



# Prevention Present and Future

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**Interdepartmental Tribal Justice, Safety, &  
Wellness Session 11**  
**Rapid City, SD • June 16, 2010**



# SAMHSA's Direction

➔ **Mission:** To reduce the impact of substance abuse and mental illness on America's communities

➔ **Roles:**

- Voice & Leadership
- Funding-Service Capacity Development
- Information/Communications
- Regulation and Standard Setting
- Improve Practice



# SAMHSA's 10 Strategic Initiatives: Key Messages

- Behavioral health is essential to health
  - Improves health status
  - Lowers costs for families, businesses, and governments
- Prevention works
- Treatment is effective
- People recover

# SAMHSA's 10 Strategic Initiatives

1. Prevention of Substance Abuse and Mental Illness
2. Trauma and Justice
3. Military Families—Active, Guard, Reserve, and Veteran
4. Health Reform
5. Housing and Homelessness

# SAMHSA's 10 Strategic Initiatives

6. Jobs and Economy
7. Health Information Technology for Behavioral Health Providers
8. Behavioral Health Workforce—In Primary and Specialty Care Settings
9. Data, Quality, and Outcomes—Demonstrating Results
10. Public Awareness and Support

# Present Activities

- Strategic Prevention Framework State Incentive Grant (SPF SIG)
- 5-year cooperative agreement
- Funding for Tribes are based on population served
- 12 Tribes are funded to date
- Based on the 5-Step SPF Process

# Present Activities

- Public Health Model
- Epidemiology
- Outcomes-based prevention
- Use of culture in program design is encouraged

# Strategic Initiative # 1

## *Prevention of Substance Abuse and Mental Illness*



# Strategic Initiative to Prevent Substance Abuse and Mental Illness

Create prevention prepared communities where individuals, families, schools, workplaces, and communities take action to promote emotional health and prevent and reduce mental illness, substance abuse including tobacco, and suicide across the lifespan.

# Future Activities FY 2011

## PPC

- \$22.6 million for the new Prevention Prepared Communities program.
  - Assist communities to develop and implement effective mental illness and substance abuse prevention (9-25 age cohort).
  - Interagency workgroup of representatives from SAMHSA, ED, DOJ, NIDA, NIAAA, NIMH, and ONDCP.

# Prevention of Substance Abuse and Mental Illness

## Goal 1

Reduce and eliminate substance abuse, including the non-medical use of prescription drugs, and mental illness nationally.

## Goal 2

Prevent and eliminate underage drinking throughout the Nation.

## Goal 3

Eliminate tobacco use among youth and young adults and promote cessation of tobacco use among individuals with substance abuse and mental health disorders.

## Goal 4

Prevent suicides and attempted suicides among groups at high risk including youth and young adults, military families, and members of tribal entities.

# Prevention Prepared Communities (PPC)

- Improve well-being of individuals aged 9-25
- Address mental, physical, and behavioral problems—common risk and protective factors
- Use a strategic prevention framework
- Use evidence-based strategies
- Collaborate with ONDCP, ED, and DOJ
- Measure individual and community outcomes
- Slated for Fiscal Year 2011

# Community Action: A Building Process

## → Focus on Assets:

- Attitudes, beliefs, skills, and positive behavior to improve community wellbeing
- Social fabric—power and purpose—that binds the community
- A process, not an event

# Who owns the problem?

- Top-down responses:
  - Categorical programs, sporadic funding
  - Ideas handed down, little local input
  - May provide value, but fall short
- Shift ownership from service delivery to community development
  - A call for new solutions

# Getting Going

- Community development = total community representation
- Who has an interest?
  - Potential allies? Who has access?
  - Who might resist prevention efforts?
  - Who has ties to the target audience?

***A stakeholder is anyone in the community***

# Involving Audiences

- Call on “elders” with knowledge of the problem
- Obtain Tribal input for Messages and materials—getting it right
- Involve Tribal members in carrying out prevention activities
- Connect cultural to behavioral health messages



# The Chemistry of Collaboration

- Bringing the right people to the table
  - Develop Shared vision and goals
  - Foster trust and respect
  - Contributing time and resources.
  - Clear roles
  - Community/Tribal ownership
  - Momentum—meeting challenges together

# Communicating

- Engage local media
- Create communications channels
- Reach out—attend, ask, present, listen.
- Create a structure for dialog
- Connect with opinion leaders
- Develop trust—start early, go slow
- Communicate regularly

# Looking Ahead

- Sustainability—funding challenges continue while climate for prevention improves
  - Established relationships
  - Functioning data systems
  - Commitment to accountability
  - Forums for collaboration
  - Access to vital partners
  - Demonstrated success

# The Health Reform Connection

- Wellbeing—a guiding theme
- Prevention—a key role, new opportunities
- Substance abuse—integrated approaches to mental and physical illness
- Behavioral health is part of health; vital to the success of health reform
- SAMHSA's Web site on health reform:  
<http://www.samhsa.gov/healthreform>

# Prevention and the Health Reform Law

- \$15 billion public health and prevention fund to support home, school, and workplace prevention.
- Incentives for local governments and small businesses to support wellness activities.
- Emphasis on team-based person-centered care through medical homes
- Reflects the public health approach

# Closing

- Emphasis on developing sustainable systems based on strong relationships and effective strategies
- Prevention's edge
  - A vision that is worthy
  - An approach that makes sense
  - Growing evidence that it works



***Collaboration is the key!***

**[www.samhsa.gov](http://www.samhsa.gov)**

**[www.prevention.samhsa.gov](http://www.prevention.samhsa.gov)**

**[www.mentalhealth.samhsa.gov/cmhs](http://www.mentalhealth.samhsa.gov/cmhs)**

**<http://csat.samhsa.gov>**

