



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network

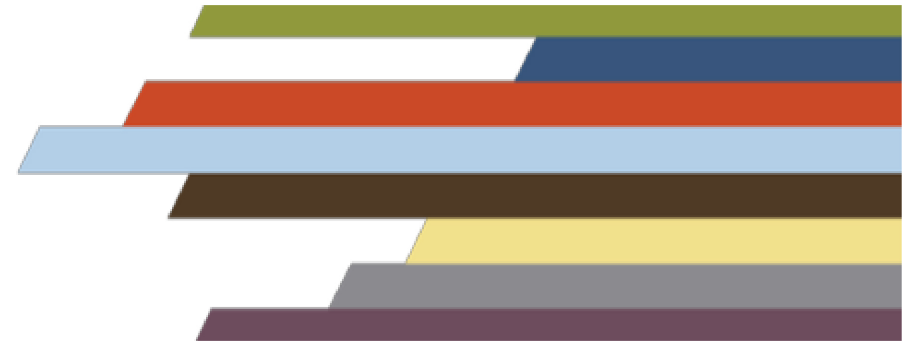
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# Virtual Prevention Work

## Strategies and Tools for Success

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# Disclaimer

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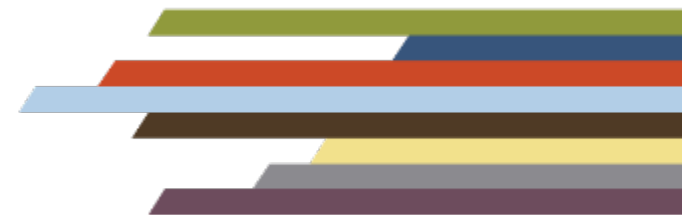
# Learning Objectives

- Identify key considerations when adapting prevention interventions for virtual settings
- Discuss platform considerations for different interventions
- Develop strategies for virtual engagement



1

2





# PTTC Network Approach

## ***The PTTCs...***

Develop and disseminate tools and strategies needed to improve the quality of substance misuse prevention efforts

Provide training and resources to prevention professionals to improve their understanding of

- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention programs, practices, and policies.

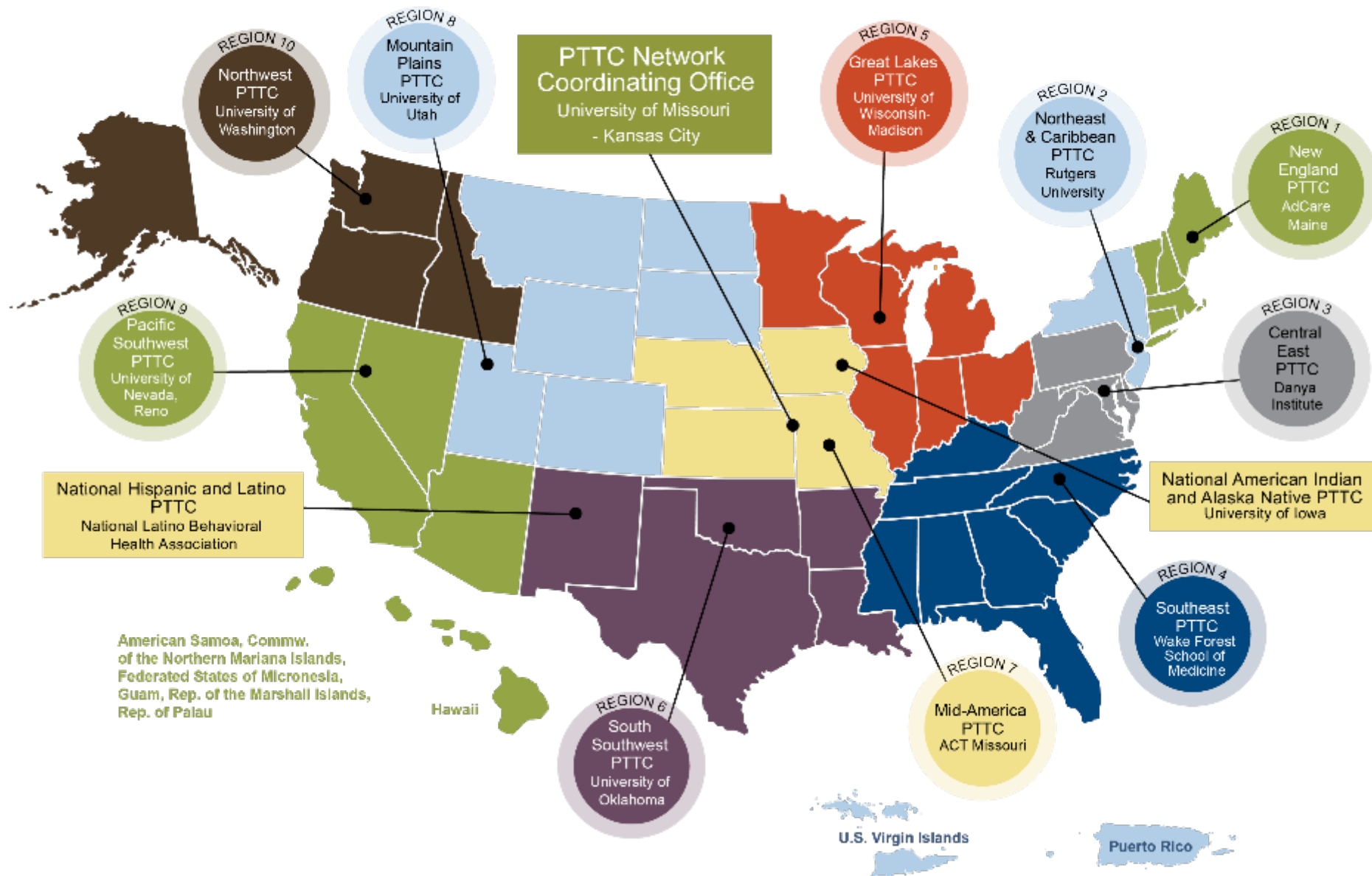
Develop tools and resources to engage the next generation of prevention professionals



