



Substance Use Prevention: A review of what it means - and requires - through the language of football!

Jeff Lee
Senior Consultant, ISSUP

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Substance Use Prevention: Jeff Lee



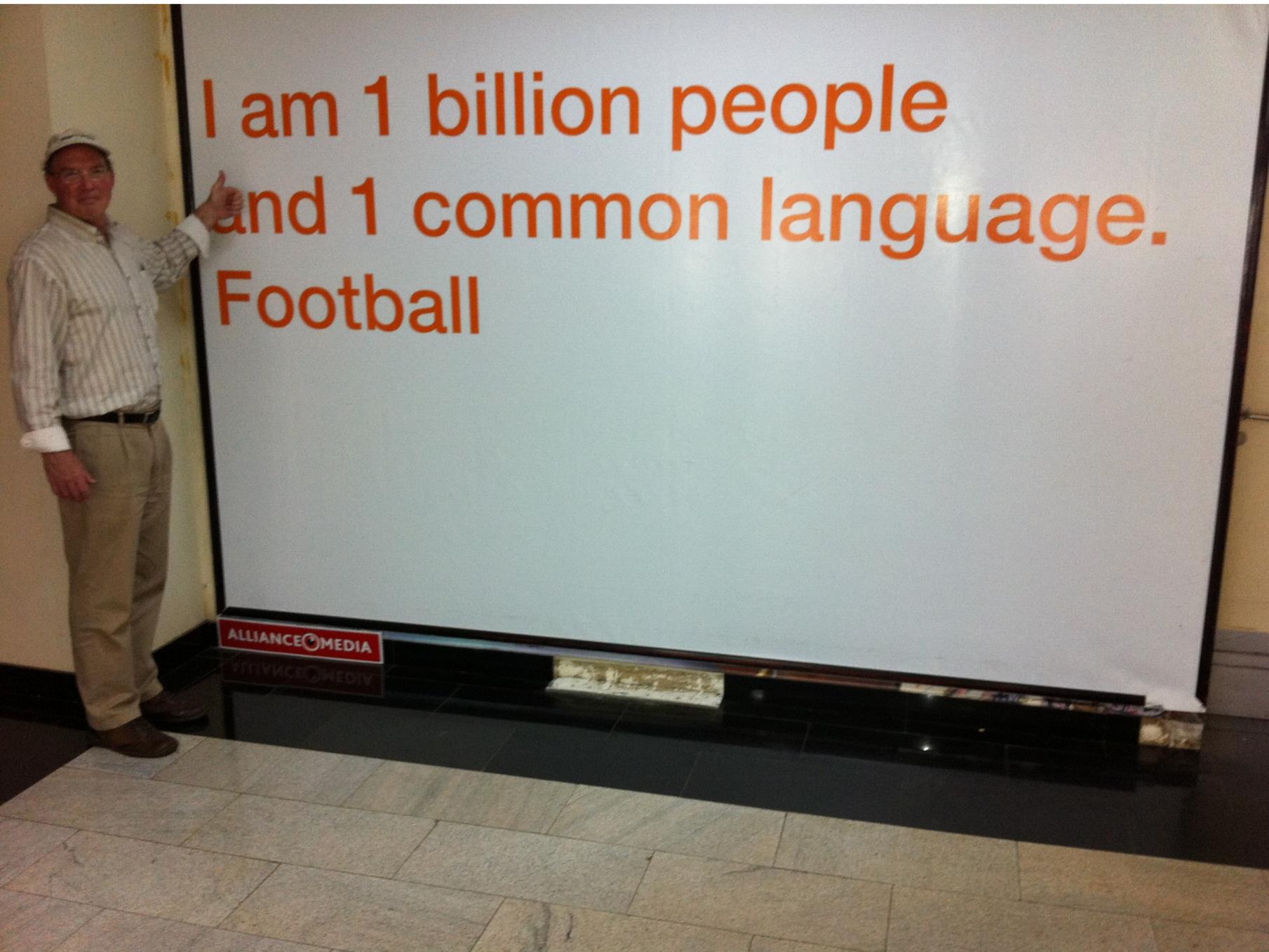
This webinar presentation offers my thoughts on the issue of substance use prevention.



