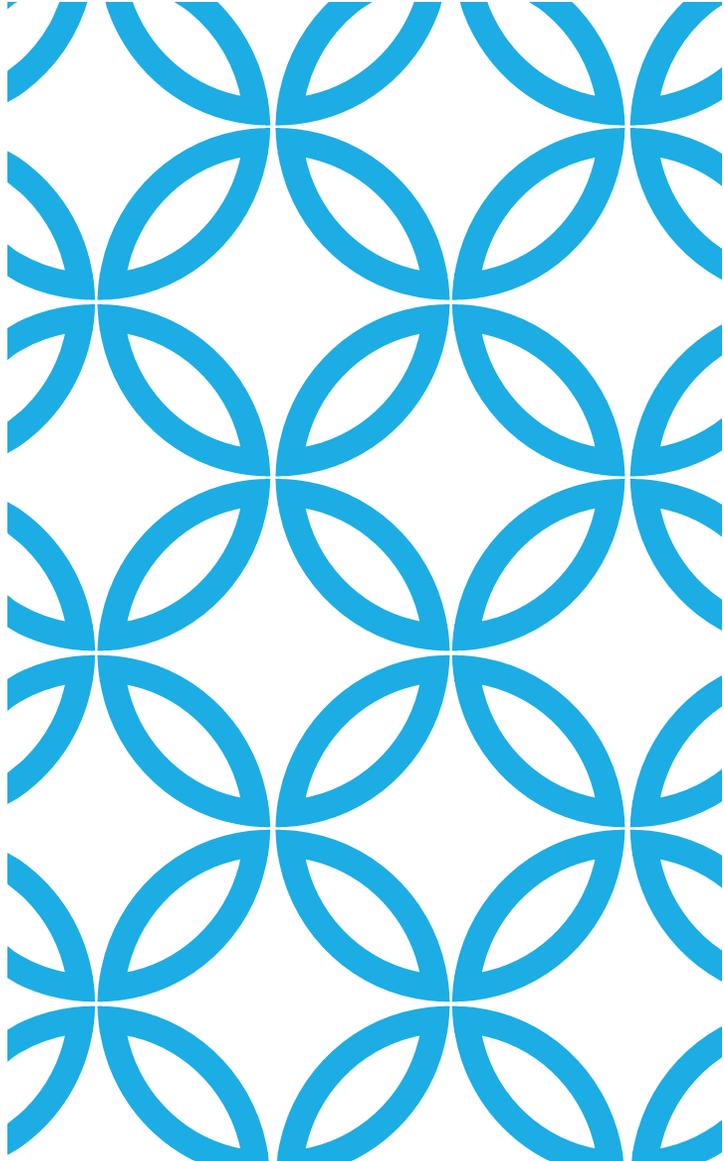


Providing a Alcohol Drug Council of NC materials that provide baseline information that develop skills in the recovery space focusing on substance use prevention.



