



COMMUNITY-BASED PREVENTION STRATEGIES

The Obama Administration recognizes that the most effective way to keep America's youth drug-free is to prevent them from getting involved with drugs in the first place. The Office of National Drug Control Policy (ONDCP) administers programs that focus on community-based substance abuse prevention, and supports prevention initiatives in the Departments of Health and Human Services, Justice, Education, and others. The President's FY 2011 Budget seeks to increase funding for drug prevention efforts by 13.4 percent over the FY 2010 Budget.

Key programs supporting prevention include:

Prevention-Prepared Communities

Funding request for FY 2011: \$22.6 million

The new Prevention-Prepared Communities Program (PPC) supplements existing community-based efforts and focuses on youth ages 9-25. Grantees will conduct epidemiologic needs assessments, create a comprehensive strategic plan, implement evidence-based prevention services, and address common risk factors for mental, emotional, and behavioral problems. For FY 2011, the proposal is to fund 30 communities, at an average of \$500,000 each.

Drug Free Communities Support Program

Funding enacted in FY 2010: \$95.0 million

Funding request for FY 2011: \$85.5 million

The Drug Free Communities Support Program (DFC) is the Nation's leading effort to mobilize communities to prevent youth drug use. Based on the concept that local problems demand local solutions, DFC-funded coalitions engage multiple sectors of the community to address their specific local drug problems. Coalition members determine which drug problems should be priorities for their community, then develop strategies and work to involve the community in implementing those plans.

In FY 2009, the DFC program funded 746 communities in all 50 States, as well as in Washington, DC, Puerto Rico, the U.S. Virgin Islands, American Samoa, and Palau. Approximately 150 new grants are expected to be awarded in FY 2010.

Web site: <http://www.ondcp.gov/dfc/overview.html>

National Youth Anti-Drug Media Campaign

Funding enacted in FY 2010: \$45.0 million

Funding request for FY 2011: \$66.5 million

The National Youth Anti-Drug Media Campaign increases teen exposure to anti-drug messages through a combination of paid advertising (television, Internet, cinema) and public communications (community events, corporate partnerships with youth brands, youth-centered activities).

Web sites: <http://www.AboveTheInfluence.com>
<http://www.MethResources.gov>

ONDCP seeks to foster healthy individuals and safe communities by effectively leading the Nation's effort to reduce drug use and its consequences.

The Campaign has two areas of focus:

- The youth-targeted *Above the Influence* Campaign for ages 12-17. *Above the Influence* includes two tiers: a national component that delivers broad prevention messaging to teens, and a local component that delivers targeted efforts to at-risk teens at the local community level.
- The Anti-Meth campaign for young adults ages 18-34 and their influencers. The Anti-Meth Campaign conveys the risks of meth use, the effectiveness of treatment, and the possibility of recovery from meth addiction.

High Intensity Drug Trafficking Areas (HIDTA)

Funding enacted for HIDTA prevention efforts in FY 2010: \$2.7 million

Funding request for HIDTA prevention efforts in FY 2011: \$2.7 million

The HIDTA program provides funds to assist Federal, State, and local agencies with coordination, equipment, technology, and resources to combat drug production, trafficking, and use.

Web sites: <http://www.whitehousedrugpolicy.gov/HIDTA/overview.html>

<http://www.hidta.org/programs.asp>

<http://www.nhac.org/>

Currently, there are 28 areas around the country designated as HIDTAs, many of which emphasize prevention as part of their anti-drug strategies. Two examples:

- The Southwest Border (California Region) HIDTA works closely with more than a dozen other organizations on prevention initiatives, including drug courts, youth service organizations, and a U.S. Border Patrol program that educates children about drug use.
- In Washington State, the Northwest HIDTA promotes links with drug courts, community coalitions, public awareness campaigns, and other groups to support initiatives aimed at reducing substance abuse and preventing the initiation of drug use.

Strategic Prevention Framework-State Incentive Grants

Funding enacted in FY 2010: \$111.8 million

Funding request for FY 2011: \$103.5 million

Since 2004, 55 States and territories and 12 tribes have been awarded five-year Strategic Prevention Framework-State Incentive Grants, a program administered by the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention.

Web site: <http://prevention.samhsa.gov/grants/sig.aspx>

The program has three objectives:

- Prevent the onset and reduce the progression of substance abuse;
- Reduce substance abuse-related problems in communities; and
- Build prevention capacity and infrastructure at the State and community levels.

Preliminary results indicate communities funded in the first two cohorts demonstrated improvements in 77 percent and 80 percent of their selected outcomes.

Substance Abuse Prevention and Treatment Block Grant

Funding enacted in FY 2010: \$359.7 million

Funding request for FY 2011: \$359.7 million

Each year, Congress appropriates almost \$1.8 billion for the Substance Abuse Prevention and Treatment Block Grant, which provides funds to supplement States' prevention and treatment efforts. States are required to spend at least 20 percent of the funds (\$359.7 million enacted in FY 2010 and requested for FY 2011) on substance abuse prevention. The funds are administered by the Substance Abuse and Mental Health Services Administration and, generally, are spent on five broad strategies: Information Dissemination, Education, Alternative Activities, Problem Identification and Referral, Community-Based Processes, and Environmental Strategies.

Web site: <http://www.tie.samhsa.gov/SAPT2010.html>

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