The content presented does not necessarily represent the views of ISSUP



I declare no vested interest in provision of this input



**Allow me to try
and communicate
the Prevention of
Substance Abuse
through the
analogy of
football!**

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Match Objectives

Through an attempted use of a football/"soccer" analogy this webinar aims to address:

- The Position and Role of Prevention within Drug Demand Reduction – Drug Demand Reduction FC
- The Context for Prevention – the Opposition!
- A basic understanding of the issues that need to be addressed in the provision of substance use prevention - what comprises an effective and achieving team
- Questionable approaches – avoiding relegation
- Challenges for evidence-based prevention – planning for the season ahead
- Prevention Principles – Tactics required
- Next steps -The road to promotion and the Premiere League



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Second Half

- Challenges for evidence-based prevention – planning for the season ahead
- Prevention Principles – Tactics required
- Next steps – The road to promotion and the Premier League





Challenges ahead:

New "Players"

New "Structure"

Football/Prevention
- an Art and a
Science?

To score – and win
– needs more
thought and
planning

Not just "kick and
run"

Sophisticated with
important issues to
address

To become an
effective team.....

The evidence – and
experience –

...is beginning to show
us what is required
but...

The opposition is still a
step ahead....



The Season Ahead

- What have we learnt is required for preparing an effective Prevention Team?
- Prevention Science has arrived...the evidence base is growing.... it requires training and specialism
- It has to address a range of issues, inputs and needs eg.
 - Quality Standards – EDPQS, International Standards
 - Healthy behaviour and well-being;
 - Protective and risk factors;
 - Personal and social skills and competencies;
 - “Environmental” prevention;
 - Context: opportunities; social conditions;
 - Settings for provision;
 - Different stakeholders, different providers and their needs;
 - Tools for implementation;
 - Clarity of objectives;
 - Policy issues;
 - Advocacy and political understanding, investment and support;
 - Structure and systems for provision



Prevention – Specialists Required?

Who provides legal advice?

- Specialists in football
eg. Players, Managers,
Coaches, Pundits?

Who do go to for
preventing substance
abuse?

- Different lawyers for
different specialist
areas

Who do you approach
for football expertise?

- ????

Who provides
substance abuse
treatment?

- Specialists in SUDs and
treatment provision



Prevention Stakeholders FC

The “Stakeholders” team who have or should have “prevention” within their remit alongside a wide range of other “remits” and responsibilities and specialist expertise:

- Parents/carers/family members
- Teachers
- Social workers
- Health workers eg doctors, nurses
- Community leaders
- Police
- Media providers
- Workforce/HR providers
- Law makers
- Environmentalists/Planners
- Policy makers
- Other?

The Prevention Stakeholders Team

- Many and Varied: multi-disciplinary
- (Are all of us prevention providers in some way – or should we be?)
- Which stakeholders have been trained in their prevention role for their “setting”?
- By whom?
- Do they speak with a common voice and a core competency and understanding of prevention?
- Do they know what and how to offer “their” stakeholder input to the **Stakeholders Prevention TEAM**?
- What is required for the Team to operate effectively?
- Training and Support? From whom? Where accessed? How funded? Other needs to join the league?

And with the.....

- Foundation of an Evidence-base
- Supported by “Preventionists” – the Players!



Introducing Evidence-based Prevention FC

(Thanks to EMCDDA, SPR, EUSPR, INL, ISSUP, ICDDR, ITTC, Colombo Plan, UNODC and to UPC, EUPC, INEP Plus, and to significant individuals)...as a result of and need for....



The Preventionist – Players



The Preventionist as with the professional footballer.....

The Preventionist, as with the professional footballer, can only function with the necessary infrastructure and support:

- **Management** – oversight and support, direction and leadership, from individual or organisation
- **Coach/Trainer** – a Mentor or access to training and professional development
- **Supporters** – family, friends, colleagues, community, society, government
- **A place to function** (a Ground!) – settings to show and apply prevention
- **Opportunity to be picked and play** – are there the jobs?
- **Money** – for player and Club – for Preventionist and undertaking prevention!
- **Committed ownership** – the role of Government and relevant stakeholders
- **No mixed messages** – “football is about supporters” – “we must provide a strong and consistent message to our young people” eg.....alcohol?????



Prevention Principles:

Playing with a belief and purpose (1 of 6)

Proposition

- ✓ *Substance Use Prevention is concerned with helping people avoid the harms that can ensue to user, friends, family, community and society generally from the use of drugs.*
- ✓ *It aims to offer a positive outcome of health and well-being and a lifestyle that respects the dignity of the individual and opportunities to achieve.*
- ✓ *The way to achieve this is with a focus on education and other appropriate inputs and evidence-based contributions.*

➤ Therefore.....



