

DHCS



California Department of
Health Care Services

Department of Health Care Services

**Center for Substance Abuse Prevention (CSAP)
Strategies and Activities Definitions
and Matrix**

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Information Dissemination Strategy – Service Code 12

“This strategy provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction, and their effects on individuals, families, and communities.

It also provides knowledge and awareness of available prevention programs and services.

Information dissemination is characterized by one-way communication from the source to the audience, with limited contact between the two.” (CFR 96.125, p 514)

The development or creation of information dissemination materials shall include preparatory research assignments necessary to complete the product.

Information Dissemination Activities

Community/School Outreach Events

Attending community and school events where the primary task is to disseminate substance abuse primary prevention information and/or promote health and wellness.

Examples: health fairs, social community events, health promotion events, conferences, community forums, school rallies, school/community assemblies

Multi-media

Development and dissemination of original audio/visual (single and/or multi-) media through which substance abuse primary prevention information will be distributed and available to the public. Multi-media development indicates that the audio/visual media is non-existent and the creation of the audio/visual media is original and unique.

Examples: announcements, audio formats, broadcasts, newsletters, photography, PowerPoint presentations, public service announcements, radio announcements, video tapes, campaigns

Printed Materials

Development and dissemination of original printed material through which substance abuse primary prevention information will be distributed and available to the public. Printed material development indicates that the material is non-existent and the creation of the material is original and unique.

Examples: brochures, fact sheets, flyers, newsletters, pamphlets, posters, bulletin boards, resource directories

Resource and Information Services

A central location where the collection, classification, and distribution of substance abuse primary prevention multi-media is the primary service.

Examples: telephone information and community resource lines, resource centers, resource hubs, clearinghouse, resource libraries

Social Media Development and Maintenance

The development and maintenance of social media through which substance abuse primary prevention information will be distributed and available to the public. Social media development includes systems capability and device compatibility identification. Social media development indicates that the media is non-existent and that the creation of the social media is original and unique.

Examples: social networks (i.e. Facebook, LinkedIn, Twitter, Instagram), blogs, podcasts, content communities (i.e. YouTube), web sites in operation

Presentations

An informational substance abuse prevention presentation that consists of one-way communication to an audience. A speaking presentation under information dissemination does not provide opportunities for participant engagement. “Question and answer” at the end of a presentation does not qualify as participant engagement.

Examples: assemblies, rallies, speaking panel, town hall meetings, program recruitment, speeches, talks, news conferences, briefings, webcasts, assembly presentations, hearings, testimonials

Education Strategy – Service Code 13

“This strategy involves two-way communication and is distinguished from the Information Dissemination Strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis, and systemic judgement abilities.” (CFR 96.125, p 514)

Education Strategy Activities

Classroom/School Educational Services

Structured substance abuse primary prevention curriculum, lessons, seminars, interactive meetings, or workshops for individuals and groups that occur in a school or college setting.

Examples: substance use education, programs that address risk and protective factors, motivational interviewing sessions, theatrical groups (skits/plays/cultural performances)

Community Educational Services

Structured substance abuse primary prevention curriculum, lessons, seminars, interactive meetings, or workshops for individuals and groups that occur in a non-school setting.

Examples: substance use education, individualized education in response to problem identification/prevention assessment, services that address risk and protective factors, prevention-based motivational interviewing sessions, town hall meetings, theatrical groups (skits/plays/cultural performances)

Mentoring

A formal, defined relationship over a prolonged period between two or more people in which the more experienced individual (mentor) provides stable, continuous support and guidance to the less experienced individual (mentee/protégé). Mentoring fosters supportive and caring relationships and encourages individuals to develop to their full potential. One-time or infrequent educational interactions with participants is not considered mentoring.

Parenting/Family Management Services

Structured classes, meetings, and programs intended to assist parents and families address substance abuse primary risk and protective factors aimed to promote a healthy family structure.

Examples: parenting and family management classes/meetings, prevention programs serving the family, programs designed to strengthen families

Peer Leader/Helper Programs

Structured prevention services that utilize peers (people of the same ability, age, rank, or standing) to provide guidance, support, and other risk reduction activities for youth or adults.

