



***Drug Misuse Among College Students: The  
Importance of Strategic Planning and  
Seven Keys to an Effective Prevention Program***

**Rich Lucey – Drug Enforcement Administration**

**2020: Envision the Possibilities  
Washington State Virtual Prevention Summit  
November 3, 2020**



# **Why is DEA in the Prevention Space?**



# **DEA's Mission**





# **DEA's Outreach to Colleges and Universities**



## Binge Drinking Among College Students

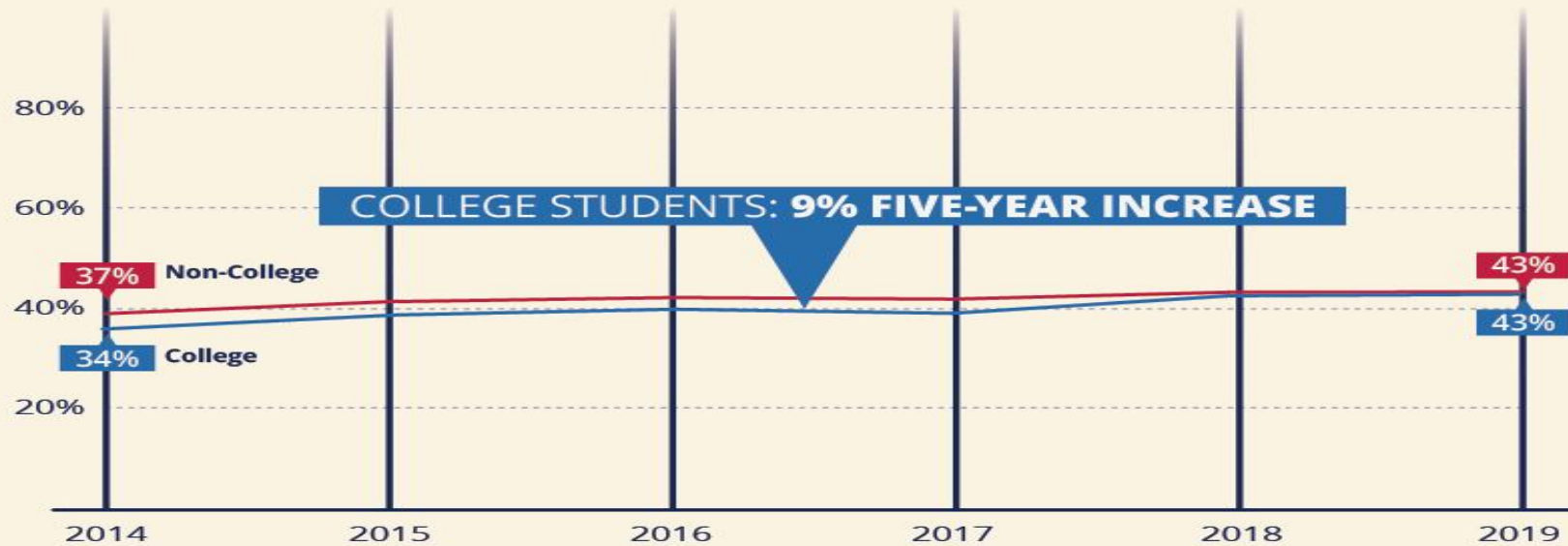
- Binge drinking showed no significant changes for young adults attending or not attending college.
  - In 2019, 33 percent of college students reported binge drinking (versus 22 percent of those same-age adults not in college)
  - High-intensity drinking (10 or more drinks in a row in the past two weeks) has stayed level at about 11% since 2015 for people between the ages of 19 and 22, regardless of college attendance.



## Cannabis Use Among College Students

Past year **CANNABIS USE** remained at historic highs.

2019 Monitoring the Future College Students and Young Adults Survey Results



Figures have been rounded to the nearest whole number.



drugabuse.gov

Monitoring the Future national survey results on drug use, 1975–2019:  
Volume II, College students and adults ages 19–60.



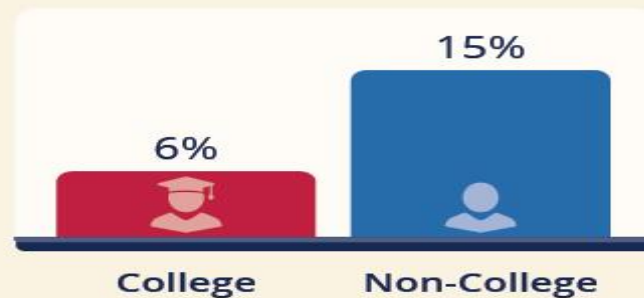
## Cannabis Use Among College Students

Daily **CANNABIS USE** was more common among non-college young adults in 2019.

2019 Monitoring the Future College Students and Young Adults Survey Results

Daily use\* of cannabis was nearly 3x as high among young adults not attending college compared to peers in college.

### DAILY USE 2019



\*Cannabis use on 20 or more occasions in past 30 days

Figures have been rounded to the nearest whole number.



[drugabuse.gov](http://drugabuse.gov)

Monitoring the Future national survey results on drug use, 1975–2019:  
Volume II, College students and adults ages 19–60.



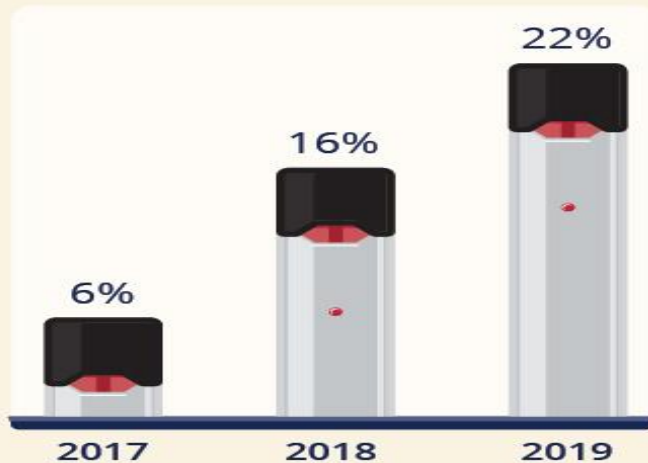
## Nicotine Vaping Among College Students

Past month **NICOTINE VAPING** rose dramatically over 3 years.

