



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

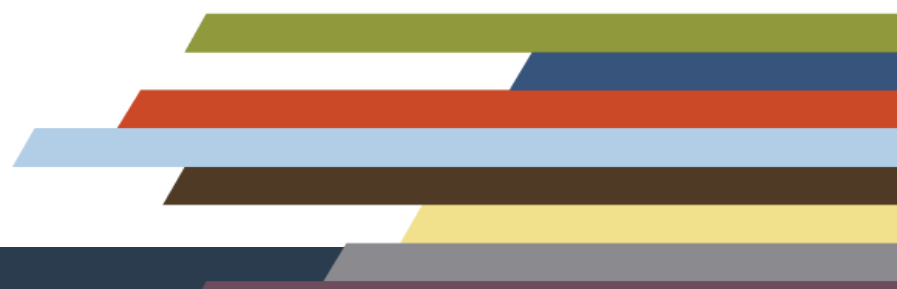
A New Call to Action: **Enhancing Prevention Ethics to** **Meet New Challenges**

Clare Neary, Project Coordinator, Center for Prevention Science, Region 2 (R2) PTTC, Rutgers University

Ivy Jones-Turner, MPA, CPS, Training and Technical Assistance (TTA) Specialist, R2 PTTC, Education Development Center (EDC)

Jessica Goldberg, MSW, MPH, CPS, TTA Specialist, R2 PTTC, EDC

Sandra Del Sesto, MEd, ACPS, Consultant



Technical Information

This webinar is being recorded. Following the event, we will share the recording with participants.

Please contact the facilitators if you have any concerns or questions.

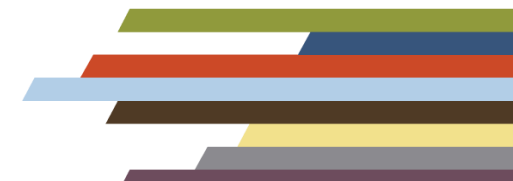
This presentation is supported by SAMHSA of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award funded by SAMHSA/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by SAMHSA/HHS, or the U.S. Government.