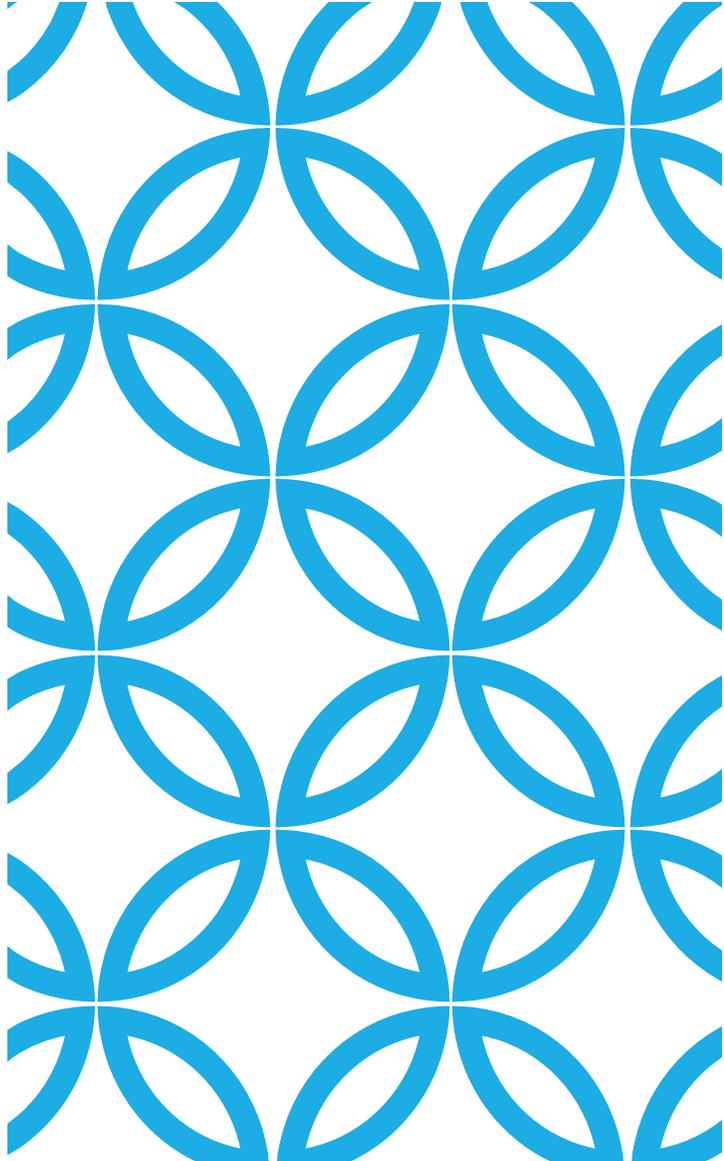
JOE MARKS

Person in Long Term Sustained Recovery



TROY MANN, CSAC-I, NCCPSS

Statewide Manager of Advocacy and Education
Recovery Communities of North Carolina (RCNC)



CHRIS BUDNICK MSW, LCSW, LCAS, CCS

Executive Director
Healing Transitions

CONNECTING RECOVERY AND PREVENTION MODELS PANEL SUMMARY AND Q&A



WHAT'S IN COMMON?



Prevention Defined

“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 Defined

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



SAMHSA CSAP'S 6 PREVENTION STRATEGIES AS A PEER SUPPORT TOOL

1. Information Dissemination
2. Education
3. Alternatives
4. Problem ID & Referral
5. Community-based Process
6. Environmental



SAMHSA'S 10 GUIDING PRINCIPLES OF RECOVERY

RECOVERY:

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

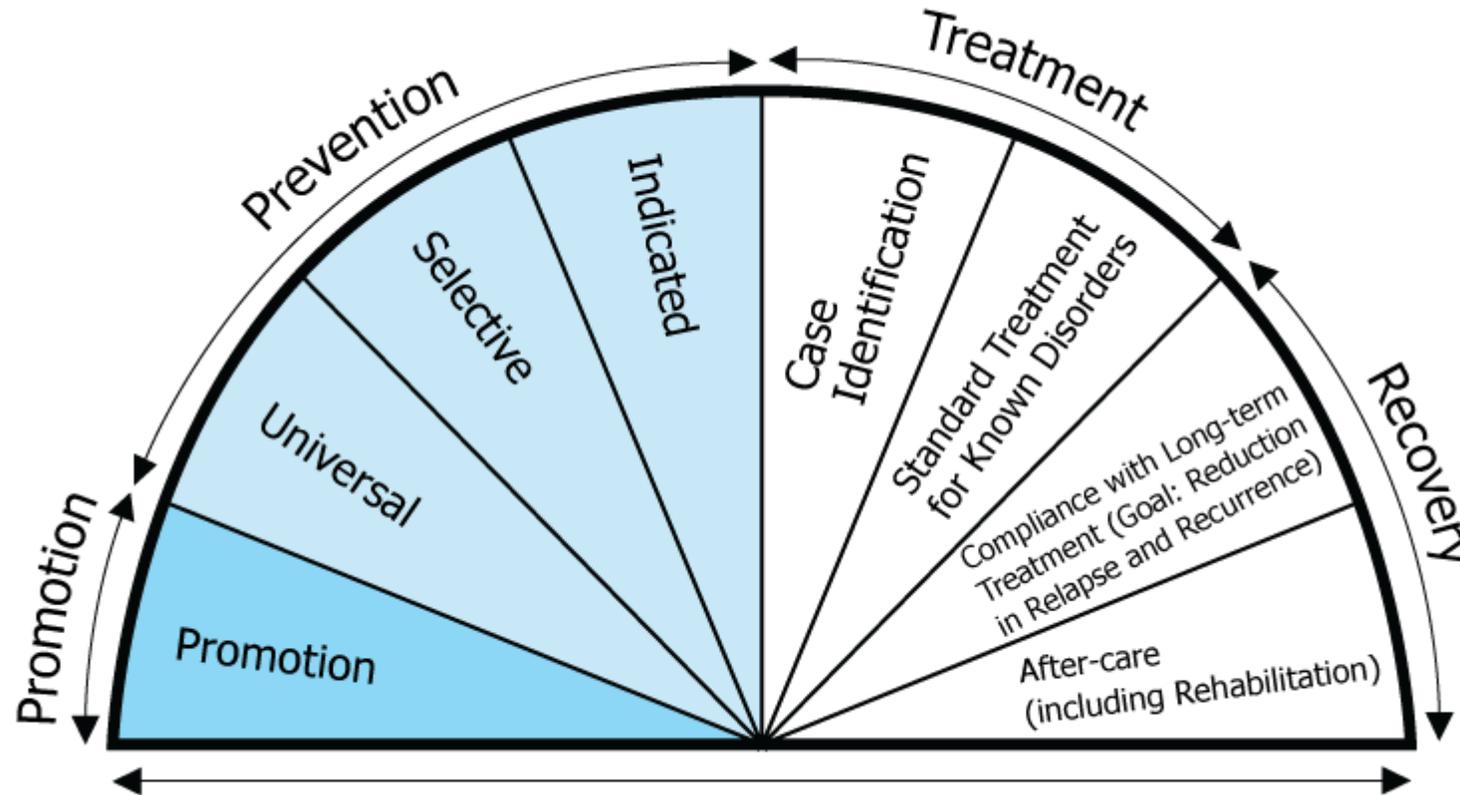
Is based on respect

SAMHSA's
WORKING DEFINITION OF
RECOVERY

10 GUIDING PRINCIPLES
OF RECOVERY

 Substance Abuse and Mental Health Services Administration
SAMHSA
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-726-4727)

Why Being in Recovery is Not “Too Late” for Doing Prevention



ADCNC PUBLICATION:

**APPLYING
PREVENTION
STRATEGIES TO
RECOVERY
MESSAGING**



*APPLYING PREVENTION STRATEGIES
TO RECOVERY MESSAGING*

ADCNC PUBLICATION CONTENT REVIEW

Educate people on how to share their recovery story using prevention strategies, in order to cause no harm

Connect recovery and prevention work

Defining prevention...

Defining recovery...

Understanding the Behavioral Health Continuum of Care Model

The Use of Scare Tactics in Prevention and Recovery – UPDATE!

Language and Stigma Reduction – UPDATE!

Common Acronyms Used in Prevention Practice (and cross sector) - UPDATE!

STIGMA

What is stigma, by definition?

The impact of language on recovery. There are two factors to consider.

- A person's perceived control over their illness (e.g., Cancer. The individual has no control over this diagnosis, thereby no stigma).
- The person's perceived "fault" for their illness (e.g., Mental health issues or substance use seen as the fault of the individual, creating stigma.)

STIGMA

Changing the mindset to help eliminate stigma

- Personal reframing when talking with community members, students, other professionals.

