

Great Lakes (HHS Region 5)


PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Uncovering What Does NOT Work in Substance Misuse Prevention

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1

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August 2025

2

Agenda

1

Welcome and introduction

2

Goal of prevention and the SPF

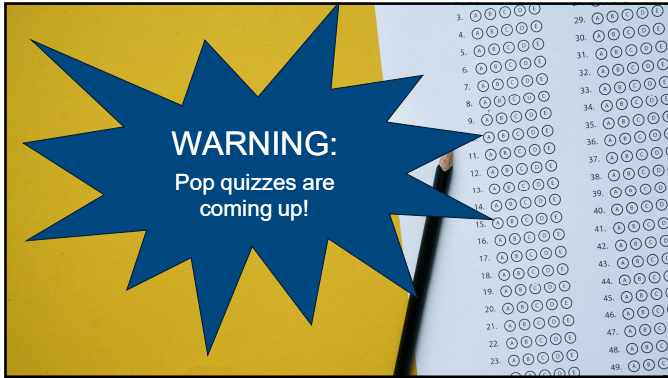
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Ineffective prevention strategies

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Moving forward

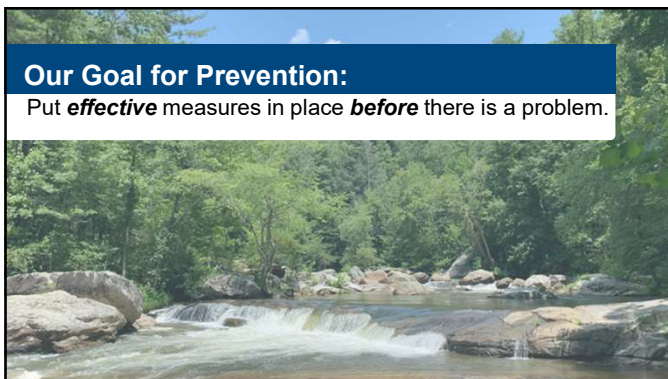
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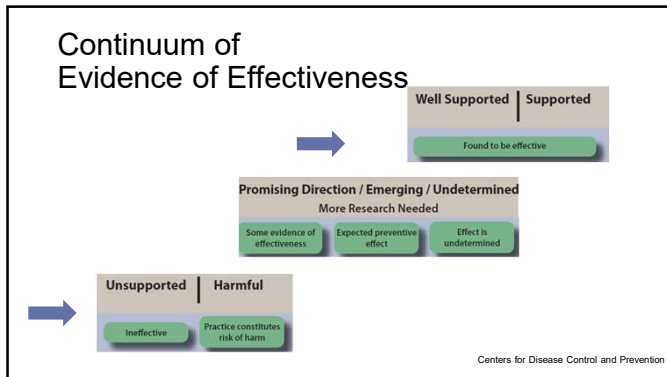
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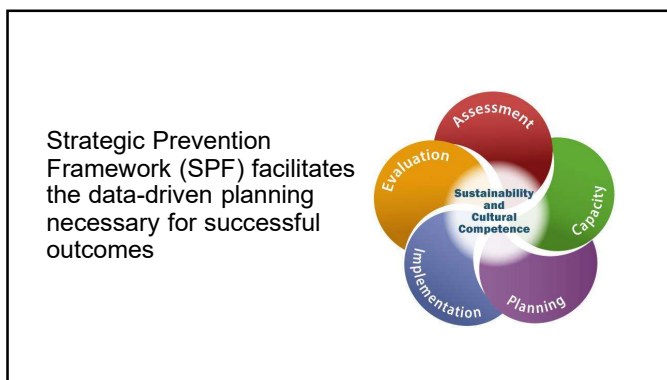
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7



8



9

Mindset for This Portion of the Training

- ✓ No shaming
- ✓ No guilt
- ✓ No judgment



10

Education Strategies



11

Ineffective Education

- Assemblies⁸
- Personal Testimonies^{8,10,11, 20,21,26-28}
- Mock Car Crashes^{3,4,5}
- Drunk/Impairment Goggles^{6,7}



12



13

Ineffective Media Strategies


- Fear Arousal/Scare Tactics
20,21,23,24,25
- Reinforcing Exaggerated Substance Use Norms²⁶⁻²⁸





14

Pop Quiz #1




Which of the following are ineffective substance misuse prevention strategies (check all that apply):

- Mock car crashes
- Social and emotional learning curricula
- School assemblies focused on the dangers of using drugs
- Media campaigns highlighting a significant increase in youth cannabis use
- Age-appropriate curricula focused on reducing risk factors and increasing protective factors

15



16

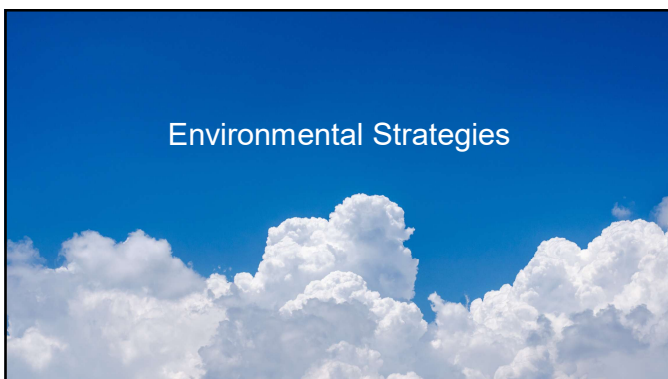


Ineffective:
Information Sharing

- Knowledge-based Interventions⁹⁻¹²
 - Drug fact sheets
 - Effects of drugs
- Myth Busting^{13,14}



17



18

Ineffective: Environmental Strategies

- Punitive Approaches¹⁶⁻¹⁸
- Zero-tolerance Approaches¹⁶⁻¹⁹



19

Pop Quiz #2

Which of the following are ineffective substance misuse prevention strategies (check all that apply):

- Normative messages regarding peer use
- Reducing the availability of alcohol and tobacco
- Myth busting
- Zero tolerance school policies



20



21

Why Do We Continue Using Ineffective Strategies?