Examples: peer-resistance development, tutoring programs, peer support activities (clubs, faith-based groups)

Student Assistance Programs – Educational Component

Individual or small group prevention-based educational sessions in response to problem identification/assessment within a formal student assistant program (SAP) format. SAP is a K-12 school-based, evidence-informed framework to identify and assist *students and their families* to minimize risk factors and increase protective factors that will positively influence their academic, social, and emotional well-being.

Examples: motivational interviewing, prevention-based risk reduction models

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Alternative Strategy – Service Code 14

“This strategy provides for the participation of target populations in activities that exclude alcohol, tobacco, and other drug use. The assumption is that constructive and healthy activities offset the attraction to or otherwise meet the needs usually filled by alcohol, tobacco, and other drugs and would, therefore, minimize or remove the need to use these substances.”

(CFR 96.125, p 514 & 515)

Alternatives Strategy Activities

Community Service Activities

Participants who engage in community service activities.

Examples: community clean-up activities, beautification projects, repair or rebuild community landmarks or structures, voluntary work intended to help other people

Social/Recreational Events/Activities

Social and recreational events for youth and adults that exclude substance use.

Examples: community/cultural/faith-based school events, community center activities, sporting activities, summer camp, outdoor wilderness activities, sober graduation/prom events

Youth/Adult Leadership Activities

Services and/or activities through which youth and adults work collaboratively.

Examples: youth groups, Friday Night Live chapter activities, youth development activities, skill development activities, recognition events, youth participation in coalition meetings

Problem Identification and Referral Strategy – Service Code 15

“This strategy aims at identification of those individuals who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs and to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment.” (CFR 96.125, p. 515)

Problem Identification (ID) and Referral Activities

Employee Assistance Programs

A voluntary, work-based program that offers free and confidential evaluations, short-term counseling, referrals, and follow-up services to employees who have personal and/or work-related problems involving substance use/misuse that may interfere with work performance.

Examples: workplace prevention education programs, risk reduction education for work-related problems involving substance use, health education and health promotion programs for employees, supervisor alcohol and other drug (AOD) training, workplace AOD policy development, workplace screening and/or referral

Prevention Screening and Referral Services

The screening process is intended to determine if an individual’s behavior can be modified through substance abuse primary prevention education activities or services. The outcome of prevention screenings will either place and/or refer individuals to prevention education programs. If individuals do not meet the criteria for primary prevention services, a referral to a treatment facility/program for a treatment assessment may be necessary.

Examples: motivational interviewing - problem identification, referral to outside agencies for prevention services

Student Assistance Programs – Screening and Referral Component

Problem identification/assessment within a formal student assistant program (SAP) format used to assess further prevention educational needs. SAP is a K-12 school-based, evidence-informed framework to identify and assist *students and their families* to minimize risk factors and increase protective factors that will positively influence their academic, social, and emotional well-being.

Examples: early identification of student problems, screening and referral to prevention education services, screening and referral to outside agencies

Community-Based Process Strategy – Service Code 16

“This strategy aims to enhance the ability of the community to more effectively provide prevention services for alcohol, tobacco, and drug abuse disorders. Activities in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking.” (CFR 96.125, p 515)

Community-Based Process Activities

Accessing/Monitoring Services and Funding

Substance abuse primary prevention county agencies, prevention providers, and/or communities increasing or improving their prevention service capacity.

Examples: coordinating and monitoring federal/state/tribal/local prevention grantees and subcontractors, ensuring quality assurance/improvement efforts, engaging in the request for proposal (RFP) process, developing contracts and program budgets, researching and applying for federal/state/local funding sources that will leverage prevention funding

Assessing Community Needs/Assets

Implementing prevention-focused tasks to determine the needs for prevention services by identifying at-risk populations, communities, or geographic locations and determining priorities for service delivery.

Examples: conducting/participating in neighborhood/community and /or statewide prevention needs assessments which may include data collection (key informant interviews, focus groups, surveys), data assessment, problem statement development, organizational/fiscal/leadership capacity assessment, readiness assessment, cultural competence assessment, service gap analysis, external factors/barriers to success

Coalition/Workgroup Activities

Coalition activities conducted for the purpose of fostering, supporting, or enhancing community prevention services. The Substance Abuse and Mental Health Services Administration defines a coalition as “a group of individuals representing diverse organizations, factions or constituencies who agree to work together to achieve a common goal.”

