

# SUPPORTING THE CALIFORNIA SUD PREVENTION WORKFORCE:

## *A FRAMEWORK FOR PROFESSIONAL COMPETENCIES*

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**Presented by**

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## SESSION GOALS

- Understand distinct characteristics of prevention professionals through the implementation of a statewide survey and how a similar survey can be presented in your state.
- Explore a useable framework to promote professional competencies for prevention and enhance workforce development.
- Understand how to apply new training technology to increase access to workforce development.




# THE CALIFORNIA PREVENTION FIELD

# THE LANDSCAPE

- 58 diverse rural and urban counties funded through SABG funds to provide prevention services.
- Local control with minimal state-level requirements.
- Long-term training and technical assistance support institutionalized across the state.



# WHY SURVEY THE FIELD?

A man in a dark suit and light-colored shirt is standing at a podium on the left side of the frame, speaking into a microphone and gesturing with his right hand. He is facing a large audience of people whose backs are to the camera. The scene is set in a large, brightly lit room with a light-colored background. The overall image has a blue-tinted overlay.

*“The behavioral health workforce receives inadequate professional training and faces significant challenges keeping up with evolving best practice models.”*

**2013 Report to Congress on the National Substance Abuse  
and Mental Health Workforce Issues**



# **SURVEY METHODOLOGY**

# COLLECTING THE DATA



Online survey implemented in 2013 and 2015

- First of its kind to collect detailed information about California's prevention workforce
- Characteristics, capacities, trends of professional workforce
- Distributed to over two thousand professionals statewide



# SURVEY SAYS

**2013**

- 420 complete responses
- 52 out of 58 counties represented
- The majority of the sample are prevention professionals who provide direct services at the county level.

**2015**

- 398 complete responses
- 45 out of 58 counties represented
- The majority of the sample are prevention professionals who provide direct services at the county level.

# ACTIVITY

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*Turn to the  
person next to  
you and ask:*

1. What is happening in your state related to workforce development?
2. What challenges have you encountered?  
Successes?
3. Does your state require certification?



# KEY FINDINGS

# CALIFORNIA'S SUBSTANCE ABUSE PREVENTION WORKFORCE

## SURVEY FINDINGS

The Center for Applied Research Solutions (CARS), through the Community Prevention Initiative (CPI), developed and fielded a survey, the first one of its kind, to collect detailed information\* about California's prevention workforce. Key findings include:

THERE IS A **SHORTAGE** OF **EXPERIENCED, MID-CAREER** PROFESSIONALS.



Median *age* is **47** years  
**63%** of professionals are **40** years old or older  
**32%** are *new* to the *prevention* field  
**46%** are *new* to their *positions*

PROFESSIONALS ARE **HIGHLY EDUCATED** BUT NOT PREVENTION CERTIFIED.

**80%** have *Bachelor's* degrees



**45%** have *graduate* degrees

**3%** have specialized *prevention certifications*

ALTHOUGH **HIGH JOB SATISFACTION** WITHIN THE FIELD, **TURNOVER** WITHIN THE NEXT 3 YEARS IS LIKELY.

**33%** may leave their *current positions*

**40%** perceive a lack of *career advancement opportunities*



» *These findings underscore the need to provide professional development and career advancement opportunities to build and retain the capacity of the workforce in the substance abuse prevention field.*

\*based on a sample of 420 survey responses

The Community Prevention Initiative (CPI) provides no-cost technical assistance and training in substance abuse prevention. CPI is administered by the Center for Applied Research Solutions and funded and directed by the California Department of Health Care Services. For more information, visit <http://www.ca-cpi.org>.



# CALIFORNIA'S SUBSTANCE ABUSE PREVENTION WORKFORCE

395 professionals completed a survey in June 2015, specific to their professional background and work in the prevention field. Only 121 of these professionals completed the first survey in 2013.



76% are female

Average age is 45 years



61%

are above 40 years of age



39%

have graduate degrees

Only 3% have prevention certifications



33%

are new to the prevention field

32% are new to their agencies



48%

not satisfied with career advancement (compared with 40% in 2013)

46%

of all respondents may leave their jobs in the next three years (compared to 37% of respondents who did not take the survey in 2013)



How do these results compare with your state?

# THERE IS A **SHORTAGE OF EXPERIENCED,** **MID-CAREER PREVENTION PROFESSIONALS.**

2013

- Median age is 47 years
- 63% are 40 years old or older
- 32% are new to the prevention field
- 46% are new to their current positions

2015

- Median age is 45
- 61% are 40 years old or older
- 33% are new to the prevention field
- 43% are new to their current positions

