

*Workforce Development Initiatives and
Implementation with the Higher
Education System in Alabama*

National Prevention
Network Conference

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Wednesday, August 28, 2019

Alabama Department of Mental Health



Mission

- Serve. Empower. Support.

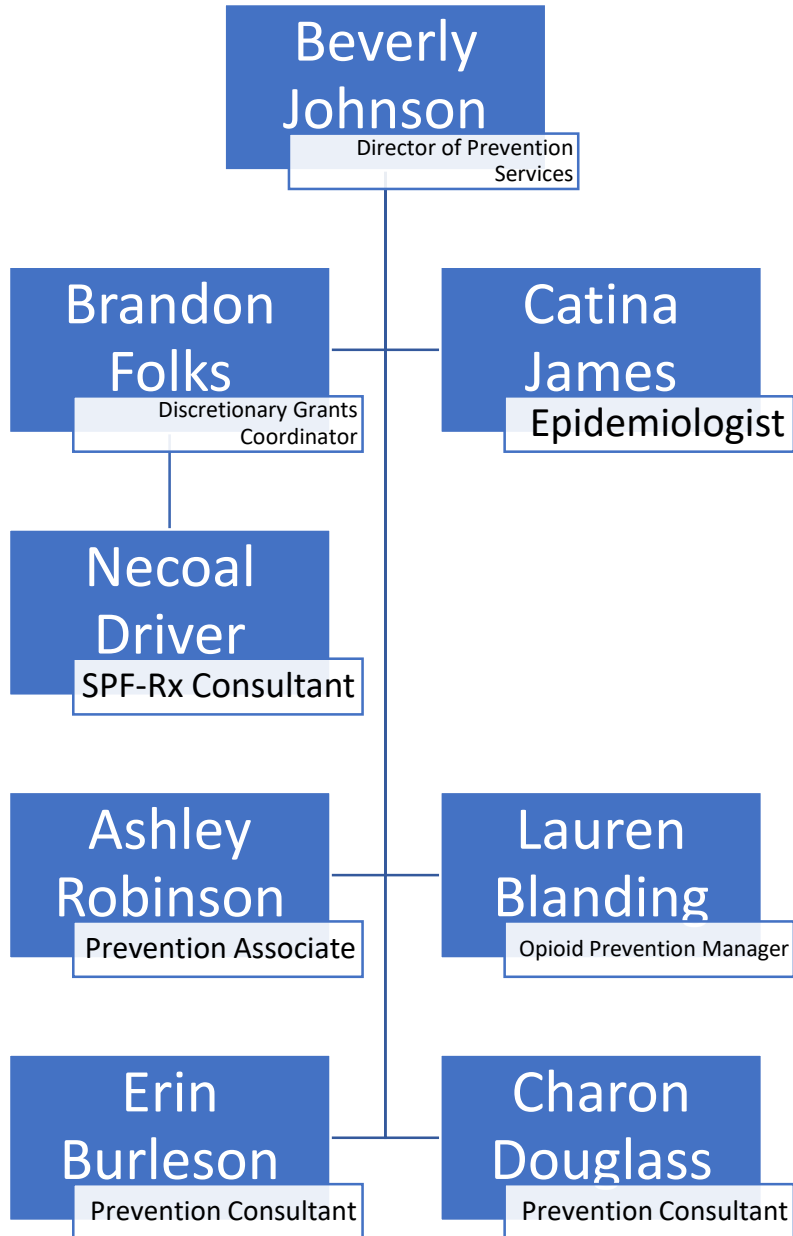
Vision

- Promoting the health and well-being of Alabamians with mental illnesses, developmental disabilities and substance use disorders

Values

- Core values are the basis on which the members of Alabama Department of Mental Health staff make decisions, plan strategy, and interact with each other and those we serve
- Honesty
- Respect
- Selflessness
- Communication
- Dedication
- Integrity
- Collaboration

Office of Prevention Organization Chart



Office of Prevention Strategies & Initiatives

Utilization of the Strategic Prevention Framework (SPF) in each of the following funding sources:

- Substance Abuse Prevention Block Grant (SABG)
- Tobacco Sales to Minors Program (SYNAR)
- Partnership for Success (PFS)
- Prescription Drugs (SPF-Rx)
- Opioid State Targeted Response- State Opioid Response (STR/SOR)
- Community College Initiative (CCI)
- Suicide Prevention





Workgroups & Stakeholders

- State Prevention Advisory Board (SPAB)
- Alabama Epidemiological Outcomes Workgroup (AEOW)

Prevention Workforce
and Retention Survey
2014

- Findings from SAMHSA/CSAP review found challenges, potential enhancements, and areas for strengthening Alabama's prevention system around workforce development.
- Prevention provider staff turnover
- No formal assessment or plan for workforce development
- Conduct workforce development assessment and planning process

Prevention Workforce and Retention Survey

Question 1- Employment status

Question 2- Level of education

Question 3- Prevention certification

Question 4- Community setting

Question 5- Tenure

Question 6- Longevity

Question 7 & 8- Employment History

Question 9- Vacating position

Question 10- Retirement in prevention field

Question 11- Recruitment

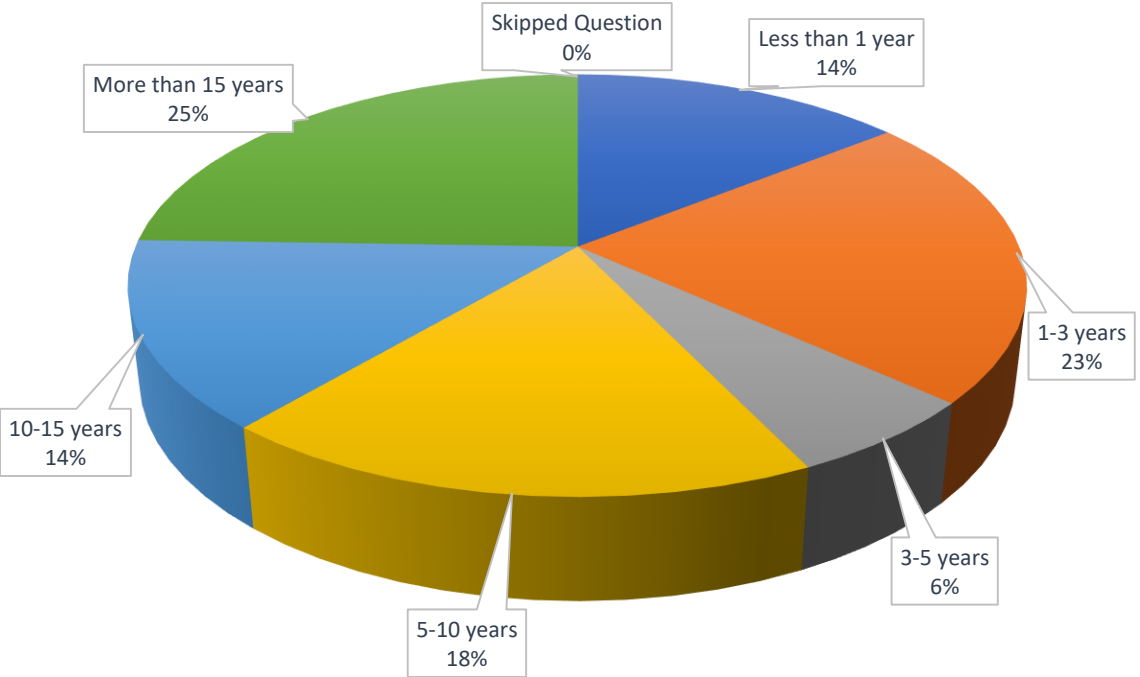
Question 12- Professional opportunities

Question 13- Practicum and internship

Question 14- Vacating agency and/or prevention field

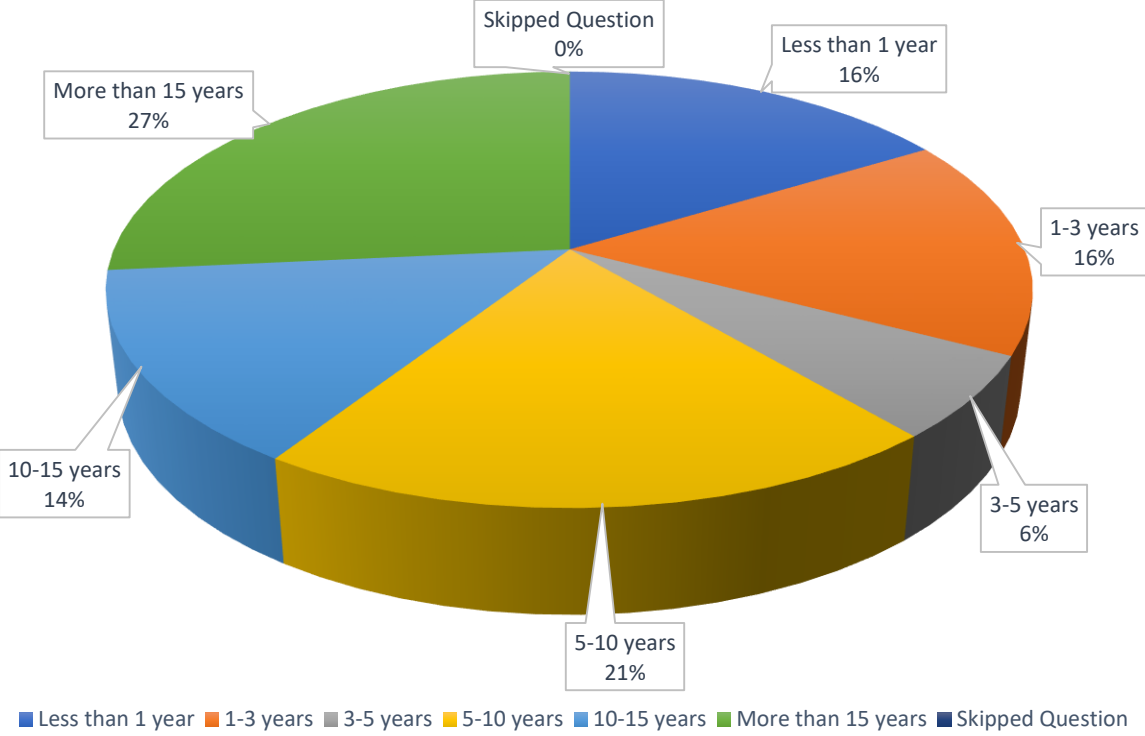
Question 15- Retention

Longevity with Current Organization

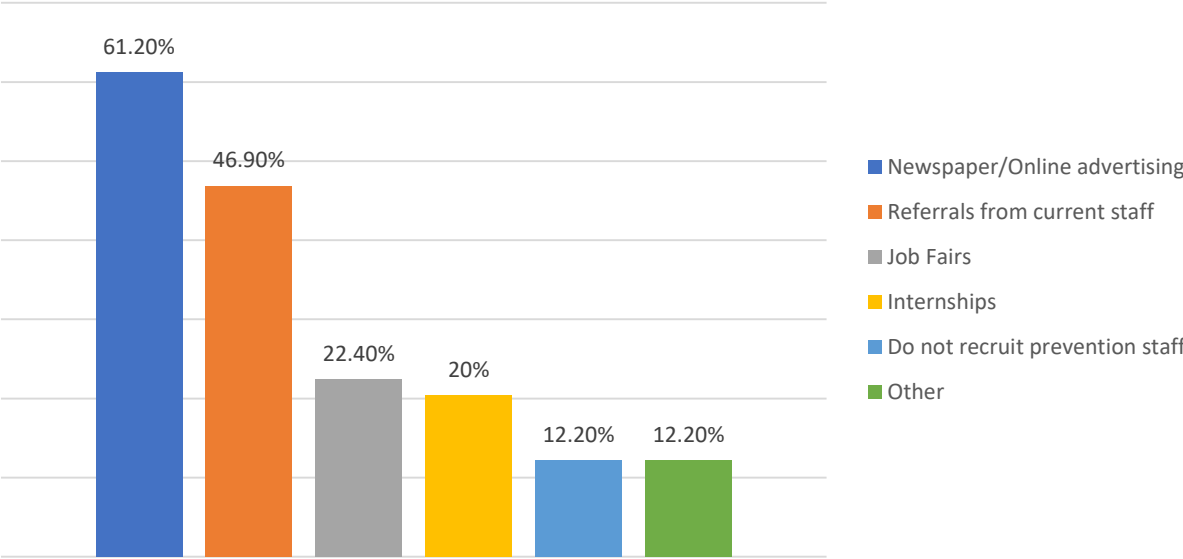


■ Less than 1 year ■ 1-3 years ■ 3-5 years ■ 5-10 years ■ 10-15 years ■ More than 15 years ■ Skipped Question