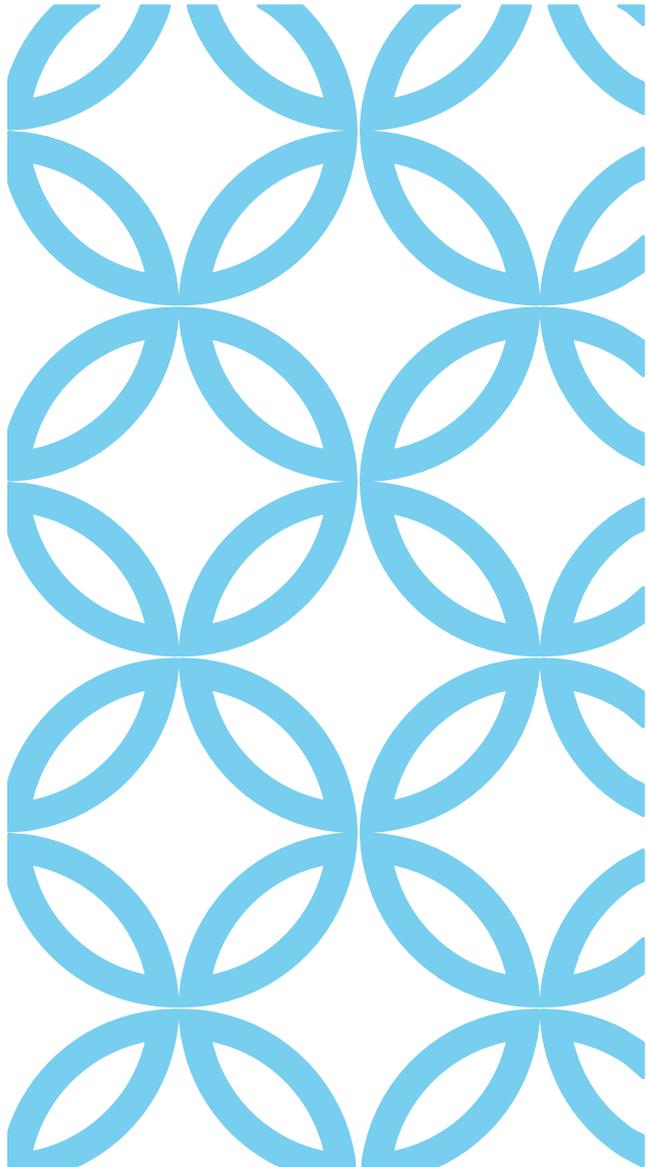
The Recovery Research Institute has developed the "Addictionary."

(<https://www.recoveryanswers.org/addition-ary/6>).

- Encourages people to use person-centered language.
- Offers alternatives to previous labels.

The change to destigmatizing substance use starts with prevention and recovery professionals.

- Look at substance use disorder as the medical condition it is, and discuss it the same way any other medical condition would be discussed.



Scare tactics intend to scare the audience into behaving a certain way.

Violent, shocking, upsetting images

Mock crashes

Recovery stories that may be graphic or upsetting

Scare tactics throughout the years:

1930s – Reefer Madness

1980s – "This is your brain on drugs"

1980s – D.A.R.E.

2000s – Montana Meth Project

**SCARE TACTICS –
MORE HARM THAN GOOD?**

SCARE TACTICS

1975 Netherlands study

- Shaped the "Botvin's LifeSkills Training" curriculum

Responses to fear tactics

- Don't stay static, can change after reassessment
- Repetition of the message can lead to irritation, habituation, and tuning the information out

Ethical concerns

- Manipulative advertising
- Vulnerability
- Questions regarding recovery stories

Is this a scare tactic?

- Is fear the primary element?
- Can it stand the test of time, or will it erode by the light of truth or experience?
- Does it include concrete steps to avoid the problem?

ACRONYMS

/ˈɑkrəˌnɪm/

noun

plural noun: **acronyms**

1. an abbreviation formed from the initial letters of other words and pronounced as a word.



Source: Dictionary.com



ATOD

ALCOHOL TOBACCO AND OTHER DRUGS



Building drug-free communities.



