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Prevention and Behavioral Health Promotion

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Texas Health and Human Services

Introduction



Prevention and Behavioral Health Promotion (PBHP)

- Seeks to promote behavioral health and reduce use of the following substances:
 - ▶ Underage alcohol
 - ▶ Marijuana and cannabinoid
 - ▶ Tobacco and nicotine products
 - ▶ Prescription drugs
- Funded by the Substance Abuse Prevention and Treatment Block Grant, with supplemental funding from federal COVID-19 funds (House Resolution 133 and the American Recovery Plan Act)

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 and alcohol
- Presenting on the harms of drug and alcohol use
- Encouraging pro-social norms around drugs and alcohol

Adopting the Upstream Approach



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



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Program Frameworks and Models

Preventing Substance Misuse Effectively Requires Intentional Focus

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



PBHP Programs and Projects

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



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YP Populations of Focus

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



YP 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

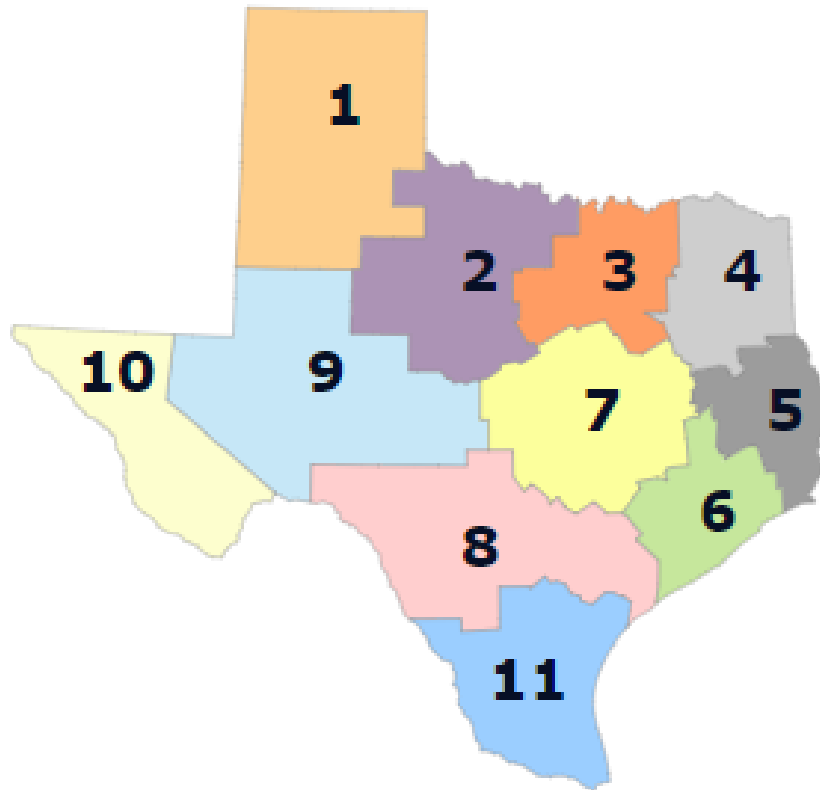
- Uses Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework to encourage communities to mobilize
- Implements evidence-based environmental strategies to:
 - ▶ Change policies
 - ▶ Influence social norms



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Prevention Resource Centers (1 of 2)

Texas HHS Regions



- Serve as data repositories for each of the 11 Health and Human Services regions
- Enhance community collaboration



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Prevention Resource Centers (2 of 2)

- Data core: maintains and serves as the primary resource for data
- Training core: builds the prevention workforce capacity
- Media core: increases the community's understanding of substance use/misuse
- Tobacco prevention core: provides education and monitoring activities that address retailer compliance



Statewide Media Campaign (1 of 4)

- All providers must participate in the campaign.
- Two external contractors conduct formative research, create concepts and content, and evaluate the campaign.
 - ▶ Goal 1: Provide Texas youth, young adults, parents, and 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



