

Central Vermont New Directions Coalition
SAM-VT
Prevention Works!
Ginny Burley, Prevention Specialist
February 9, 2017

What Does Prevention Education Look Like?

To be effective at reducing the number of people who use an addictive substance, a prevention education program must meet several important criteria:

It must address the entire community: young children, teens, young adults, adults, and seniors.
(As we did with tobacco.)

Each age group should be addressed with messaging that appeals to their group, in language they can easily understand, over the media that they normally use.

The campaign should begin before the substance becomes legal or more available.

It should have a goal: a low use rate to be reached *before* the substance can be made legal or more available.

It must continue and evolve as each new cohort of young people enters school.

It must be fully funded, long term.

The results must be tested through on-going collection of data on use rates, availability, perception of harm, actual harm, and other factors relevant to use patterns and the goals of the campaign.

The campaign must be adjusted based on the test results.