

Prevention and Early Intervention Service Approaches and Activities Glossary

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Service Approach: I. Education

Substance abuse prevention educational activities aim to decrease risk factors and increase protective factors by improving pro-social attitudes, increasing understanding of the consequences of substance use, teaching critical social skills and improving substance use knowledge. Social skills may include: decision-making, goal setting, stress-management skills, communication skills, substance use refusal skills, and assertiveness skills. These educational curricula involve two-way communication and are distinguished from the Information Awareness Service Approach in that interaction between the educator and the participants is required for its success.

ED01: Classroom/Group Education

Curricula consisting of multiple (4 or more) sequential sessions, with a structured format and learning objective(s), delivered in either a classroom or community setting, to a fixed set of participants. May be Evidence-based or non Evidence-based.

ED02: Parenting/Family Management

Structured classes and programs intended to assist parents and families in addressing substance abuse risk factors, increasing protective factors and learning about the effects of substance abuse on individuals and families. Topics typically include parenting skills, supervision and monitoring, family communications, conflict resolution, family substance abuse knowledge, and family protective factors such as rewards for prosocial activities and family attachment.

ED03: Peer Leader/Helper Program

Structured, recurring prevention services that use peers (people of the same rank, ability, or standing) to provide guidance, support, and other risk reduction activities for youth.

ED08: Interactive Discussion Group

These groups use a structured setting with a fixed number of sessions and participants, focused on issues or themes common to the group's participants. Topics may range from identifying and resisting social and situational pressures to use substances; dealing with personal consequences of use; support for adopting healthy attitudes and behaviors, *etc.* This activity is should not be confused with Group Counseling sessions, which is for individuals admitted to prevention counseling services.

Service Approach: II. Positive Alternatives

Positive Alternatives provide target populations with opportunities to participate in constructive, pro-social, healthy activities that exclude alcohol, substance abuse, and gambling, and which convey a clear no-use message. Positive alternatives provide opportunities for prosocial bonding to positive role models who can influence attitudes toward a healthy life-style. See the Prevention Guidelines, Appendix F, for information on how Positive Alternatives can support and strengthen skills learned in EBPs.

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PA01: Fitness-Sports Activities

Social and recreational activities for youth that include physical exercise, sports, and other active recreational events.

PA02: Cultural-Multicultural Activities

These activities strengthen cultural awareness, ethnic identity, social bonding, and awareness of diversity as a strength for communities.

PA03: Arts Activities

Music, theatre, visual, movement, literature, and other arts provide opportunities for social skill building and social bonding in environments free of alcohol, tobacco, other drugs, and gambling.

PA04: Community Volunteer Activities

These activities build the protective factor of bonding and attachment with the community by involving youth in providing a variety of community services.

PA05: Other Pro-Social Activities

These activities provide other opportunities for pro-social involvement and increase social bonding. Activities include: Chess club, Debate Club, 4-H Club, Gaming Clubs, Technology Club, *etc.*

Service Approach: III. Information Awareness

Information awareness activities are characterized by one-way communication from the source to the targeted populations using a variety of media technologies. Information awareness activities increase public knowledge and attention to alcohol/substance abuse and addiction, problem gambling behavior, and the effects on individuals, families, and communities. The strategy may also be used to increase knowledge and awareness of available and effective prevention programs and services.

ID01: Audio/Visual Materials

Dissemination of prevention information materials including audio, videotapes, CD-ROM, DVD and films distributed to schools, libraries, other organizations.

ID03: Newsletters

A bulletin (paper or electronic) giving prevention news or information of interest to a particular group.

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ID04: Public Service Announcements

A media message usually less than 5 minutes designed to inform and educate audiences concerning alcohol/substance abuse, problem gambling, and the effects on individuals, schools, families, and communities. In addition to television and radio PSAs, this category includes movie screen PSAs shown before a movie.

ID05: Resource Directories

A listing of alcohol/ substance abuse, problem gambling prevention, treatment and recovery programs and related services in a particular community, county, or state.

ID06: Other Printed Material

Printed materials designed to inform individuals, schools, families, and communities about the effects of alcohol/ substance abuse and problem gambling, and the available prevention approaches and services. This category includes: "table-tents" or placemats with prevention messages; prevention ads and messages in newspapers or local magazines; distribution of bumper stickers, posters, brochures, flyers, fact sheets, pamphlets; *etc.*

ID07: Telephone Information Services

This activity is designed to provide information about alcohol and other substance abuse prevention and problem gambling prevention and may include assisting the public in accessing addiction treatment services. These would include toll-free telephone information "hotlines" and/or service referral lines. It must not include all routine service delivery calls answered by prevention and treatment programs.

ID08: Walk-in Information Services

This service provides information to the public about substance abuse prevention and treatment issues and services as described above under ID07, but must include face-to-face contact. *This service does not include individual treatment problem assessment, screening, or prevention counseling assessment sessions.*

ID09: Health Promotion Event

An event for dissemination of information intended to raise the awareness and educate individuals, families, and communities about specific alcohol/substance abuse, problem gambling, and other health-related risks and to provide behavioral options that promote positive and healthy lifestyles.

ID10: Speaking Events

Speaking Events are intended to impart information and awareness of substance abuse issues to general or targeted audiences. They may be at large or small venues with public or private audiences but are always delivered live and in person.

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ID11: Internet - Site Content

Use of the internet to increase public knowledge and bring attention to alcohol/substance abuse and addiction, problem gambling behavior, and the effects on individuals, families, and communities. The activity may also be used to increase knowledge and awareness of available and effective prevention programs and services.

ID12: Internet - Social Media

Use of Internet social media (*e.g.*, Facebook, Twitter, blogs, podcasts, YouTube, *etc.*) for the purpose of informing the public (often youth) of specific issues related to alcohol, substance abuse, and problem gambling. The activity may also be used to increase knowledge and awareness of available and effective prevention programs and services.

ID13: Newspaper - Content

This activity involves contributing articles, letters to the editor, op-ed pieces, *etc.* to the local newspaper on specific topic areas to increase public knowledge and draw attention to alcohol/substance abuse and/or problem gambling issues. This activity may also be used to increase knowledge and awareness of available and effective prevention programs and services.

ID14: Television/Radio - Content

This activity involves personal appearances on television and/or radio to increase public knowledge and bring attention to alcohol/substance abuse and addiction, problem gambling behavior, and the effects on individuals, families, and communities. The activity may also be used to increase knowledge and awareness of available and effective prevention programs and services.

ID15 Problem Gambling Speaking Event

This activity involves the delivery of problem gambling information awareness presentations provided in the form of face-to-face speaking events at various community settings. The presentations are designed for the general public, are not delivered solely to students in the schools and are always delivered live and in person (see Prevention Guidelines: Problem Gambling Prevention Policy).

Service Approach: IV. Community Capacity Building

Community capacity building aims to enhance the skills and ability of coalition members, volunteers, other impactors and community groups to more effectively collaborate to improve and integrate substance abuse prevention services within the community.

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CB01: Community Coalition Building

Structured prevention activities intended to impart information and teach organizational development skills and mobilize community groups. Examples are: member recruitment, community needs and resource assessment, planning for community decision-makers, multicultural leadership mobilization activities, *etc.*

CB03: Other Impactor Training

Delivering structured substance abuse prevention training to develop the capacity of direct service providers or other impactors in delivering EBPS or in best practices to improve services. Content could include ATOD prevention knowledge, risk and protection concepts, evidence-based programs (Training of Trainers), effective prevention service delivery skills, *etc.* *It is not general public education, technical assistance or being a guest speaker at an event.*

CB04: Technical Assistance

Services provided by professional prevention staff intended to provide technical guidance to prevention programs, community organizations, coalition members and/or other impactors to conduct, strengthen, or enhance activities that improve prevention services. Activities should be viable technical assistance that will lead to a final product or enhanced service. Examples are: Addressing cultural competencies, developing an action plan/capacity building, conducting evaluations, program and service identification and selection, developing new resources, other organizational development. This activity cannot be used for Prevention Counseling case consultations, staff meetings, or other internal provider capacity building or management activities – it is a service provided externally to improve non-provider prevention efforts.

Service Approach: V. Environmental Strategies

Environmental Strategies are mutually reinforcing sets of evidence-based and promising activities that are designed to effect changes in community systems. These strategies aim to effect population-level reductions in substance abuse and problem gambling behaviors by reducing underage access to alcohol, other substances, and illegal gambling. Environmental strategies should be carefully selected based on a needs assessment and a data-driven logic model. These indirect systems change activities selected will complement the direct family and youth targeted services that improve individual's social development and healthy behaviors.