POLICY TRAINING NEWS RESOURCES CAMPAIGNS INSTITUTE INTERNATIONAL ABOUT



Become a

MEMBER



Join or Start a

COALITION



Help us Grow &

DONATE



Take a Stand

ADVOCATE

CADCA

Community Anti-Drug
Coalitions of America



Substance Abuse and Mental Health
Services Administration

[Home](#) | [Site Map](#) | [Contact Us](#)

[Find Treatment](#)[Practitioner Training](#)[Grants](#)[Data](#)[Programs](#)[Newsroom](#)[About Us](#)[Publications](#)

[About Us](#) / [Who We Are](#) / [Offices and Centers](#) / [CSAP](#)



About Us

Who We Are

Leadership

Regional Administrators

Center for Substance Abuse Prevention

The mission of the Center for Substance Abuse Prevention is to improve behavioral health through evidence-based prevention approaches.

CSAP

Center for Substance Abuse
Prevention

A CREDENTIAL FOR YOUR CAREER & YOUR COMMUNITY

Today's communities face a myriad of challenges – violence, substance addiction, crime, illness – but those problems, and the long-term damage they can cause, can be prevented, with appropriate education and intervention. Prevention-based programs are taking that message to schools, workplaces, faith-based organizations, and community centers in the U.S. and 22 countries around the world. The success of these programs relies on a competent, well-trained, ethical and professional workforce of Prevention Specialists.

The Affordable Health Care for America Act of 2010, Substance Abuse and Mental Health Services Administration's (SAMHSA) "8 Strategic Initiatives," and the 2011 National Drug Control Strategy have placed prevention in the forefront of health care reform efforts across the country. Local, state, and national organizations are struggling to keep up with the tremendous demand for new prevention professionals.

Credentialed prevention staff ensure that programs and their funders are delivering on their mission of ensuring

DO I QUALIFY?

This certification is offered to those persons who frequently are **not** involved in one-to-one and group counseling with persons who have substance use disorder problems. Rather, it is offered to those persons who identify and work with people in **high risk categories and/or in alcohol and drug education settings** (i.e.: human service agencies, drug and alcohol educators, high school guidance counselors, etc.)

SCOPE OF PRACTICE

The practice of a Certified Substance Abuse Prevention Consultant is based on knowledge in the performance domains to **prevent or reduce** the conditions that place individuals at increased risk of developing addictive disorder or disease and

