



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

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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 Premier League



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First Half Focus

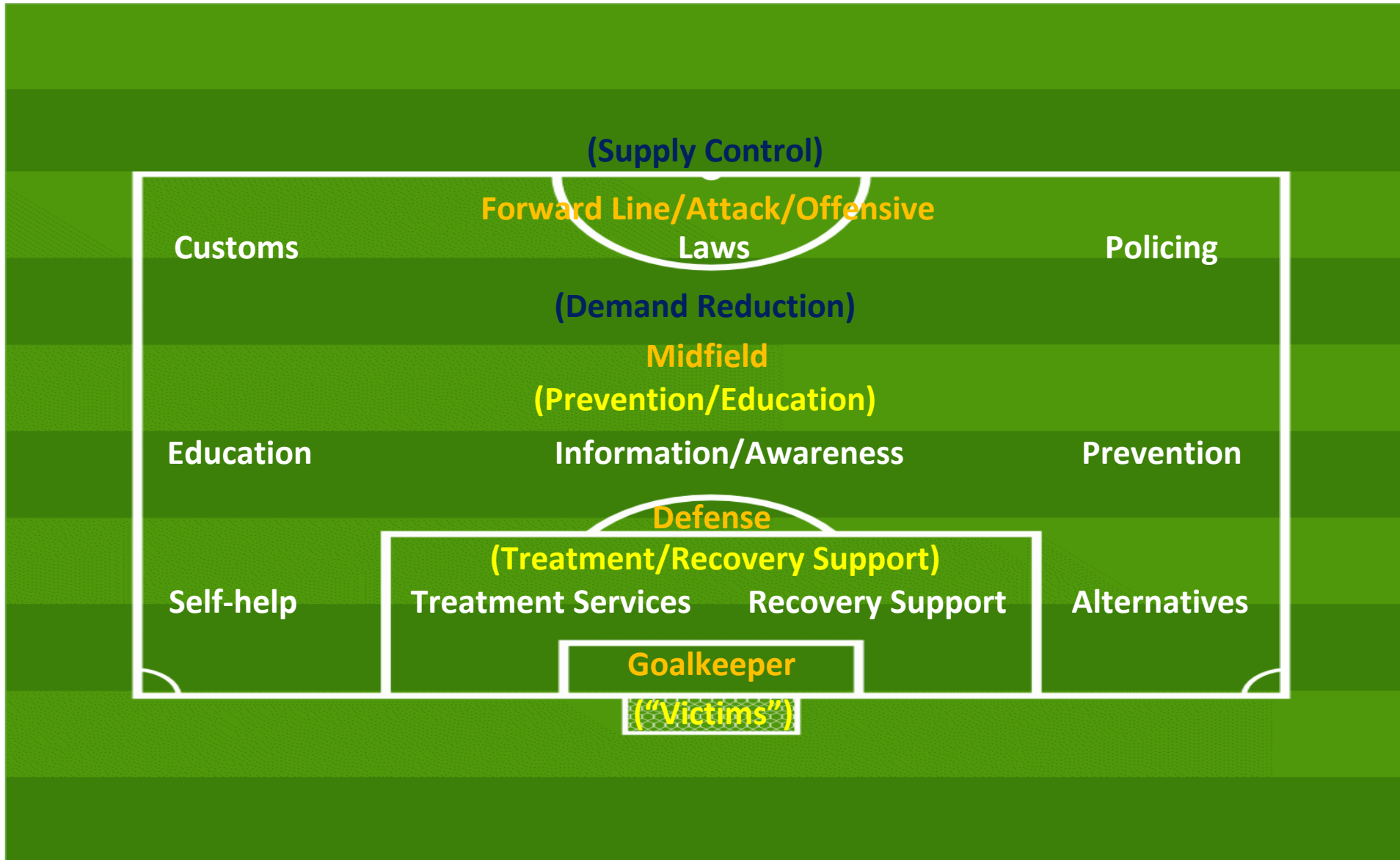
- Drug Demand Reduction FC –
 - The Position of Prevention within Drug Demand Reduction
- The Opposition! -
 - Who are we playing against?
- Avoiding relegation –
 - Questionable approaches?



The Position of Prevention within Drug Demand Reduction – Drug Demand Reduction FC



Drug Demand Reduction FC - Tackling Substance Use



The Context for Prevention – the Opposition



The Opposition

Large number of teams (and their players) to “tackle”:

- Each one is a team on its own within the League
- Many well financed and resourced

Any value?