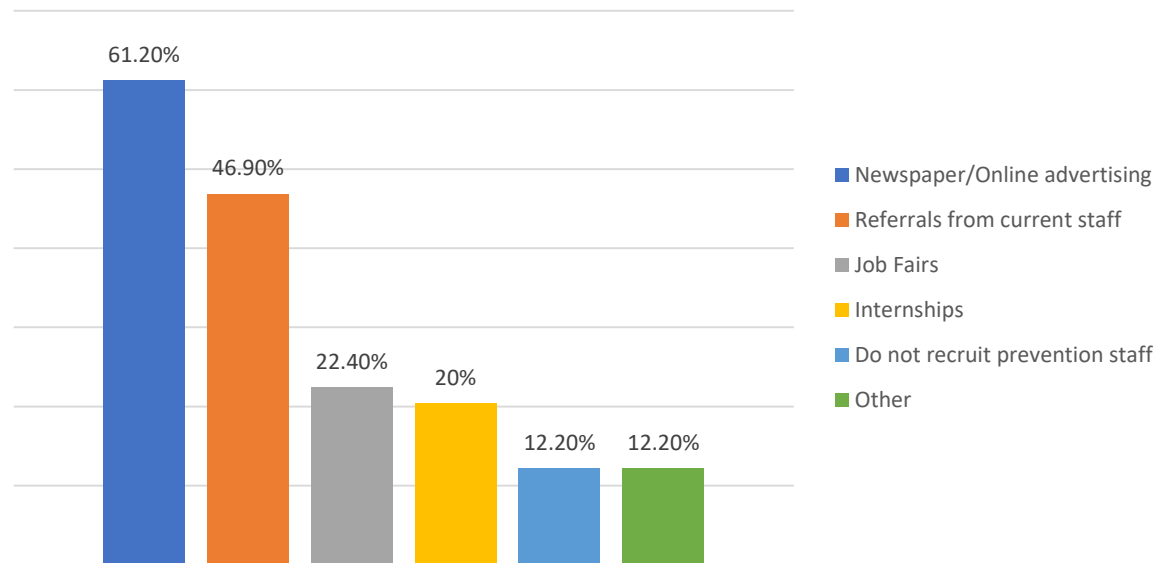
Longevity in the Substance Abuse or Mental Health Prevention Field



Professional Opportunities Provided by Organization



Agency Recruitment of Prevention Staff Efforts



Alabama Alcohol & Drug Abuse Association



The Alabama Alcohol & Drug Abuse Association (AADA) is a non-profit organization dedicated to insuring quality services through professional certification, education and advocacy on the state and national levels




AADA certifies Alcohol & Drug Counselors, Prevention Specialists, Criminal Justice and Clinical Supervisors.



Website: <https://www.aadaa.us/>



Phone: (256)432-2781



Alabama
Prevention
Certifications

Associate
Prevention
Specialist (APS)

Certified
Prevention
Specialist (CPS)

Certified
Prevention
Manager (CPM)

Prevention Certification- APS

1. One year of experience in prevention (2,000 hours or 240 direct service hours)
2. 75 hours of substance abuse education/training. 50% must be in prevention
3. High school diploma or GED
4. Supervisor(s) evaluations and two(2) colleague evaluations
5. Must be supervised by CPS or CPM (or) one who meets the criteria for the same, including but limited to the required education of Prevention Specific AIDS/HIV Education/ Prevention Ethics and Disruptive Audience
6. Signed “Code of Ethics” and “Releases”
7. Additional required Education: (4) hours of AIDS/HIV education: (6)hours of Ethics education; (4) hours of Disruptive Audience Behavior education
8. Must reside or work in Alabama at least 51% of the time

Prevention Certification- CPS

Experience

2000 hours of prevention experience across the domains. Experience should be across the domains rather than substance abuse only

Education

120 hours across all domains of which 24 must be ATOD specific with 6 hours of Prevention Ethics. Jurisdictions can have more hours and specific hours if they choose

Supervision

120 hours specific to the domains with a minimum of ten hours in each domain

Examination

Applicants must pass the IC&RC PS examination

Code of Ethics

Applicants must sign a prevention specific code of ethics statement or affirmation statement

Recertification

20 hours of continuing education earned every year

Prevention Certification- CPM

Same as CPS, plus three (3) years of managerial/supervisory experience in substance abuse prevention.