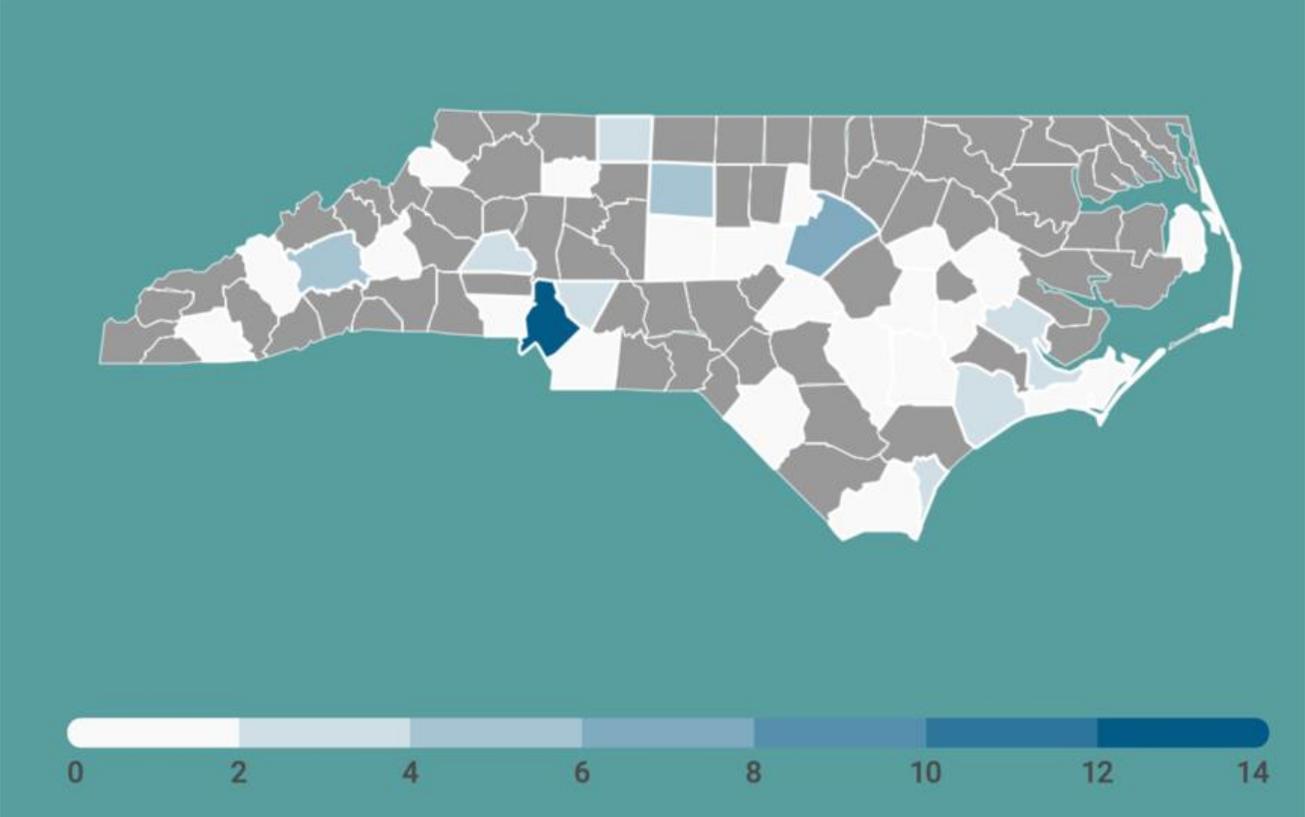


NORTH CAROLINA

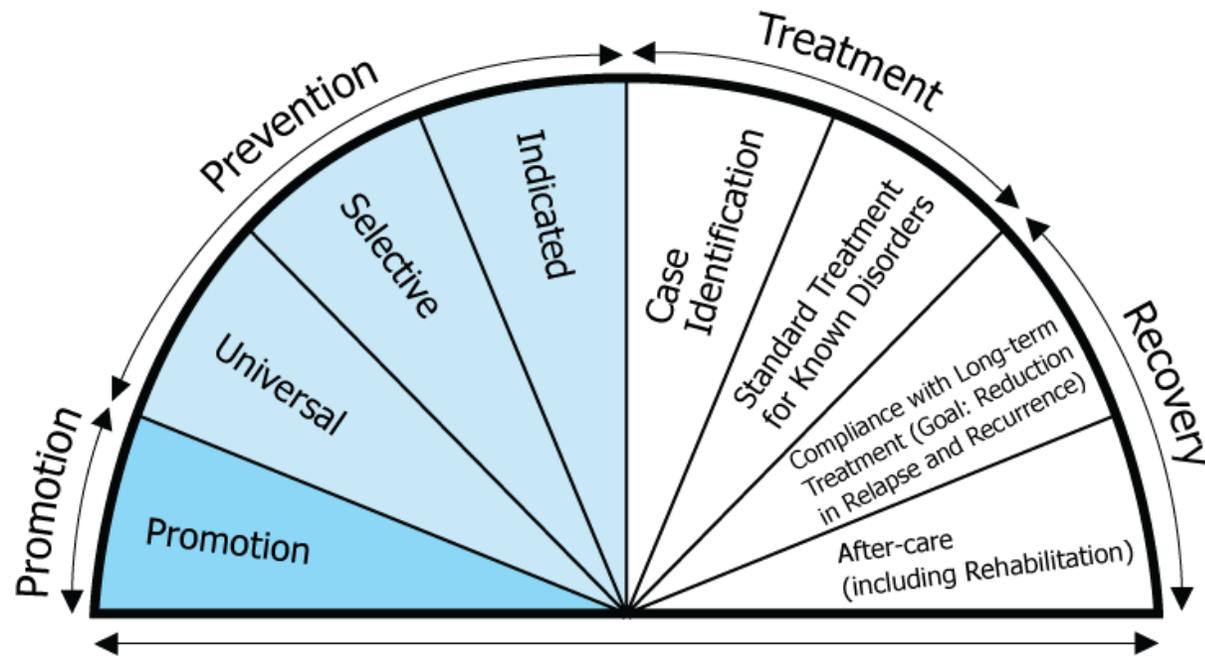
CERTIFIED SUBSTANCE ABUSE

CSAPC

Certified Substance Abuse Prevention Consultant



CSAPC MAP OF NORTH CAROLINA



Institute of Medicine

IOM



National Prevention Network
Bridging Research to Practice

[Home](#) ▾

[Conference Schedule](#) ▾

[Lodging and Venue](#)

