

6 Effective Prevention Strategies

- **Information Dissemination-** Communications can be broadly defined as attempts to inform, persuade or motivate behavior changes in a relatively well-defined and large audience. This is done by one-way communication from the source to the audience, with limited contact between the two.
- **Education-**This strategy involves two-way communication and is distinguished from the information dissemination strategy by the interaction between the educator and the participants. Activities aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis and systematic judgment abilities.
- **Alternatives-**Provides for the participation of the target populations in activities that exclude substance use. Activities that are designed to provide healthy, positive, pro-social diversions for young people to steer them from alcohol and other drugs. We can apply other strategies by occupying young people's time during the non-school hours.
- **Problem Identification and Referral-** This strategy aims at identification of those who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those who have indulged in the first use of illicit drugs.
- **Community-Based Process-**Aims to enhance the ability of the community to more effectively provide prevention and treatment services for substance abuse by involving multiple community sectors. Activities include organizing, planning, implementing, interagency collaboration, coalition building, and networking.
- **Environmental-**Written or unwritten changes in community standards, codes, and attitudes, may influence incidence and prevalence of substance abuse in the general population. This strategy is divided into two subcategories to permit distinction between activities that center on legal and regulatory and those that relate to service initiatives.

Our Prevention Specialists

Jodi Haley

PREVENTION SUPERVISOR
Certified Prevention Specialist
jhaley@zionrecovery.org

Damon Clark

Certified Prevention Specialist
dclark@zionrecovery.org

Rhonda Lewis

Prevention Specialist
rlewis@zionrecovery.org

Dawn Walton

Prevention Specialist
dwalton@zionrecovery.org

Amanda Wahlert

Prevention Media Specialist
awahlert@zionrecovery.org

Visit our website at www.zionrecovery.org
(Services/Prevention) or like our Facebook page –

Zion Recovery Services
Prevention Department

PREVENTION
WORKS!

ZION Recovery Services



Prevention Department

Prevention Services

- Prime for Life Under 21-Minor Alcohol Offenders
- Drivers Education: Drunken Drivers
- Alcohol/Binge Drinking Classroom Education
- Alcohol Prevention Media Campaigns
- College Binge Drinking Presentations
- College Drug Addiction Presentations
- Coordinate DRUG DROP OFF Sites & Events
- Proper RX Med Disposal Activities
- Alcohol and Drug Information Dissemination
- Workplace Drug and Alcohol Policy Change
- Alcohol and Drugs in the Workplace Presentations
- LifeSkills Curriculum— MS/HS
- Your Life Iowa Information Dissemination

Community Coalition Involvement and Other Services

- Students Against Destructive Decisions (SADD)
- SAFE Coalitions
- Community Health Fairs
- Child Abuse Prevention Councils
- Tobacco Prevention Coalitions
- Community Interagency Meetings to distribute information
- AC4C- The Alliance of Coalitions 4 Change
- DECAT– SDMT Creston and Leon Clusters- Promise Partners Coalition
- Civic Group and School Presentations
- Collaboration with Schools, Law Enforcement, Community Agencies and Residents to reduce Alcohol and Drug Abuse
- CLEAN– Community Leadership Efforts Acting Now



Comprehensive Prevention

Community Partnerships

Communities know that a positive attitude advocating the need for alcohol, tobacco, and other drug prevention is the key ingredient for success. We are actively involved in workplace consultation, and coalition building. Our focus is on presenting current, factual information, which empowers communities to strengthen environments that allow people to achieve their potential and contribute positively to society.

Youth Educational Programs

Schools look to us to provide positive, research-based presentations, programs, and training on alcohol, tobacco, and other drug use and abuse prevention. Students from pre-school through high school participate in age-appropriate, fun, and non-threatening programs that reinforce the benefits of making healthy choices. They need to be taught the skills to create healthy relationships and how to take an active part in their community. Students need a clear set of norms about non-use of alcohol, tobacco and other drugs.

Why is Prevention a Good Idea?

Our goal is to help individuals of all ages, families, and community groups make healthy choices, which will reduce the likelihood of problems associated with alcohol, tobacco, other drug use and destructive decisions. Prevention can only be accomplished through continuous and dedicated programs directed at all age levels. By working together, we strengthen our community and our commitment for a bright future.