

The Power, The Promise and the Hope of Community Change: Preventing Substance Abuse through Science and Innovation

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The Serenity Prayer

God grant us grace to accept with
serenity the things that cannot
change, courage to change the
things that should be changed, and
the wisdom to distinguish the one
from the other.

Rhinhold Niebuhr

Changing the Agenda

Prevention Theory

- Practice in search of a rational explanation
- We stumble into best practices and often our measurements for best practice are from the gut and not from the analysis
 - Victims Panels
 - Education Strategies
 - Drug Abuse Curriculum
 - HIV/AIDS Education in Africa
- Theory Emerges from Experience
- Common Experience and Repetitive Experience Give Power to the Possibility of a Theory of Practice
 - Environmental Strategies
 - Significant Adults in the lives of Children
 - The single most significant protective factor is supervised time.

Changing the Agenda (cont.)

Best Practices

- Based on repetitive experience we conclude that an intervention is a best practice.
- We then limit our experience or our interventions to what we define as best practices
- The tyranny of the model

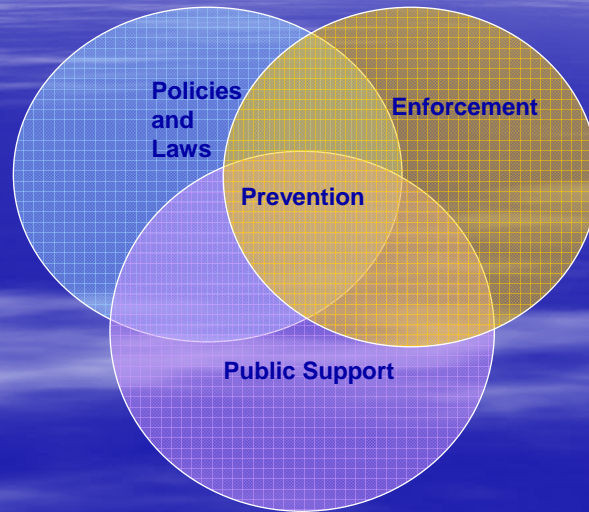
United Flight #93

- Controlled Environment
- Expected Procedures and Outcomes
- No Identified Signals of Change or Disruption
- The repetitive cycle was broken
 - Seizing the cockpit
 - Killing individuals in control
 - Creating a climate of fear and chaos
 - All things are now unpredictable
- Creating a patterned response out of the chaos
 - What skills do we have
 - Who can execute those skills
 - How do we reach consensus (We Vote)
 - Feasibility of Success (Not Really a Variable)

Moving Beyond Best Practice to a Technology of Innovation

- Disruptive Technology
 - What is our Disruptive Technology?
- What or Who Defines our Passion?
- It is the intimate connection we possess that drives us to innovative solutions
- My Space, Face Book,

Essential Elements of Effective Prevention of ATOD Problems



Pulling it Together



Core Resiliencies

- Hope
- Locus of Control
- Acquired Skills
- Significant Adults
- Altruism (Giving Something Back)

New Numbers

- The rate of underage drinking remained the same in 2004 as in 2002 and 2003. About 10.8 million persons aged 12 to 20 reported drinking alcohol in the month prior to the survey interview in 2004 (28.7 percent of this age group). Of these, nearly 7.4 million (19.6 percent) were binge drinkers, and 2.4 million (6.3 percent) were heavy drinkers.

New Numbers Adults

- 121 million Americans aged 12 or older were current drinkers of alcohol in 2004 (50.3 percent). 55 million (22.8 percent) participated in binge drinking, defined as five or more drinks on at least one occasion in the 30 days prior to the survey. 16.7 million (6.9 percent) were heavy drinkers, defined as binge drinking on 5 or more days in the past month. These numbers are all similar to the corresponding estimates for 2002 and 2003.

Seven Habits of Highly Effective ATOD Prevention Programs

- Successful strategies are comprehensive, flexible, responsive, and persevering.
- Successful strategies see children in the context of their families.
- Successful strategies deal with families as parts of neighborhoods and communities.
- Successful strategies have a long-term preventive orientation, a clear mission, continue to evolve over time.

Seven Habits Continued . . .

- Successful programs are well managed by competent and committed individuals with clearly identifiable skills.
- Staffs of successful programs are trained and supported to provide high-quality, responsive services

Seven Habits Continued . . .

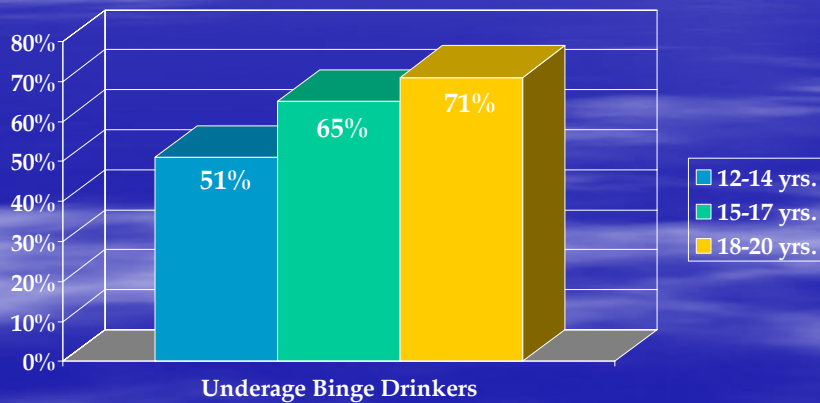
- Successful programs operate in settings that encourage practitioners to build strong relationships based on mutual trust and respect.