- Legal and Illegal drugs/substances – a difference?
- Amalgamate or separate?

The Challenge!

- Every game a hard one and winning the League quite a challenge – where do we aspire to be in the League Table? Can we really expect to top the League?
- But we do need to compete!



The League Table - How did it finish?

Industry United
Not My Problem County
Ignorance Rangers
Vested Interest Imps
Health Promotion Park Rangers
Can't Afford It FC
Road Safety Rovers
Political Lobby Town
The Brewers
Freedom to Choose City
Substance Use Prevention
Forest
Political Will Wednesday (and
rest of week)
Substance Use Treatment Town

Supply Control City
Mental Health Awareness Athletic
Gambling Concern FC
Say Not Do City



“Friendly” Opposition?

- Other Prevention Teams:
Eg. Suicide, Road Safety, Cancer, Gambling
- Or Promotion Teams:
Eg. Health Promotion, Mental Health, Healthy Eating
- Their League table position?
 - Above-/Below - why?/ why not?
 - Below – why?/ why not?
- What do we call the “Substance Use Prevention” Team?
 - Prevention or Promotion?
 - Substance?/Drugs?/Health?
- Covid – What can be achieved!



Building a Competitive Substance Use Prevention Team

- Learning from the past
- Approaches – then and now
- Questions to be addressed
- Prevention Principles



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Approaches to Prevention: Tactics from the Past



Tactics from the 70's/80's

- Information – teeth, nits and naughty bits
- Media Campaigns
- Scare 'em
- Tell them the dangers
- Job of the School: Who? Where? When?
- Lived experience
- Just Say No!
- Drugs = ?
- Drug Free?
- Testing?
- A “problem”
- The individual focus – making choices
- Use law and punishment
- Focus on “supply”, if not, punish and possibly treat



Approaches to Prevention: Tactics from the Past - Did they work?

- Information – teeth, nits and naughty bits...yes but...
- Media Campaigns...yes but....
- Scare 'em.....not convinced.....
- Tell them the dangers...generally know already...
- Job of the School: Who? Where? When? ...unfair...
- Lived experience.....who, how, when, why.....
- Just Say No!....that easy???.....
- Drugs = ?.....and the answer is?.....
- Drug Free?.....possible?...desirable?....
- Testing?.....achieves???.....
- A “problem”is this the best focus?....
- The individual focus – making choices....available?...
- Use law and punishment...focus on supply not demand...
- Focus on “supply”, if not, punish and possibly treat.....not prevent?...



Reflections and Questions



Coaching Developments in football – and prevention!

- A Team Approach?
- Training of the “Players”?
- Ethics?
- Effectiveness?
- Evidence-base?
- Evaluation?
- Quality Standards?
- Management ?
- Coordination?
- Finance and Commitment?
- Players competence?
- Team and Structure?



First Half Review

Key Considerations and Learning.....

Team Game

Opposition strong

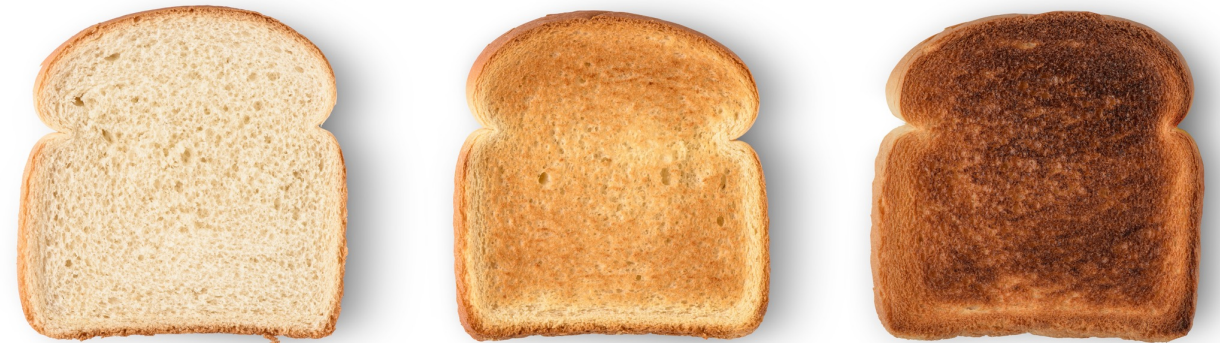
Approaches Review

Select Carefully – the “evidence”!

Tactics Updated

Second half will address....

- What stays? What goes?
- What's missing – new players required?
- With long term strategy and principles



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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





Thank you

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