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

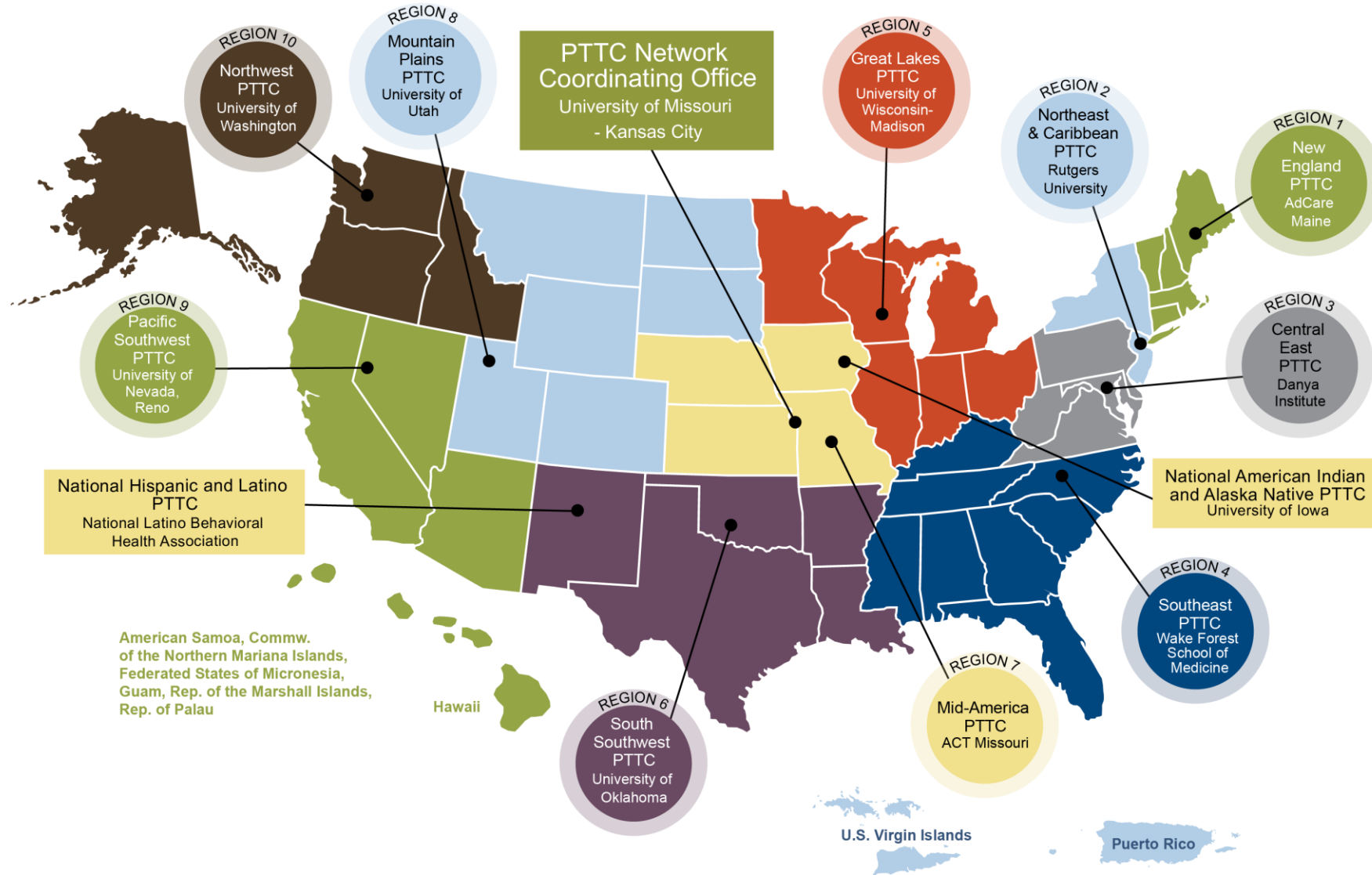




PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



Presenters



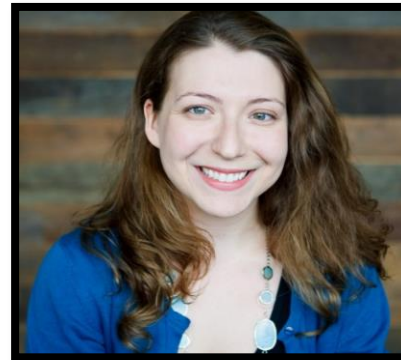
Sandra Del Sesto
Consultant
Region 2 PTTC



Clare Neary
Project Coordinator
Region 2 PTTC



Ivy Jones-Turner
T/TA Specialist
Region 2 PTTC

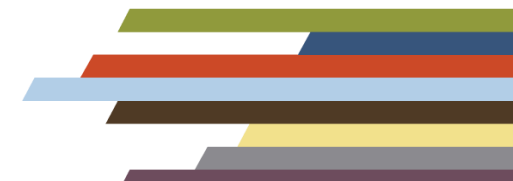


Jessica Goldberg
T/TA Specialist
Region 2 PTTC



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Learning Objectives

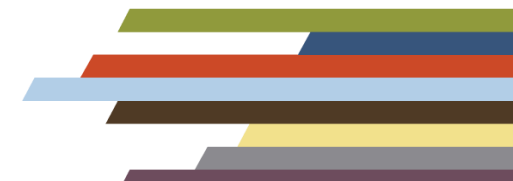
- Identify the relationship between the six principles in the prevention code of ethics and emerging issues in prevention
- Describe how prevention practitioners can use the code of ethics to guide their professional responses to cultural and contextual changes
- Develop a personal action plan for enhancing the ethical performance of prevention professionals' responsibilities



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



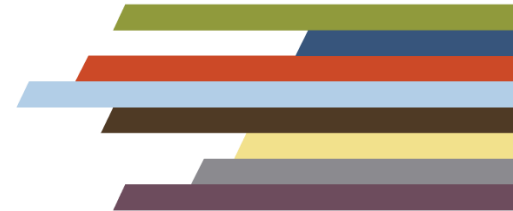
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Question

**How often do you encounter ethical issues
in the course of your prevention work?**



**Almost
Never**

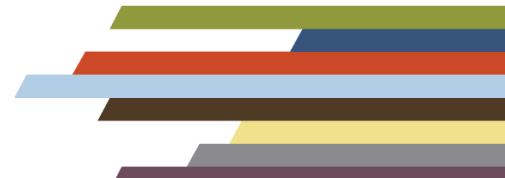
**Very
often**



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



The Only Constant...