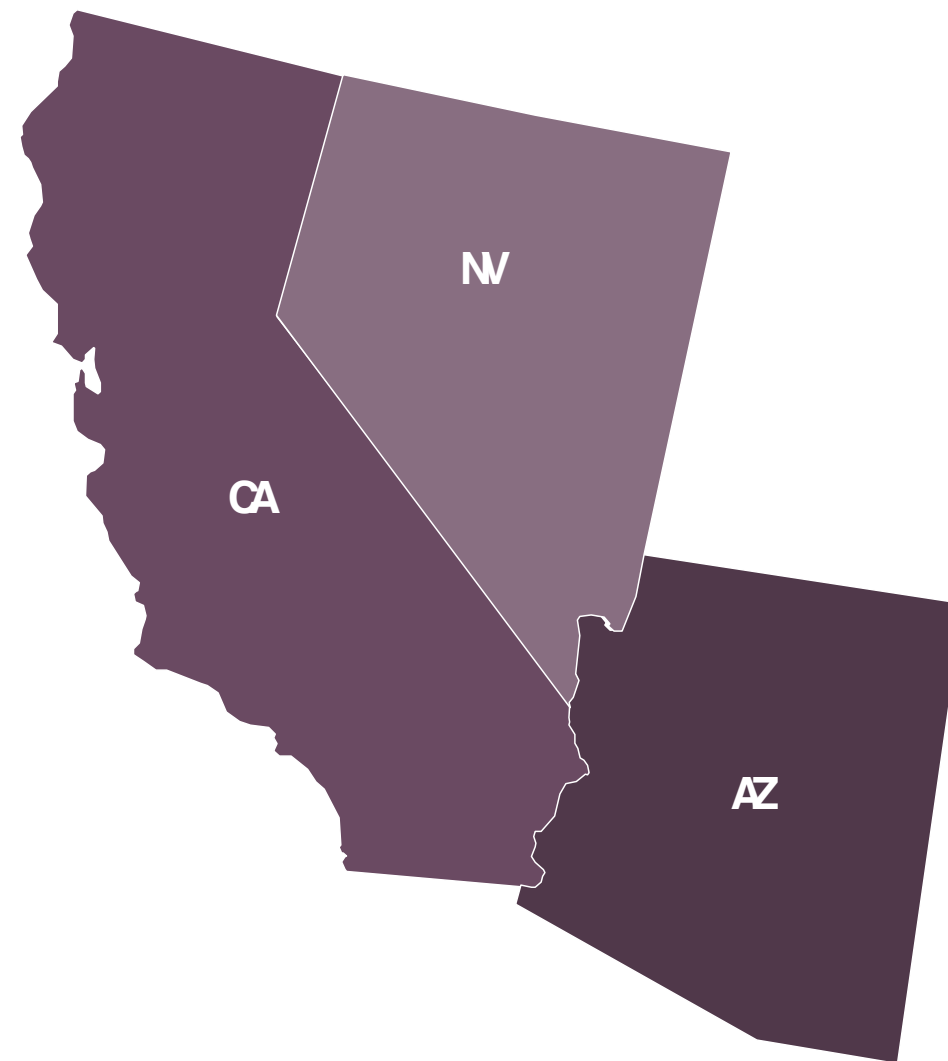
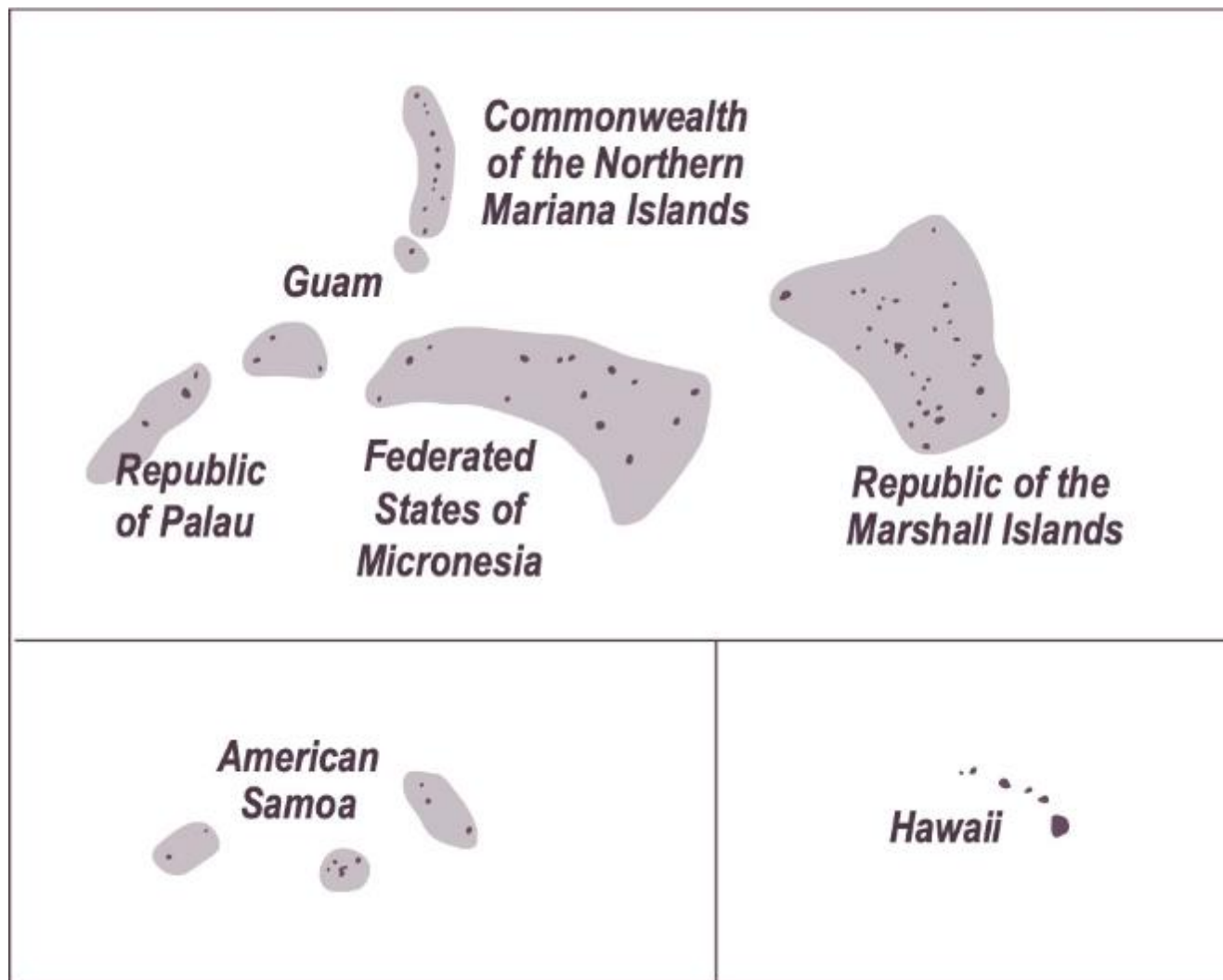
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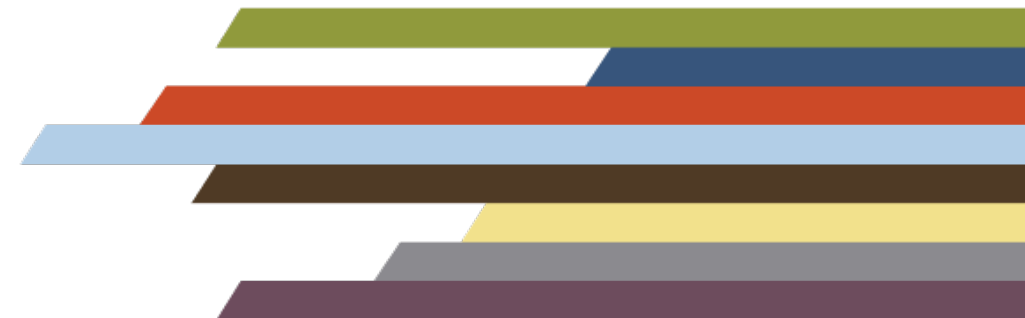


