

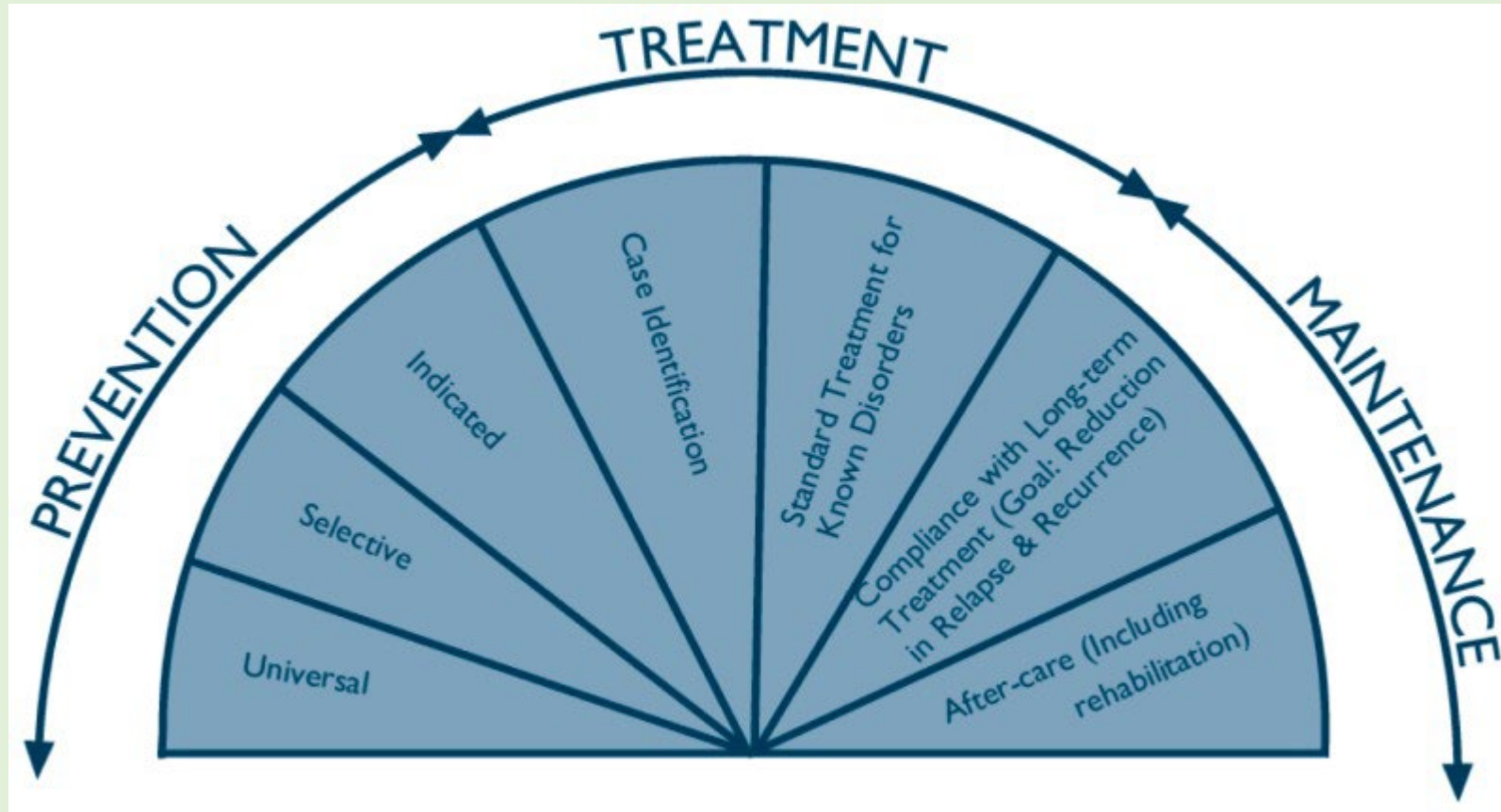
Meth Prevention for Adults

Dr. Susan Depue



What is primary prevention?

Institute of Medicine (IOM) Classifications for Prevention



What is primary prevention?

Universal (primary) – addresses the entire population

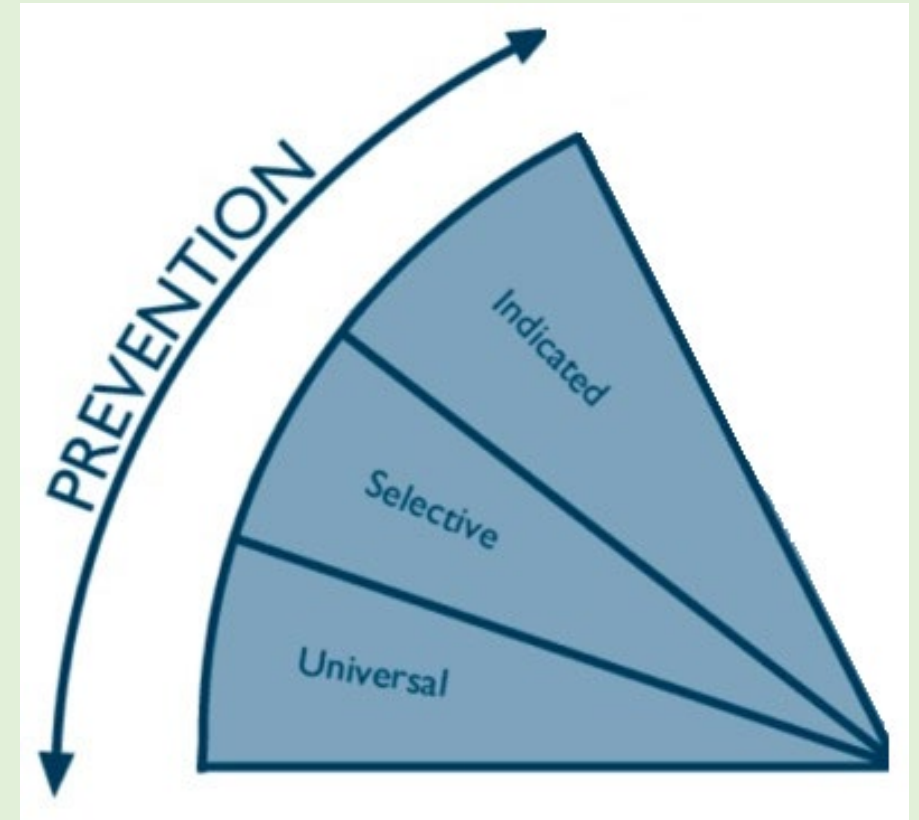
ex: Media Campaign

Selective – addresses an at risk population

ex: Meth socialization activity

Indicated – not yet SUD but showing early danger signs

ex: DUI diversion program





No Evidence Based Interventions for Meth Prevention in Adults

Missouri decided to attempt a few activities in order to collect data on what worked and what did not.

May not all work!

Universal / Primary / Awareness
Efforts

Media Campaign

To engage the larger community in their support to prevent methamphetamine use

Looked for other ideas around the country – wanted something positive – NO scare tactics, NO stigmatizing

Media Campaign

Found LA Dept of Health campaign – loved it!

Followed up with LA Dept of Health who gave me contact info for their media agency

Contacted media agency & we got started!

~\$100,000

Formative Research (Getting Started)

12 in-depth interviews:

- 4 young adults (ages 20-29)
- 3 peer specialists working with current and recovering meth users
- 3 Treatment professionals
- 1 academic expert
- 1 church leader.

Data analyzed to determine themes

Messaging: Acknowledging the Present

Acknowledge with compassion that this moment in their lives is a difficult one, and that meth can seem like a viable relief to the present problems with compassion.

Blame is placed squarely on the drug and the temptation to use is treated with compassion

The problems every user and non-user have are real and human, but none are solved by meth use.

Messaging: Looking Toward the Future

“No matter what the future holds, it is far brighter without meth and you are worthy of that bright future.”

Focus on the value of the individual – everyone is worthy of a healthy future – and encourages the viewer to imagine that future for themselves.

Important to reflect aspirational images for ALL in Missouri, not just those who move away to “better” things

Plenty of great goals right here!

The Usual



Credibility & Authenticity

Messaging should be authentic, realistic and highly compassionate, but not too dramatic as to be mocked by young adults.

- Real Missouri stories, experiences and voices

- Peer voices and voices of people with experience are most compelling

Avoid any condescension, stereotyping, fear-based messaging and overly dramatic storytelling.

noM~~o~~meth

HOPE

beats meth.

...

noM~~o~~meth.com

YOU

**are worth more
than meth.**

...

noM~~o~~meth.com

YOU

**are worth more
than meth.**

...

noM~~o~~meth.com



Selected Efforts

Targeted high need areas, high need age group – could be drilled down further

Missouri's Pilot Test - Socialization

Theory based – asked me offline!

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- Autumn Newman: *Project Manager – Partnerships for Success*
- Based out of Warsaw
- Counties: Pulaski, Pettis, Pike, Laclede, Bates, Osage, Montgomery, Saline, and Audrain, and Carroll.
- *Shout out to Candi B., PFS Coordinator, thanks for all of your hard work this last year!*

Social Activity

- What do individuals aged 19-29 do?
- Where can this age group best be reached?
- What kind of event would they attend and one that would benefit them and this campaign?

Clean & Sober

- 1-2 hour event at the Osage County Community Center.
- Pizza, desserts, uplifting music, giveaways, and GAMES!
- Giant Jenga, YARDZEE!, bag toss, giant checkers, giant connect 4, and more!
- Great fellowship. We have been able to meet so many people!

Clean & Sober Game Night

- We have hosted 4 C&S events at the Osage County Community Center in Linn.
- Very successful events – one reaching over 100 in attendance.
- We gather their age, race, and gender through a QR sign-in.
- We have different themes and tournament style games at each event.
- Giveaways have included a TV, Keurigs, gift cards, and house hold items.
- Through hosting, we have found the lunch hour works best and gets more people in the door.

Stories *(permission granted to share)*

- 1st Event: Grant, 19, shared with us that he had been sober from meth use for one year! He called his friend after talking to us and invited him to come by and check out the event. It was great meeting them both!
- 4th Event: Jeremiah, 28, shared with us that he and his wife have both been sober from meth (and other illicit drugs) for over 4 years! He was happy to see that an organization cared about meth prevention and that he has been able to turn his life around.

What's Next for Clean & Sober?

- We have 4 more events scheduled for Osage County – one of these including having a booth at Skills USA event.
- On March 9th, we will be hosting our first C&S event at State Fair Community College in Pettis County!
- By fall, our hope is to have 2 C&S events monthly in both Osage and Pettis Counties!

Thank You!





Community Bonding/Socialization



**by Preferred Family
Healthcare**



www.pfh.org/prevention

Community Bonding

- Reached out to different organizations in the community to find our targeted population.
 - Police
 - Preferred Family Healthcare
 - Postal service personnel
- Decided on an activity- Grocery Bingo
- 2494 flyers were sent out through Every Door Direct Mail.



Starting on Sept. 9th, 2021 join us to win FREE groceries, cleaning supplies, personal hygiene products, and household essential items! All materials provided to play!

A flyer for 'Grocery Bingo' with a decorative border of geometric shapes. It contains the following information:

Who: 19-29 years old

Where: Mission 180
201 N Hawkins
Hannibal, MO

When: September 9, 2021
2nd & 4th Thursday of the month
5:30-6:30pm

***registration beginning at 5 pm**

Preferred Family Healthcare

Local Postal Customer

For more information call 660.626.0439.

*****Seating will be limited*****

**PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL**

Event

Grocery Bingo is an ongoing event, scheduled for the 2nd and 4th Thursday of each month.



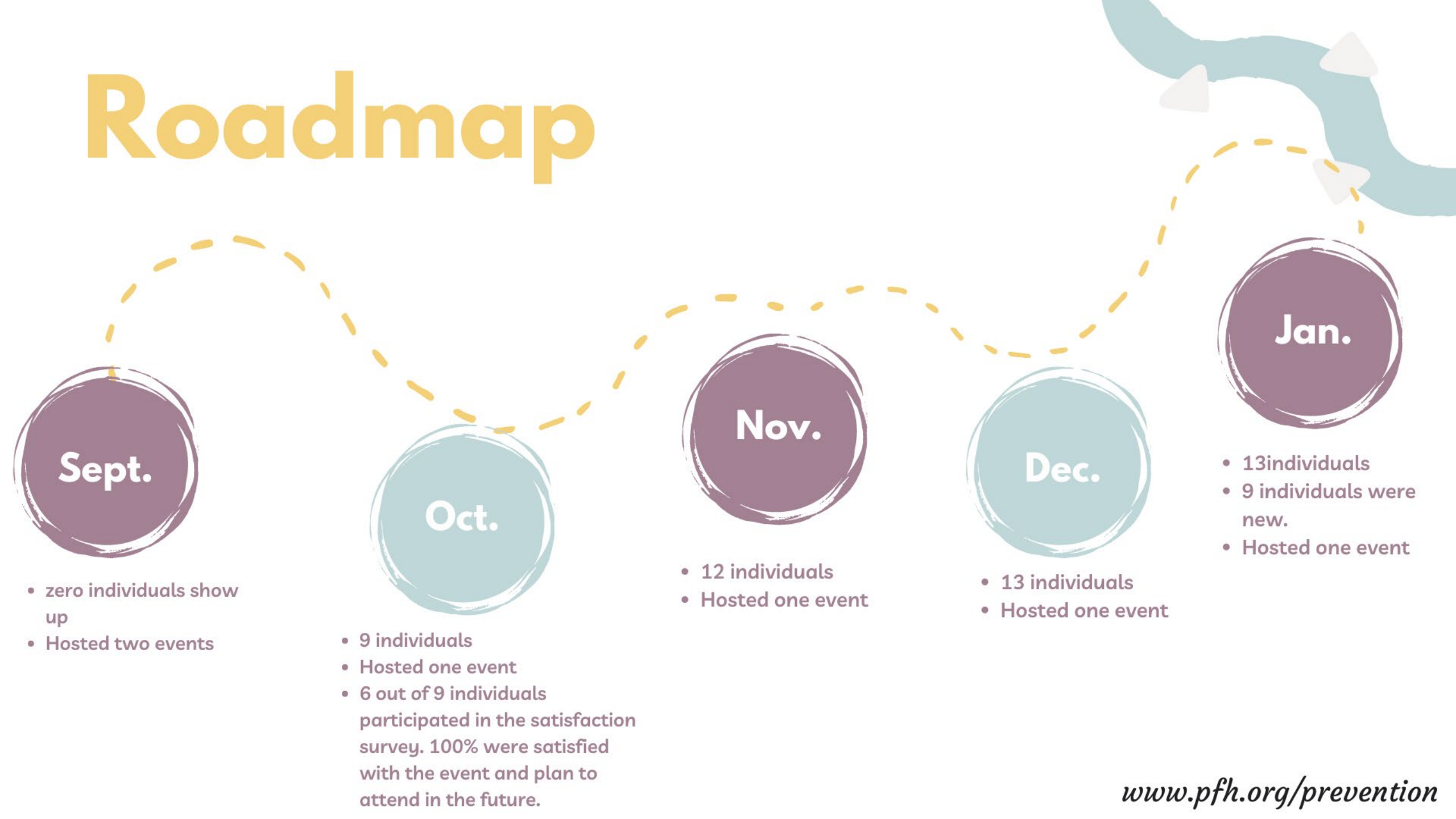
Efforts



Preferred Family Healthcare modified the name to Bingo instead of Grocery Bingo and heavily promoted the event in the targeted area.

- Community Center/Food Pantry
- High Set Program (GED program)
- Job Center
- Local Churches
- Grocery Store
- A local Facebook group

Roadmap





Much gratitude to the prevention leaders who are willing to let us try new things.

Also to those prevention specialists on the ground working so very hard to turn theory into reality!

Thank you!!

And to the audience

I'm not an expert but I'm learning. If you have any questions or any suggestions on how to prevent methamphetamine use in adults – I'd love to talk!

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