A Time Unlike Any Other



Prevention Looks, Sounds and Feels Different



In-person vs. virtual service delivery



Emerging substance misuse prevention



Greater emphasis on training and collaboration



New strategies for program/policy implementation

New Experiences Require New Ways of Doing Things

It is your responsibility to act ethically as you carry out your professional duties.

Sometimes this is clear.

Sometimes it is not.

Sometimes ethical issues emerge over time.

The Prevention **Code of Ethics** can help!

Our Ethical Code Can Support the Field in Navigating Changing Times

Prevention Think Tank Code of Ethical Conduct

Preamble

Exemplary professional behavior

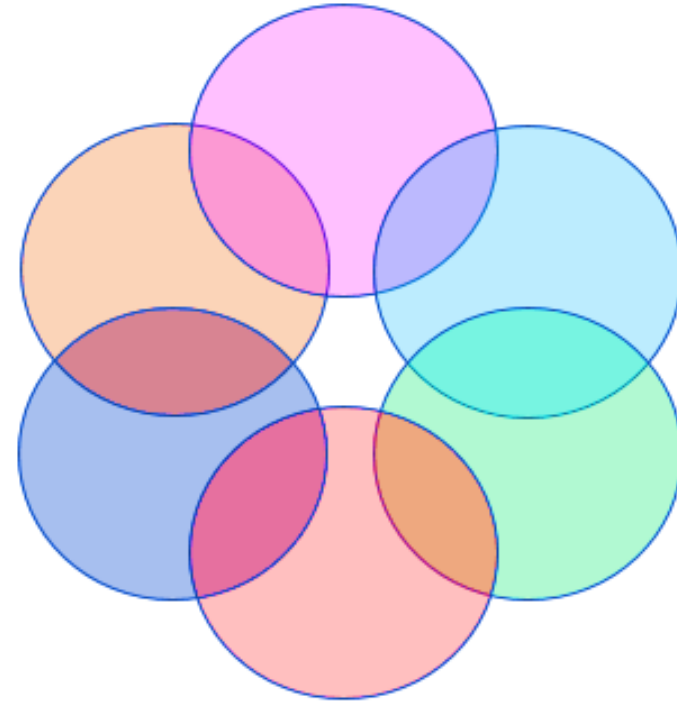
Responsibilities to the public, to service recipients and to colleagues within and outside of the prevention field

Goals toward which prevention professionals should constantly strive

guided by core values and competencies

Six Principles

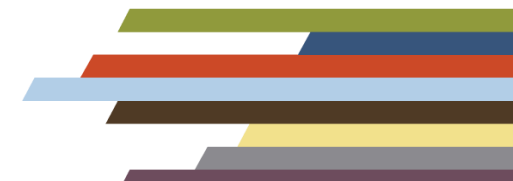
1. Non-Discrimination
2. Competence
3. Integrity
4. Nature of Services
5. Confidentiality
6. Ethical Obligations for Community and Society



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



What Does Prevention Ethics Look Like in the Year 2021?



