Acknowledgements

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Compiled for:
Substance Abuse Prevention Professionals in North Carolina

Sponsored by:
North Carolina Substance Abuse Prevention Providers Association
and
North Carolina Office of Prevention

PREVENTION IS THE ANSWER
THE ONE VOICE FOR SUBSTANCE ABUSE PREVENTION IN NORTH CAROLINA

Your Journey Starts Here
"As a prevention professional whose entire career has been devoted to preventing and treating addictions, I cannot think of any work that could be more rewarding. Dependence on alcohol, tobacco, and other drugs is a complex and costly chronic illness. There is tremendous satisfaction in knowing that every day I go to work I go with a single purpose... to help children, youth, adults, and families have a better chance to live healthy, happy and productive lives. Prevention is the answer to many of today’s societal problems."

– Phillip A. Mooring, MS, CSAPC, LCAS

Chair, NC Substance Abuse Prevention Providers Association
Executive Director, Families in Action, Inc.

Visit www.preventionistheanswer.com

To learn more about the field of Prevention,
To connect with other Prevention Professionals, and
To get the latest updates on what’s going on across North Carolina

“Let your prevention journey say anything is possible”!

Dr. Janice Petersen
Prevention Acronyms

ALE—Alcohol Law Enforcement

AOD—Alcohol and Other Drugs

APNC—Addiction Professionals of North Carolina

ATOD—Alcohol Tobacco and Other Drugs

CAAB—Cooperative Agreement Advisory Board

CADCA—Community Anti-Drug Coalitions of America

CPR—Centers for Prevention Resources

CSAP—Center for Substance Abuse Prevention

DEA—Drug Enforcement Administration

DHHS—U.S. Department of Health and Human Services

EUDL—Enforcement of Underage Drinking Laws

ICRC—International Certification Reciprocity Consortium

IOM—Institute of Medicine

LME—Local Management Entity

LEA—Local Education Agency

NCADI—National Clearinghouse for Alcohol and Drug Information

NCPOPS—North Carolina Prevention Outcomes Performance System

NCAPPB—North Carolina Substance Abuse Professional Practice Board

NHTSA—National Highway Traffic Safety Administration

NIAAA—National Institute on Alcohol Abuse and Alcoholism (institute within NIH)

NIDA—National Institute on Drug Abuse (institute within NIH)

NIH—National Institute of Health (agency within DDHS)

NPN—National Prevention Network

NREPP—National Registry of Evidence-based Programs and Practices

OJJDP—Office of Juvenile Justice and Delinquency Prevention

ONDCP—Office of National Drug Control Policy

PACC—Partnerships, Alliances, Coalitions and Collaboratives

PIRE—Pacific Institute for Research and Evaluation

PPA—Prevention Provider’s Association

RASS—Responsible Alcohol Sales and Service

RWJ—Robert Wood Johnson Foundation

SA—Substance Abuse

SAMHSA—Substance Abuse & Mental Health Services Admin

SAPTBG—Substance Abuse Prevention and Treatment Block Grant

SDFSC—Safe and Drug Free Schools and Communities

SEOW—State Epidemiological Outcomes Workgroups

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In the prevention arena, we have shared a common vision to keep substance abuse prevention on the radar of all of our constituent groups. As we prepare for the tremendous challenges ahead, it is important for new professionals in the field to understand the journey that has been set forth by the “founders” of the prevention effort in North Carolina. We have come a long way on the continuum of prevention services, positioning ourselves for a collective 2020 mission. This “welcome” document is being disseminated by one of those groups who have made the mission possible. Other information sources will follow to ensure that prevention professionals are informed about the current state of affairs for substance abuse prevention. As Director of the Office of Prevention, it is my goal to continue to provide culturally relevant, accessible, and appropriate information regarding the status and future of prevention. In order to make your ‘prevention journey’ meaningful, it is imperative that you get involved, learn as much as possible, and translate your knowledge to appropriate policies, practices and programs to achieve effectiveness in the communities, agencies, schools etc in which you will have an impact. I know “get involved” is an old cliché, but in the case of the future of prevention, it is our collective opportunity and duty. Unlock your potential and make a difference for substance abuse prevention in our state!

Sincerely,
Janice W. Petersen, Ph.D., Director
Office of Prevention
Prevention and Early Intervention Team Leader
Division of MH/DD/SAS-Community Policy Management Section
Words of Encouragement

Congratulations on selecting the substance abuse prevention field, in which no amount of money can compensate for all of the rewards and satisfaction you will gain. In this field you will have the opportunity to impact everyone form the individual to entire communities. Prevention work, is a Life’s journey that can have an impact on the quality of life for our community. You cannot find a job much better than that!!