# Pacific Southwest





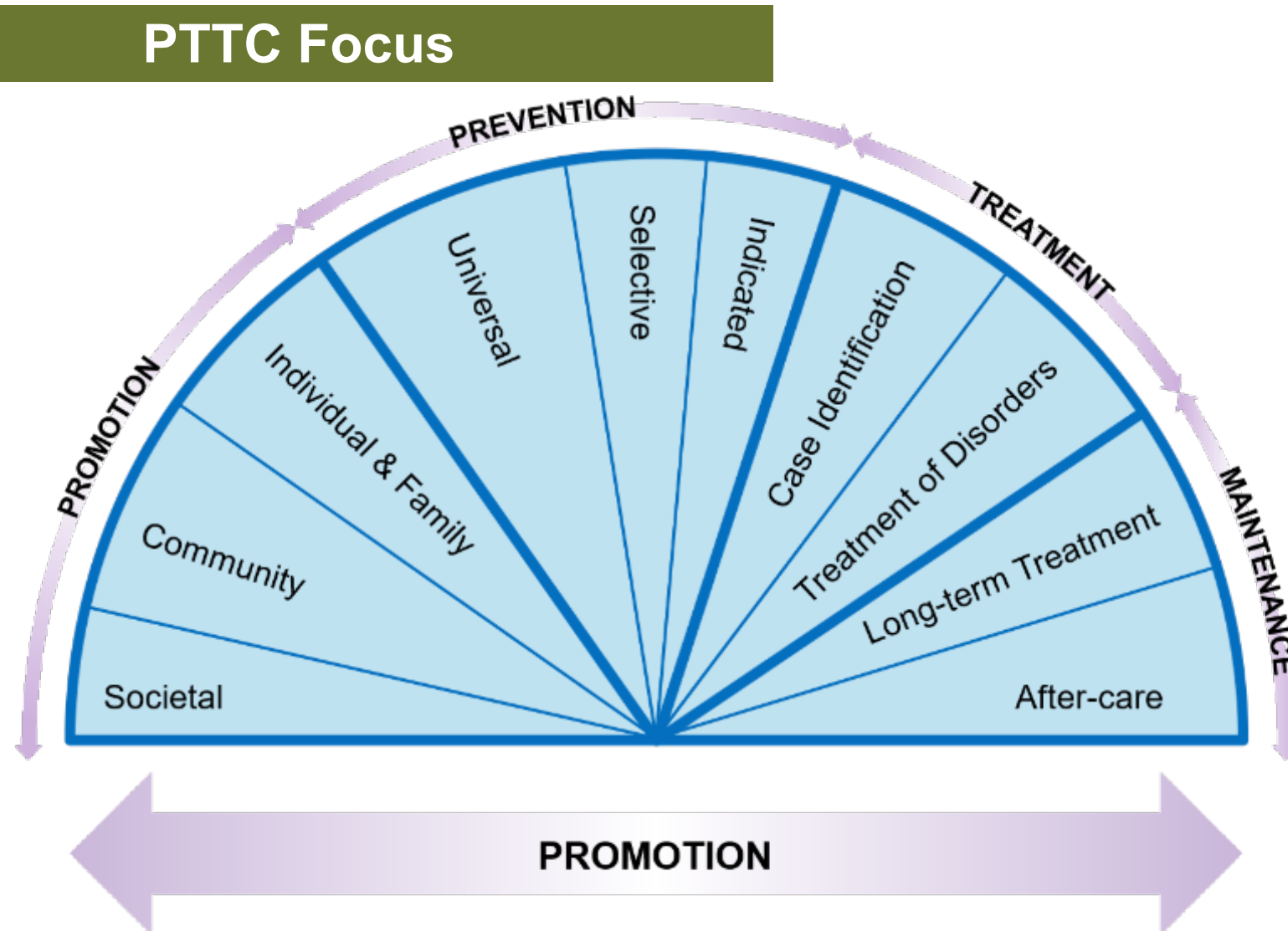
# Virtual Prevention Work



# Poll: What is Your Primary Work Setting?

1. Community coalition
2. School (K-12)
3. Higher education
4. Community-based organizations
5. Faith-based organization
6. Law enforcement or criminal justice
7. Primary care or other medical setting
8. State/Jurisdiction government
9. Local government
10. County government
11. Other

# Continuum of Care/Spectrum of MEB Interventions<sup>1</sup>



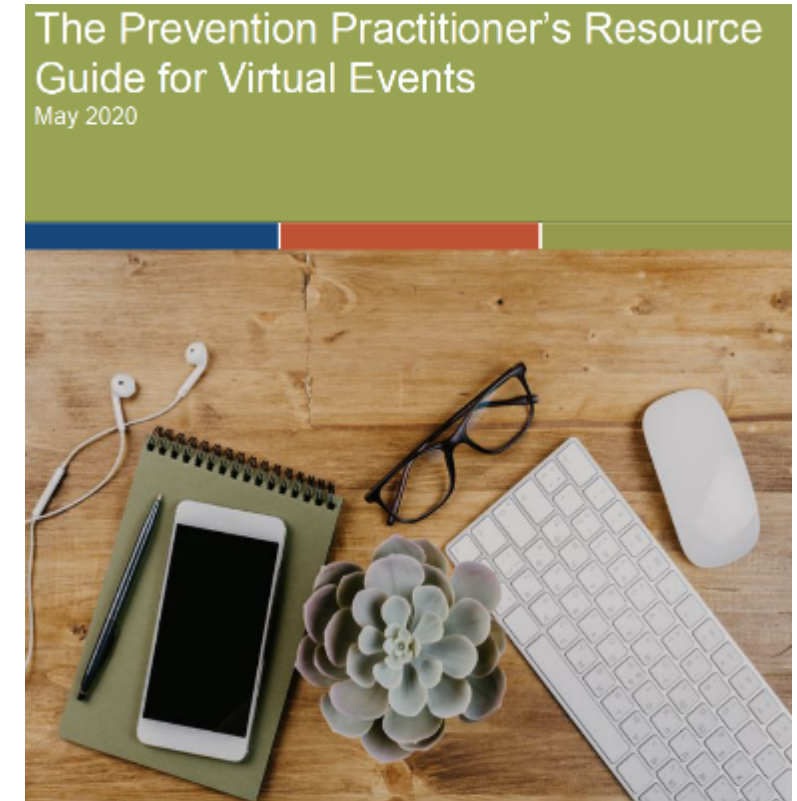
# Key Questions

- Which activity(ies) are you adapting?
- What is the right platform for each?
- What are the key ethical considerations for each?
- How do you need to prepare for this transition?
- How will you engage your audience?
- How will you evaluate this?





# Guidance to Transition to Virtual Work



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<https://pttcnetwork.org/centers/great-lakes-pttc/product/moving-prevention-strategies-person-virtual>

# Considerations for Different Aspects of Your Work

## ***CSAP's 6 Strategies for Prevention***

1. Information Dissemination
2. Education
3. Alternative Activities
4. Environmental Strategies
5. Community-Based Process
6. Problem Identification and Referral



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### Moving "The CSAP 6" Strategies to Virtual Settings

#### 1. Information Dissemination

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.