Examples: The development and ongoing meetings/efforts of coalitions, community teams, short-term workgroups

Evaluating Services and Outcomes

Evaluation efforts for the systematic collection and analysis of information about program activities, characteristics, and outcomes to reduce uncertainty, improve effectiveness, and make decisions.

Examples: working with evaluation teams/evaluators, administering evaluation, developing evaluation tools and instruments, collecting evaluation data, conducting data analysis, preparing evaluation reports, plans, and updates

Intra/Inter-Agency Coordination/Collaboration

Collaborative planning and/or coordinating prevention services within agency and among collaborative systems (i.e. communities, agencies, organizations, schools).

Program Development and Improvement

The research, formulation, improvement and infrastructural change necessary to develop new programs and improve existing programs.

Examples: creation of primary prevention curriculum, lesson plans, course study materials, training curricula; demonstration to become an evidenced-based program; program review, adaptation, and modification

Strategic Prevention Planning (for county use only)

The continuous process of developing and/or revising a data-informed strategic prevention plan.

Examples: developing and/or refining problem statements, identifying/prioritizing goals and objectives, determining outcomes, drafting/developing logic models, developing implementation plans, developing evaluation plans, identifying performance measures, selecting policies, programs and practices

Training and Technical Assistance (TTA)

TTA services **provided or received** intended to develop proficiency and build capacity internally and within the community.

Examples: assistance with the strategic prevention framework process, data-entry trainings, skill-building activities, trainer of trainers, community/volunteer training, professional & community training programs for environmental programs/efforts (RBS, LEAD, TIPS, community watch programs, TRACE)

Environmental Strategy – Service Code 17

“This strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing incidence and prevalence of the use of alcohol, tobacco, and other drugs used in the general population. This strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those which relate to the service and action-oriented initiatives.” (CFR 96.125, p 515)

DHCS Excerpt: Explanation of Environmental Local Scale Efforts

Environmental prevention consists of comprehensive, multi-strategy efforts that, when combined, will achieve population-level change by reducing AOD health risks and community challenges. Environmental prevention strategy adopts the Public Health Model. This model addresses health or social problems in a comprehensive way by considering human factors, characteristics of the source of harm, the environment, and identifies causes and suggests possible interventions. The Public Health Model takes a population approach to health promotion and disease prevention. Environmental strategies aim to impact environmental factors in which substance use/misuse occur. Environmental factors include public policy, health disparities, institutional rules and regulations, community norms, mass media messaging, and community norms that influence the use, accessibility, sale, and production of alcohol, tobacco and other drugs.

The development of environmental activities shall include preparatory research assignments necessary to complete the product.

Environmental Activities

Advertising Policy and/or Restriction

Efforts that contribute to the enactment of policy/restrictions to control the density and placement of product advertising.

Examples: Lee Law, billboards, advertising store fronts, product placement

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the policy

Community and Neighborhood Mobilization (Must integrate with other environmental service activities)

Efforts that contribute to the development and empowerment of communities to participate in environmental activities that will improve overall health and well-being. Efforts include enlisting and facilitating active participation of community agencies and members to work on planning, designing, and implementing environmental prevention initiatives that address specific substance use/misuse problems.

Driving Under the Influence (DUI) Checkpoints

Efforts that contribute to DUI checkpoint coordination with law enforcement officials.

Demographic Calculation: 10% of the demographics of the zip code where the checkpoint is located

Drug Paraphernalia Ordinance

Efforts that contribute to the enactment of local ordinances regulating the sale, displaying, giving, or dispensing of drug paraphernalia.

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the ordinance

Efforts with City, County, Tribal, and/or State Officials (Must integrate with other environmental service activities)

Inform and/or collaborate with city council, school board, city, county, and/or state officials about the development, progression, or sustainability of environmental prevention efforts. Collaborative efforts with state regulatory agencies to create, expand, and/or enforce legislation and regulations for local and state jurisdictions. State regulatory agencies may include, but are not limited to: Alcoholic Beverage Control, Department of Fish and Wildlife, Department of Public Health, etc.

Healthy Retailer Initiative

Building relationships and collaborating with merchants to support local and statewide retailer initiatives that promote a healthy retail environment.