Zorana Valdes, Anuvia Prevention & Recovery Center

The unfortunate nature of substance abuse is that it invades most every social and public health issue in our communities. And substance abuse does not discriminate, but affects all. Therefore, working in the field of substance abuse prevention will lead you to engage with persons, young and elder, from all walks of life, to interact with organizations representing every sector of your community, and to address a broad array of issues that compromise the health and happiness of the people you serve. This provides the opportunity to be a life long learner and to experience the wealth of diversity that constitutes the people of North Carolina. Welcome to a field that will challenge you and offer you so many rewards!

Cindy Murphy, Anuvia Prevention & Recovery Center

You are beginning a journey that will be challenging and rewarding. The people that you encounter will have greater hope as a result of your journey.

Michael Dublin, Faith Works Together

Substance abuse prevention; It works, when we work, together!

Steve Newman, Mecklenburg County Health Department

One of the most rewarding things for me is being known to the youth in my community as the "Drug Lady" the one that talks to them about not using drugs!!

LaTasha Murray, Robeson Healthcare Corporation, South Central CPR

Prevention …

Many states and organizations have their own definitions for substance abuse prevention. North Carolina has adopted the following definition:

“Prevention is a proactive process and/or activity aimed at educating, supporting, and empowering individuals, families, communities and systems to effectively meet life’s challenges and transitions by creating and sustaining healthy and safe behaviors and environments.”
INTRODUCTION

Congratulations and welcome to one of the most gratifying careers you will ever have!

Many states and organizations have their own definitions for substance abuse prevention. In the last decade, Center for Substance Abuse Prevention (CSAP) has used several definitions for “prevention.” One of which includes:

“Prevention is a proactive process which empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing healthy behaviors and lifestyles and by reducing risks contributing to alcohol, tobacco, and other drugs misuse.”

Prevention is a very multifaceted career that can be implemented in all walks of life and is essential when trying to provoke change. Prevention Works! And can make a difference, but it cannot be achieved without the effort and advocacy of its workforce. There are various roles one can be involved with in this profession. Some of these include the following:

- Participate in a local task force in the community
- Work with a local coalition in the community
- In the Faith-based community-educate clergy, members, and youth about prevention principles
- Advocate through the media by using press releases, public service announcements, writing letters to the editor, opinion editorial articles, and guest editorials, and doing news conferences
- Work on one of N.C. Substance Abuse Prevention Providers Association State Committees: Membership/Orientation, Marketing/Communications, Coalition Development, Funding/Sustainability, Public Policy/Advocacy, Workforce Development, Evaluation
- Advocate in the community through Social Norms Campaigns, writing letters to the legislature, community readiness surveys, and forming coalitions
- Represent your Partnerships, Alliances, Coalitions, Collaboratives (PACC) in your local community

So, get involved and say farewell to the usual, mundane career and enjoy the adventurous journey through the life of prevention!

Substance Abuse Web Sites

STATE

North Carolina Substance Abuse Professional Practice Board  www.ncsappb.org

North Carolina Substance Abuse Prevention Providers Association  www.preventionistheanswer.org

North Carolina Institute of Medicine  www.ncbiom.org

North Carolina Governors Institute for Alcohol and Substance Abuse  www.governorsinstitute.org

NATIONAL

Center for Substance Abuse Prevention  www.prevention.samhsa.gov

Center for Substance Abuse Treatment  www.csat.samhsa.gov

Centers for Disease Control and Prevention  www.cdc.gov

Community Anti-Drug Coalitions of America  www.cadca.org

Enforcing Underage Drinking Laws  www.ojjdp.ncjrs.gov/eudl

National Institute on Drug Abuse  www.drugabuse.gov


Substance Abuse & Mental Health Services Administration  www.samhsa.gov

The Community Toolbox  www.ctb.ku.edu/en/

Underage Drinking Enforcement Training Center  www.udetc.org
The Center for the Application of Prevention Technologies (CAPT)

CAPT provides responsive, tailored, and outcomes-focused training and technical assistance to prevent and reduce substance abuse and associated public health issues across the lifespan. Funded by the Center for Substance Abuse Prevention (SAMHSA/CSAP) and a project of Education Development Center, Inc., the CAPT assists CSAP grantees—including States, Jurisdictions, and Federally-recognized Tribes and tribal entities—in the application of data-driven decision-making to the selection and implementation of evidence-based practices and programs. Through CAPT efforts, CSAP enhances the skills, knowledge, and expertise of the prevention workforce across the country to support successful implementation of SAMHSA’s Strategic Prevention Framework and other CSAP priorities. Specifically, CAPT services are designed to strengthen the capacity of its grantees to effectively:

- Assess State-and community-level substance abuse problems and prevention needs
- Prioritize substance abuse problems, based on careful review and analysis of epidemiological data
- Mobilize prevention resources to support prevention activities
- Develop a strategic plan that links problems, intervening variables, and effective strategies
- Select evidence-based interventions that address identified needs and/or bolster innovative programs
- Implement evidence-based interventions, recognizing the need for fidelity of implementation
- Collect the process and outcome data needed to track the extent to which effective prevention strategies are being applied

PREVENTION WORKS!

The prevention of alcohol, tobacco, and other drugs has been a priority in our state, and the country, for decades. The North Carolina Institute of Medicine (NCIOM) has stated that “Substance use and abuse is both a health problem in itself and a health risk contributing to other health problems.” In its recent report (2009) the NCIOM goes on to say that Prevention should be the cornerstone of North Carolina’s efforts to reduce inappropriate use, misuse, and dependence on alcohol and other drugs, and to prevent the incidence and severity of stress, depression, or other anxiety disorders.

In turn, the Substance Abuse and Mental Health Services Administration (SAMHSA) reports that if effective prevention programs were implemented nationwide, substance abuse initiation would decline by 1.5 million youth. Youth who do initiate use will delay that initiation by an average of two years. For subsequent years, this would have estimated a return of:

- 5.6 percent fewer youth ages 13–15 would have engaged in drinking;
- 10.2 percent fewer youth would have used marijuana;
- 30.2 percent fewer youth would have used cocaine;
- 8.0 percent fewer youth would have smoked regularly.

SAMHSA goes on to report that these reductions in use would also contribute to a reduction in cost to our cities, counties, states, and the country. For example, the average effective school-based substance abuse prevention program costs $220 per pupil including materials and teacher training, and these programs could save an estimated $18 per $1 invested if implemented nationwide. The report goes on to argue that if full implementation of effective prevention programming would occur nationwide it could have a cost benefit of:

- Saving state and local governments $1.3 billion, including $1.05 billion in educational costs within 2 years;
- Reducing social costs of substance-abuse-related medical care, other resources, and lost productivity over a lifetime by an estimated $33.7 billion;
- Preserving the quality of life over a lifetime valued at $65 billion.

As you may recognize from the information listed here, Substance Abuse Prevention is not just about “feel good” programs that tug at the heart strings of individuals, families, and the community; instead it is combination of care and concern for our youth with a combination of science to assure our achievement of our target. To put it into one phrase, the state of North Carolina strives to provide all Prevention Professionals with the best trainings and tools for “effective prevention programs” and strategies because we know that helping just one high-risk youth graduate from high school, avoid heavy drug use, and not engage in crime would create a healthier youth AND save our state between $1.7 and $2.3 million dollars.


PROFESSIONAL DEVELOPMENT

North Carolina Substance Abuse Prevention Certification

DID YOU KNOW...  
The North Carolina Substance Abuse Professional Practice Board (NCSAPPB) offers a certification credential for any professional providing substance abuse prevention services in North Carolina. The Certified Substance Abuse Prevention Consultant credential (CSAPC) is available to professionals who meet the following criteria:

- Has three (3) years full-time experience in the field or two (2) years if applicant has a bachelor’s degree or higher in a human services field from a regionally accredited college or university.
- Receive 270 hours of board approved academic/didactic training divided in the following manner:
  - 170 hours in primary prevention and life skills training
  - 100 hours in substance abuse specific material including 12 hours of HIV and 6 hours in professional prevention ethics training
- Complete a minimum of 300 board approved practicum hours
- Successful completion of IC&RC/AODA, Inc. written examination

Benefits of Certification:
- It speaks to your commitment towards professional development and continued competency
- It provides greater professional recognition
- It attests to you having met the standard of excellence in the field
- It’s a testimonial to personal achievement and accomplishments
- It is an internationally recognized designation
- It increases professional marketability

The first step towards certification is to register with the practice board. For additional information on the certification process contact the NCSAPPB.

(919) 832-0975 or http://www.ncsappb.org

Addiction Technology Transfer Center (ATTC)

As a nationwide, multidisciplinary resource for professionals in the addictions treatment and recovery services field, the ATTC Network serves to:

- Raise awareness of evidence-based and promising treatment and recovery practices,
- Build skills to prepare the workforce to deliver state-of-the-art addictions treatment and recovery services, and
- Change practice by incorporating these new skills into everyday use for the purpose of improving addictions treatment and recovery outcomes.