Facts on Drinking Among Youth:

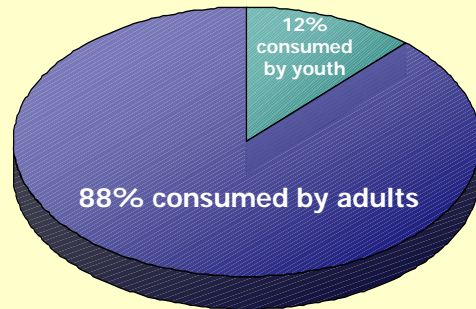
- The proportion of young drinkers who report binge drinking (5 drinks or more per sitting) is higher than for adults
- Binge drinking accounts for 70% of all alcohol consumed by those between ages 12 and 20
- Young binge drinkers are at great risk of immediate harm including car accidents, violence, sexual assaults, & school/family disruptions

Source: The 1999 National Household Survey

Binge Drinking Among Underage Drinkers Within the Past 30 Days:



Percent of Alcohol Consumed by Underage Drinkers in the US:



Current Social Beliefs and Norms:

Alcohol consumption is a right of passage for youth;
they are entitled to experimentation

Most people enjoy alcohol and want it
readily available and convenient to purchase

Only alcoholics cause alcohol problems, & restrictions
on availability have no effect on their drinking

Current Social Beliefs and Norms:

Violations of alcohol policy are not a high priority for law enforcement; they are not major contributors to societal violence and trauma

It is acceptable for parents to provide alcohol to their teenagers & friends, so long as they do not allow them to drive

Alcohol advertising has no impact on consumption practices among youth and high-risk populations

Current Policies on Alcohol

Current alcohol policies create an environment that encourages alcohol use

Public policies permit widespread marketing that focuses only on positive affects of alcohol

Policy makers are reluctant to impose restrictions & controls on the manufacturing, promoting, & sale of alcohol

Public policies make alcohol readily available at low prices

Source: OJJDP, 2002

The Violence Equation

- Almost one in four victims of violent crime report that the perpetrator had been drinking prior to committing the violence.
- Over one third of victims of rapes or sexual assaults report that the offender was drinking at the time of the act.
- Convicted prisoners indicate that alcohol was consumed by the perpetrator 32 to 50 percent of acts of homicide.

Equation Cont. . . .

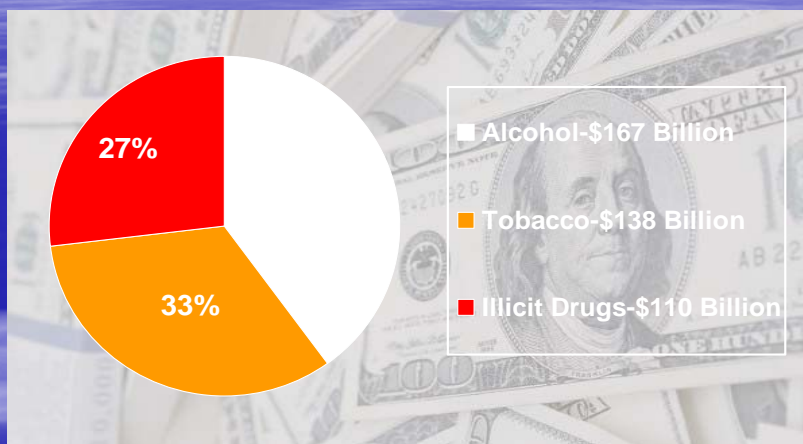
- Between 31 and 36 percent of prisoners convicted of a violent crime against an intimate reported that they were drinking alcohol at the time of the offense.
- U.S. crime reports indicated that approximately six in ten incidents of alcohol related violence resulted injury to the victim.

Current Alcohol Advertising Trends:

- \$5.5 billion in advertising and marketing to generate \$128 billion in profits in the year 2000
- Happy hours and price promotions often target young drinkers
- TV, radio, and internet alcohol ads also target younger viewers
- New alcohol products cater to youthful tastes and promote alcohol's glamour and attractiveness:
 - sweeter products
 - Malt beverages
 - Test-Tube shots

Source: OJJDP, 2002

U.S. Economic Costs of ATOD Use, 1998 Total Costs = \$415 Billion



Sources: Harwood, Fountain, & Livermore, NIDA & NIAAA, 1998
Rice (unpublished) Institute for Health and Aging, UCSF, 1995

Drug "Capture" Rate

Percent of Users Who Become Clinically Dependent



Tobacco	31.9%
Heroin	23.1%
Cocaine	16.7%
Alcohol	15.4%
Stimulants	11.2%
Marijuana	9.1%

Source: National Comorbidity Survey
Anthony, Warner, and Kessler

ATOD consumption in the U.S has declined over the past 20 years.



Alcohol consumption is down.



Tobacco consumption is down



Other Drug use is down.

Illicit drug use has decreased.

Percent reductions in monthly illicit drug use by age group (1979 to 2000)

Age	1979	2000	Percent Reduction
12-17	16.5%	9.7%	41%
18-25	38.0%	15.9%	58%
26-34	20.8%	7.8%	63%
35-up	2.8%	3.4%	(21)%



What these successes have in common:



- changes in Social Norms
- policy interventions
- deterrence and enforcement

Policy Interventions

- To prevent ATOD problems, policy interventions must focus on the **Availability** of alcohol, tobacco, and other drugs.
- Effective policies address the
 - **Price**
 - **Place**
 - **Product**
 - **Promotion...**

...of ATOD products

Deterrence and Enforcement

- Effective Deterrence requires the **Perception** of
 - **Certainty**
 - **Swiftness**
 - **Severity**
- Active Enforcement is a Requirement for Effective Deterrence.



For More Information

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Making This Work for Schools

- Policy Development and Policy Communication
- Managing Adult Behavior in School Environments
- Media Literacy and Student Ownership
- Localizing Cost and Grief
- Parental Engagement plus Policy Consistency Reduces Harm