Ethical Principles in Action

Question

**What do you consider to be
the most pressing ethical
issue facing the prevention
field today**



Principle 1: Non-Discrimination

Key Tenets:

- Avoiding/preventing discrimination
- Complying with anti-discrimination laws and regulations
- Promoting cultural competence



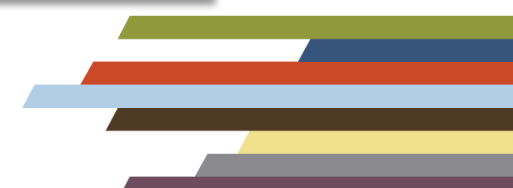
Non-discrimination in 2021

- **Considering** language
- **Honoring** self-identification
- **Acknowledging and addressing** bias
- **Centering** diverse perspectives
- **Striving** toward health equity



Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Principle 2: Competence

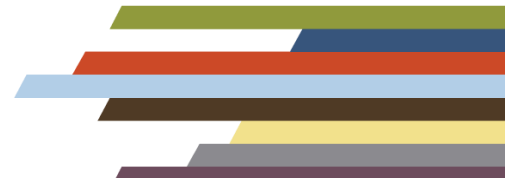
- Assessing qualifications
- Building knowledge and skills
- Using prevention best practices
- Addressing personal impairment
- Addressing the unethical conduct of colleagues



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Competence in 2021

The “pandemic after the pandemic”

Stress
Impairment

Mental

Isolation
Loneliness

Connection
Flexibility

health

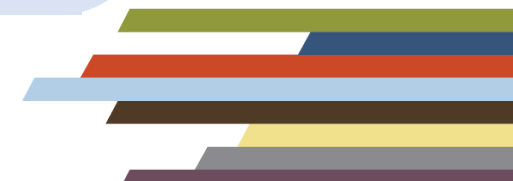
Burnout prevention
Boundaries



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Principle 3: Integrity

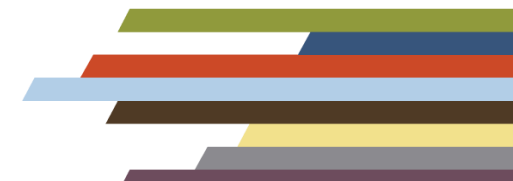
- Providing accurate information
- Giving credit for ideas, information, and materials
- Avoiding deception
- Supporting impaired colleagues and service recipients



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Integrity in 2021

*Knowing what we
don't know...*



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Principle 4: Nature of Services

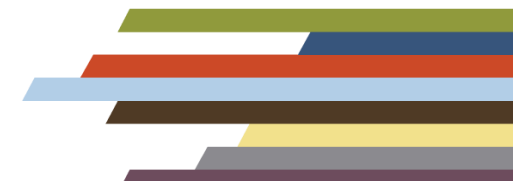
- Involving the focus population
- Protecting participants from harm
- Maintaining appropriate boundaries



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Nature of Services in 2021

*More meaningful involvement from
members of focus populations*



Principle 5: Confidentiality

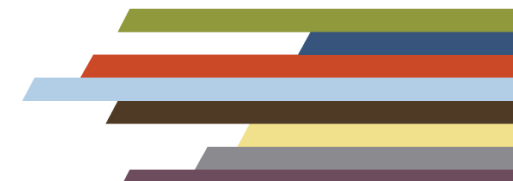
- Complying with confidentiality laws and regulations
- Protecting confidential information from disclosure
- Releasing confidential information



Northeast & Caribbean (HHS Region 2)

PTTC

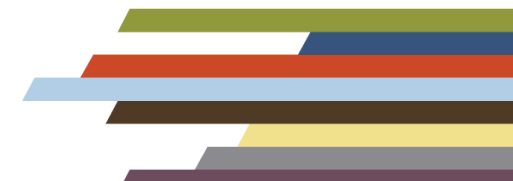
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Confidentiality in 2021



- Communicating with community partners and participants about data usage
- Seeking permission from participants about future use of data



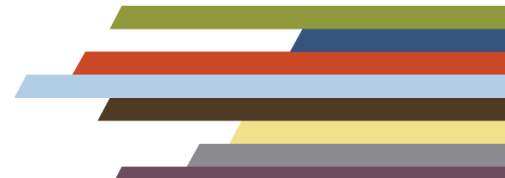
Principle 6: Ethical Obligations for Community and Society

- Advocating for prevention
- Protecting the health of others
- Promoting your own wellness