Established in 1993 by the Substance Abuse and Mental Health Services Administration (SAMHSA), the ATTC Network is comprised of 14 Regional Centers and a National Office which serve the 50 U.S. states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and the Pacific Islands of Guam, American Samoa, Palau, the Marshal Islands, Micronesia, and the Mariana Islands.

www.nattc.org
www.attcnetwork.org
The Center for Substance Abuse Prevention (CSAP) provides national leadership in the Federal effort to prevent alcohol, tobacco, and other drug problems. To help Americans lead healthier and longer lives, CSAP promotes a structured, community-based approach to substance abuse prevention through the Strategic Prevention Framework (SPF). The SPF approach provides information and tools that can be used by States and communities to build an effective and sustainable prevention infrastructure. The SPF aims to promote youth development, reduce risk-taking behaviors, build assets and resilience, and prevent problem behaviors across the individual’s lifespan. SPF uses a five-step process to achieve these goals.

The Center for Substance Abuse Prevention (CSAP) was established in 1992 as one of three centers within the Substance Abuse and Mental Health Services Administration (SAMHSA). CSAP’s goal was to improve the accessibility and quality of services of substance abuse prevention services nationwide. CSAP was the successor of the Office of Substance Abuse Prevention (OSAP) that was created in 1986 through the Drug Abuse Act to provide leadership for prevention. Over the years, CSAP has provided grants to various States and communities to create an effective prevention infrastructure. In 2004, SAMHSA started the State Incentive Grants (SIG) program as a means to implementing a new public health approach known as strategic prevention framework (SPF). SPF is a systematic effort that aims to build prevention capacity and infrastructure at the State and community levels.

In 2004, the administration of the Drug Free Communities (DFC) program was moved to CSAP. The program enables community coalitions to strengthen their coordination and prevention efforts, encourage citizen participation in substance abuse reduction efforts, and disseminate information about effective programs.

CSAP has developed several resources for organizations, schools, professional, and others involved in prevention efforts. In 1998, the Centers for the Application of Prevention Technologies (CAPTs) was developed as a national resource for training and technical assistance. In 2000, CSAP launched the Prevention Decision Support System which provides various Web-based tools.

CSAP has also launched a number of multimedia public education campaigns, such as the Starting Early Starting Smart program (1997) and Hablemos en Confianza (1999). Some of CSAP’s current public education initiatives include A Family Guide to Keeping Youth Mentally Healthy and Drug Free, Building Blocks For A Healthy Future and the Stop Underage Drinking campaign.

www.prevention.samhsa.gov

PROFESSIONAL DEVELOPMENT (continued)

It is important that as a prevention professional you become familiar with core performance competencies (domains) for the field. These competencies were developed by the International Certification and Reciprocity Consortium (IC&RC). They include:

1. Planning and Evaluation
2. Education and Skill Development
3. Community Organization
4. Public Policy and Environmental Change
5. Professional Growth and Responsibility

Training Recommendations

The following are recommended trainings prevention professionals should seek to help prepare them for the CSAPC exam:

- Strategic Prevention Framework
- Prevention Theory
- Prevention 101 - Basic Drug Information, CSAP Six Strategies, National Outcome Measures (NOMS), Substance Abuse Prevention Definitions and Terms
- NC Prevention Outcome Performance System (POPS) - State Reporting Requirements
- Five Prevention Domains (NCSAPPB and IC&RC Role Delineation Study)
- Best Practices
- Evidence Based Model Programs
- Risk and Protective Factors
- Cultural Competency
- Addiction
- Group Dynamics
- Learning Styles
- Evaluation
- Presentation Skills
- Sustainability
- Coalition Building
- Conflict Resolution
- Advocacy
- Environmental Prevention Strategies
- Prevention Ethics
- Grant Writing
PROFESSIONAL DEVELOPMENT (continued)

TRAINING VENUES

Addiction Professionals of North Carolina (APNC) Conference
Frequency: Spring and Fall
Contact: APNC@Juno.com, www.apnc.org, (800) 723-4851

Addiction: Focus on Women Conference
Frequency: Annually
Contact: Mountain AHEC (MAHEC), (828) 257-4475

Governor’s Academy for Prevention Professionals and Leadership Institute
Frequency: Annually, by nomination/invitation only
Contact: Office of Prevention, (919) 715-5989

NC Foundation on Alcohol and Drug Studies (NCFADS)
Frequency: Summer school (July) and Winter school (February)
Contact: NCFADS, www.ncfads.org, (910) 799-6594

State of the Art Conference
Frequency: Every Fall (Late October/Early November)
Contact: Eastern AHEC, http://eahec.ecu.edu/, (252) 744-5215

NC AHEC Training Centers
NC Regional Area Health Education Centers (AHEC) provide excellent opportunities for substance abuse and health related trainings.