Research has identified three interrelated factors that drive substance abuse and problem gambling prevalence in a community and that can be modified through the use of reinforcing sets of environmental strategy types:

1. Policies, regulations, and laws that reduce substance abuse and problem gambling and the negative consequences associated with those behaviors;
2. Enforcement of those policies, laws, and regulations;
3. Media campaigns that improve the communities' social norms that support or thwart illegal substance use and problem gambling.

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Environmental Process Activities

ENPR01: Environmental Consultation/Planning

Consultation and technical assistance that is provided to support the development and implementation of environmental strategies in the community. This includes planning meetings, technical assistance, and consultation with other impactors to realize the implementation of the environmental activity selected. This activity must be linked to an environmental activity above, and should be entered in the PARIS data collection module during implementation of that selected environmental activity to report progress.

ENPR02: Environmental Development/Design

This involves the time spent in drafting proposed policies/ regulations/ legislation/ codes/ ordinances, or the time spent designing content for the various media campaigns. This activity must be linked to an environmental activity above, and should be entered in the PARIS data collection module during implementation of that selected environmental activity to report progress.

Strategy Type: 1. Policy, Regulations, and Laws

This strategy type contains activities that aim to enact new or enhance existing local policies, regulations, laws, or ordinances that reduce access to and availability of alcohol for underage youth and other substances and underage gambling.

ENP01: Public Advertising Restrictions

Policies to limit or eliminate the placement of alcohol/tobacco or gambling advertising, particularly those that expose youth to the messages. This could include limiting advertising within establishments licensed to sell alcohol (including product placement) or in the outside environment (including billboards and storefront advertising). For example: ordinances that restrict billboards advertising alcohol/tobacco within 100 yards of a school or daycare facility. Restrictions can be in the form of a local ordinance or can be implemented voluntarily.

ENP02: Alcohol Sponsorship Restrictions at Public Events

Alcohol sponsorship restrictions of public events include any policies that limit or eliminate the sponsorship of public events by alcohol beverage companies. Restrictions can be in the form of local ordinance or can be implemented voluntarily.

ENP03: Public Availability and Alcohol Use

Restriction of alcohol in public places controls the availability and use of alcohol at parks, beaches, and other public spaces. Restrictions can range from total bans on alcohol consumption to restrictions on the times or places at which alcohol can be consumed.

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ENP05: School Substance Use Policies

School policies should address education concerning alcohol, tobacco, and drugs and the procedures for managing incidents relating to these substances. Aspects of the policies may include random drug testing, searches of lockers and personal effects, anti-drug education, and punitive measures including expulsion and suspension.

ENP06: Workplace Substance Use Policies

Workplace Substance Use policies address alcohol use (and other drugs) during work hours and off-hours. In general, these policies describe how substance use could affect the workplace, possible costs to a business, and how a business will address such issues.

ENP09: Require Alcohol Outlet Server/Seller Training

Server/seller training refers to educating owners, managers, servers, and sellers at alcohol establishments about strategies to avoid illegally selling alcohol to underage youth or intoxicated patrons. Training can be required by local or state law, or a law/ordinance may provide incentives for businesses that undergo training. In addition, some individual establishments may voluntarily implement training policies in the absence of any legal requirements or incentives.

ENP10: Alcohol Use Restrictions at Public Events

Community event alcohol-use regulations are concerned with how and when alcohol use is regulated and can be sold at community events. Examples include beer gardens, sale of tokens for purchase, limiting number of drinks purchased, container size, prohibiting free alcohol samples, *etc.*

ENP11: Social Host Ordinance

Social host ordinances may be enacted by local governments to prohibit the permitting of the consumption of alcoholic beverages by persons under the age of twenty-one years. They stipulate that no person who is over the age of twenty-one years who owns, rents or controls a private residence shall permit the consumption of alcoholic beverages by any person under the age of twenty-one years who is present at any party, gathering, or event on the premises of such person.

ENP12: Restrict AOD Merchandise Sales at Public Events

This involves any policies that limit or eliminate the sale of any merchandise that promotes alcohol, substance use, or gambling behavior and/or exposes young people to pro-use messages. Restrictions can be in the form of a local ordinance or can be implemented voluntarily by vendors.

Strategy Type: 2. Enforcement/Compliance

This strategy type involves activities designed to improve law enforcement efforts and promote compliance with existing policies, regulations, and laws that have been shown to reduce substance availability, consumption, and gambling availability. These activities can directly reduce access to alcohol and other substances and can also send a normative message that underage sales and consumption of illegal substances will result in negative consequences.

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ENC01: Alcohol Outlet Compliance Checks (Off-Premise)

This activity identifies liquor stores, convenience stores, and supermarkets (or any other retailer where alcohol is purchased and then consumed in another location) that sell alcohol to underage youth. Compliance checks can be mandated by a local ordinance that outlines standards for conducting the checks, people or agencies responsible for conducting the compliance checks, and penalties for establishments and/or sellers who illegally sell alcohol to underage youth. Compliance checks can be voluntarily implemented by law enforcement or licensing authorities. Generally, compliance checks are implemented by the following procedures: (1) alcohol licensees are informed that compliance checks will occur at various times throughout the year and about potential penalties for selling alcohol to underage youth; (2) while an enforcement agent (police officer or other authorized person) waits outside the premises, a person under age 21 attempts to purchase alcohol; (3) if the alcohol establishment sells alcohol to the young person, the enforcement agent issues a citation either to the seller or to the establishment. A follow-up to the compliance checks may be publicizing or otherwise rewarding outlets that do not sell to minors.

ENC02: Alcohol Outlet Compliance Checks (On-Premise)

Compliance checks (on-premise) identifies bars, taverns, and restaurants, *etc.* that sell and serve alcohol to underage youth. Compliance checks can be mandated by a local ordinance that outlines standards for conducting the checks, people or agencies responsible for, conducting the compliance checks, and penalties for establishments and/or servers who illegally sell alcohol to underage youth. Compliance checks can be voluntarily implemented by law enforcement or licensing authorities. Generally, compliance checks are implemented by the following procedures: (1) alcohol licensees are informed that compliance checks will occur at various times throughout the year and about potential penalties for selling and serving alcohol to underage youth; (2) while an enforcement agent (police officer or other authorized person) waits outside the premises, a person under age 21 attempts to purchase alcohol; (3) if the alcohol establishment sells and serves alcohol to the young person, the enforcement agent issues a citation either to the server or to the establishment. A follow-up to the compliance checks may be publicizing or otherwise rewarding outlets that do not sell to minors.

ENC03: Alcohol Outlet Compliance Surveys (Off-Premise)

Compliance Surveys (off-premise) identify liquor stores, convenience stores, and supermarkets (or any other retailer where alcohol is purchased and then consumed in another location) that sell alcohol to minors. They are similar to compliance checks, but they typically use a young looking 21 years or older decoy. Thus, if a retailer sells to the decoy, no law is actually broken. Alcohol surveys are a way to educate retailers about their practices, without giving them a citation. Communities conduct alcohol surveys when communities want to educate rather than penalize establishments, or when they have difficulty gaining the cooperation of law enforcement. A follow-up to the compliance surveys may be publicizing or otherwise rewarding outlets that do not sell to minors.

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ENC04: Shoulder Tap Surveillance (Off-Premise)

Shoulder tap enforcement programs are similar to compliance check programs except that they target the non-commercial supplier. A young decoy approaches adults outside an alcohol outlet and requests that the adult purchase alcohol on the decoy's behalf. It targets the program to locales where problems have been reported and uses the same guidelines for the decoy's actions as in compliance checks.

ENC06: Party Patrols

Party patrols involve surveillance of underage parties to inform local law enforcement of underage drinking and/or possible illegal drug activity.

ENC07: Alcohol Outlet Server Training (On-Premise)

Training designed to educate the owners, managers, and servers of bars, restaurants, and clubs to reduce or avoid alcohol sales to minors and intoxicated adults. Best practices for this activity include policy development, skills development, and active learning. Programs should work with management on policy development and with staff on skills development and active learning.

ENC08: Alcohol Outlet Server Training (Off-Premise)

Training designed to educate owners, managers, and sellers at alcohol retail sales outlets to reduce or avoid alcohol sales to minors and intoxicated adults.

ENC09: Retail Outlet Compliance Reporting Hotlines

Telephone services established specifically and solely to report violations of minimum legal drinking age laws. Compliance reporting hotlines increase awareness and citizen use of toll-free tip phone hotlines to report establishments that sell alcohol to minors. *This activity is not for incidental calls received during day to day business.*

ENC10: Underage Drinking Party Dispersal

A specific strategy that requires training for law enforcement and community members. The purpose is to safely contain the party participants, effectively control their release, and minimize liability. Enforcement is used as an education tool to properly manage the incident; involve the parents; discourage future participation in underage drinking.

Strategy Type: 3. Communication/Media Campaigns

This strategy category aims to influence behavior through the use of various media activities designed to affect the social norms of the entire community or selected target population. To be effective and considered an environmental strategy, the activities must be purposeful, targeted, and ongoing for a specific period of time. They should also be connected with and support either a policy or enforcement strategy.

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ENM01: Informational/Warning Sign Campaign (Outlets)

The purposeful display of notices, signs, or posters in retail establishments that provide information related to the legal, social, and health consequences of alcohol use, substance use, and/or problem gambling. Posters may be required by local ordinance, or used voluntarily by retail establishments. This strategy can include “Sticker Shock” campaigns.

ENM03: Social Marketing Campaign

A specific media strategy that uses standard marketing techniques to promote healthier community norms and to persuade a targeted audience to reduce harmful behaviors and/or increase socially positive behaviors. It includes counter-advertising which directly addresses alcohol marketing (or other substances) by using media literacy efforts to raise public awareness of the advertising tactics employed by the industry marketers. The message includes alternative choices that invite a voluntary exchange of behaviors.

ENM04: Media Advocacy Campaign

Media advocacy involves the use of unpaid media to highlight a community issue and to advocate for policy changes (*i.e.*, letters to the editor, newspaper articles, press releases, and radio talk shows). Even more so than the other media strategies, media advocacy **MUST BE USED** in conjunction with policy change and enforcement. *The whole point of media advocacy is to advocate for policy change and/or policy enforcement.*

ENM05: Retail Outlet Recognition Campaign

Used as a follow-up to ongoing compliance checks, this ongoing campaign publicly acknowledges or otherwise rewards outlets that do not sell to minors.

ENM06: Social Norms Misperception Campaign

A very specific media strategy that aims to alter the perceptions that people have about how much their peers actually drink. Data must be collected about actual drinking and perceptions of drinking (whereby it is often found that people perceive there to be much higher levels of drinking than is actually reported). Media efforts are then implemented to educate people that their peers really do not drink as much as they think.

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Service Approach: VI. Prevention Counseling

Prevention Counseling is a problem-resolution focused activity that is designed to assess and improve the levels of youth and family risk and protective factors to prevent or reduce substance use, problem gambling, and the negative consequences of such behaviors. It is limited to individuals between five (5) and twenty (20) years of age.

AC01: Assessment

Includes activities intended to provide a risk assessment-screening and referral for placement in prevention counseling and/or to other appropriate services.

AC02: Individual Counseling

Service provided in accordance with an individualized services plan, on a one-to-one, face-to-face basis to those participants who meet the admission criteria in the providers' admission/participation/discharge procedure.

AC03: Family Counseling

A service provided in accordance with an individualized service plan which includes the parents/guardians/caregivers, and/or family members along with the admitted counseling participant for the purpose of discussing alcohol, tobacco, other drug use/abuse, or dysfunctional behavior that impacts adversely on the family system.

AC04: Group Counseling

Service provided in accordance with an individualized services plan to participants in ongoing groups dealing with specific problems and issues which contribute to patterns of behavior which are or could become dysfunctional.

Service Approach: VII. Early Intervention

Early Intervention services are designed for individuals who risk status and behaviors place them in the Institute of Medicine's (IOM) category of "Indicated" populations: exhibiting symptoms and behaviors of substance use or gambling - but do not meet the criteria for a diagnosis of substance abuse or dependence, or pathological gambling. The aim is to not only reduce early levels of substance use or gambling but also decrease the length of time the symptoms or behaviors continue and/or reduce the need to refer for treatment services.

EI01: Teen Intervene

A three (3) session evidence-based program (EBP) for early intervention with youth between twelve (12) and nineteen (19) years of age. After screening and early intervention is delivered, a parent session is highly recommended when possible and increases effectiveness. School-based providers may need up to six (6) sessions to deliver all the content due to time constraints.

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EI02: BASICS

Brief Alcohol Screening and Intervention for College Students (BASICS) is an evidence- based early intervention prevention program for college students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems. It is targeted for individuals between eighteen (18) and twenty-five (25) years of age.