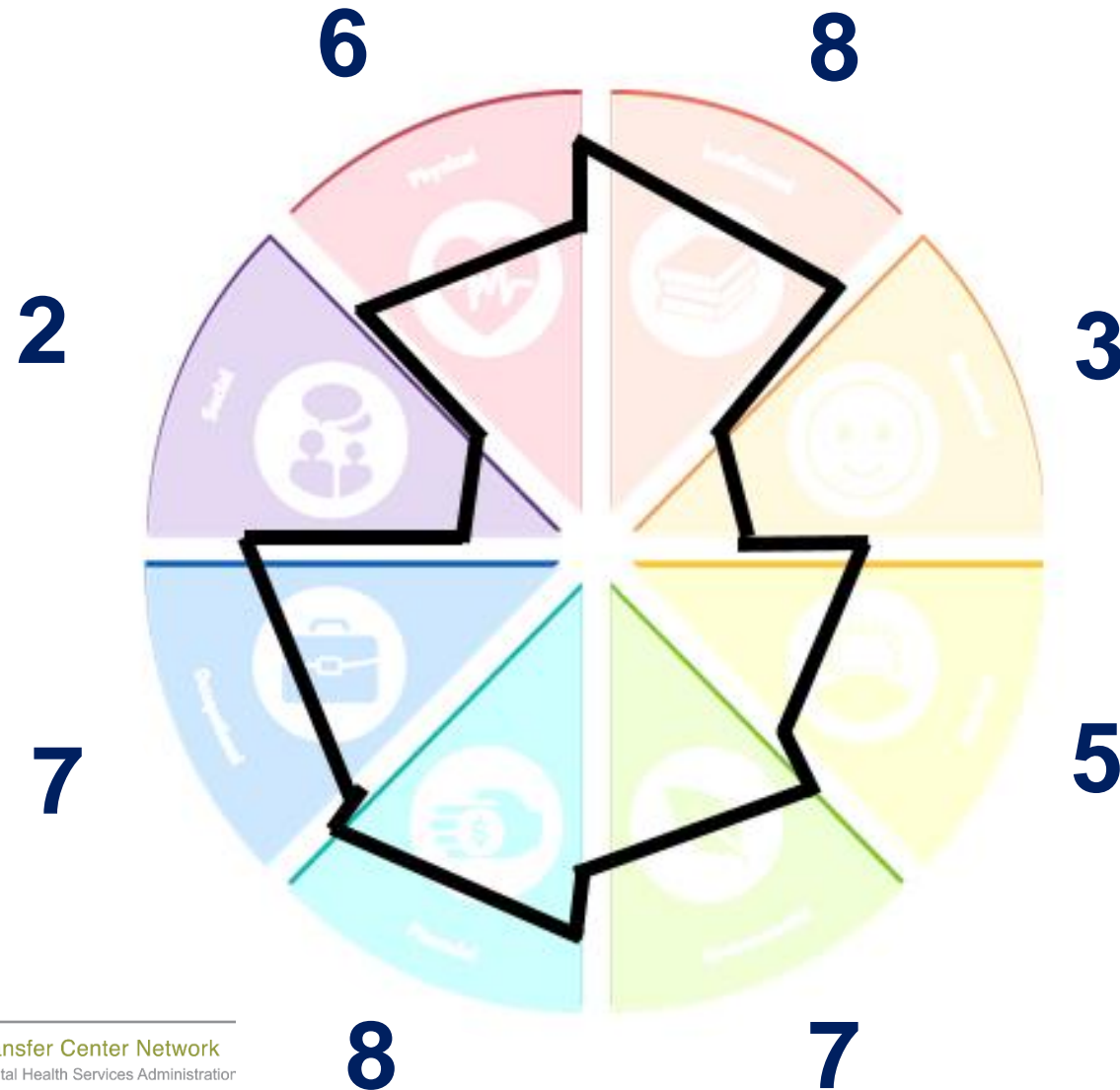
Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Ethical Obligations in 2021