# PREVENTION PROFESSIONALS ARE **HIGHLY EDUCATED** BUT NOT PREVENTION CERTIFIED.

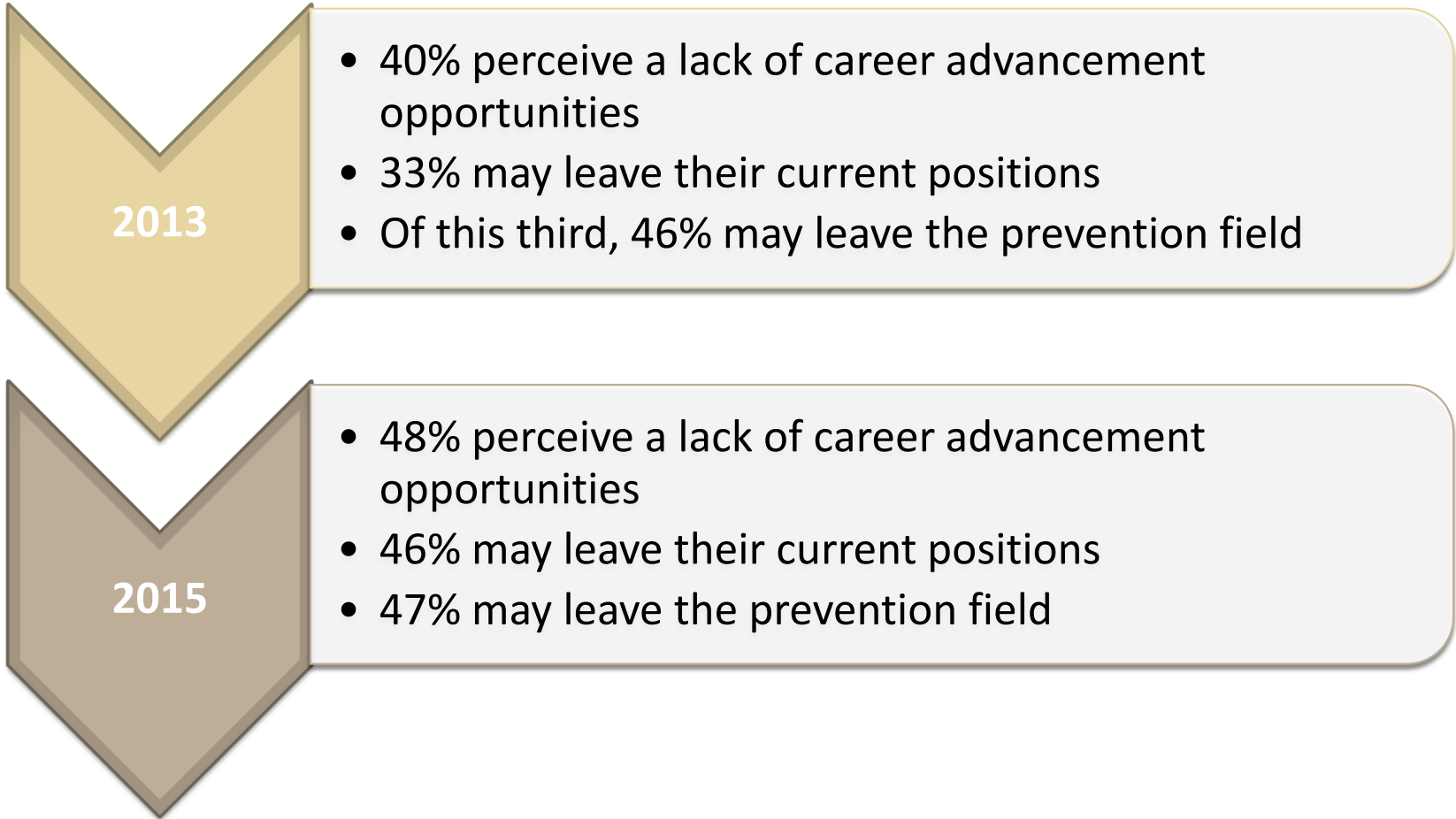
2013

- 80% have Bachelor's degrees
- 45% have graduate degrees
- 3% have specialized prevention certifications

2015

- 80% have Bachelor's degrees
- 40% have graduate degrees
- 2% have specialized prevention certifications

# ALTHOUGH THERE IS **HIGH JOB SATISFACTION** WITHIN THE FIELD, **TURNOVER** WITHIN THE NEXT THREE YEARS IS LIKELY.



2013

- 40% perceive a lack of career advancement opportunities
- 33% may leave their current positions
- Of this third, 46% may leave the prevention field

2015

- 48% perceive a lack of career advancement opportunities
- 46% may leave their current positions
- 47% may leave the prevention field



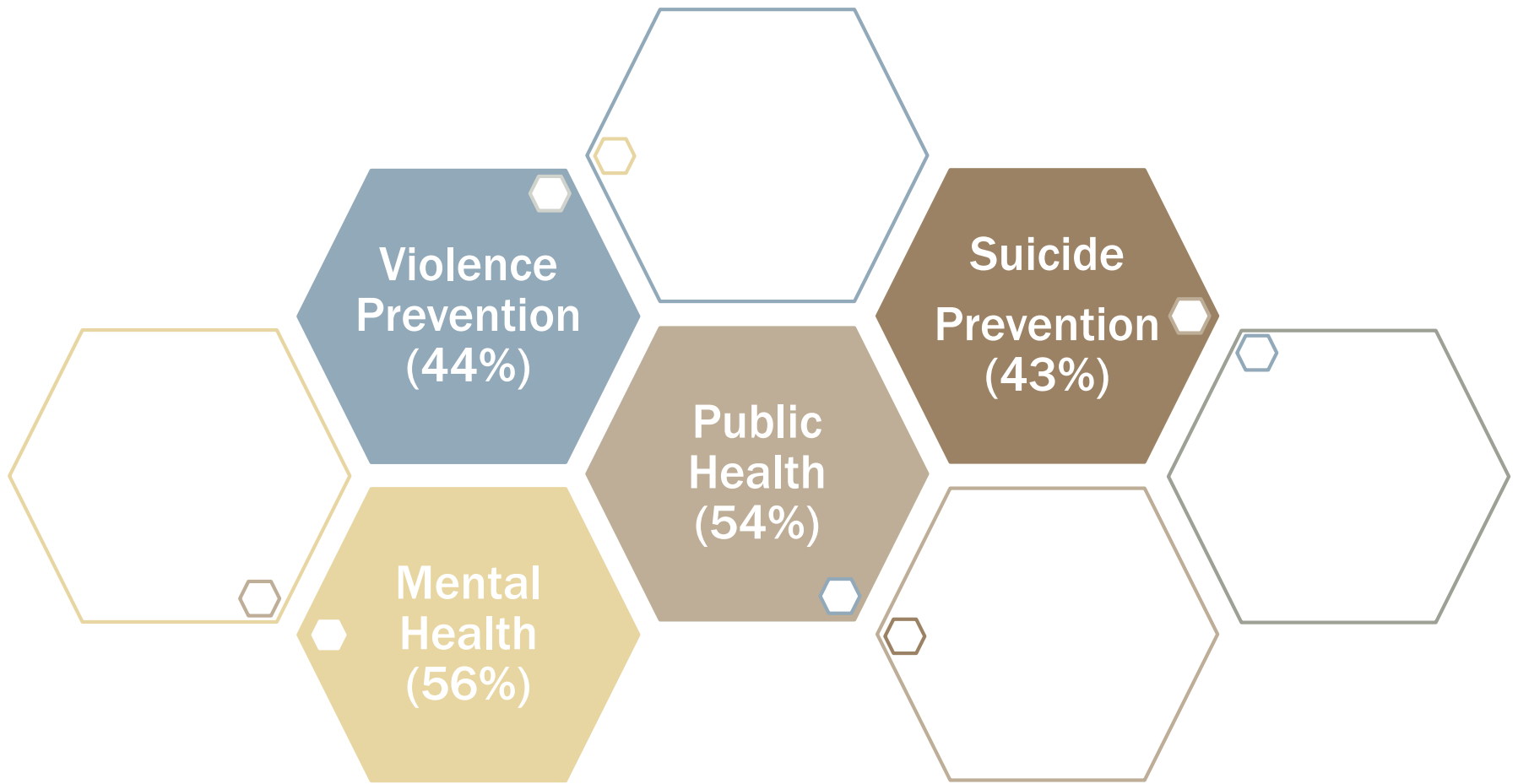
# TWO-THIRDS OF RESPONDENTS IN 2015 DID NOT COMPLETE THE SURVEY IN 2013.