Domains and Tasks of a Prevention Professional

- Planning and Evaluation
- Education and Skill Development
- Community Organization
- Public Policy and Environmental Change
- Professional Growth and Responsibility

Substance
Abuse
Certificate
Program

AUUM
COLLEGE OF
LIBERAL ARTS & SOCIAL SCIENCES

Purpose

- Assist Alabama in expanding the substance abuse workforce by supporting education and internship opportunities for Auburn University at Montgomery (AUM) students and the community
- Expand AUM program offerings to include training that will be more attractive to students and will prepare them to compete and thrive in the substance abuse prevention workforce

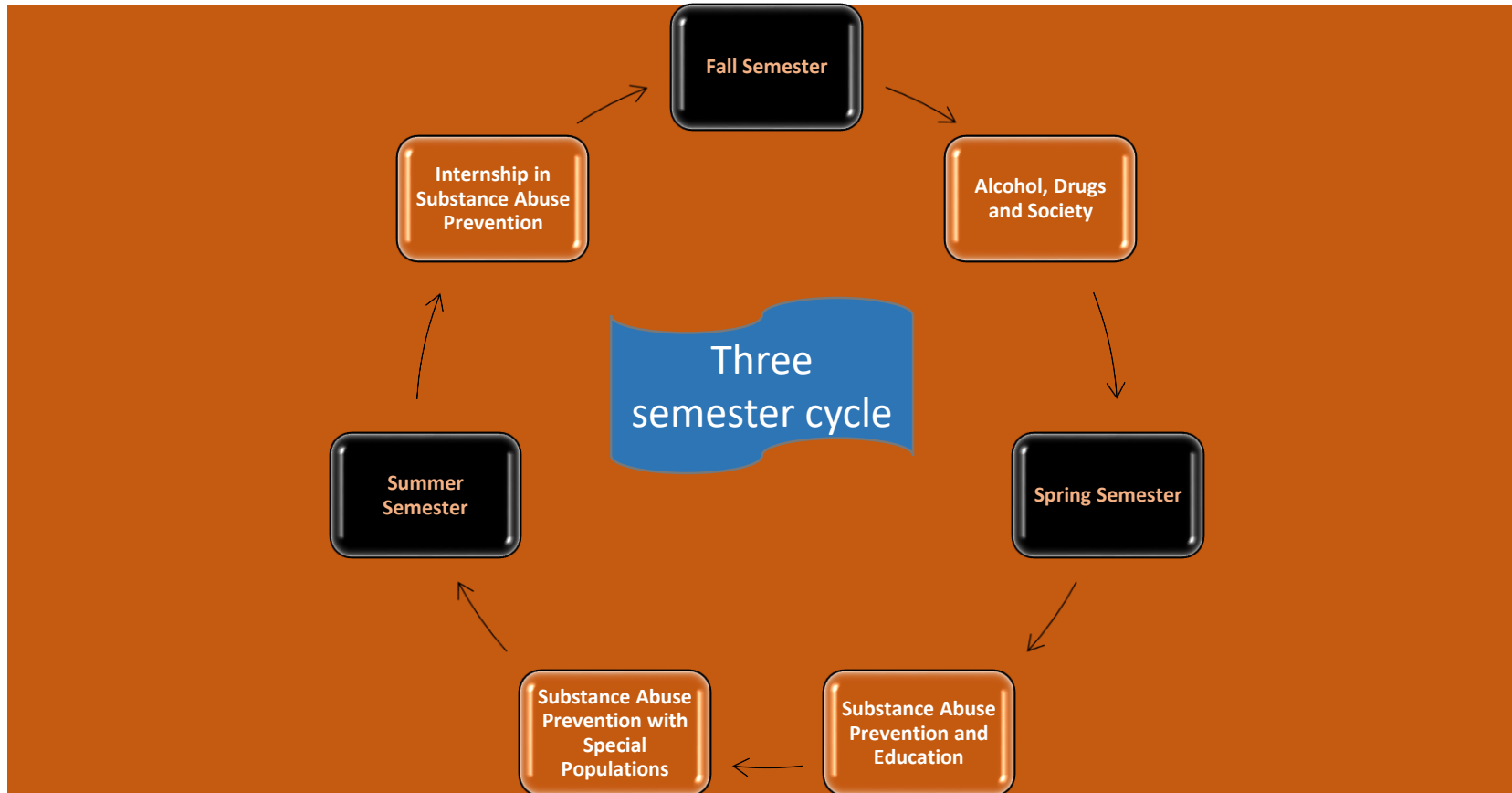
Educational Objectives

- Demonstrate basic knowledge of the chemical use, abuse, and dependency
- Using the Strategic Prevention Framework (SPF), identify and implement approaches to plan, administer, and evaluate effective substance abuse prevention education activities
- Understand the six prevention performance domains and their associated job tasks

Educational Objectives

- Identify, collect, analyze, and translate data to inform substance abuse prevention education activities
- Communicate effectively with community members, consumers, funders, and other professionals; and
- Apply ethical and best practice principles in carrying out substance abuse prevention education programming

SAP Program: Course Offerings



Program Structure

Fall Semester

- Alcohol, Drugs and Society

Spring Semester

- Substance Abuse Prevention and Education
- Substance Abuse Prevention with Special Populations

Summer Semester

- Internship in Substance Abuse Prevention

Making the Connection

AADAA Criteria

1 year of Prevention Experience
2000 hours or 240 Direct Service hours
75 hours education/training

High School Diploma or GED

Supervised by CPS or CPM

Supervisor and Colleague Evaluations

Signed Code of Ethics and Releases

4 hours AIDS/HIV; 6 hours Ethics; 4 hours
Disruptive Audience Behavior

AL residence or work - 51%

AUM SAP Program

Internship → 157.5 hours

37.5 hours per course (3) → 112.5 hours

All students will meet this criteria.

Internship → 157.5 hours

These topics will be components of the three core courses.

SOCI 4720 Course

Course Description:

This course provides an overview of theories, principles, and strategies relevant to alcohol and drug prevention and education. Students will learn a variety of innovative strategies for prevention program assessment, selection, planning, marketing, implementation, and evaluation to develop an effective substance abuse prevention plan.

Course Objectives:

Upon completion of this course, the student will be able to:

1. Demonstrate knowledge of substance abuse prevention history, models, and definitions
2. Discuss prevention research to include risk and protective factors, resiliency, developmental assets and evidence-based approaches
3. Understand cost-benefit analysis of prevention and application of the public health approach
4. Understand evidence-based prevention program planning
5. Cultural issues and ethics of prevention in prevention services
6. Incorporate development theory in prevention planning
7. Apply the Strategic Prevention Framework to a substance abuse prevention plan
8. Understand media advocacy, media literacy and social marketing for prevention
9. Provide an overview on behavioral addictions and the associated prevention strategies
10. Demonstrate an understanding of the Logic Model for program planning and evaluation
11. Articulate the role of public policy in prevention
12. Discuss current issues in prevention

COURSE SCHEDULE: TOPICS, READINGS AND ASSIGNMENTS BY WEEK

Students are expected to read the assigned chapters in the required text and participate in the class discussion. There may be random quizzes throughout the semester to ensure students are actively reading the assigned chapters.

Week One	Introduction and Definitions
	Chapter 1 – Introduction to Prevention
Week Two	Chapter 2 – Prevention Research
Week Three	Chapter 3 – Prevention Program Planning
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Week Four & Five	Strategic Prevention Framework
Week Six & Seven	Chapter 5 – The Cultural Context and the Ethics of Prevention
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Week Eight	Chapter 6 – Incorporating Human Development Theory into Prevention
Week Nine	Chapter 7 – The Media and Prevention
Week Ten	Chapter 8 – The Logic Model and Evaluation
Week Eleven	Chapter 9 – Communication Strategies
Week Twelve	Chapter 11 – Bringing It All Together
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Week Thirteen	Group Presentations
Week Fourteen	Group Presentations
	Wrap-up
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Help Fight addiction. Get certified!