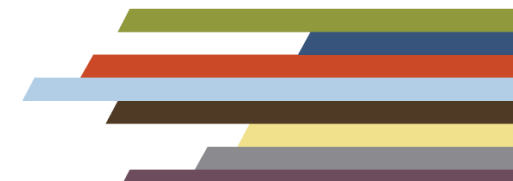
Keeping
the Wheel
in Balance



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



What You Can Do

- Use person-first language
- Address your own biases
 - Take an [Implicit Association Test](#)
- Center perspectives different from your own
- Call people “in”, not “out”
- Aim for flexibility with colleagues and supervisees
- Do not overstate; instead, be “impeccable with your word”
- Engage members of the focus population in all aspects of your work...
 - ...especially data-related activities
- Prioritize your own well-being in concrete ways

Real-Time Personal Action Planning

*In the next month, I will _____
in the interest of enhancing my professional ethics.*

*I will know I have been successful by _____
_____.*

*In addition, my ongoing plan includes _____
_____.*

Coming Soon from Your NeC PTTC!

Ethics Action Planning Tool



Ethical Principles in Action: Personal Action Planning Tool

Introduction

Ethical considerations underpin every aspect of substance misuse prevention - from how we select which substance misuse-related issues to address, to how we [partner](#) with and engage members of our communities, and beyond. The ethical touchstone for our field, the Prevention Think Tank Code of Ethical Conduct, outlines six principles that govern the professional behavior of substance misuse prevention practitioners: Non-Discrimination, Competence, Integrity, Nature of Services, Confidentiality and Ethical Obligations for Community and Society. These principles and the expectations they convey upon prevention practitioners remain constant, but the cultural and societal conditions in which we do our work are in continuous flux and these societal changes impact what it means to perform our professional responsibilities in ethically responsive ways.

In the recent past, our country has experienced many significant issues including the covid-19 pandemic, the recent national reckoning with racial inequity, and other political, environmental and cultural events. As a member of the prevention field, you must be prepared to respond to these changes by aligning your behavior with the code of ethics to better meet current and emerging needs within the prevention landscape. This tool provides an overview of the six principles that make up the Prevention Think Tank Code of Ethical Conduct and suggests reflection questions for you to consider to identify areas of your professional behavior that is responsive to societal changes and areas in need of strengthening. It also features an [action planning template](#) to help you choose areas to focus on making improvements.

Key Tenets/Mandates of the Prevention Think Tank Code of Ethical Conduct

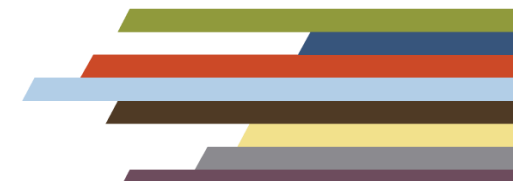
Non-discrimination. This principle focuses on equal access to and equitable treatment of those engaging in our prevention services. We are called upon to make sure we are not discriminating, either intentionally or unintentionally, against anyone in our prevention orbit—our colleagues or participants in prevention programs—based on their membership in cultural identity groups these include: race, ethnicity, religion, national origin, sex, age, sexual orientation, education level, economic or medical condition, or physical or mental ability.

It also asks prevention practitioners to expand our understand of cultural and individual differences, to accept them, and then provide prevention services and information in ways that are culturally sensitive to these differences.

What does this look like in 2021? Now, more than ever, we must recognize the importance of language. The words we use have power, and prevention professionals are often in a position to model use of culturally responsive, equitable language for our partners and other community stakeholders. We should think critically about the specific words we use and the historical context of language choices. We also need to consider how we frame the issues we talk about, and who is represented in our communications.

Equitable language:

- Key tenets of each principle
- Reflection questions
- Action planning template



Questions or Comments?



Thank You!

If you have questions or comments, don't hesitate to contact:

Ivy Jones-Turner

MPA, CPS

T/TA Specialist

Region 2 PTTC, EDC

ijonesturner@edc.org

Jessica Goldberg

MSW, MPH, CPS

T/TA Specialist

Region 2 PTTC, EDC

jgoldberg@edc.org

And, be sure to check-out our website!

<https://pttcnetwork.org/centers/northeast-caribbean-pttc/home>



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration