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Prevention and Behavioral Health Promotion

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Introduction



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- Prevention and Behavioral Health Promotion (PBHP) seeks to promote behavioral health and reduce use or misuse of the following substances:
 - ▶ Underage alcohol
 - ▶ Marijuana and cannabinoid
 - ▶ Tobacco and nicotine products
 - ▶ Prescription drugs
- Funded by Substance Abuse Prevention and Treatment Block Grant

Previous Approach to Prevention

- Emphasizing the importance of making good choices
- Teaching youth refusal skills, positive coping skills, and self-efficacy
- Teaching parents how to talk to their kids about drugs/alcohol
- Presenting on the harms of drug/alcohol use
- Encouraging pro-social norms around drugs/alcohol



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Adopting the Upstream Approach



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Image source: <https://www.healthaffairs.org/doi/10.1377/forefront.20190115.234942/full/>

Program Frameworks/Models

Preventing Substance Misuse Effectively Requires Intentional Focus

- Socio-ecological model
- Strategic Prevention Framework
- Center for Substance Abuse Prevention Strategies



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Prevention and Behavioral Health Promotion Programs and Projects

- COVID projects
- Youth Prevention (YP) programs
- Community Coalition Partnerships (CCP)
- Prevention Resource Centers
- Statewide Media Campaign
- Texas Prevention Training



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COVID Projects

- Community Coalition Partnership-COVID projects
 - ▶ Enhance behavioral health and wellness
 - ▶ Implement stress-reduction and trauma healing activities
- Healing-centered projects
 - ▶ Texas Institute for Excellence in Mental Health
- Tobacco
 - ▶ Expansion of HHSC's tobacco prevention and education efforts, in collaboration with Texas School Safety Center
 - ▶ Expansion of Synar Survey



Youth Prevention (YP) Populations of Focus

- Universal – YPU (focus on the general population)
- Selected – YPS (focus on subgroups of the general population)
- Indicated – YPI (focus on people in high-risk environments)



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Youth Prevention Curricula

- All-Stars (YPU and YPS)
- Botvin Life Skills (YPU)
- Curriculum-Based Support Groups (YPS and YPI)
- Project Towards No Drug Abuse (YPU, YPS, and YPI)
- Positive Action (YPU, YPS, and YPI)
- Too Good For Drugs (YPU)
- Strengthening Families Program
 - ▶ 7-session curriculum (YPU)
 - ▶ 10-session curriculum (YPU, YPS, and YPI)
 - ▶ 14-session curriculum (YPU, YPS, and YPI)

YPU = Universal
YPS = Selected
YPI = Indicated



Community Coalition Partnerships

- Uses SAMHSA's Strategic Prevention Framework to encourage communities to mobilize
- Implements evidence-based environmental strategies to:
 - ▶ Change policies
 - ▶ Influence social norms

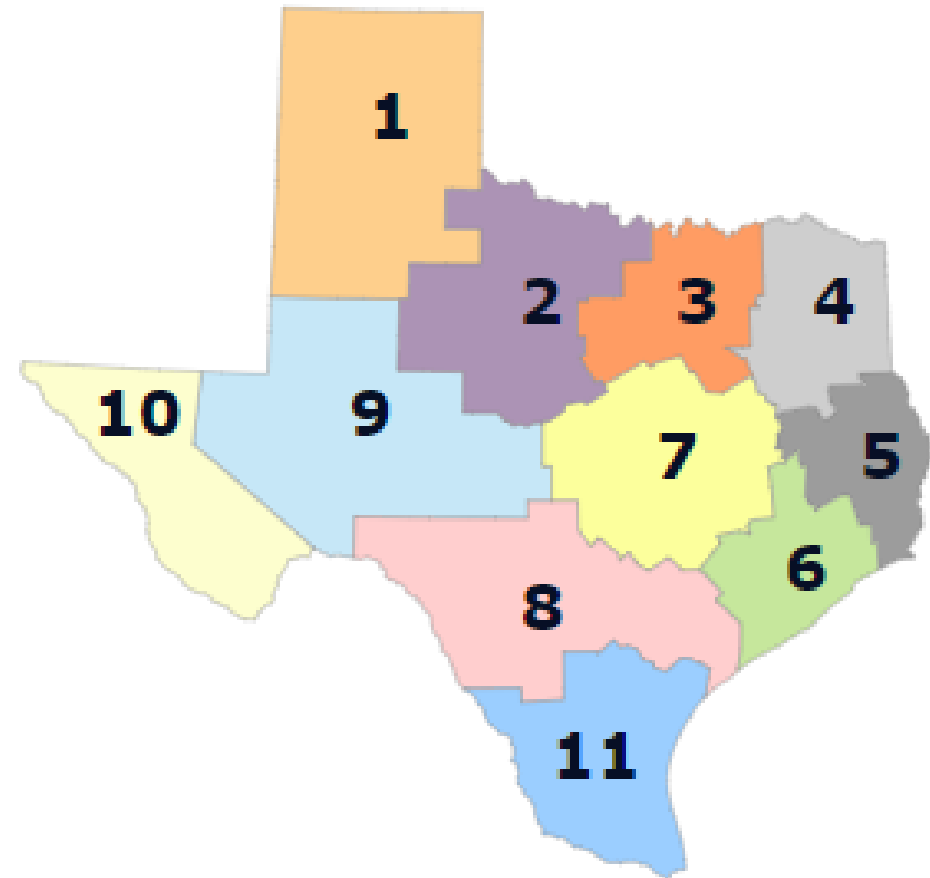


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Prevention Resource Centers (1 of 2)

- Serve as data repositories for each of the 11 HHS regions
- Enhance community collaboration

Texas HHS Regions



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Prevention Resource Centers (2 of 2)

- Data core
 - ▶ Maintain and serve as the primary resource for data
- Training core
 - ▶ Build the prevention workforce capacity
- Media core
 - ▶ Increase the community's understanding of substance use/misuse
- Tobacco prevention core
 - ▶ Provide education and monitoring activities that address retailer compliance



Statewide Media Campaign

All Providers must Participate in the Campaign

- Two external contractors conduct formative research, create concept and content, and evaluate the campaign
- Goal 1: Provide Texas youth, young adults, and parents/guardians with resources to cope with trauma, stress, and anxiety
- Goal 2: Inform Texas community leaders about risk and protective factors that contribute to substance use disorders



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Texas Prevention Training

- Core training provider for all funded prevention providers across the state
- All trainings lead up to Certified Prevention Specialist certification through the Texas Certification Board of Addiction Professionals



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Thank you

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