Recommended Reading

Prevention with Purpose: A Strategic Planning Guide for Preventing Drug Misuse Among College Students

Missouri Partners in Prevention is proud to be Missouri's higher education substance abuse prevention and mental health consortium. In order to see measurable change in the health, safety, and well-being on campus, campus prevention practitioners must employ evidence-based strategies and models. This series provides a brief synopsis of the publications, articles, and resource documents available to campuses to assist in their substance abuse prevention and mental health intervention efforts. These documents provide a great deal of technical assistance and support. Browse our recommended reading synopsis to learn more about these publications.

The Strategic Planning Guide, published in January 2020, was created by the Drug Enforcement Administration's project team with assistance from leaders and innovators in alcohol and drug prevention at institutions of higher education and other federal agencies dedicated to preventing substance misuse. The guide is a deep dive into the strategic planning process, utilizing SAMHSA's Strategic Prevention Framework (SPF), to improve implementation and outcomes of alcohol and other drug prevention efforts on campuses.

Chapter 1:
Drug Misuse Prevention Landscape

Chapter 1 provides a history of drug legislation in the U.S. and how this has framed the current trends of substance use among college-aged youth. An overview of the socioecological model and risk and protective factors for alcohol and drug misuse are provided on pages 16-19. Page 20 outlines potential high-risk groups on campus and has a helpful table on how substance misuse affects the academic mission. Finally, page 21 covers federal policies that inform campus alcohol and drug prevention.

Chapter 2:
Using the SPF to Prevent Drug Misuse Among College Students

Chapter 2 defines the SPF and outlines each of its components, while framing the process around broader questions to be answered. Figure 3 on page 25 aligns each step of the SPF with an overarching question to help ground the process in actionable items. Additional information about infusing cultural competence and sustainability into the SPF process make up the remainder of the chapter, along with addressing personal bias and preconceptions about certain student groups on campus.

Chapter 3:
How to Assess Drug Misuse on Your Campus

Assessing the alcohol and drug misuse concerns on campus is the only way to ensure a data-driven approach that meets the unique needs of students on your campus. Chapter 3 delves into assessing the substance misuse concerns on campus in 4 steps:

- Assessing problems and related behaviors
- Assessing risk and protective factors
- Assessing capacity for prevention efforts
- Sharing assessment findings

Essentially, the first two steps outline conducting a needs assessment and answering overall questions about the nature of substance misuse on your individual campus. See Partners in Prevention's 'How To' document on conducting a needs assessment at pip.missouri.edu/how.html.

Assessing capacity for interventions requires evaluating resources and readiness, and a great summary of these can be found on page 37. Finally, sharing assessment findings requires being able to effectively communicate data in a variety of ways and page 38 provides a few helpful examples.

Chapter 4:
How to Build Capacity to Prevent Drug Misuse on Your Campus

Flowing from the previous chapter about assessing capacity, Chapter 4 covers how to increase and build capacity, the main 3 being:

- Engage diverse community stakeholders
- Develop and strengthen a prevention team
- Raise community awareness of the issue

Page 41 has a good list of diverse stakeholders to engage on campus and in the community, while pages 42-43 outline levels of involvement as well as methods for contacting stakeholders and gaining buy-in.

To develop and strengthen a prevention team, page 45 covers identifying and filling gaps of a prevention team, building prevention knowledge, and monitoring an improving group structure and processes. Page 46 highlights ways to raise community awareness.

Chapter 5:
How to Plan a Successful Drug Misuse Prevention Program on Your Campus

Each of the previous chapters helps lead up to the planning of successful programs on campus with the following 4 steps:

- Prioritize risk and protective factors
- Select appropriate interventions to address priority factors
- Determine how many interventions you can realistically implement
- Build a strategic plan (or logic model) and share with your stakeholders

When prioritizing risk and protective factors, it is necessary to evaluate the importance and changeability of the risk factors. Page 49 summarizes and provides a matrix for prioritizing risk factors based on these 2 things.

Selecting appropriate interventions requires ensuring that they are evidence-based (page 50 provides resources for identifying such strategies) as well as determining both conceptual and practical fit of an intervention for your campus. This will also influence the number of interventions that are feasible, and remember to think about the socioecological model and ensuring a comprehensive plan.

Finally, creating a plan of action by building a strategic plan or logic model helps specifically outline what interventions will be implemented and why. An example of a logic model can be found on page 54, and the Partners in Prevention 'How To' on strategic planning can be found at pip.missouri.edu/how.html. Don't forget to engage prevention partners in this process and share the plan/logic model with other stakeholders.

Chapter 6:
How to Implement a Successful Drug Misuse Prevention Program on Your Campus

Once a plan is in place, implementation can begin! The guide identifies 3 main tasks to consider during implementation:

- Connect with key implementation partners
- Balance intervention fidelity and adaptation
- Establish implementation supports

Previous chapters have helped to identify key partners and stakeholders, now ensure that you are connecting and collaborating while implementing strategies. Pages 59-60 give an overview of implementing programs with fidelity and adaptation, noting that a balance between the two is key. Page 61 outlines how to establish implementation supports for sustainable efforts.

Chapter 7:
How to Evaluate your Drug Misuse Prevention Program

Evaluation to determine the efficacy and outcomes of interventions is vital to good prevention. This chapter covers different types of evaluation, the 4 basic principles of evaluation and evaluation tasks. Page 66 has a good checklist to go over if it is determined that an intervention does not change rates of substance misuse. The principles of evaluation (utility, feasibility, propriety, and accuracy) are defined and examples are provided. Finally, the evaluation tasks are outlined with checklists for each, including:

- Engage stakeholders
- Describe the initiative
- Focus the evaluation design
- Gather credible evidence
- Justify conclusions
- Ensure use and share lessons learned

Suggestions for communicating evaluation findings are proposed on page 74 to close out the chapter.

Chapter 8:
Advice for Established and Emerging College AOD Misuse Prevention Professionals

This chapter shares advice and lessons learned from Dr. Dolores Cimini, the Director for Behavioral Health Promotion and Applied Research at University at Albany. Dr. Cimini offers suggestions for dealing with changes in upper administration, diversifying funding and sharing ownership to embed prevention into the lifeblood of campus, using data to stay abreast of emerging issues, working toward holistic prevention, innovation using evidence-based programs as a framework, understanding the AOD history on your campus, conducting listening tours, and taking your time and not rushing into programing.

Appendix A
Appendix A from pages 88-90 provides additional resources on each step of the Strategic Prevention Framework.

Read 'Prevention with Purpose: A Strategic Planning Guide for Preventing Drug Misuse Among College Student' here: campusdrugprevention.gov/sites/default/files/Strategic%20Planning%20Guide%20%28Final-Online%29%20%281%29.pdf

Citations
1. Drug Enforcement Administration (2020). Prevention with a purpose: A strategic planning guide for preventing drug misuse among college students. Arlington, VA.