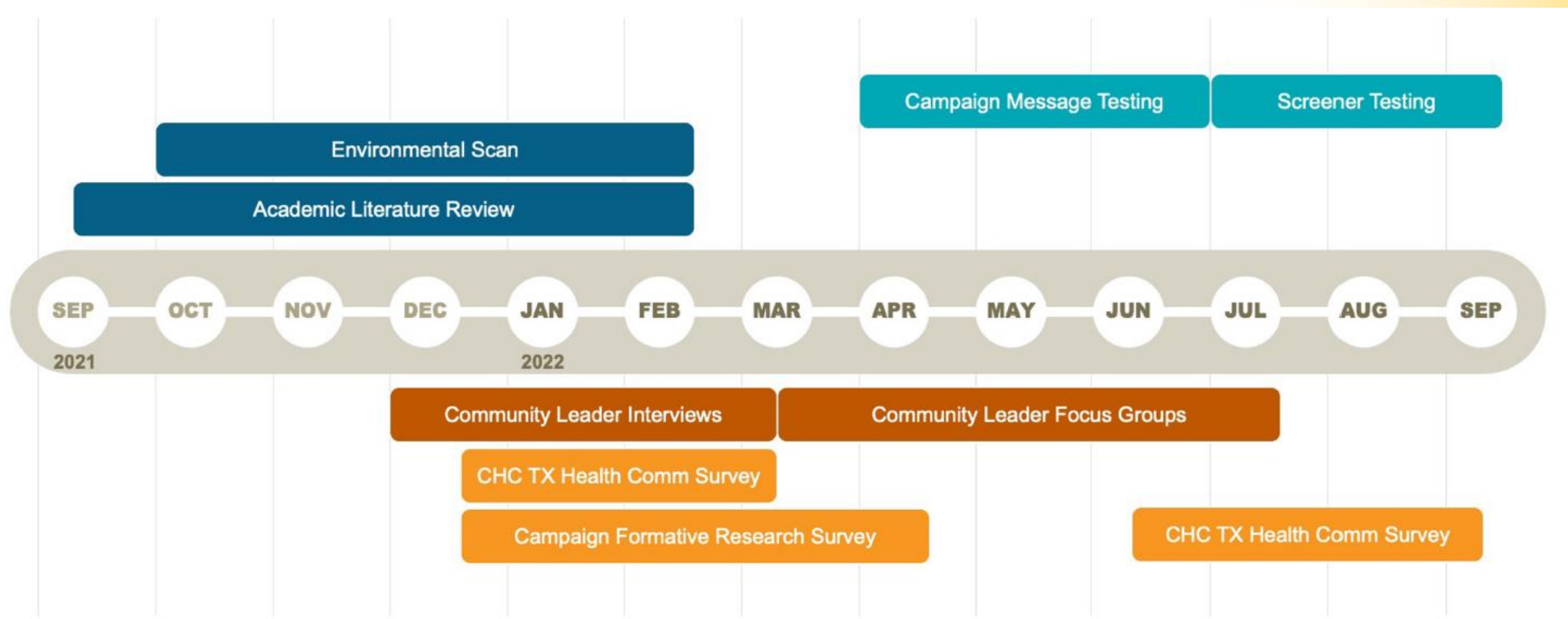
Statewide Media Campaign (2 of 4)

- Target Audience:
 - ▶ Parents of youth, as individuals first
 - ▶ Youth (10-17) and young adults (18-25)
 - ▶ Community leaders
- Primary focus on populations most affected by COVID-19 and who experience the greatest health disparities (Hispanic/Latino, non-Hispanic Black, lower socio-economic status)



Statewide Media Campaign (3 of 4)

Campaign Research



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Statewide Media Campaign (4 of 4)

Turn To Concept

- When times are rough, where do you turn to? If you didn't know two years ago, you know now.
- Let's empower Texans to turn things around and turn to the people and places that lead to a happier healthier life.



Preview of Assets (1 of 4)



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Preview of Assets (2 of 4)



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Your Feelings Matter

The way you feel matters. Even if your struggle could be temporary, it's real—and you deserve support. Turn to a trusted person or place to make sure you're ready for anything that comes your way.

Discover things to turn to.
<http://TurnToSupportsTX.org>



Make New Connections

Encourage new connections to reenergize your community. The more connected people are, the more support they'll have to get through difficult times.

Find the right support today.
<http://TurnToSupportsTX.org>



Recognize How You're Feeling

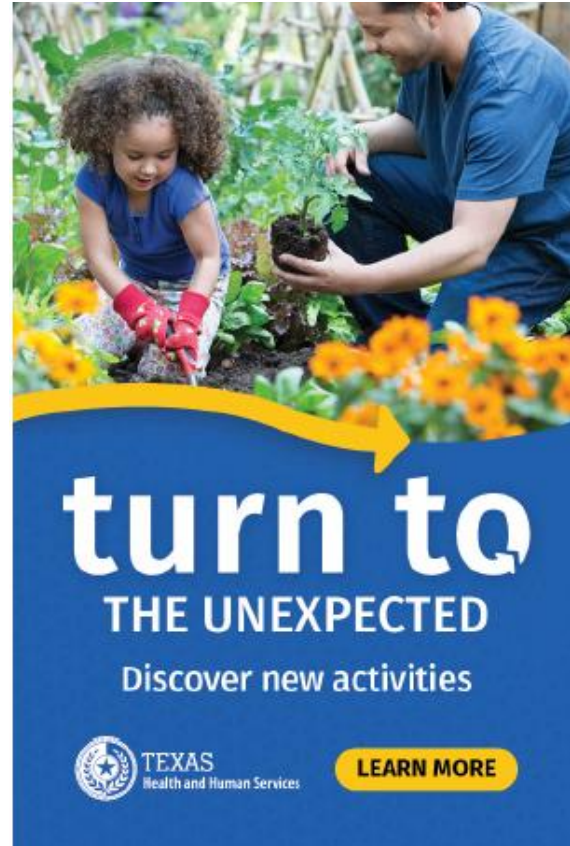
We all feel stressed, lonely and sad sometimes – it's a part of being human. If you're feeling stuck in a low place like many people, know that help is closer than you think.

Find the right support today.
<http://TurnToSupportsTX.org>

Preview of Assets (3 of 4)



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Preview of Assets (4 of 4)

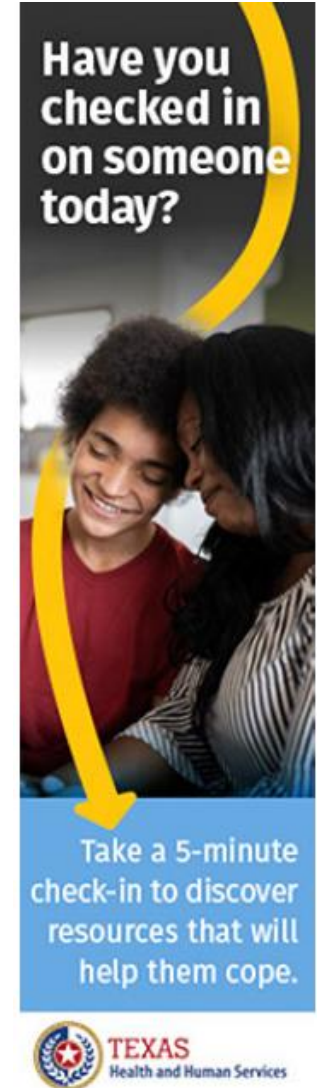


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Equitable Access to Services Check-In

- A substance use-focused self-screening instrument that Texans can use to assess their specific needs
- Easy access to informational resources supporting substance use prevention, intervention, treatment, and recovery as well as behavioral health and wellness



Texas Prevention Training (1 of 2)

- 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.
- www.TexasPreventionTraining.org



Texas Prevention Training (2 of 2)



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Texas Prevention Training

What can we help you find?