Area L AHEC Website: www.arealahec.dst.nc.us
Charlotte AHEC Website: www.charlotteahec.org
Coastal AHEC Website: www.coastalahec.org
Duke Website: dukeahec.mc.duke.edu
Eastern AHEC Website: eahec.ecu.edu
Greensboro AHEC Website: www.gahec.org
Mountain AHEC Website: www.mahec.net
Northwest AHEC Website: northwestahec.wfubmc.edu
Southern Regional AHEC Website: www.SouthernRegionalAHEC.org
Wake AHEC Website: www.wakeahec.org

North Carolina Regional
Centers for Prevention Resources (CPR)

WHAT IS A CPR?
Created by Office of Prevention in the North Carolina Division of Mental Health, Developmental Disabilities and Substance Abuse Services, a Center for Prevention Resources (CPR) is a regional vehicle for building substance abuse prevention delivery capacity among local providers. The primary purpose of each CPR is to facilitate capacity building and provide technical assistance resources for area local management entities (LMEs), providers and communities. The CPR also coordinates a variety of training opportunities, disseminates prevention related information and provides scholarships to various statewide trainings and conferences.

Four regional CPRs have been established to serve as models of accountability, capacity and effectiveness.

REGIONAL CENTERS

Eastern
Coastal Horizons Center, Inc.
Wilmington, NC

North Central
Unlimited Success, a division of PDFNC
Winston-Salem, NC

South Central
Robeson Health Care Corporation
Pembroke, NC

Western
Anuvia Prevention & Recovery Center
Charlotte, NC

For more information on your local CPR please visit us at www.preventionistheanswer.org
The purpose of the NCSAPPA is to create one voice for prevention in North Carolina for advocacy, central communication and networking for substance abuse prevention providers. In its brief existence, the NCSAPPA has already succeeded in engaging multiple member organizations, nominating and electing a board of directors, and strengthening advocacy for prevention.

Governor's Institute on Alcohol and Substance Abuse
Attn: Candace Jackson, NCSAPPA Acting Director
1121 Situs Court, Suite 320
Raleigh, NC 27606
(919) 256-7420
www.preventionistheanswer.org

The role of prevention is to create healthy communities in which people have a healthy quality of life:

- Healthy environments at work and in school
- Supportive communities and neighborhoods
- Connections with families and friends
- Drug and crime-free

To meet the goal of providing a healthy quality of life, the substance abuse prevention field in North Carolina, has a wide array of associations, resources, and training venues that can provide knowledge and guidance for those in the field.

The following pages are various resources that North Carolina has to offer.

Addiction Professionals of North Carolina (APNC) exist to advance policy, services, and professional development that reflect the highest standards of the addiction profession, strengthen its value to the community, and promote the values of its members.

Addiction Professionals of North Carolina (APNC) is a professional organization whose members are dedicated to uphold the worth, dignity, potential, and uniqueness of each individual and thus be of maximum service to society. While pursuing these endeavors, members of APNC make every reasonable effort to protect the welfare of those who seek their services and to offer quality, professional care. They use their skills only for purposes consistent with these values and do not knowingly permit their misuse by others. Members of APNC are committed to protect the public against, and will not hesitate to expose, unethical, incompetent, and dishonorable practices.

P.O. Box 71814
Durham, North Carolina 27722-1814
Telephone: (800) 723-4851
Information: info@apnc.org
www.apnc.org
The Board became a duly chartered corporation in August 1984, and was granted statutory status by N.C.G.S. 90-113.30 of 1994:

- To establish standards for professional practice in the alcoholism and addiction service delivery systems,
- To provide a means by which individuals certified under these standards may be recognized and identified as possessing the necessary competencies as professionals in the field of alcoholism and addictions counseling,
- To establish a means by which alcoholism and addiction professionals may demonstrate their integrity and credibility to the general public and to other health care professionals,
- On August 28, 1997, the North Carolina House of Representatives passed Senate Bill # 712, the "Certified Clinical Addictions Specialist Bill" which added to the 1994 statute, and specifically established the North Carolina Substance Abuse Professional Practice Board as the credentialing body in the state for all substance abuse professionals.
- On September 2, 2005, Governor Easley signs Senate Bill 705 which makes the substance abuse credential mandatory for all substance abuse professionals.