Prevention Principles:

Playing with a belief and purpose (2 of 6)

....Our Prevention Inputs:

- *Do not want people to be harmed from using drugs*
- *Do want the health and well-being of people to be one major outcome from our efforts*
- *Aim to delay the onset of the use of potentially harmful and illegal substance use by young people*
- *Should ensure that our prevention efforts and inputs have no negative effects on those we target*
- *Help people from being harmed from the use of potentially harmful legal and illegal substances*
- *Promote respect for self and others and a concern for human rights and responsibilities*
- *Encourage behaviours that are health and well-being promoting and free from the harm that drugs can cause*



Prevention Principles:

Playing with a belief and purpose (3 of 6)

To achieve this we should:

- ✓ *Use an evidence-based approach in our prevention work that....*
 - *Respects and promotes the health, well-being, and the welfare, dignity and rights of all people who are the targets of our prevention work.*
 - *With its focus on substance use it should aim to help and try to ensure people avoid the harm that substance use can cause to the user, their families, friends, communities and society.*



Prevention Principles:

Playing with a belief and purpose (4 of 6)



Our prevention efforts need to:

- *Respect and take into account the culture where prevention is undertaken*
- *Offer appropriate inputs to address prevention provision for different settings and target groups eg schools, family, community, workplace.*
- *Provide the relevant input to address different target groups and needs*
- *Inputs provided, particularly to young people are often categorised into 3 areas:*
 - *Universal: targeting the whole population*
 - *Selective: targets particularly vulnerable/at risk groups*
 - *Indicated: those who are becoming involved with substance use*
- *Ensure the methodology and communication of prevention reflects the evidence-base and the necessary concern for the people being targeted.*



Prevention Principles:

Playing with a belief and purpose (5 of 6)



- *Consider that effective prevention is not only about content – the “what” - but also about “the how” we do it to achieve our objectives.*
- *Reflect particular attention to how we use the media, including social media and our messaging and terminology.*
- *Avoid approaches that can cause harm and impact negatively on those whose needs are being addressed in our prevention efforts.*
- *Avoid the use of scare tactics using inappropriate images or language; stigmatisation or inappropriate reference to those who suffer from a substance use disorder.*
- *Avoid offering “solutions” to drug use that are unlikely to work such as “Just Say No!”*
- *Consider the value and truth of messages that can be unhelpful in our prevention efforts such as a “drug free world”.*



Prevention Principles:

Playing with a belief and purpose (6 of 6)

Remember, I suggest.....

- ✓ *Substance use prevention is about people, not about drugs. It is not about problems but about helping promote a positive lifestyle. As prevention providers we need to be honest, respectful, and sensitive to others and maintain a positive focus on our objective of helping people avoid the use of substances that can cause harm to the user and others and in promoting and providing the opportunities for the health and well-being of all.*



Prevention Challenges and Questions for the Season(s) Ahead

- Is it substance use prevention FC or health/well-being promotion FC?
- How far is the outcome due to a focus on the players or on their “infrastructure”?
- Is the focus on the individual and their health, choices, behaviour or on the environment in which they function
- The “building personal and social skills and competencies, healthy behaviour, decision making, risk and protective factors, responsible choices” FC versus “Opportunity, employment, status, housing, upbringing, social circumstances” FC
- Do we pay more attention to individual substances rather than amalgamate as “drugs”?
- Or do we join forces with a broader health and well-being lobby and add other behaviours eg. gambling?
- Do we need “Preventionists”? (Specialists in prevention and/or substance use prevention)
- If so how do we achieve this?



Your Team for Action!

What is your Prevention Team Action Plan for the Season ahead?

(To promote the goal scoring – essential attack options)

Midfield maintenance and action oriented

Defense – the basic needs to be provided

Fans/Support – to make it happen!



“Interesting”I hope so.....but what value?.....without action!

- Please send your **“Action Plan Team”** to me jeff.lee@issup.net
- Add any questions, comments, concerns – yours or broad issue questions/comments
- Welcome your comments on how to achieve promotion or win the League
- For non football speakers happy to receive other comments/analogyes
- I think I would be classified as a “liberal” – in favour of people having and making their own choices; tried to implement this in bringing up my 3 boys.....except...
- Indoctrination that they would “Follow the Forest” - and they have!
- The learning? Is enlightened despotism the way forward???
- SERIOUSLY.....



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Thank you

- For your patience and bearing with my attempts at scoring a Prevention goal!

They Think It's All Over – It is Now!