HOME

EVENT CALENDAR

EXTERNAL LEARNING

PROVIDER DIRECTORY

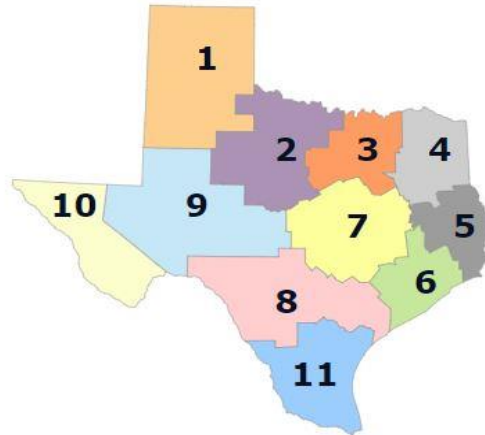
CONTACT



Texas HHS Regions

Click to filter:

- Region 1
- Region 2
- Region 3
- Region 4
- Region 5
- Region 6
- Region 7
- Region 8
- Region 9
- Region 10
- Region 11



Agencies

54

Providers

43

CCP

11

PRC

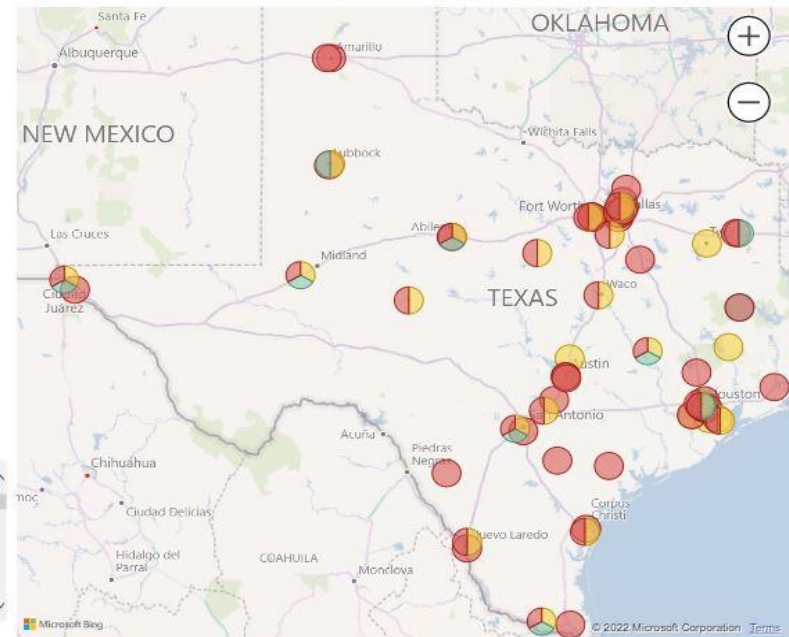
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Region	Counties Served
Region 1	Armstrong, Bailey, Briscoe, Carson, Castro, Childress, Cochran, Collingsworth, Crosby, Dallam, Deaf Smith, Dickens, Donley, Floyd, Garza, Gray, Hale, Hall, Hansford, Hartley, Hemphill, Hockley, Hutchinson, King, Lamb, Lipscomb, Lubbock, Lynn, Moore, Motley, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Terry, Wheeler, Yoakum

Region	Type	Agency	Coalition (CCP)
Region 2	CCP	Abilene Recovery Council	Taylor Alliance for Prevention
Region 2	YP	Abilene Recovery Council	
Region 2	PRC	Abilene Recovery Council	
Region 9	CCP	Alcohol and Drug Abuse Council for the Concho Valley	Concho Valley Community Action and Resources for Empowerment and Success (C.A.R.E.S.) Coalition
Region 9	YP	Alcohol and Drug Abuse Council for the Concho Valley	

Prevention Provider Type

Click to filter: CCP PRC YP



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

PBHP Reach in Fiscal Year 2022

PBHP-funded programs serviced over 1,070,000 youth and 405,000 adults.

70,229 youth and
1,112 adults
received prevention
education training.

467,374 youth and
103,337 adults
received knowledge
through
presentations.

134,795 adults and
96,651 youth
attended
community-based
processes.

31,952 adults and
31,923 youth
attended stress
reduction/trauma
healing activities.

18,364 tobacco
retailer compliance
checks completed.

29,577 youth and
adults reached with
tobacco prevention.



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Thank You

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