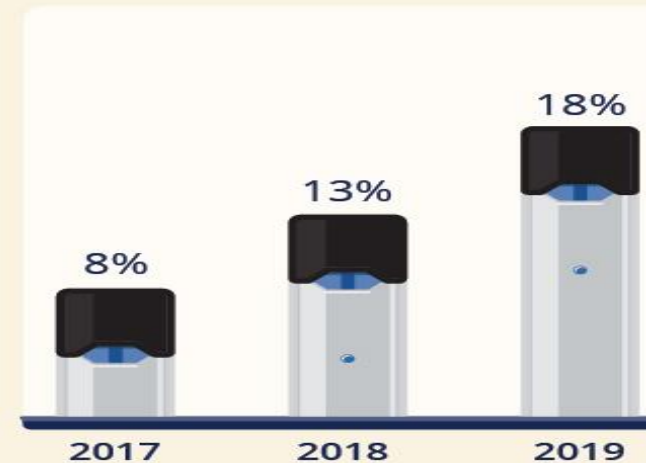
2019 Monitoring the Future College Students and Young Adults Survey Results



**COLLEGE**



**NON-COLLEGE**



Figures have been rounded to the nearest whole number.



National Institute  
on Drug Abuse

[drugabuse.gov](http://drugabuse.gov)

Monitoring the Future national survey results on drug use, 1975–2019:  
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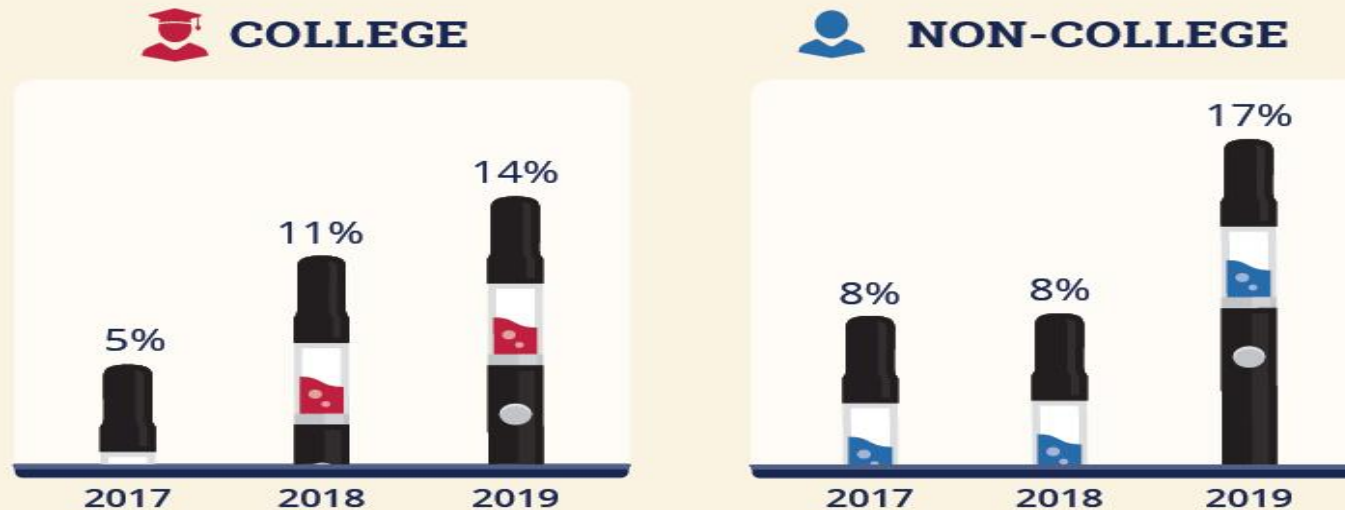




## Cannabis Vaping Among College Students

Past month **CANNABIS VAPING** increased sharply among non-college young adults in 2019.

2019 Monitoring the Future College Students and Young Adults Survey Results



Figures have been rounded to the nearest whole number.



[drugabuse.gov](http://drugabuse.gov)

Monitoring the Future national survey results on drug use, 1975–2019:  
Volume II, College students and adults ages 19–60.



## Nonmedical Use of Prescription Drugs



### Percent of College Students Who Reported Misusing Prescription Drugs Within the Past 3 Months\*

	Male	Female
Prescription stimulants	12.7 percent	12.6 percent
Sedatives or sleeping pills	11.2 percent	13.4 percent
Prescription opioids	3.4 percent	4 percent