*Fewer  
prevention  
coordinators  
were  
represented  
in 2015*



*5% in 2015  
vs.  
11% in 2013*

*32% are  
new to  
their  
organization*



**SUD PREVENTION PROFESSIONALS**

**PROVIDE A MYRIAD OF PREVENTION SERVICES.**



# IMPLICATIONS FOR THE FIELD

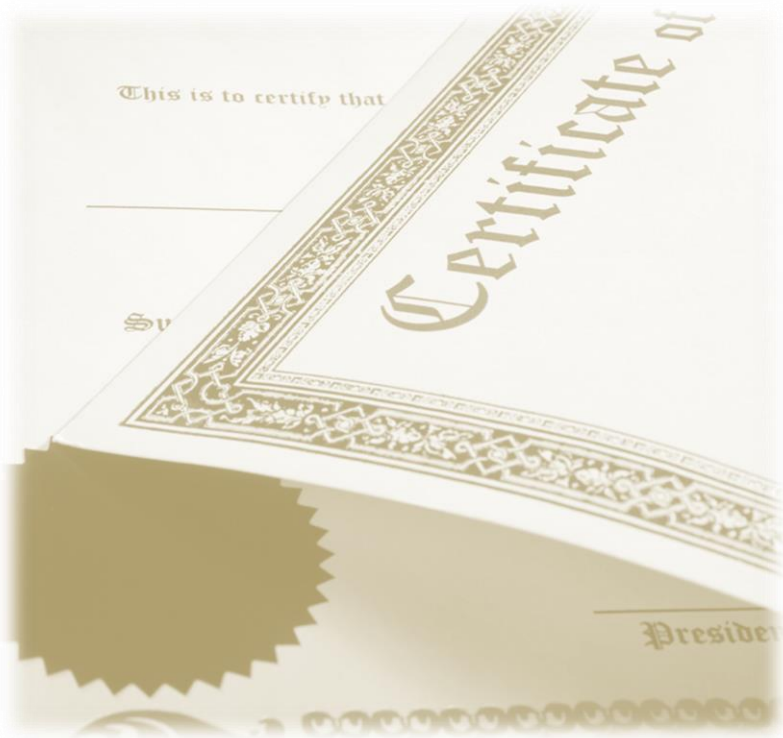
# ADVANCING PROFESSIONAL DEVELOPMENT

- Identify a framework that supports diverse workforce needs.
- Ensure resources are available to respond to those needs.
- Engage stakeholders to identify ways to increase staff retention.