- Perception that the interventions are "liked" by the audience
- Partners not open to change
- Partners insist on implementing despite evidence
- Individuals feel the strategy "worked for me"
- Concern regarding capacity and/or cost

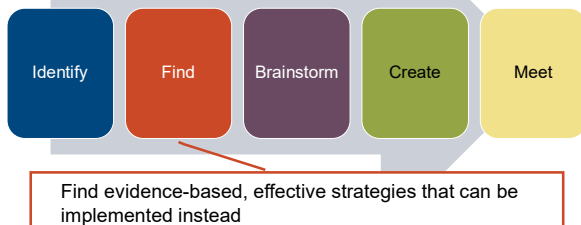
22

Steps to Moving Toward More Effective Strategies – Step 1

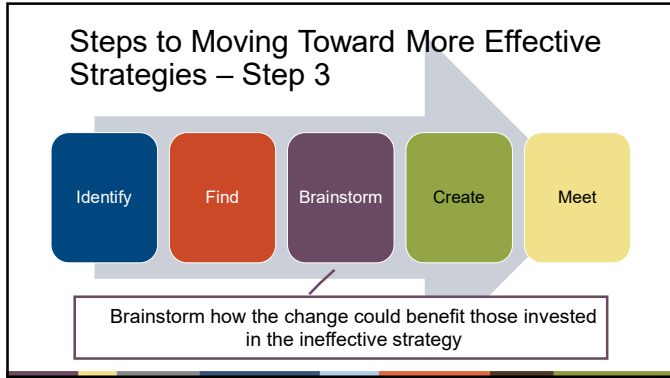


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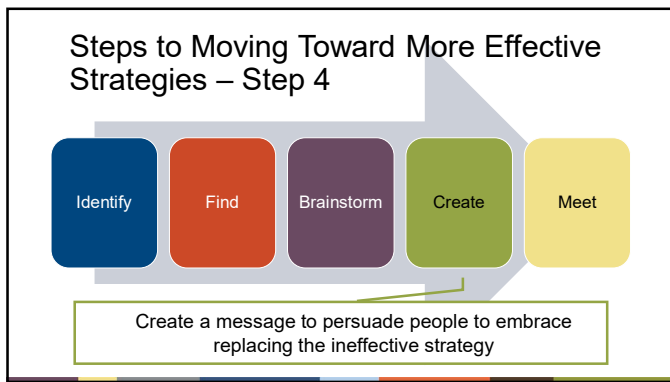
Steps to Moving Toward More Effective Strategies – Step 2



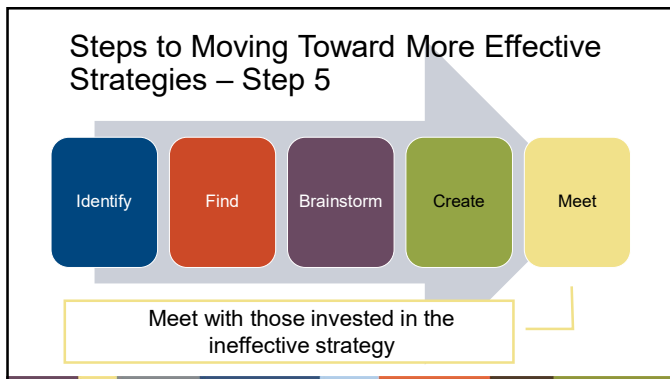
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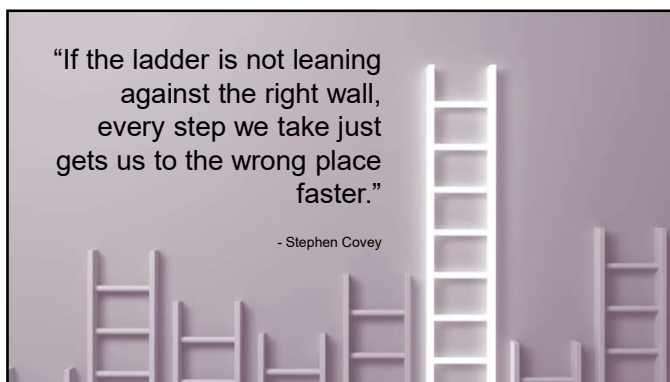
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27



28



29

Ideas for Moving to Action

- Have a "water cooler" chat with a colleague re this webinar
- Read [What Research Shows Does NOT Work in Substance Misuse Prevention](#)
- Review the strategies you are implementing regarding their evidence of effectiveness
- Explore the [online registries of effective prevention strategies](#)
- Create a plan to move from an ineffective strategy to an effective one

What actions will you take in the next 24 hours to put the content of this session into action?

30

Additional Resources

- Document: [What Research Shows Does NOT Work in Substance Misuse Prevention](#)
- Website page: [What Does NOT Work in Prevention](#)
 - Includes slide deck for you to deliver this presentation
- Document: [Guide to Online Registries for Substance Misuse Prevention Evidence-based Programs and Practices](#)
- Webinar: [Online Registries for Evidence-Based Substance Misuse Prevention: How to Conduct a Successful Search](#)

31

31



32

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33

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34

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35

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36