92%

of Alabamians dependent on or abusing alcohol or illicit drugs don't get the treatment they need.

AUM

You can help Alabamians overcome substance abuse while you find the right job in the addictions field or supplement your career.

- Three semesters to certification for degree-seeking students
- In-field experience
- 50-state certification
- Alabama Alcohol and Drug Abuse Association approved
- Complements current and future careers in human resources, counseling, education, public policy and administration, sociology, nursing, or psychology

AUM is the only four-year institution in Alabama to offer a substance abuse prevention certificate program.

Learn more to become certified today!
Email ayarber@aum.edu for more information.

COMMUNITY COLLEGE
Initiative

OFFICE OF PREVENTION





Trenholm State
COMMUNITY COLLEGE

Council on Substance Abuse (COSA)

Northwest
Alabama
Mental
Health
Center
(NWAMHC)



PRIDE of Tuscaloosa



SHELTON STATE

COMMUNITY COLLEGE

SpectraCare
Health Systems,
Inc.

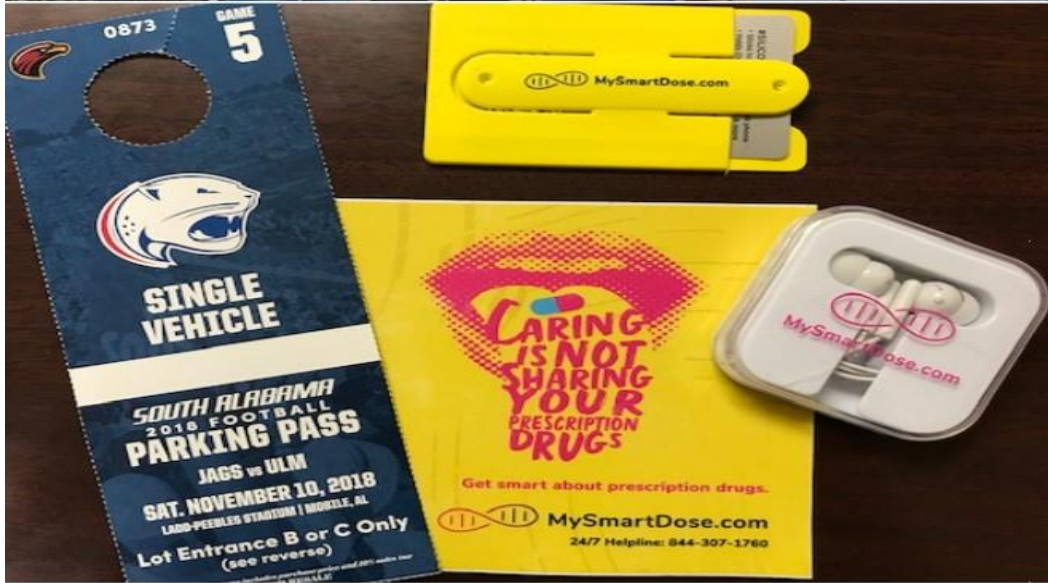


MySmartDose
Campaign



MySmartDose.com

