



DATA SHORTS

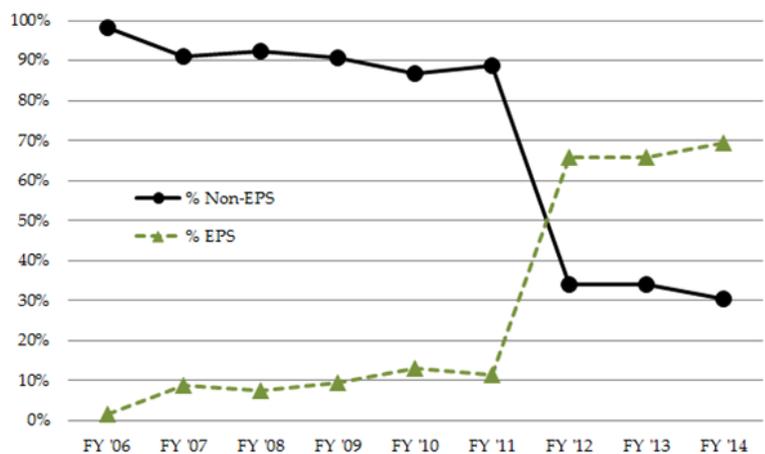
Environmental Prevention Strategies for Substance Use

The federal Substance Abuse and Mental Health Services Administration (SAMHSA) has defined six types of strategies for states to use to prevent substance use and abuse. Based on evidence of its effectiveness, the Maryland Alcohol and Drug Abuse Administration (now the Behavioral Health Administration, or BHA), along with SAMHSA, decided to prioritize the use of one specific type of these strategies - Environmental Prevention Strategies (EPS) - in FY 2012.

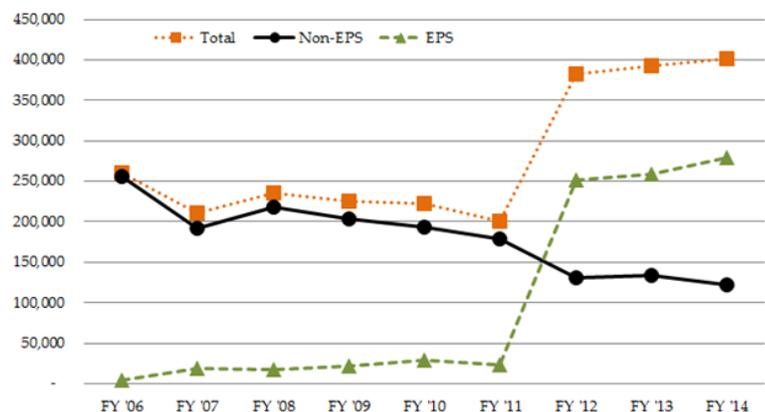
EPS for substance use are strategies that attempt to change culture and society, with the overall goal of making a population's environment less conducive to substance use. One of the benefits of using EPS is that they target a population, and therefore can have more pervasive effects than prevention strategies that target an individual. In turn, these strategies have been proven to be more effective in reducing population-level substance use than other strategies. Some examples of EPS, as listed on the SAMHSA website (<http://captus.samhsa.gov/>), include:

- **Social Norms Marketing:** providing positive messages to correct misinformation about substance use and abuse norms and risks, such as ads informing people about the true prevalence of young adult drinking and driving
- **Counter-Advertising:** communicating anti-substance use or positive health messages to the population, such as multi-media "stop smoking" campaigns
- **Alcohol Compliance Checks and Purchase Surveys:** identifying outlets that sell alcohol to underage buyers and/or do not check for valid ID from young-looking buyers
- **Alcohol Restrictions at Community Events:** voluntarily restricting access to alcohol at events, such as limiting the number and/or size of drinks provided to those attending the event
- **Policy Review and Development:** supporting legislation that promotes preventing substance use or abuse, such as tougher penalties for serving alcohol to minors, or providing more funding for substance use prevention

% of BHA-funded Strategies Implemented



Marylanders Served by BHA-funded Programs



Data shown are taken from FY 2006 to FY 2014 DHMH Prevention Program Annual Reports (<http://bha.dhmm.maryland.gov/> and <http://msa.maryland.gov/>). The top graph shows how BHA has been supporting an increasing percentage of EPS since FY 2006, with a notable increase in FY 2012. Since FY 2012, nearly two-thirds of the Marylanders receiving any prevention strategies have been receiving EPS. The bottom graph shows that an increasing number of Marylanders have been reached by EPS almost every year since FY 2006, with the number nearly doubling between FY 2011 and FY 2012.