[Participating Sponsors and Exhibitors](#)

[Registration](#) ▾

32nd Annual NPN Conference 2019



★ **AUGUST 27–29, 2019** ★ **CHICAGO, IL** ★

NPN

National Prevention Network

SUMPST

Substance Use Misuse Prevention
Skills Training



Substance Use & Misuse Prevention Skills Training (SUMPST)

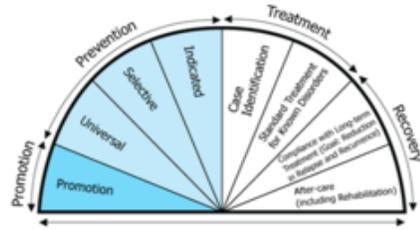
APPLYING PREVENTION STRATEGIES TO RECOVERY MESSAGING PUBLICATION

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>

Scare Tactics in Prevention & Recovery

WHY USING SCARE TACTICS MAY DO MORE HARM THAN GOOD

Throughout the history of Prevention, well-intentioned professionals and community members have relied upon the use of scare tactics to convey a message to audiences. Scare tactics encompass several different methods, and in each case, research shows us the ineffectiveness of these tactics.

Scare tactics (moral appeals, fear appeals) intend to scare the audience into behaving a certain way. This may be to encourage them to stop a behavior, such as smoking, drinking, speeding, etc., or to avoid a behavior altogether. These methods often use violent or shocking images to get the attention of the audience. School districts across the country will frequently use the “mock crash” to encourage students to avoid drinking and driving at specific times of year, for example prom or graduation. Fear appeals can also include survivor stories and recovery stories.

Scare tactics have gained notoriety throughout the years, beginning as far back as the 1930s, with the propaganda film titled, “Reefer Madness.” This film demonized marijuana and showed side effects that marijuana users found to be inaccurate¹⁰. The film was re-released in the 1970s, during a time of cannabis policy reform. It is available on public domain, today. In the 1980s the Partnership for a Drug Free America released the iconic ad, “This is your brain on drugs.”¹¹ In the mid-1990s, it was re-released with a more violent message, showing the actress smashing an egg with a frying pan, after stating, “This is your brain on heroin.” In the early 2000s, the Partnership re-released the ad again, as a follow-up to the last statement in the ad, “Any questions?”¹² The newer ad intended to show that teens do, in fact, have questions for their parents regarding drug use, and that parents are key in educating their children about the dangers and truths surrounding substance use.



Source: Partnership for a Drug Free America (2019)

In the 1980s, the Drug Abuse Resistance Education Program (D.A.R.E.) was founded. It was implemented in schools across the country, with police officers presenting information in a fear-based way. Students were given an up-close look at drug culture as a means of prevention. Officers brought images of different drugs while also recounting stories of drug overdoses and arrests that had occurred. In recent years, the D.A.R.E. program has been revamped to

¹⁰ Inter-Pathé. (2015, April 10). Reefer Madness (1936). Retrieved June 16, 2019, from <https://www.youtube.com/watch?v=zhQjcmHhF3w>

¹¹ Kalamut, A. (2010, March 21). This Is Your Brain...This Is Your Brain On Drugs - 80s Partnership For A Drug Free America. Retrieved June 16, 2019, from <https://www.youtube.com/watch?v=G0nENVylxPI>

¹² Machine, L. V. (2016, February 28). KTNV Ch. 13 - (1987) “This is Your Brain on Drugs! Any Questions?” PSA. Retrieved October 16, 2019, from https://www.youtube.com/watch?v=9mP2CsontVY&list=PLu6dZHct_1is4L4zVv_nCo6Qb5vcgcDrf



QUESTION AND ANSWER PERIOD