Examples: recognition events, Responsible Alcohol Merchant Awards (RAMA)

Demographic Calculation: 10% of the demographics of the zip code where the retailer is located

Local and/or State Regulation (Must integrate with other environmental service activities)

Efforts that contribute to the creation, expansion, enactment, and/or enforcement of local and/or state regulations in collaboration with state regulatory agencies. State regulatory agencies may include, but are not limited to: Alcoholic Beverage Control, Department of Fish and Wildlife, Department of Public Health.

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the ordinance

Media Advocacy (Must integrate with other environmental service activities)

The strategic use of news making through TV, radio and newspapers to promote public debate, and generate community support for changes in community norms and policies. The purpose is to gain public and policymaker support for policy goals, contribute to community norms change, advance policy-based solutions, emphasize that problems are a shared community responsibility, and empower community members to take control of conditions affecting substance use and abuse.

Physical Design to Prevent Substance Use

Efforts that contribute to the altering the physical design of a public place in order to deter substance use-related problematic behaviors and/or criminal activities.

Examples: architectural design, design modification, landscaping, interior design, lighting and décor planning, Crime Prevention through Environmental Design (CPTED)

Demographic Calculation: 10% of the demographics of the zip code where the structure is located

Pricing Policies

Efforts that contribute to the enactment of prevention policies that set minimum prices or increase fees on alcohol, tobacco, and cannabis products and/or retail licensing to reduce affordability.

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the policy

Public Use Restrictions

Efforts that contribute to the enactment of ordinances or restrictions that control the availability of alcohol, tobacco, cannabis, and other drugs in places with public access.

Examples: Conditional Use Permits, drinking in public ordinances, restrictions/bans in parks and recreational areas, open container laws, controlling hours of sale

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the restriction

Retail Compliance

Efforts in collaboration with retail outlets to develop and/or amend their practices and procedures to ensure compliance with local/state policies and law.

Examples: Responsible Retailer Programs (RRP), Responsible Beverage Service Training (RBS), Licensee Education on Alcohol and Drugs (LEAD), Training and Intervention Procedures (TIPS), Medical Marijuana Regulation and Safety Act (MMRSA), grower and manufacturing restrictions

Demographic Calculation: 10% of the demographics of the zip code where the retailer compliance efforts are located

School (College) Policy

Efforts that contribute to the enactment of prevention policies by the school administration to eliminate settings or circumstances for substance use/misuse and/or availability on or about the premises.

Demographic Calculation: 25% of the demographics of the college population

School (K-12) Policy

Efforts that contribute to the enactment of prevention policies by the school administration to eliminate settings or circumstances for substance use and/or availability on or about the premises.

Demographic Calculation: 25% of the demographics of the school population

Social Host Ordinance

Efforts that contribute to the development and passage of local ordinances that make it unlawful for persons to allow minors to obtain, possess, or consume alcohol, cannabis, and/or other drugs at parties held at a private residence or premise.

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the ordinance

Social Marketing (Must integrate with other environmental service activities)

Prevention efforts that utilize multi-media social marketing¹ strategies to advance an environmental prevention agenda aimed to address unhealthy community norms and perceptions regarding substance use/misuse.

Special Event Policy/Restrictions

Efforts that contribute to the enactment of policies and/or restrictions pertaining to event permits for activities/events where alcohol, tobacco, and/or cannabis may be available; specifically, events where children, families, and/or young adults are present.

Policies and requirements include: number of drinks sold to a single individual, no drinks sold after a set time, alcohol-free seating areas, smoking areas, recreational/medicinal cannabis policies, vaping policies.

Examples: sponsorship restrictions, concerts, sporting events, community fairs, car shows, fundraisers, farmer's markets, 420 festivals, holiday events

Demographic Calculation: Demographics of persons attending the event

Surveillance Activities

Coordinated efforts among community members, agencies, and law enforcement officials to observe persons or locations to prevent illegal consumption, sale, and/or production of substances and/or substance-related paraphernalia.

Examples: party patrols, drug sale surveillance, shoulder tap, compliance checks

Demographic Calculation: 10% of the demographics of the zip code where the surveillance activity is located

¹ Multi-media social marketing: An approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.