Examples of activities conducted and methods used for this strategy include:

- Clearinghouse/information resource center(s)
- Resource directories
- Media campaigns
- Brochures
- Radio/TV public service announcements
- Speaking engagements
- Health fairs/health promotion
- Information line

**Considerations**

- Because information dissemination involves one-way communication typically, the following virtual settings/tools could be useful:
  - Mass media (e.g., television, radio, newspapers)
  - Social media (e.g., Facebook, Instagram, Twitter, blogs)
  - Webinars (e.g., Zoom, GoToMeeting, WebEx)
  - Websites
- Social media:
  - Facebook advertising provides the opportunity for micro-targeting audiences
  - Instagram, SnapChat, and TikTok provide access to young people
  - Short videos and Live streaming are appealing for many

#### 2. Education

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 (e.g., of media messages) and systematic judgment abilities.

Examples of activities conducted and methods used for this strategy include:

- Classroom and/or small group sessions (all ages)



Poll: Which of these would be the most challenging to adapt virtually?

1. Information Dissemination
2. Education
3. Alternatives
4. Environmental
5. Community Based Process
6. Problem Identification and Referral

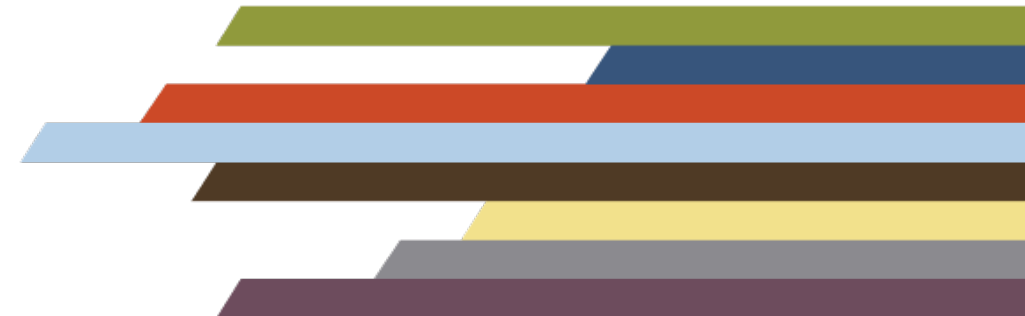


Poll: Which of these would be the easiest to adapt virtually?

1. Information Dissemination
2. Education
3. Alternatives
4. Environmental
5. Community Based Process
6. Problem Identification and Referral



# Selecting the Right Platform



# Poll: Which platform(s) are you using already?

1. Zoom
2. Adobe Connect
3. WebEx
4. Skype
5. Google Meet
6. GoToMeeting
7. Microsoft Teams
8. BlueJeans
9. Join.Me
10. Facebook
11. Twitter
12. Instagram
13. Snapchat
14. TikTok
15. Other (write in chat box)

# Taking Stock of Your Needs

- Type of communication
- Audience/participants
- Skill set needed
- Monetary costs
- What is already working?  
What's not?





# Monitoring and Evaluating Your Work

## Process Evaluation

- What core components were retained, and to what degree?
- How many people participated? In how many sessions?
- What is their level of satisfaction?

## Outcomes Evaluation

- What short and intermediate changes can you measure related to changes in knowledge, skills, attitudes in your participants? Your risk/protective factors?
- How do these outcomes compare to outcomes achieved with in-person work?



# Ethical Considerations



# Prevention Think Tank Code of Ethics<sup>2</sup>

1. Non-Discrimination
2. Competence
3. Integrity
4. Nature of Services
5. Confidentiality
6. Ethical Obligations to Society





# Audience Engagement



# Online Engagement Tools

- Polls
- Digital interactive whiteboards
- Break-out rooms
- Chat/discussion boxes
- Document sharing
- Screen sharing
- Annotation features
- Word clouds



# Online Engagement Strategies

- Co-facilitate
- Energizers
- Music
- Videos
- Stretch breaks
- Social media giveaways