24/7 Helpline 844-307-1760



South Alabama v ULM
November 10, 2018
MySmartDose.com





Auburn University



Jacksonville State University



University of Alabama

University of Alabama



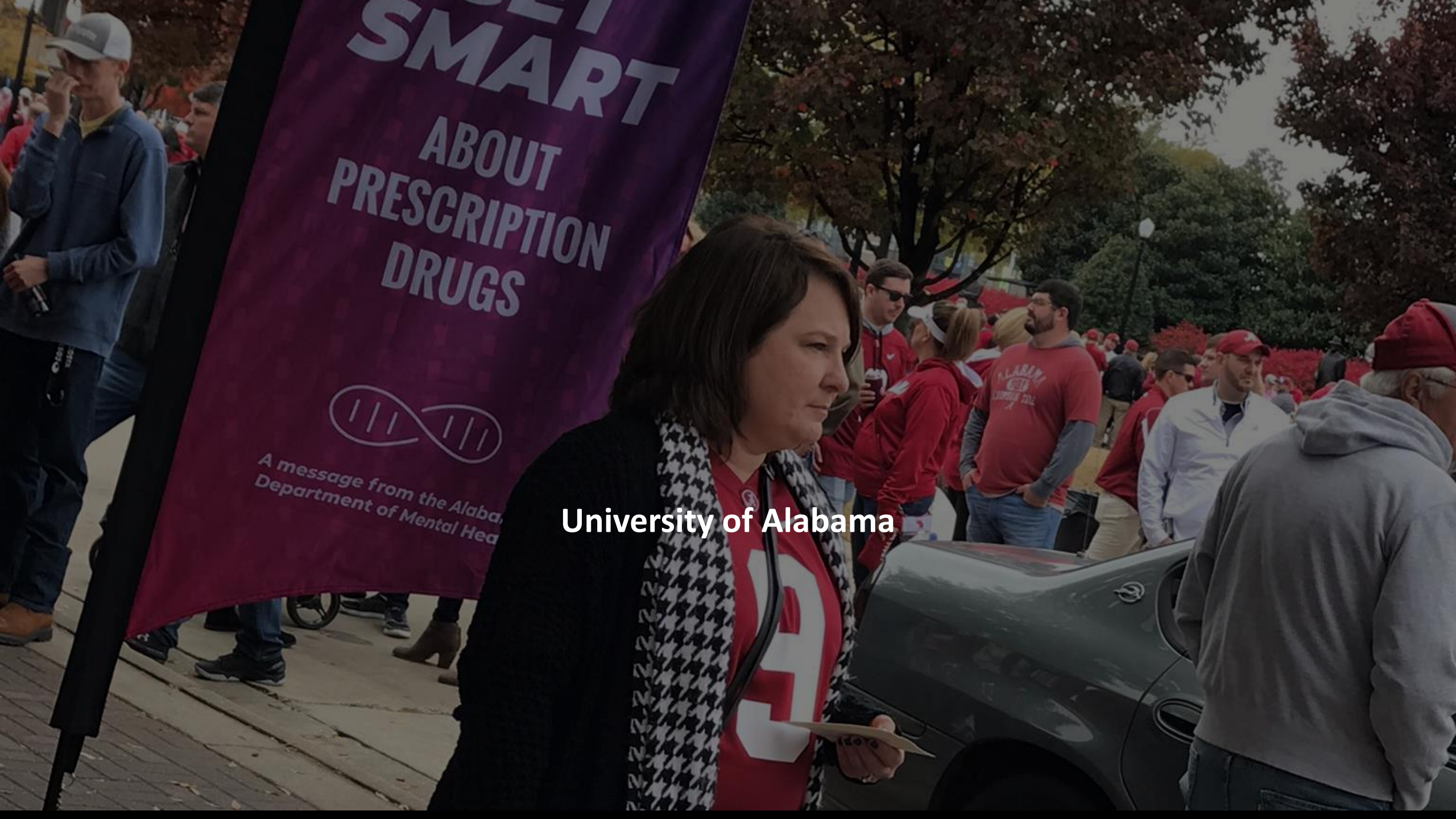
GET
SMART

ABOUT
PRESCRIPTION
DRUGS



A message from the Alabama
Department of Mental Health

University of Alabama



Media Coverage



MEDIA COVERAGE





GET SMART
about prescription
drugs

<https://www.youtube.com/watch?v=kd4HR6139Sc#action=share>




COASTAL ALABAMA
COMMUNITY COLLEGE

Opioid Drug Education Program




Safe
Disposal
of
Rx Drugs

 BCCA

www.ProudToBeFreeBaldwin.org




CCAC leadership
team event



MySmartDose.com

GET SMART
about prescription
DRUGS



BCCA
BALDWIN COUNTY
COMMUNITY ALLIANCE



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DRUGS



MySmartDose.com

LEARN MORE

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drugs



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DRUGS



BCCA
BALDWIN COUNTY
COMMUNITY ALLIANCE

CACC Leadership Team, CADCA Conference 2018





CACC Director of
Student Services,
CADCA
Conference 2018



THANK YOU