Workplace Policy

Policies in the workplace to eliminate settings or circumstances for substance use and diversion of product. This includes unauthorized removal of cannabis, alcohol, or pharmaceuticals in workplaces that would otherwise result in resale or distribution.

Examples: Purchase and resale, employee use policies, theft and resale or distribution, cannabis cultivation

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the policy

Zoning Ordinance

Local ordinances that restrict the location and density of existing and prospective outlets (alcohol, tobacco, or cannabis) or land use restrictions.

Examples: General plan amendments, Land use agreements, Public Convenience and Necessity (PCN) determination, Deemed Approved Ordinances (DAO), Setbacks, water, roadways, lighting, noise or smell prevention or abatement

Demographic Calculation: 25% of the demographics of the jurisdiction specified in the ordinance

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CSAP Activity Matrix

CSAP Strategy	CSAP Activity	Demographics Reported	IOM Category If there is more than one checkmark, pick the IOM Category that best describes the service recipients.			
			Universal Indirect	Universal Direct	Selective	Indicated
Information Dissemination	Community/School Outreach Events	No	✓			
	Multi-Media	No	✓			
	Printed Materials	No	✓			
	Resource and Information Services	No	✓			
	Social Media Development and Maintenance	No	✓			
	Presentations	No	✓			
Education	Classroom/School Educational Services	Exact Count		✓	✓	✓
	Community Educational Services	Exact Count		✓	✓	✓
	Mentoring	Exact Count		✓	✓	✓
	Parenting/Family Management Services	Exact Count		✓	✓	✓
	Peer Leader/Helper Programs	Exact Count		✓	✓	✓
	Student Assistance Programs - Educational Component	Exact Count		✓	✓	✓
Alternative	Community Service Activities	Exact Count		✓	✓	✓
	Social/Recreational Events/Activities	Exact Count		✓	✓	✓
	Youth/Adult Leadership Activities	Exact Count		✓	✓	✓
Problem ID & Referral	Employee Assistance Programs	Exact Count		✓	✓	✓
	Prevention Screening and Referral Services	Exact Count			✓	✓
	Student Assistance Programs - Screening and Referral Component	Exact Count			✓	✓

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CSAP Strategy	CSAP Activity	Demographics Reported	IOM Category			
			If there is more than one checkmark, pick the IOM Category that best describes the service recipients.			
			Universal Indirect	Universal Direct	Selective	Indicated
Community Based Process	Accessing/Monitoring Services and Funding	No	✓			
	Assessing Community Needs/Assets	No	✓			
	Coalition/Workgroup Activities	No	✓			
	Evaluation Services	No	✓			
	Intra/Inter-Agency Coordination/Collaboration	No	✓			
	Program Development and Improvement	No	✓			
	Strategic Prevention Planning (for county use only)	No	✓			
	Training and Technical Assistance (TTA)	Exact Count		✓		
Environmental	Advertising Policy and/or Restriction	25% Domain	✓			
	Community and Neighborhood Mobilization	No	✓			
	Driving Under the Influence (DUI) Checkpoints	10% Zip Code	✓			
	Drug Paraphernalia Ordinance	25% Domain	✓			
	Efforts with City, County, Tribal, and/or State Officials	No	✓			
	Healthy Retailer Initiative	10% Zip Code	✓			
	Local and/or State Regulation	25% Domain	✓			
	Media Advocacy	No	✓			
	Physical Design to Prevent Substance Use-Related Activities	10% Zip Code	✓			
	Pricing Policy	25% Domain	✓			
	Public Use Restriction	25% Domain	✓			

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CSAP Strategy	CSAP Activity	Demographics Reported	IOM Category			
			If there is more than one checkmark, pick the IOM Category that best describes the service recipients.			
			Universal Indirect	Universal Direct	Selective	Indicated
Environmental (Continued)	Retail Compliance	10% Zip Code	✓			
	School (College) Policy	25% Domain	✓			
	School (K-12) Policy	25% Domain	✓			
	Social Host Ordinance	25% Domain	✓			
	Social Marketing	No	✓			
	Special Event Policy/Requirement	Exact Count	✓			
	Surveillance Activities	10% Zip Code	✓			
	Workplace Policy	25% Domain	✓			
	Zoning Ordinance	25% Domain	✓			