# Low- or No-Tech Engagement Ideas

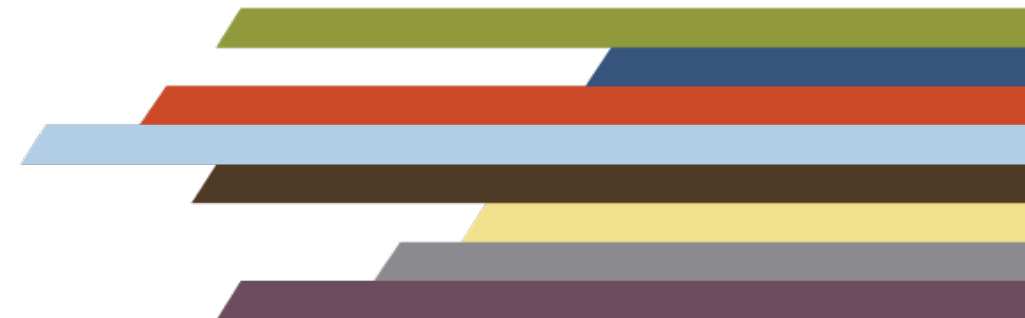
- Include a call-in option for meetings
- Disseminate information through partners or partner events
- Drop-off family activity packets
- Use billboards, newspapers, radio ads, TV
  - SAMHSA - Talk They Hear You







# Best Practices for Online Work



A white rectangular card is suspended from a horizontal, light-brown twine string by a small wooden clothespin on the left. The card is tilted at an angle, and the words "BE PREPARED" are printed on it in a bold, black, sans-serif font. The background is a dark, textured surface, possibly stone or concrete, with some subtle variations in tone and texture.

**BE PREPARED**

# Preparing Your Event

- Establish the purpose
- Prepare the agenda
- Involve stakeholders in the planning
- Hold a “tech rehearsal”



# Preparing Your Participants

Send in advance:

- An agenda and handouts
- Connection information
- A brief overview of the platform that will be used
- How you will engage them



# Preparing Your Environment

- Remove distractions
- Check your lighting
- Use a virtual background
  - If not possible, set up a neutral background
- Test webcam, microphone, and speakers
- Remove/disable virtual assistant/speaker devices (e.g., Alexa, Google Home, Siri)



# Basic Online Etiquette

- Establish group agreements
- Manage webcam and mute carefully
- Start and end on time
- Stay on topic with purpose of meeting or event





# Facilitation Best Practices

- Serve as a role model for etiquette
- Balance facilitative and directive language
- Pause frequently
- Use different options for participation
- Evaluate





# Reflect on Your Lessons Learned!



# Resources for Virtual Prevention

- Supporting Prevention Efforts through Virtual Settings Two-Part Webinar
  - [Part 1: Understanding How to Leverage Telehealth Technology for Prevention Services](#)
  - [Part 2: Legal and Ethical Considerations for Telehealth Prevention](#)
- Engaging Prevention in a Virtual Environment Two-Part Webinar
  - [Part 1: Moving Prevention Into the Virtual Environment](#)
  - [Part 2: Engaging in a Virtual Environment](#)
- Lessons Learned from Implementing Evidence-Based Programs in a Virtual Environment
  - [Webinar and Handouts](#)
- Engaging Coalition Members during COVID-19
  - [Handout](#)
- For even more, search Products and Resources at [pttcnetwork.org](https://pttcnetwork.org)

# References

- <sup>1</sup>National Academies of Sciences, Engineering, and Medicine, (2019). *Fostering Healthy Mental, Emotional, and Behavioral Development in Children and Youth: A National Agenda*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/25201>
- <sup>2</sup>Prevention Think Tank, (2003). Code of Ethical Conduct. Retrieved from <https://www.internationalcredentialing.org/Resources/Documents/Prevention%20Think%20Tank%20Code%20of%20Ethical%20Conduct.pdf>



# Questions?



# Connect with us!

Find us on the web: [www.pspttc.org](http://www.pspttc.org)

Join our mailing list: <http://eepurl.com/glssWD>

Email with general questions: [pspttc-info@casat.org](mailto:pspttc-info@casat.org)

Like us on Facebook: <https://tinyurl.com/PSPTTC-Facebook>

Follow us on Twitter: [https://twitter.com/PS\\_PTTC](https://twitter.com/PS_PTTC)



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Thank you!

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