\* Daily, weekly, monthly



# **7 Keys to a Successful Prevention Program**





## Exercising Leadership







## Building Coalitions



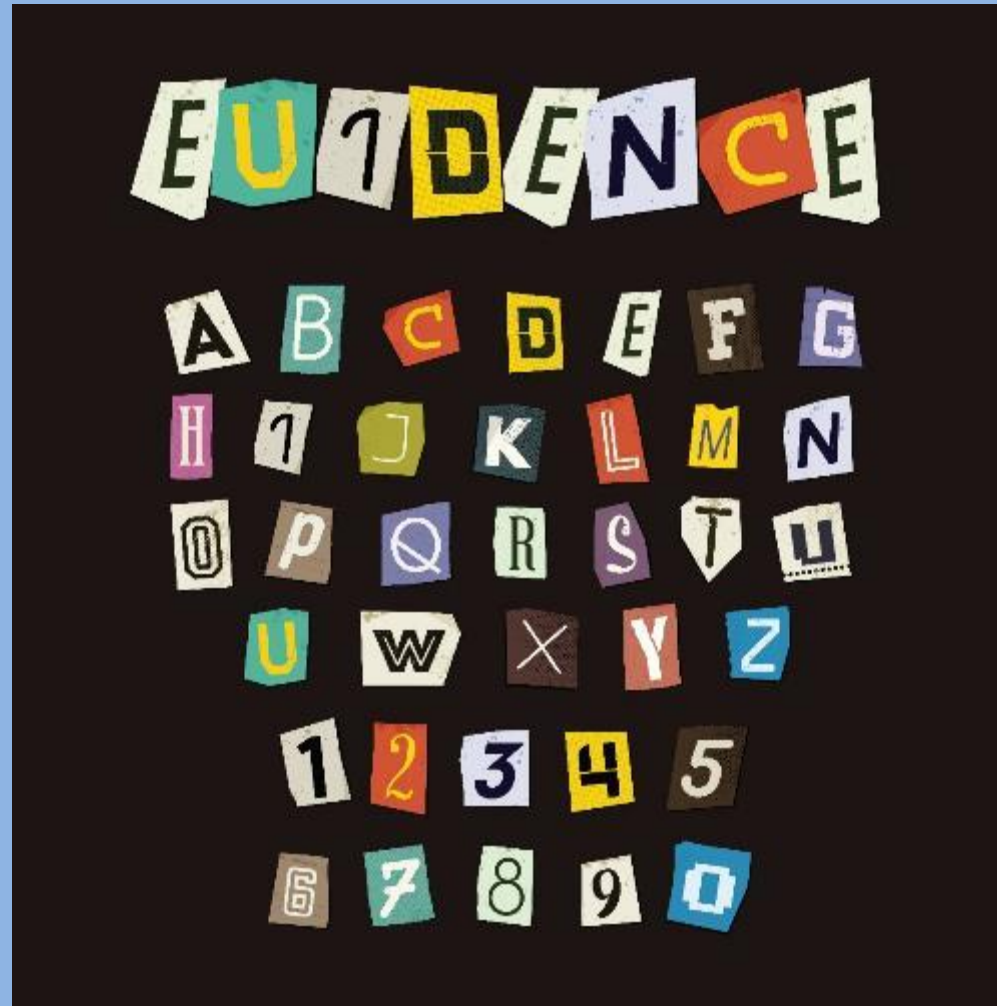


# **Choosing an Evidence-Based Program**



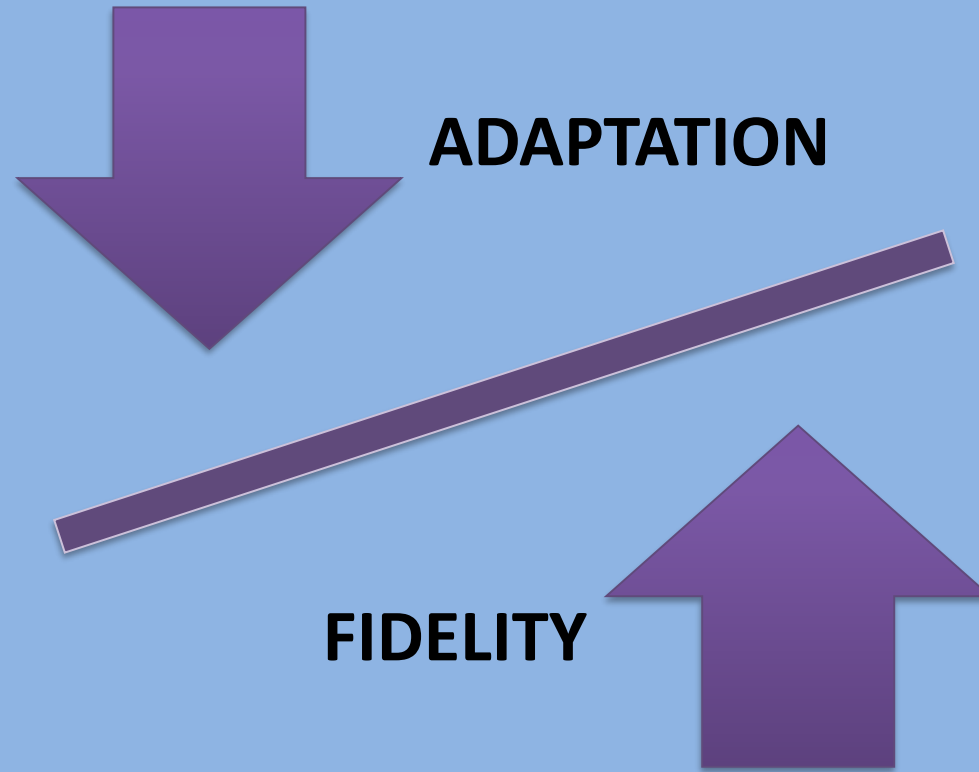


# Choosing an Evidence-Based Program





**Implementation Challenge:  
Adapting Evidence-Based Interventions**







# Implementing Strategic Planning



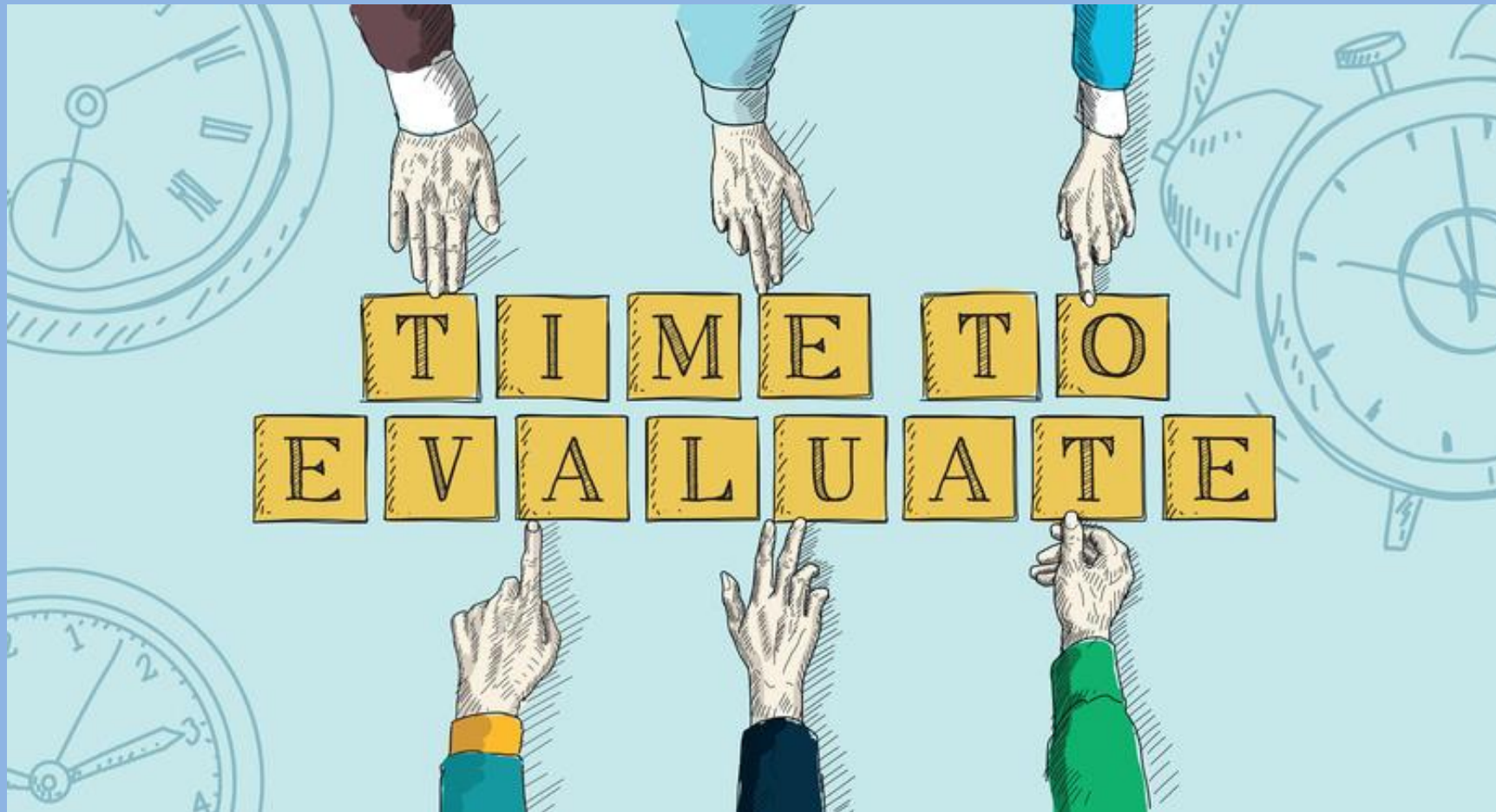


# Implementing Strategic Planning





# Conducting a Program Evaluation





# Working Toward Sustainability







# Taking the Long View

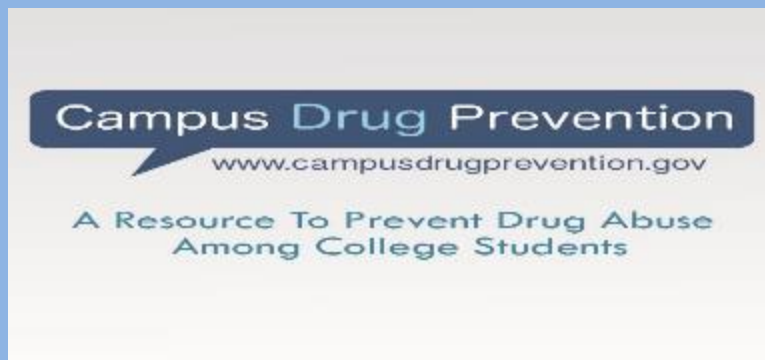




## DEA's Products for Colleges and Universities

Institutions of higher education are an important stakeholder.

- Launched website in 2017 – [www.campusdrugprevention.gov](http://www.campusdrugprevention.gov)
- Developed campus-specific fact cards
- Sponsor Red Ribbon Week Campus Video PSA Contest with SAMHSA's Center for Substance Abuse Prevention
- Strategic planning guide for preventing drug misuse among college students







## www.campusdrugprevention.gov

The screenshot shows a web browser window displaying the Campus Drug Prevention website. The browser's address bar shows the URL <https://www.campusdrugprevention.gov/>. The website header includes the text "Campus Drug Prevention" and "www.campusdrugprevention.gov". A navigation menu contains the following items: HOME, DRUGS & PARAPHERNALIA, RESEARCH, PUBLICATIONS, RESOURCES, UPCOMING EVENTS, and HELP A FRIEND. A social media link for Twitter is also present: "Follow us on Twitter @deahq, #deecampus".

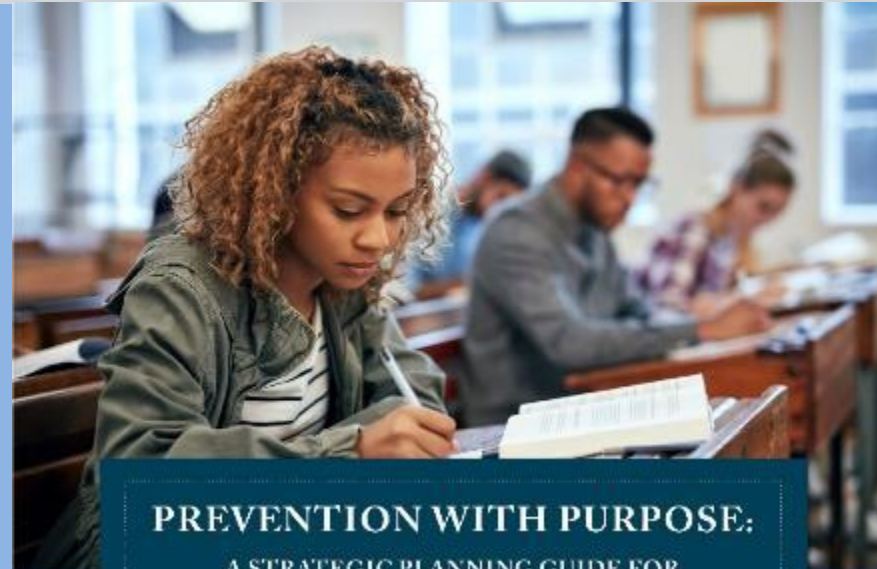
The main content area features a large banner image with the word "EVENTS" in large, colorful letters held up by hands against a blue sky background. To the right of the banner, there is a call to action: "KEEP US IN THE LOOP! Do you know of a national conference or event about college substance abuse? Let us know."

Below the banner, the text reads: "Welcome The Drug Enforcement Administration (DEA) is pleased to provide institutions of higher education and their surrounding communities with these resources to prevent drug abuse among college students. We are committed to promoting the importance of prevention and its role in helping ensure the health and safety of our nation's colleges and universities."

The browser window also shows a taskbar at the bottom with various application icons and a system tray on the right displaying the time as 10:48 AM on 1/25/2018.



# Prevention with Purpose



## **PREVENTION WITH PURPOSE:**

A STRATEGIC PLANNING GUIDE FOR  
PREVENTING DRUG MISUSE  
AMONG COLLEGE STUDENTS



JANUARY 2020

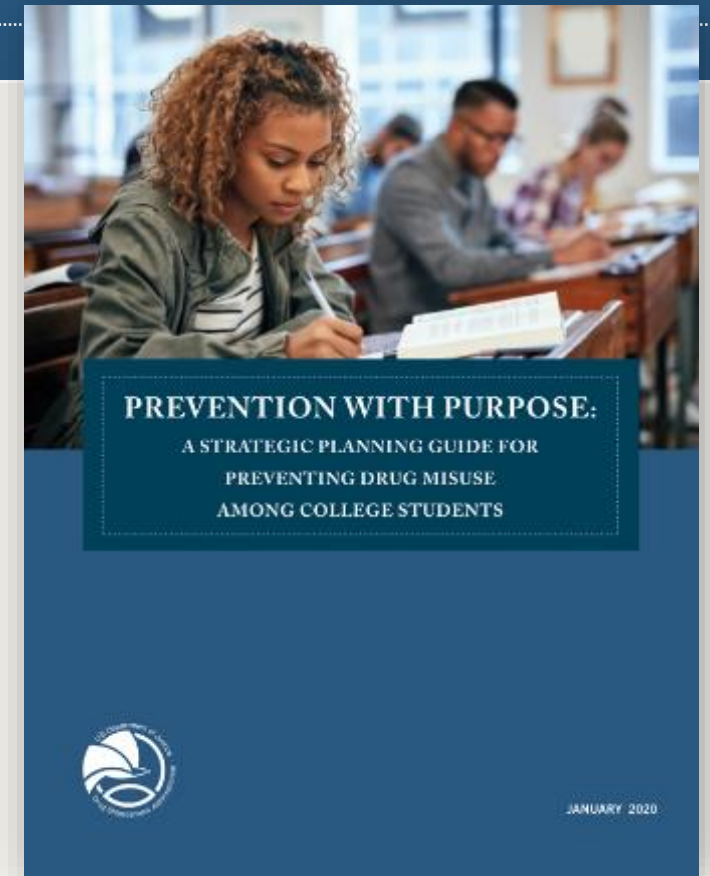




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# Prevention with Purpose

- Provides a road map for prevention professionals to collaborate with a range of stakeholders to address campus-wide drug misuse issues
- We use the SPF as the “how to” for:
  - Systematically measuring the scope of drug misuse issues
  - Building relationships with key stakeholders
  - Planning and implementing a drug misuse prevention effort
- Overview of the guide
  - Eight easy-to-read chapters with helpful graphics
  - Print and online versions
  - Online resources associated with each chapter





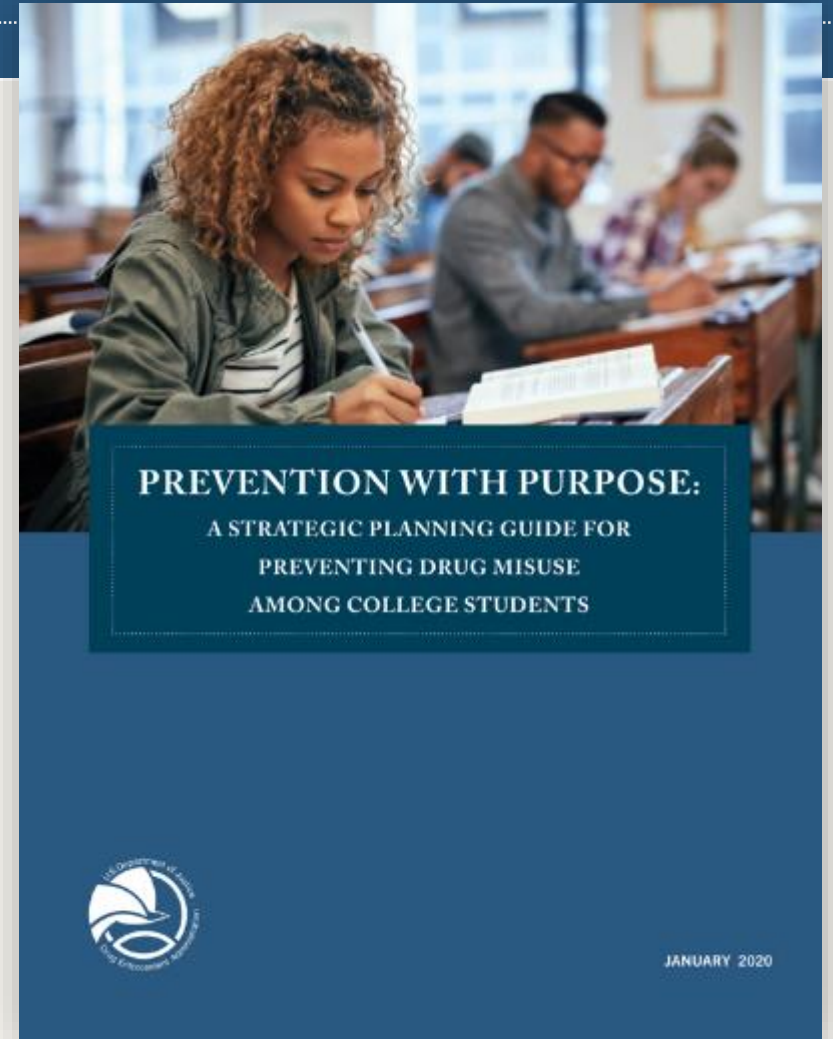
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# Strategic Planning Guide – Overview

**Provides overview** of the historical and current landscape of prevention

**Designed to be useful** for both *new* and *experienced* higher education prevention professionals

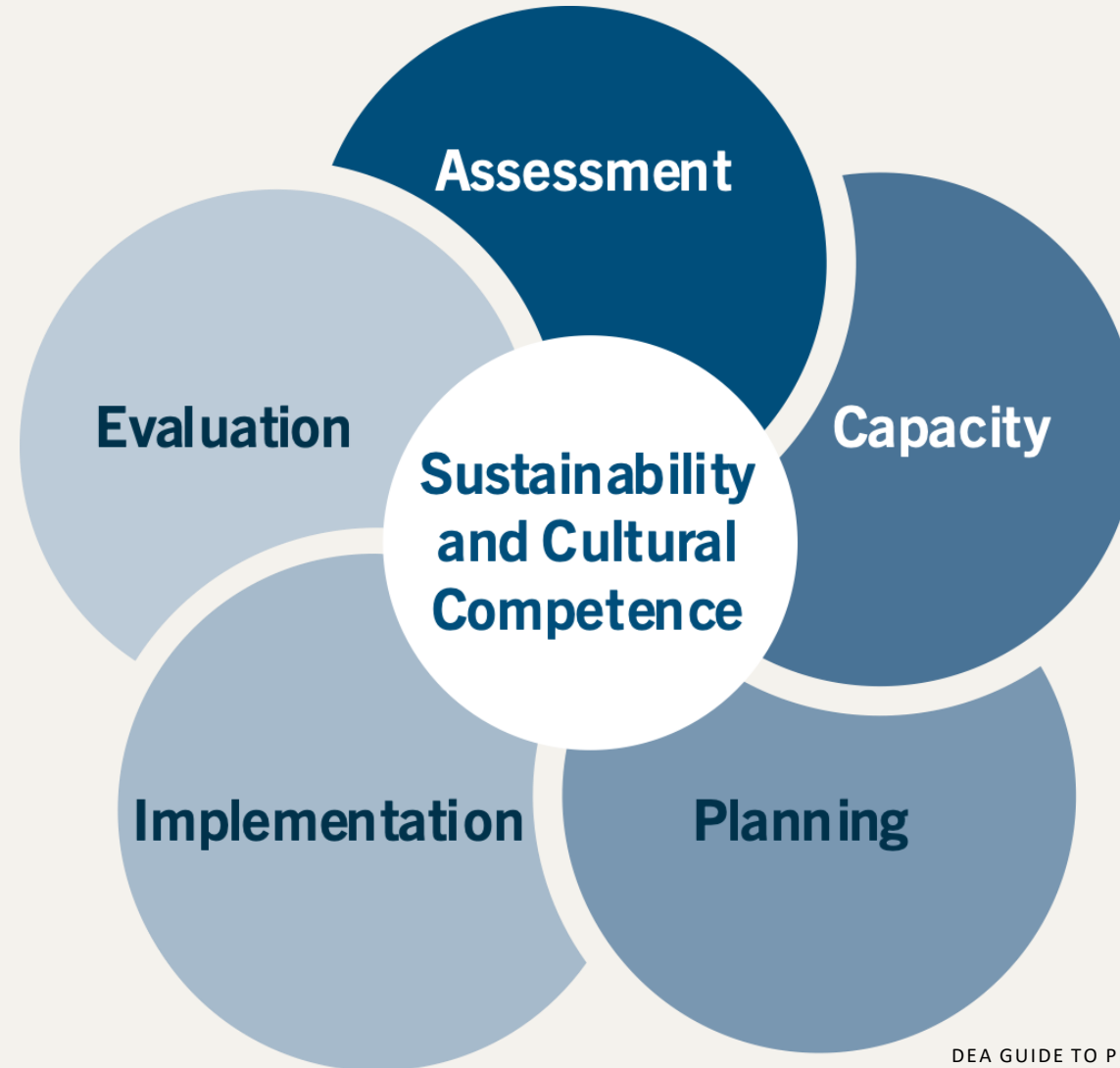
**Focuses explicitly on applying the SPF** to college campuses





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# Strategic Prevention Framework





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# Why Use the Strategic Prevention Framework? Because it...



**Is data  
driven**

**Good decisions  
require data.**



**Is dynamic  
and iterative**

**The SPF is a  
circular, rather  
than a linear,  
model.**



**Relies on and  
encourages a  
team approach**

**Requires—and  
benefits from—  
participation from  
diverse community  
partners.**



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# The SPF Process Answers...



**What is the  
problem?**



**What do I have  
to work with?**



**What should I do,  
and how should  
I do it?**



**How can I put my  
plan into action?**



**Is my plan  
succeeding?**





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# How to Assess Drug Misuse on Your Campus

## CHAPTER 3

**Implementation without completing an assessment is like building a home without an architect blueprint.**



### CHAPTER 3

#### How to Assess Drug Misuse on Your Campus

“

I cannot imagine any case where you have an entire [AOD] survey that is negative. There are things that the majority of students are doing well, so you need to point out the balance between the positive and negative that helps build the true story from the data. Burying the data or not collecting it at all doesn't help anybody. You need data to move forward.

—Dr. Peggy Glaser, Coordinator for Evaluation and Research, Campus Health Service, University of Arizona



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# SPF Step 1: Assessment



## STEP 1:

**Assess problems and related behaviors**

- What? Where?  
How? Who?

## STEP 2:

**Assess risk and protective factors**

- Which risk and protective factors are prevalent on campus?

## STEP 3:

**Assess capacity for prevention**

- What resources exist to support prevention?
- How ready is my campus for prevention?

## STEP 4:

**Share your assessment findings**

- Who will be interested?
- What format works best?



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# How to Build Capacity to Prevent Drug Misuse on Your Campus

## CHAPTER 4

**Having the capacity**  
(both resources AND readiness)  
for prevention efforts  
is essential for success.

**CAPACITY**

=

**RESOURCES**

+

**READINESS**



### CHAPTER 4

#### How to Build Capacity to Prevent Drug Misuse on Your Campus

We put a lot of our time and energy in getting the reluctant on board. Instead, find your allies and your partners and start with them and build momentum from there. Those people will help you get the other ones on board, and the reluctant won't matter anymore, because you're building and growing your program. Shift the energy toward your allies and your partners. That's where the momentum is.

—Diane Federchak, Interim Director of the Center for Health Promotion at the University of Massachusetts Amherst





# SPF Step 2: Capacity



## STEP 1:

### Engage diverse community stakeholders

- Which groups of people do you need to connect with to ensure your prevention program will be successful?



## STEP 2:

### Develop and strengthen a prevention team

- Be strategic about why you want to bring each new partner on board



## STEP 3:

### Raise community awareness of the issue

- Helps to garner valuable resources and increase campus readiness



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# How to Plan a Successful Drug Misuse Prevention Program on Your Campus

## CHAPTER 5

**Caution!** Think twice about the rotating cast of motivational speakers, online prevention programs, and in-person workshops on college campuses.

**Craft a prevention plan** that is uniquely tailored to your campus's needs.



## CHAPTER 5

### How to Plan a Successful Drug Misuse Prevention Program on Your Campus

“

If you are developing prevention programs, I highly recommend working to understand initiatives and projects that are already doing this work across the country. There's a really strong community, and people who work in the prevention field want to share resources and share best practices to help one another. It's really important to leverage that to your advantage.

—Dr. Erica Phillips, Associate Director in the Center for the Study of Student Life at the Ohio State University



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# SPF Step 3: Planning

## CHAPTER 5

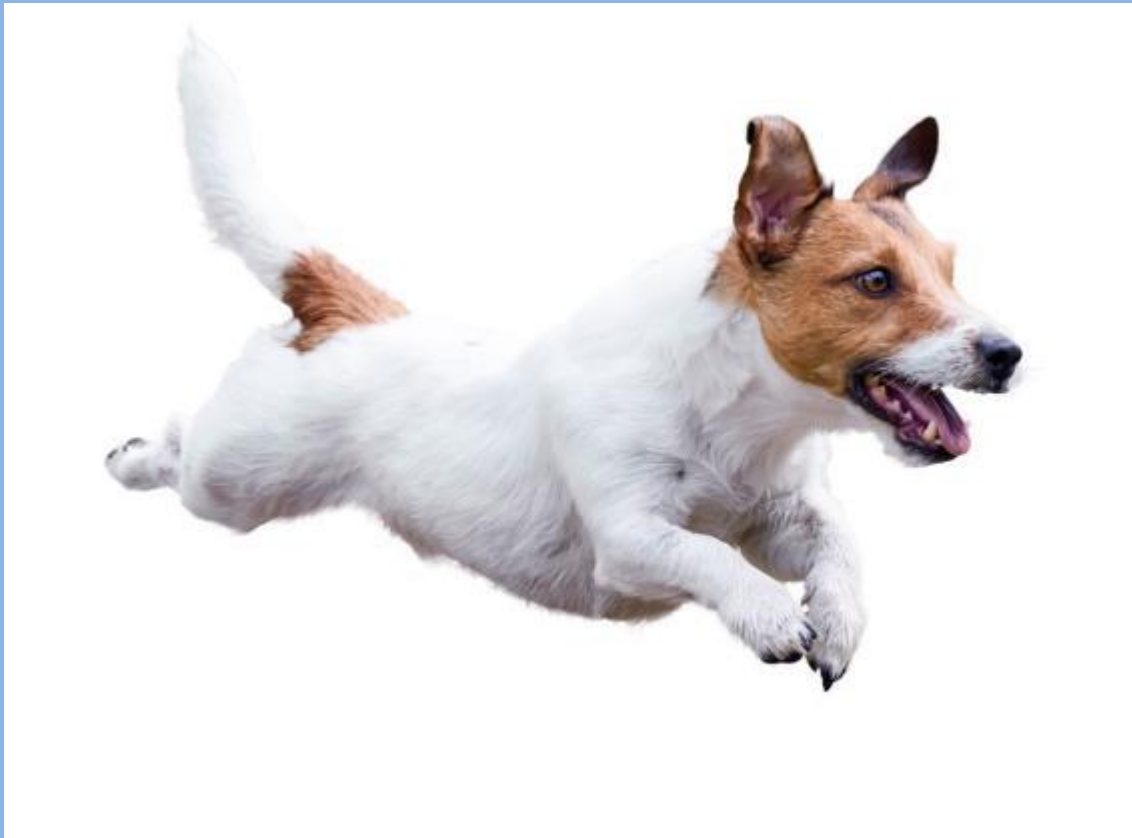
	<b>Prioritize risk and protective factors</b>	Importance and changeability
	<b>Select interventions to address priority factors</b>	Evidence-based, conceptual fit, practical fit
	<b>Determine how many interventions you can implement</b>	Widespread reach, multiple domains, cultural relevance
	<b>Build a logic model and share with stakeholders</b>	Where you want to go and how you intend to get there



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# How to Implement a Successful Drug Misuse Prevention Program

## CHAPTER 6



**Before jumping into implementation, preparation is needed.**



## CHAPTER 6

### How to Implement a Successful Drug Misuse Prevention Program on Your Campus

“

We should help students to remember that their prevention professionals on campus are trained to know the spectrum of evidence-based strategies, but that students have a lot of freedom within those strategies. We want them to implement things that they can get excited about and get creative about and also get other students excited about, potentially having a healthier and safer and more productive and academically focused environment.

—Joan Masters, Senior Coordinator of Partners in Prevention (PIP)



# SPF Step 4: Implementation



## Connect with key implementation partners

- Communicate openly and make sure all partners are on board as you move forward



## Balance intervention fidelity and adaptation

- Fidelity: Maintain core components
- Adaptation: Modify with care



## Establish implementation supports

- Identify ways for people to get involved
- Keep leaders well informed
- Get the word out to broader community



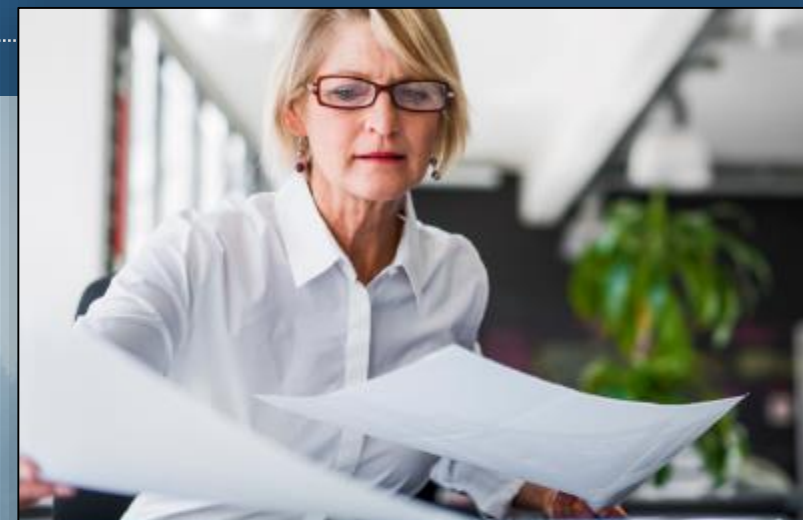


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# How to Evaluate Your Drug Misuse Prevention Program

## CHAPTER 7

How will we know  
if our prevention  
efforts are working?



## CHAPTER 7

### How to Evaluate Your Drug Misuse Prevention Program

“

We must remember that prevention is really a long-term process. It will take ultimately sometimes eight to ten years to really see meaningful change in policy and commitment and behavior in our communities. Breaking things down into manageable steps, looking at data and assessing your outcomes along the way, can help you monitor your progress, so that you can actually keep track of it in real time.

—Dr. Sally Linowski, Associate Dean of Students, University of Massachusetts Amherst



# SPF Step 5: Evaluation

Different types of evaluation	<b>Process:</b> Documents how prevention effort was implemented <b>Outcome:</b> Measures impact of the prevention effort
Four basic evaluation principles	Utility, Feasibility, Propriety, Accuracy
Evaluation tasks	Six tasks in checklist format



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# Advice for Established and Emerging College Prevention Professionals

## CHAPTER 8



- Inside look at the lessons learned by a prevention professional with 30+ years of experience in college AOD misuse prevention
- Recommendations for established professionals
- Suggestions for new professionals



## CHAPTER 8

Advice for Established and Emerging College  
AOD Misuse Prevention Professionals: A  
Conversation with Dolores Cimini,  
University at Albany

“

“Our goal is not necessarily to chase the drug when we are developing interventions but to see what the bigger issues are, the environmental issues and hold on to what the best practices are at the individual, campus, and policy level.”

—Dolores Cimini, Director, Center for Behavioral Health Promotion and Applied Research, University at Albany





# Closing Thoughts

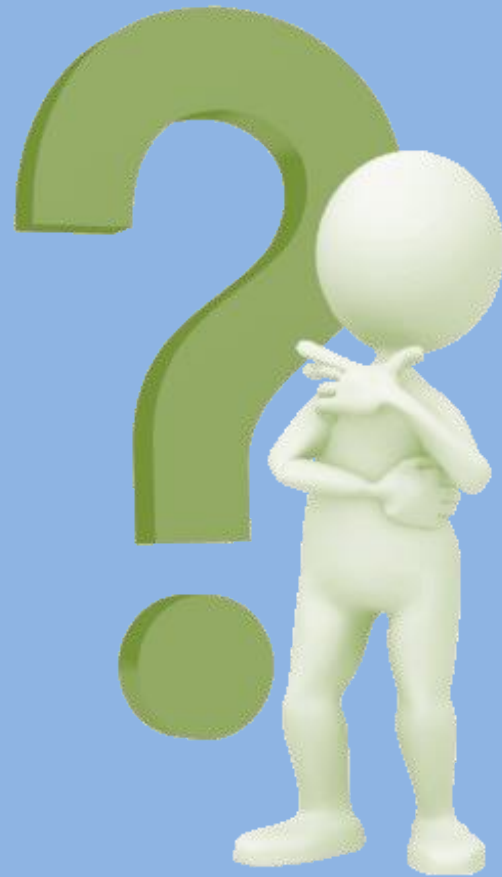
Student drug misuse is an issue shared by all institutions of higher education.

Student drug misuse is not a problem of the campus alone, but of the entire community.

Student drug misuse is a problem that will never entirely go away.



# Questions?





# Contact Information

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