

WHAT IS PREVENTION AND WHY IS IT IMPORTANT?

STRATEGIC PLANNING



- Guides prevention efforts with data-driven decisions
- Addresses all levels, from individuals to communities
- Ensures coordination and sustainability

BUILDING CAPACITY

- Increasing awareness
- Increasing health literacy skills
- Building knowledge and other skills
- Community partnerships
- Finding funding



IMPORTANCE OF PREVENTION

Proven prevention strategies provide everyone, especially youth, with the tools and knowledge to make healthy decisions throughout their life. Prevention helps people achieve their goals (substance-free), make long-lasting connections, have a high quality of life, and has long-term cost saving benefits for both personal and public health.

BOOSTING PROTECTIVE FACTORS

- Social emotional learning
- Coping skills
- Trusted adults
- Safe alternatives
- Resources available
- Caregiver involvement

BUILD RESILIENCE

- Ability to bounce back from challenges and learn from them in a positive way
- By building problem solving skills, positive outlooks and relationships

ADDRESSING RISK FACTORS

- Reduced access to community resources
- Trauma
- Mental health issues
- Policies/laws that make substance use easier and more accepted



DATA DRIVEN AND PROVEN

- Prevention activities are based off of proven strategies that have been tested



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EXAMPLES OF PROVEN PREVENTION STRATEGIES

Substance Abuse and Mental Health Services Administration (SAMHSA) Definition of Proven Strategies:

- **Information Dissemination:** Sharing resources out to the community, creating resource lists
- **Prevention Education:** Raise knowledge and skills related to improving mental health and reducing substance misuse
- **Positive Alternatives:** Alternatives to substance misuse, including hobbies, sports, and clubs
- **Environmental Strategies:** Policy changes, safe language, not glorifying/marketing substances
- **Community-Based Processes:** Coalitions and workgroups
- **Identification of Problems and Referral to Services:** Screenings and assessments

Examples of Our Prevention Work at Carroll County Coalition for Public Health

Prevention Programming

- Getting to Y
- Project Success

Community Outreach

- Engaging the public at community events
- Outreach at schools

Resource Dissemination

- Creating resource guides
- Distributing prevention, mental health, and substance use treatment and recovery resources

Presentations and Education

- Tailored presentations on mental health and substances

Stakeholder Groups

- Community stakeholder groups to raise awareness, assess community needs, and brainstorm solutions

Technical Assistance

- Provide technical assistance to organizations who are strategically addressing mental health and substance misuse

Building Connections

- Connecting schools and other youth organizations to speakers
- Making cross sector connections to build capacity

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