# PREVENTION CERTIFICATIONS

## Emphasis on overall professional development

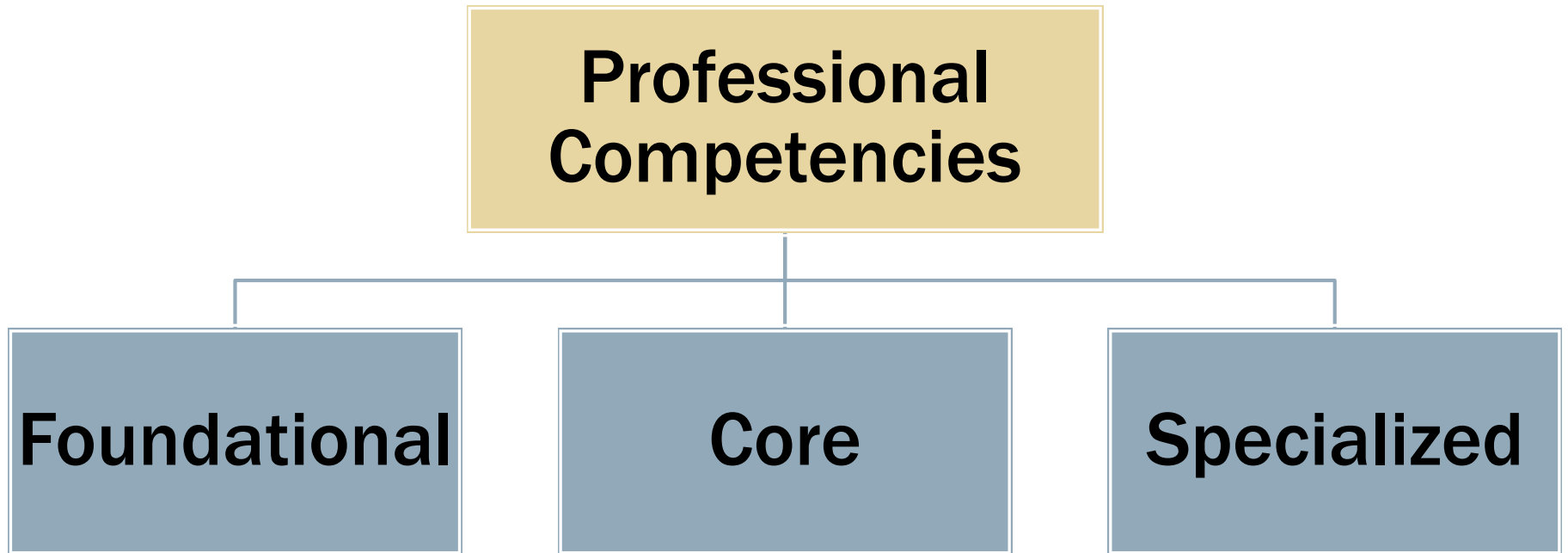


- Very low numbers of Certified Prevention Specialists
- Prevention professionals have a strong educational background and some are licensed
- Experience level may explain lack of certifications
- Not a requirement for prevention work



# **BUILDING PROFESSIONAL COMPETENCIES & SUPPORTING THE WORKFORCE**

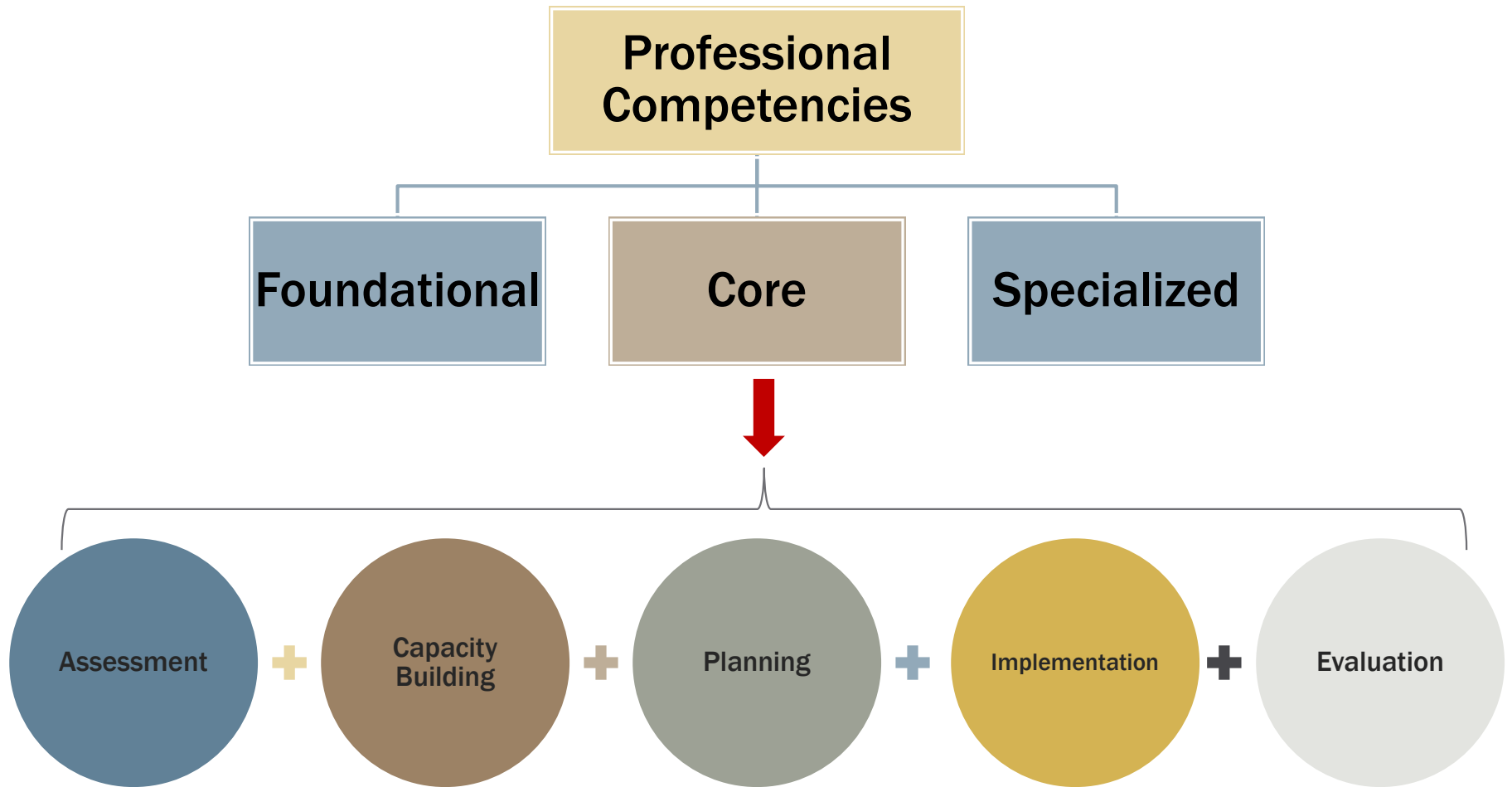
# FRAMEWORK FOR PROFESSIONAL COMPETENCY TRAININGS IN CALIFORNIA



Competencies	IC&RC Domains						SPF Domains						
	1	2	3	4	5	6							
	Planning and Evaluation	Educational & Skill Development	Communication	Community Organizing	Public Policy & Environmental Change	Professional Growth & Responsibility	Assessment	Capacity Building	Planning	Implementation	Evaluation	Cultural Competency	Sustainability
<b>Foundational Competencies</b>													
Introduction to Prevention	x	x											
Prevention Theories & Frameworks					x								
Sustainability													x
Cultural Competence												x	
Ethics & Professional Growth						x							
<b>Core Competencies</b>													
Assessment							x						
Capacity Building & Community Organizing		x	x	x				x					
Planning	x								x				
Implementation		x								x			
Evaluation	x										x		

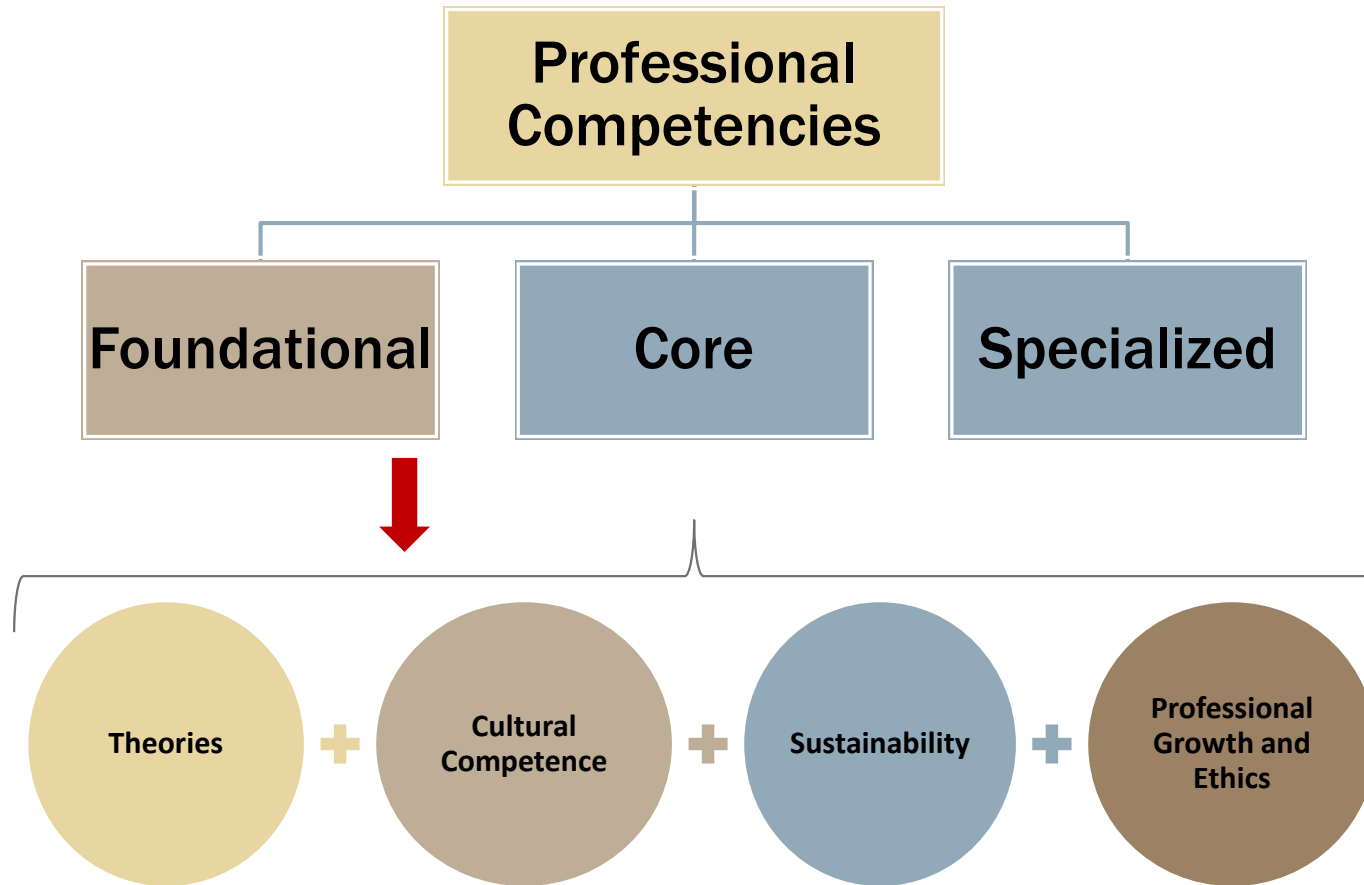


# CORE COMPETENCIES

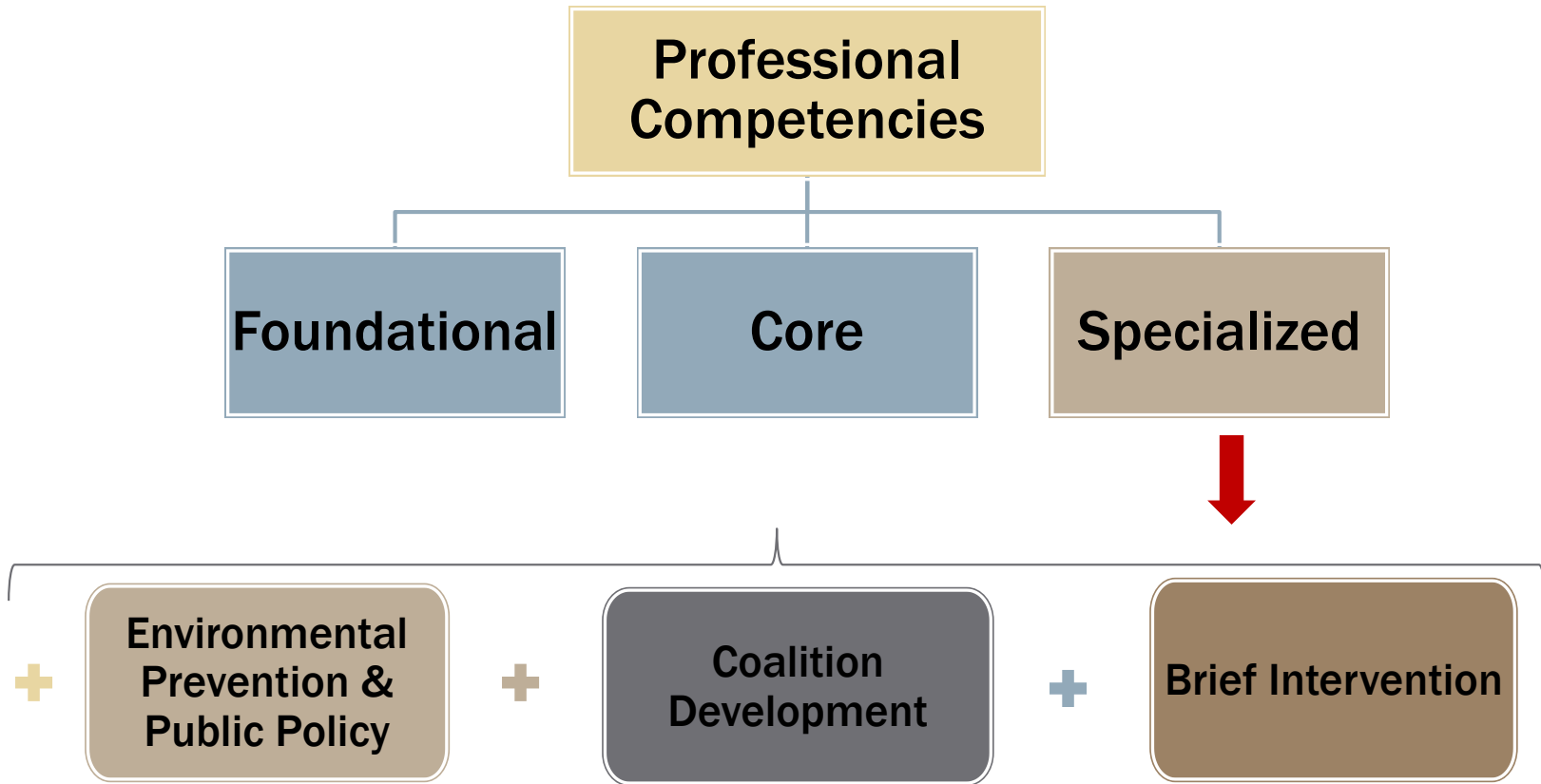


**Consistent with CSAP's SPF Process**

# FOUNDATIONAL COMPETENCIES

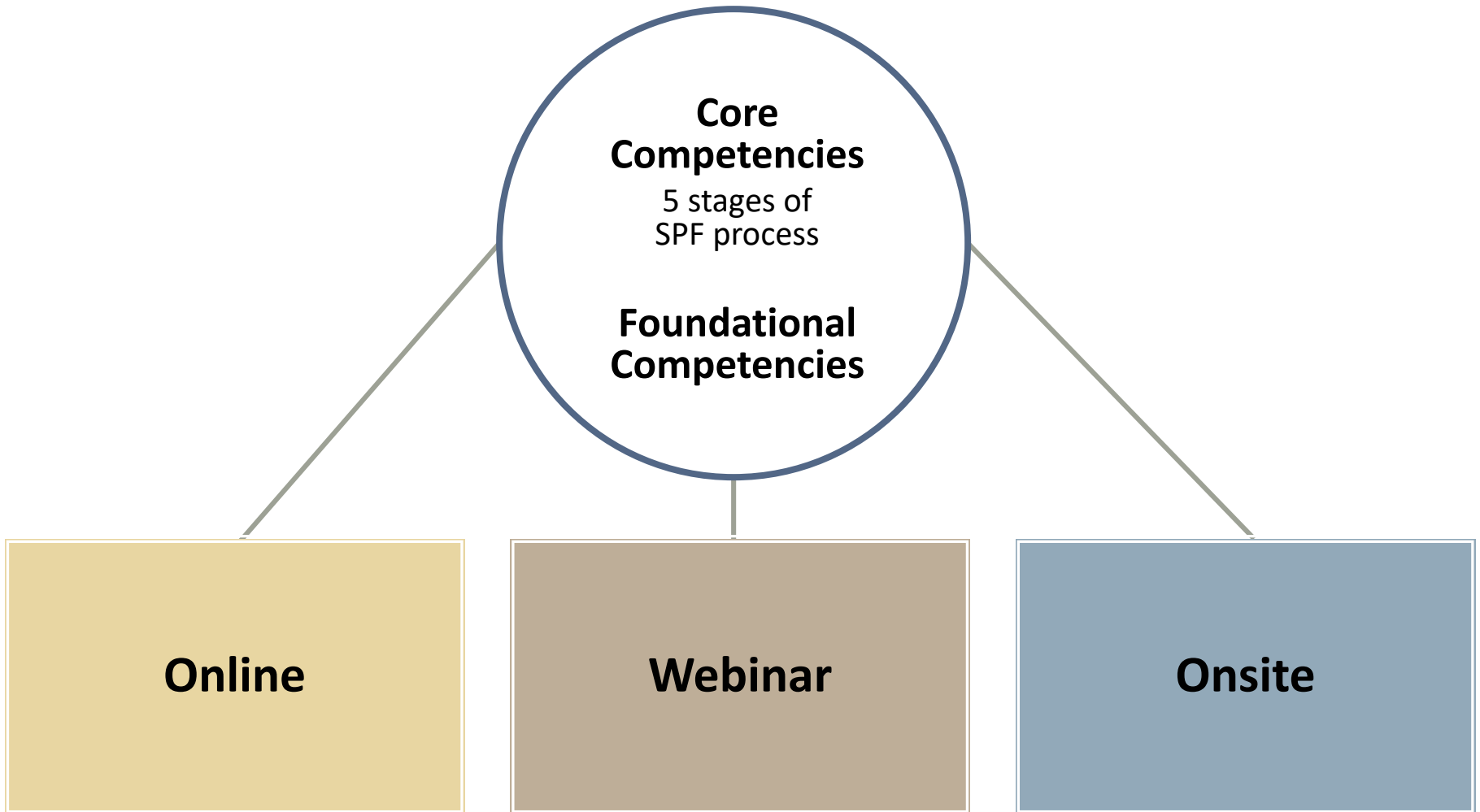


# SPECIALIZED COMPETENCIES



*Note: This is a starting place, more will be added in time*

# TRAININGS MODES



# MENU OF SERVICES

## Ala Carte

- Single training sessions
- Available in all 3 formats: webinar, onsite, and online trainings

## Family Style

- Mix and match multi-day trainings
- 5 day SPF Core Competency trainings
- 5 Foundational Competency trainings

## Build Your Own

- Choose from Foundational, Core, and Specialized topics
- Trainings can be tailored based on your needs

# PROFESSIONAL COMPETENCY ONLINE TRAININGS

Browser navigation bar showing the URL <https://ca-cpi.training> and various browser tabs. Below the browser bar is a green navigation bar with links: [Return to CPI Website](#) | [eLearning Homepage](#) | [Course Enrollment](#) | [Technical Support](#) | [You are not logged in. \(Log in\)](#)



Call Us: (877) 568-4227 Email: [info@ca-cpi.org](mailto:info@ca-cpi.org)



## Online Trainings

These online trainings provide the prevention field an opportunity to gain or expand their knowledge in the Strategic Prevention Framework (SPF) model. The training modules can be taken individually, or, as a whole series, to best meet your needs.

## Professional Competencies in Substance Abuse Prevention

The California Department of Health Care Services (DHCS) and the Center for Applied Research Solutions (CARS) are pleased to announce the launching of the NO-COST Community Prevention Initiative (CPI) Professional Competencies in Substance Abuse Prevention online training series.

These online trainings provide the prevention field an opportunity to gain or expand their knowledge in the Strategic Prevention Framework (SPF) model. The training modules can be taken individually, or, as a whole series, to best meet your needs. Modules currently in the Professional Competencies series are:

- **Assessment** (assessing need, resources and readiness)
- **Capacity Building** (building capacity and community organizing)
- **Planning** (using outcome based logic models and developing strategic plans)
- **Implementation** (implementing evidence-based policies, programs and practices)
- **Evaluation** (monitoring and evaluating for improvement and decision making)

### Login

User Name

Password

[Log in](#)

[Create new account](#)

<https://ca-cpi.training/>

# PROFESSIONAL COMPETENCY ONLINE TRAININGS

Professional Competencies Module 4 - Implementation (01:48 / 55:24)

Glossary EXIT

Outline Thumbnails Search My Notes

- Professional Competencies in Substance Abuse
- Professional Competencies
- Core Competency Course Outline
- Strategic Prevention Framework
- 4. Implementation
- You Will Be Able To...
- Programs, Practices, Policies
- Strategies and Interventions
- Selecting Strategies
- Change
- 1. Characteristics of Good Strategies
- 2. Criteria for Strategies
- 3. Questions to Ask
- 4. Three Levels of Context
- 5. Is it Relevant?
- 6. Culturally Relevant Strategies
- 7. Is it Appropriate?
- 8. Is the Strategy Effective?
- 9. Making Sense of the Terms
- 10. Evidence-based
- 11. Evidence-based
- 12. Evidence-based
- 13. SAMHSA's Guidelines for Evidence-based
- 14. Science-Based
- 15. Research-Based
- 16. The 6 CSAP Prevention Strategies
- 17. Core Strategies for Substance Abuse Pre

## Core Competency Course Outline

### Foundational Competencies

- Prevention Theories & Frameworks
- Cultural Competence & Responsiveness
- Sustainability
- Professional Growth, Ethics, & Responsibility

### Core Competencies

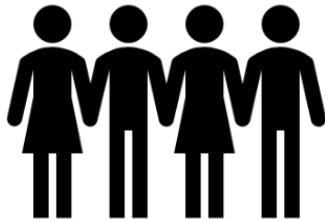
#### Modules

- Assessment
- Building Capacity and Community Organizing
- Planning
- **Implementation**
- Evaluation

### Specialized Competencies

- Skill Building
- Environmental Prevention and Public Policy
- Youth Development
- Screening and Brief Intervention

# OUTCOMES TO DATE



**2,150** people  
trained



**69** people from out of  
state completed  
online trainings

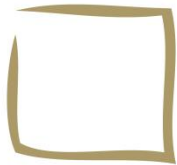


Since 2016, **904** CEU  
hours provided



# MAINTAINING THE PREVENTION WORKFORCE

## Strategies to retain prevention staff



1. Provide professional development opportunities

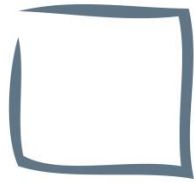


2. Prevention employment tiered classification system



3. Pay raises or incentives for professional development

# PROCESSES FOR HIRING QUALIFIED STAFF



1. Identify a recruitment strategy



2. Share job description templates



3. Create opportunities for professional support (i.e. professional mentoring or coaching)



**“CHANGE IS THE ONLY CONSTANT IN  
LIFE”**

HERACLITUS

# REQUIREMENTS ACROSS THE U.S.

## EXAMPLES

### Minimum Requirements for State-Funded Prevention Professionals

SAMHSA's  
4-Day  
Substance  
Abuse  
Prevention  
Skills Training  
(SAPST)

Specific  
combinations  
of education,  
training &  
experience

IC&RC  
Certified  
Prevention  
Specialist OR  
certification/  
licensure from  
related field

IC&RC  
Certified  
Prevention  
Specialist  
within 12  
months to  
3 years of  
hire/funding

Alternative,  
multi-level  
certification  
system  
(e.g. Arizona)

# THEN AND NOW

## ■ BEFORE 2015

- Only **10** certified prevention specialists
- No broad promotion of certification
- No statewide requirements or incentives for certification
- Expensive testing and certification fees

## ■ SINCE 2016

- Support and encouragement for certification by the state and over **70** certified prevention specialists
- County incentives for training and certification
- Minimal fees based on grandfather period
- No test requirement

# WHERE DO WE GO FROM HERE?

Continue to enhance competencies



while also supporting certification

## Information for Prevention Certification

This webpage explains how CPI can support your California Certified Prevention Specialist (CCPS) application or renewal. It also describes the process for receiving Continuing Education Units (CEUs) for CPI trainings.

### CCPS Certification

- **What is CCPS certification?**

CCPS certification is a credential for prevention professionals in California. The California Consortium of Addiction Programs and Professionals (CCAPP) is responsible for CCPS certification. You can become CCPS certified if you have completed at least one year of prevention experience, taken a minimum number of hours of training and education, passed the IC&RC Certified Prevention Specialist written exam, and paid the CCAPP application or recertification fees.

- **Where can I find out more about applying for my CCPS certification?**

Learn about becoming certified or renewing your certification at the [CCAPP prevention specialist application and renewal page](#). (Please note that CPI does not accept or process CCPS applications.)

- **How does CPI support CCPS certification?**

In your CCPS application, you must be able to show that you have received a minimum number of training and education hours across several core areas. CPI offers many no-cost trainings that can be used to meet these requirements. We can help you document the CPI trainings you have completed. If you would like a record of your continuing education activities with CPI, submit the [CPI Training Certificate Request Form](#) and we will send you certificates for the trainings and CEUs you have completed.



[Request TA/Training](#)

### TRAINING EVENTS AND CONFERENCES

#### [Santa Barbara County Regional Training](#)

Wednesday, August 29, 2018

Buellton, CA

9:00am – 5:00pm

#### [Ethics in Substance Use Disorder Prevention – San Mateo County](#)

Wednesday, September 5, 2018

San Bruno, CA

10:00am - 5:00pm, Registration begins at 9:30am





# WHAT'S NEXT?

- Create trainings for professionals with beginning, intermediate, and advanced training needs.
  - Ethics and professional growth
  - HIV for prevention professionals
- Continue to poll the field and assess workforce characteristics.
- Work with stakeholders to discuss a career ladder for prevention professionals in California.

# ACCESS CPI WEBINARS AND ONLINE TRAININGS

## Request TA/Training Application Form for the Community Prevention Initiative (CPI) Project

Please complete application 4 weeks prior to proposed training/TA.

### A. APPLICANT INFORMATION

First Name\*

Last Name\*

Title\*

Organization\*

Address Line 1\*

Address Line 2

City\*

Zip Code\*

State

Phone\*

Fax

Other

Email\*

Website

California (  )  -  Ext:

(  )  -

(  )  -

Yes  No  Not sure

Is the requesting organization a county AOD office, or prevention provider for their county providing substance abuse prevention services?\*

Yes  No  Multiple organizations will receive services

Will the requesting organization (applicant) be...



## Archived Webinars

The following is a list of archived CPI webinars. These webinars have been recorded and are available to be viewed at any time. Click on the "View Webinar" button to the left of the description to view the archived version, or you can view a full list of upcoming webinars by [clicking here](#).

### FOUNDATIONAL COMPETENCIES

#### Key Concepts in Prevention

[View Webinar](#)

##### Introduction to Substance Abuse Prevention

This webinar will explore the foundational concepts and define the content and scope of substance abuse prevention. A historical overview will be provided to understand how past strategies have progressed and continue to inform current prevention practices. The importance of substance abuse prevention and its impact on individuals and communities will be highlighted. The webinar will conclude with a discussion about the future of substance abuse prevention; examine drug classifications; discuss substance abuse prevention and its health and legal implications; and provide a historical prevention overview to understand how prevention has evolved into its current state and continues to progress for the future.

[View Webinar](#)

##### Substance Abuse Prevention Frameworks and Theories

Substance abuse prevention is founded on proven theories and frameworks to inform its methodologies, strategies, and innovations. Join us for this webinar as we discuss those foundational substance abuse prevention theories and frameworks that promote effective prevention efforts within various systems including Behavioral Health, Substance Abuse, Public Health, and Mental Health. The webinar will: discuss behavioral change theories and how they inform substance abuse prevention; review models and frameworks that support prevention efforts; and identify key prevention strategies that can be implemented across systems.

# FIELD INPUT ON FUTURE TRAININGS



Electronic  
review

Discussion  
and feedback  
during  
webinars

Feedback  
on new  
competencies  
for professional  
development

# TRAININGS AVAILABLE 24/7



## ■ Online Trainings

- Core Competencies

## ■ Archived Webinars

- Foundational Competencies
- Core Competencies
- Youth Development
- Social Determinants of Health

....and more!



**QUESTIONS?**



# CONTACT INFORMATION

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