



STRATEGIC PREVENTION
TECHNICAL ASSISTANCE CENTER

NAVIGATING THE SOCIO- POLITICAL SUBSTANCE MISUSE PREVENTION LANDSCAPE: ADVANCING HEALTH EQUITY AMIDST CONTROVERSY

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SPTAC is supported by a contract from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention (CSAP), under Contract No. 75S20322D00008/75S20322F42001 (Ref. No. 283-22-0801).

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Land Acknowledgement

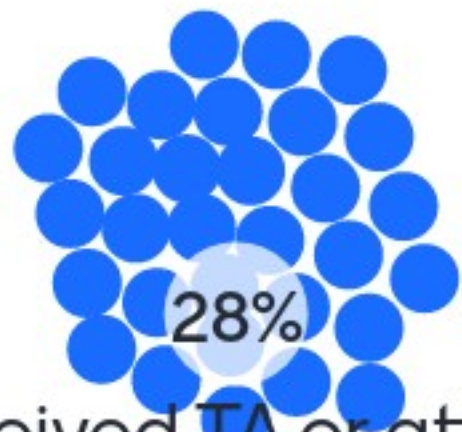
We acknowledge the traditional lands of over 574 American Indian and Alaska Native tribes, along with many unacknowledged tribal nations. We recognize the harsh legacies of slavery and colonialism and honor the resilience, labor, and stewardship of indigenous, enslaved, and immigrant communities. We commit to building a future based on respect, justice, and inclusivity to heal generational wounds.



Instructions



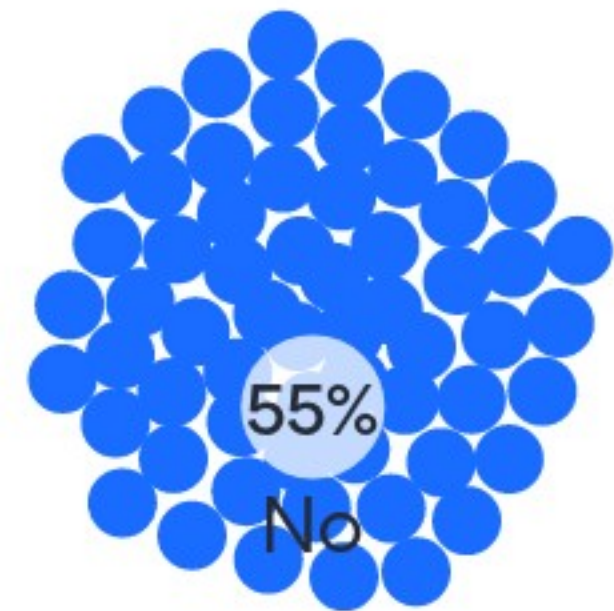
Have you heard of SPTAC before?



Yes, and I've received TA or attended an event



Yes, but haven't yet engaged



What Is SPTAC?

SAMHSA's Strategic Prevention Technical Assistance Center (SPTAC) is a national training and technical assistance system committed to helping SAMHSA prevention grantees move their prevention programs forward.



Who We Serve

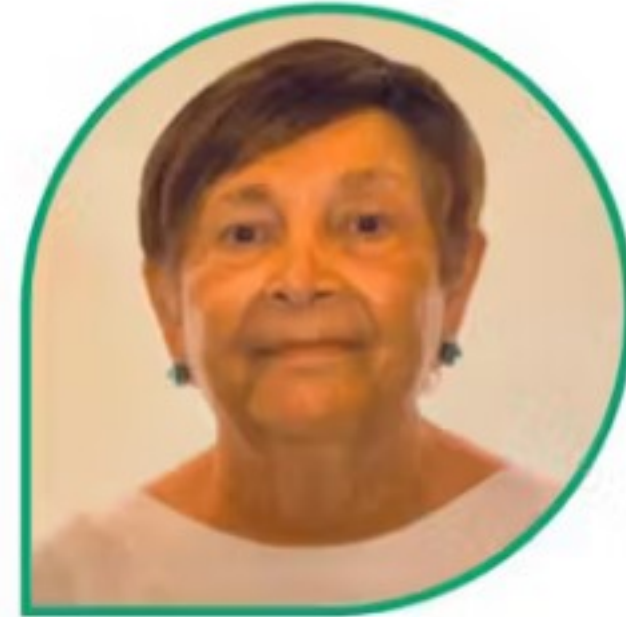
States, tribal entities, territories and communities funded by the following SAMHSA grants:

- Substance Use Prevention, Treatment, and Recovery (SUPTR) Block Grant
- State Strategic Prevention Framework–Partnership for Success (SPF-PFS)
- Sober Truth on Preventing Underage Drinking Grant Program (STOP ACT)
- Strategic Prevention Framework for Prescription Drugs (SPF Rx)
- Substance Abuse and HIV Prevention Navigator Program (formerly MAI)
- Prevent Prescription Drug/Opioid Overdose-Related Deaths (PDO)
- State First Responders–Comprehensive Addiction and Recovery Act (FR-CARA)
- Improving Access to Overdose Treatment (OD Tx)

SPTAC Regions III & IV Team



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Session Learning Objectives

- Understand the connection between the Prevention Code of Ethics and advancing health equity
- Recognize the importance of advocacy in advancing health equity
- Develop practical skills for advocacy in challenging social or political contexts

Session Road Map

- Overview of the Prevention Code of Ethics
- Discussion: Role of Advocacy in Advancing Health Equity
- Practical Skills for Advocacy in Challenging Environments



Type in 1-3 words that describe who you are professionally, socially, and/or culturally.

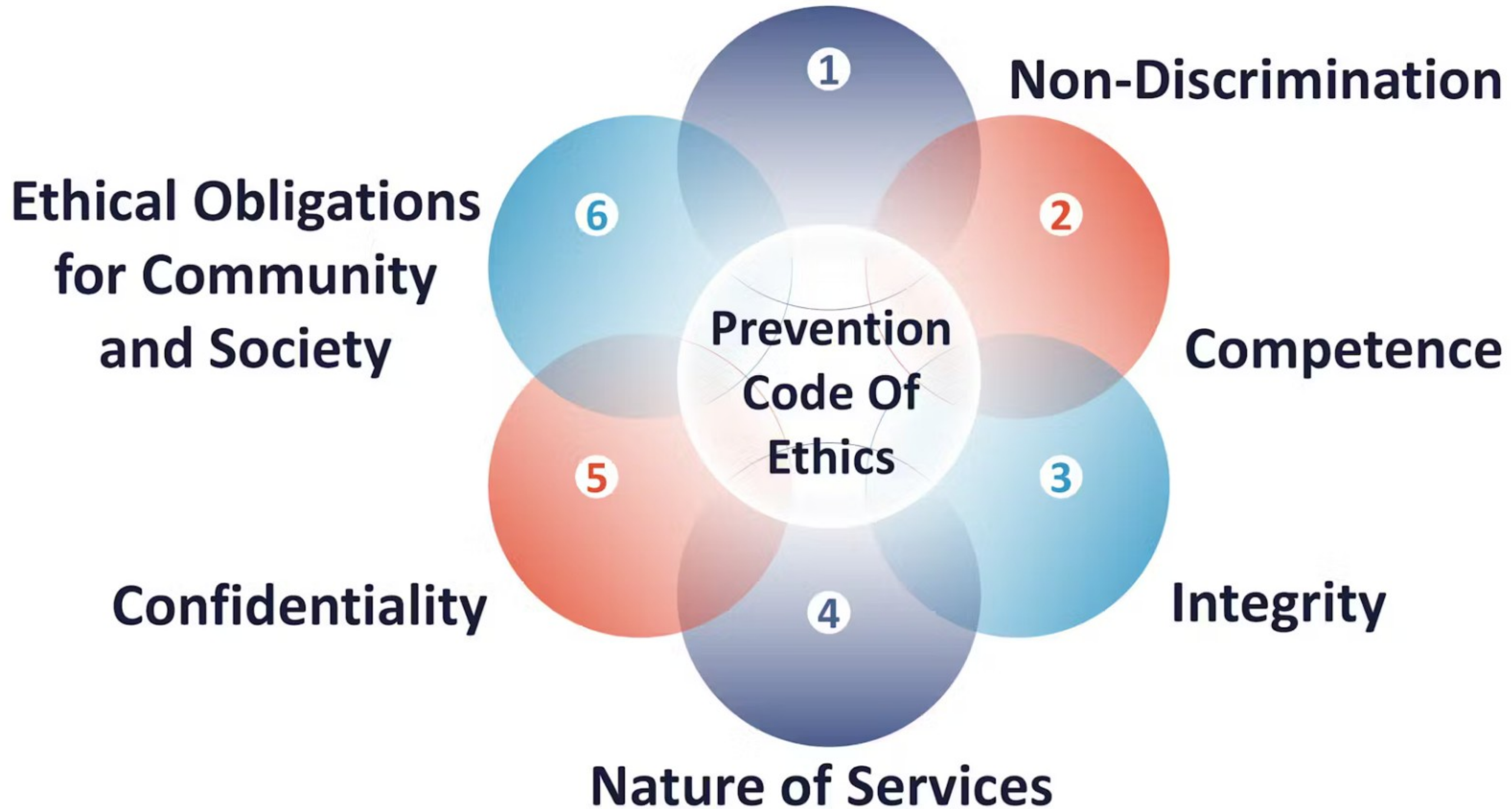
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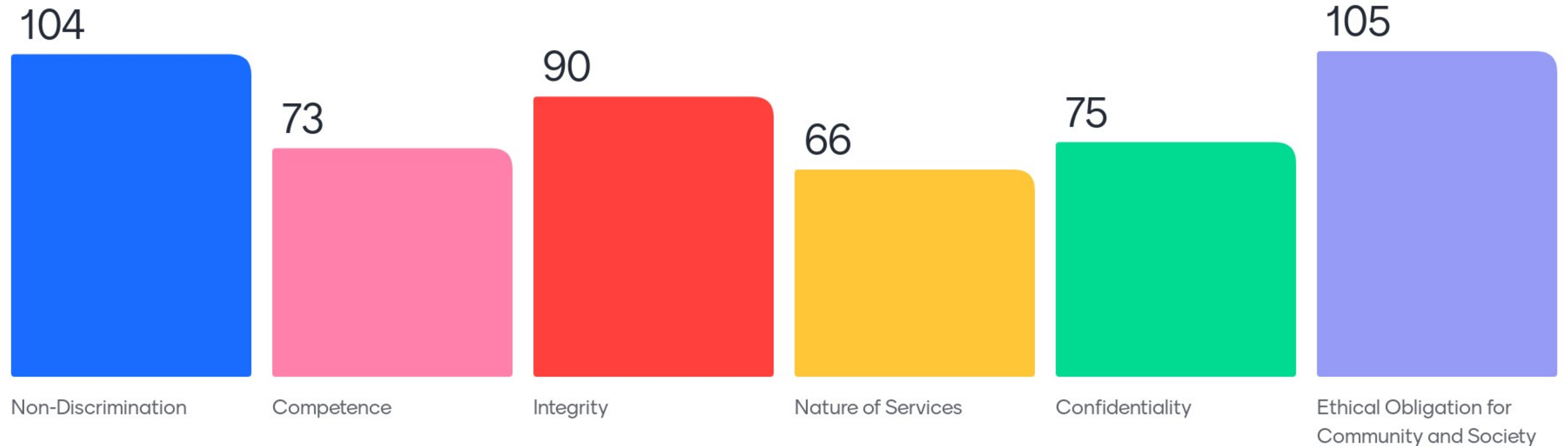
UNDERSTANDING THE CONNECTION BETWEEN THE PREVENTION CODE OF ETHICS AND ADVANCING HEALTH EQUITY



Prevention Code of Ethics



Which ethical principle(s) support the mission to advance health equity? (Select all that apply)



**Ethical Obligations for
Community and Society**

Non-Discrimination



Competence

Confidentiality

Integrity

Nature of Services

Nature of Services

“Prevention specialists shall use formal and informal structures to receive and incorporate input from service recipients in the development, implementation and evaluation of prevention services.”

Prevention Think Tank. (2017). Code of Ethics-Prevention Specialists.

Ethical Obligation for Community and Society

“According to their consciences, prevention specialists should be proactive on public policy and legislative issues. The public welfare and the individual’s right to services and personal wellness should guide the efforts of prevention specialists to educate the general public and policy makers.”

Prevention Think Tank. (2017). Code of Ethics-Prevention Specialists.



How do these two principles support the mission to advance health equity?

RECOGNIZING THE IMPORTANCE OF ADVOCACY IN ADVANCING HEALTH EQUITY



GROUP CONVERSATION



ALL

1 minute – Individual reflection

2 minutes – Pair discussion

4 minutes – Small group discussion



ALL

Start



Stop



1-Minute Individual Reflection

Reflect on a time when you witnessed the power of advocacy.

Start



1-Minute Individual Reflection

Reflect on a time when you witnessed the power of advocacy.

Stop



2-Minute Pair Discussion

Share your reflection with your partner.

Start



2-Minute Pair Discussion

Share your reflection with your partner.

Stop



4-Minute, 4-Person Discussion

Connect with another pair to discuss common themes and insights.

Start



4-Minute, 4-Person Discussion

Connect with another pair to discuss common themes and insights.

Stop



Please share key takeaways and insights from your discussion.

Finding a champion

Small wins can instill passion in those who are observing.

Community, education, partnerships

It only takes one person speaking up to spark advocacy.

Collaborating and filling in the gaps.

Levels of advocacy

Advocacy is crucial but it's a slow process

People need to stand up for other people and lend their voice and privilege when possible

Please share key takeaways and insights from your discussion.

It only takes one or a few individuals to make an impactful change.

Youth voices

Passion, bravery, obligation, drive, community interest

Noticing gaps and changing policy to address them

The power of working with youth and seeing them advocate for themselves and their needs

Everyone can be an advocate

Allowing the youth to have a voice

Common themes: understanding, empowerment, connection, and conflict is inevitable.

Please share key takeaways and insights from your discussion.

Themes...understanding, education, connecting, voice

Importance of advocacy at all levels, local, state, national

Having a voice

Grassroots advocacy

Giving a voice to a person who feels they do not have a voice or their voice doesn't matter

Passion, health disparity, small changes

Youth voices important

Helping youth advocate for policy change helps them feel empowered

Please share key takeaways and insights from your discussion.

Going from micro to macro

Youth are powerful advocates. We have a lot to learn from youth about equity.

Honoring the lived experience of those we are serving by listening to them.

Using your voice to communicate advocacy to the person(s) making the decisions

Advocates & champions need to be identified!

Advocacy = Raising 'heck'

Personal connection to the issue

Need allies to make space safe

Please share key takeaways and insights from your discussion.

Collective voices

Having a voice and having it HEARD is important for making the right change that helps and not hurts.

Listen up and respond when people advocate for themselves

Collaboration is a great way to conquer goals

Finding your voice!!

The youth are powerful advocates!

Involving youth. Early.

Advocacy takes time. Advocacy takes collaboration. Increasing awareness is important

Please share key takeaways and insights from your discussion.

Knowing the data...what is the issue

Talked about the vaping issues around the world. And how to improve this topic.

Highly effective advocates are often those who have been personally affected by the issue, or have a loved one who has been

The common theme is youth advocating for policy changes in their community.

Have a voice

Teaching that advocacy can start with just one person

Giving voice
Control over money/resources
Individual/community needs
Squeaky wheel
Strength in numbers
Person with power speaking up
Knowing what to ask for

Speaking up for someone who can't do so for themselves

Please share key takeaways and insights from your discussion.

Collective letters to legislators

A problem, defining the problem with data, organizing your positions message, build the coalition and bring it to change makers.

Collaborate!

Collaboration, timing, engaging influencers

Youth advocacy is especially powerful

Advocating is also educating

There are areas where Advocacy in my state can be better.

Advocacy happens at all levels

Please share key takeaways and insights from your discussion.

Sometimes it's just small conversations

Knowledge since I'm new to coalition work!!! Thanks Cindy from Oregon!!!

Perseverance Some starts the movement
Data

Ground level clear purpose to address issue

Advocacy to policy change takes a lot of time

Advocate for clients by getting funds and engage them into services

The people we least expect are strong advocates for prevention

It can take one person and it is empowering when young people find thier voice

Please share key takeaways and insights from your discussion.

Staying true to your passions, morals, ethics and applying it to our professional roles

Passion and vulnerability is the backbone of advocacy.

That others will surround the advocate, even when they feel vulnerable

Vulnerable populations and people with lower self esteem struggle with advocating for themselves. We must educate and empower them to advocate for themselves.

Meeting them where they are at
Giving power back

using and recognizing any and all privilege you have to advocate

Advocacy gives power and life back to those who feel powerless and/or hopeless

Advocacy starts with a single person then snowballs

Please share key takeaways and insights from your discussion.

Advocate for groups without funding for reimbursement grants. Inequitable funding.

Promoting the voice

Advocacy ranges many levels from individual advocacy to systemic and political advocacy and is important at all levels.

Allow the process for change

Health disparities based on socially economic status

As an advocate, it's important to listen to the wants and needs of the people you're serving.

Having people who have lived experience advocating for you in prevention / harm reduction, is huge. A lot of people think "it could never happen to me", but having real examples makes a difference!

Be the outlier for others

Please share key takeaways and insights from your discussion.

The power of the Youth Voice and training them that they have the power to change policies and social norms

Listen to the youth

Advocacy leads to change on many levels - policy changes, awareness changes, funding changes. It is an essential process to any form of positive change

Common take away- speaking up for those who can't do it for themselves. Or teaching someone how to advocate for themselves

Advocacy = passion + intentionality/commitment

Advocating is educating

Having and maintaining that passion and excitement. Celebrate even the small wins as they are steps to get you closer

The power of youth advocacy cannot be overstated. The youth learn that their voices matter, and that they can effect change through their words and actions. Valuable lifetime skills!

Please share key takeaways and insights from your discussion.

Create a safe space for advocacy

Building a coalition of people with shared values to advocate around an issue

Ppl advocating from a place of privilege

Communication and understanding the need of thw person/organization.

For the one

Evaluate their needs and provide options

Data , someone steps up , perseverance through the end

Advocating from state, local, & personal levels can look different for everyone.

Please share key takeaways and insights from your discussion.

Lifting up voices

Picking the right
champion

Meet people where they are at. Open discussion, meeting half way, listening and educating their options, network with community. If you don't have the data listening to their needs will get you there.

Knowledgeable group of folks I had. Passionate about their work

Hearing voices of folks impacted & amplifying those voices if that's not you.

Finding the right message
and messenger

Advocacy seems to have the most traction in a community or group after something tragic happens and working towards have advocacy become more proactive is a goal for the future.

Voice for the underdog

Please share key takeaways and insights from your discussion.

Advocating can be part of public policy or private one on one advocacy as part of counseling for example

Advocating is a positive way to use areas where you hold privilege.

One common theme we have is that we are good listeners and we are the voice of the voiceless .
Were Determined to get to the bottom of the cause and if we don't we find someone that does.

It's our job to learn from others.

Connecting, educating & understanding.

Without advocacy there will be no change.

Youth are great advocates and resources

Empathy

Please share key takeaways and insights from your discussion.

Understanding that
others are the experts on
their own experiences

Youth advoca

Fentanyl test strips

DEVELOP PRACTICAL SKILLS FOR ADVOCACY IN CHALLENGING SOCIAL OR POLITICAL CONTEXTS



What are some essential advocacy skills that preventionists need?

Listening

Data

Active listening

Listening

Cultural humility

Empathy

Empathy

Vulnerability

What are some essential advocacy skills that preventionists need?

Listening

Passion and compassion

Compassion and
consideration

Ability to build
partnerships

Active listening

SEEK FIRST TO
UNDERSTAND

Relationship building

Meeting people where
they are!

What are some essential advocacy skills that preventionists need?

Confidence

Compassion

Support from leadership

Empathy

Cultural intelligence

Empathy and code
switching to different
audiences

Facilitation skills

Finding people

What are some essential advocacy skills that preventionists need?

Data

Data gathering

Active listening

Ability to hear what they need from you

Data

Empathy

Patience

Testimony

What are some essential advocacy skills that preventionists need?

Cultural competence

Integrity

Education

Understanding

Empathy, listening,
communication

Compassion.

Creativity

Self care

What are some essential advocacy skills that preventionists need?

Data and information
about the topic

Non judgmental

Passion, bravery, courage,
strategy/strategic
planning,

Sense of humor.
Compromise

Education. Conviction.
Oral/written
communication.

Trust to do what is right.

Curiosity

Communication

What are some essential advocacy skills that preventionists need?

Building relationships.

Storytelling

Empathy

Caring
Determination
Drive
to make change

Commitment

Confidence

Bravery

Drive

What are some essential advocacy skills that preventionists need?

Sitting at other people's table, building trust

Listen

Communication

Open mindedness

Compassion

Tenacity

Passion

Data storytelling

What are some essential advocacy skills that preventionists need?

Connection

Knowledge, passion,
compassion, active
listener

Education/facts

Empathy

Confidence

Connections to
stakeholders

Understanding

Effective communication

What are some essential advocacy skills that preventionists need?

Listening

Empathy, listening, feel for them and have passion to help

Understanding

Thinking of everyone

Empathy

Someone who is verbally inclined to speak before ANYONE!

Cultural humility

Community organizing skills

What are some essential advocacy skills that preventionists need?

Partnership

Perseverance

Integrity

Longevity

Public speaking

Active listening

Options and solution
focused

Speaking skills

What are some essential advocacy skills that preventionists need?

Research

Communication public
speaking listening cultural
humility

Competency,
collaborator,
knowledgeable

Cofidence

Knowledge of the current
situation and legislation around
it. Ability to collect data and
share it in lay terms. Passion to
make change.

Speaking and persuadion

Cultural HUMILITY

Passionate, Articulate,
Relationship Building,
listening ,

What are some essential advocacy skills that preventionists need?

Flexibility

Humility

ability to recognize and then use privilege when needed

Coaching

Curiosity to learn and passion to act

Self regulation

Training in anti-racism ideas & processes for individuals, organizations, & communities

Listening and hearing to understand needs

What are some essential advocacy skills that preventionists need?

Resourceful

Perservance

Lived experiences

Cultural humility

Understanding our own
biases

Integrity

Not afraid to "rock the
boat"

Humility

What are some essential advocacy skills that preventionists need?

Understanding the difference between advocacy and lobbying

Getting to the point succinctly-legislatures only give you a few minutes!

Perseverance

Willingness to push boundaries, while maintaining our own.

Genuinely caring for others

Perseverance

Ability to pivot/ adapt

Laugh with them

What are some essential advocacy skills that preventionists need?

Transparency

Empathy, patience, data,
singleminded, passionate,
knowledgeable, able to take
no and come back again

Writing skills

Courage to go against
the grain. Against the
norm

Great people around you
to de-stress with

Love

Public speaking

Compassion

What are some essential advocacy skills that preventionists need?

Able to listen, agreement isn't the only outcome, provide space for disagreeing and honoring

Storytelling

Meet the person where they are. Make a connection.

Skills for Advocacy



ANCHOR YOUR POSITION
IN OUR CODE OF ETHICS

Skills for Advocacy

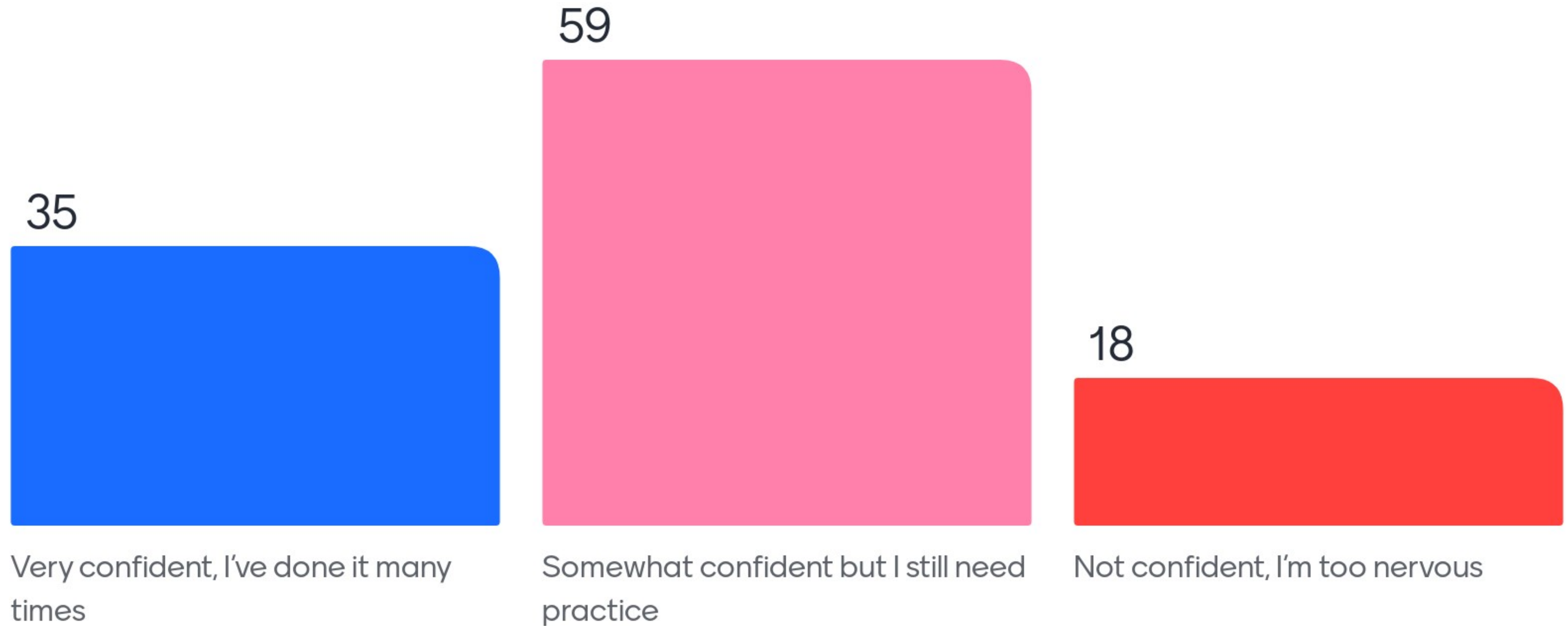


ANCHOR YOUR POSITION
IN OUR CODE OF ETHICS



REFINE YOUR
COMMUNICATION SKILLS

How confident do you feel talking to policymakers?



Skills for Advocacy



ANCHOR YOUR POSITION
IN OUR CODE OF ETHICS



REFINE YOUR
COMMUNICATION SKILLS



DEVELOP YOUR POLICY
ANALYSIS MUSCLE

Skills for Advocacy



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MOBILIZE COMMUNITY
VOICES



LEVERAGE MEDIA IN
MANY FORMS



EVALUATE AND MONITOR
YOUR EFFORTS



Please share examples of advocacy work focused on improving health outcomes in your communities.

Harm reduction

Expansion of naloxone access in schools

Good Samaritan laws

Good Samaritan laws

Being a mediator

Funding to enhance youth safety & resilience

Harm reduction

Become more resourceful

Please share examples of advocacy work focused on improving health outcomes in your communities.

Involve youth

In Boston, lobbying for overdose prevention centers

Ambassador campaigns

Educate

Youth voice in our Breath Easy Kentucky smoke free communities efforts

Smoke-free parks

Advocating for more affordable housing, an SDOH that improves health

Creating a program to help community members connect to needed services and then advocate for those services

Please share examples of advocacy work focused on improving health outcomes in your communities.

Education
focus...mentorship

Less punitive measures in
schools for substance use

Free Naloxone Vending
Machine

Changing stigmatizing
language in hospitals

Naloxone in the
community rather than
just EMS

Harm reduction

Educate

Fentanyl Awareness Days in
our High Schools with DEA.
One pill can Kill and Narcan
Training.

Please share examples of advocacy work focused on improving health outcomes in your communities.

Stipends for youth

Working with primary health care providers

Education to school staff around the implementation of gender inclusive schools laws

Using media to change indoor smoking laws and practices

Personal testimony

Smoke Free Air

We focus our advocacy towards those w/SUD to reduce harm until they can find recovery.

OTC naloxone

Please share examples of advocacy work focused on improving health outcomes in your communities.

Youth Leadership
Development

Tobacco free behavioral
health facilities

Expansion of narcan on
military base

Tobacco Free Advocacy.
Local ordinances..

Prevention in social
district policies

Collaboration &
Partnerships

Early intervention services

Education

Please share examples of advocacy work focused on improving health outcomes in your communities.

Expansion of underage alcohol law enforcement

Free naloxone training offered in the county for businesses and groups

Policy in discharge plans from jails and hospitals with Narcan

creating an alternative to expulsion for middle and high schoolers caught with drugs on campus

Harm reduction

Restorative Justice policies in our local school districts

Local health task force makes the case for priorities and strategies

Increasing awareness of the drivers of systemic inequities

Please share examples of advocacy work focused on improving health outcomes in your communities.

Leveling the playing field.
Inclusion for all people

Involve various
demographics.

We passed a small .5% tax to raise funds to create multimodal transportation projects, this policy will raise \$500 Million for our County

Passing ordinance to make our parks and city maintained spaces smoke, tobacco and vape free.

Youth involvement

Reducing access and availability of harmful substances

Overdose prevention and Narcan information

School policy focused on restorative justice

Please share examples of advocacy work focused on improving health outcomes in your communities.

Diversion programs in schools.

Harm reduction - specifically Naloxboxes (free Narcan boxes in community) + syringe service programs

Passing local ordinances to protect people travelling out of state, seeking abortion services

Working with community leadership to create safe recovery housing

Accessibility to Prevention Services to all economic sectors

Flavor bans on tobacco products.

Leave Behind Kits

Tobacco cessation

Please share examples of advocacy work focused on improving health outcomes in your communities.

Food security

Educating judges about the nature of the problem

Using poetry & music to advocate for my community and speak about what I've seen, to help others.

Availability and accessibility of substances

Advocating for active transportation built infrastructure (biking and walking paths, bike lanes)

Educating about the language that should be used when speaking with the Hispanic community to create a safe space

Deterra bag usage video sent out on an instagram reel for students to educate & see!

Permanent supportive housing

Please share examples of advocacy work focused on improving health outcomes in your communities.

Legislative lunch, Youth presenting on vaping, barriers to quit resources

Supplying bags and bottles for the safe disposal of medications

Peer Support

Decrease Smoke Shops in Minority and Low Income Communities

A student governing body requesting suicide prevention training for themselves to help their school and decrease stigma of mental health

Adding Spanish subtitles to all materials

Prevention credentialing board asks if you have any convicted felonies on our application.. trying to advocate to get this off because everyone deserves a second chance.

Translating materials to Spanish. Providing services in Spanish. Adapting to those who can't read/ write

Please share examples of advocacy work focused on improving health outcomes in your communities.

After a new school was voted down by a community, middle school students worked together to plan & give tours for community members who hadn't been to the school in a long time. Measure then passed!

Lowering the BAC to .05, a work in progress

Social emotional health days in schools.

Using media effectively to reach/ educate the masses in a fun way

988 Implementation



What Are Your Key Takeaways?

Evaluation



Contact us!

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[Access the SPTAC website](#)

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[Request TA from SPTAC](#)





Prevention Training Now!

To get started, visit www.samhsa.gov/sptac and follow the link to Prevention Training Now!

Check out four new online modules from SAMHSA's Strategic Prevention Technical Assistance Center (SPTAC):

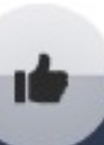
| | | | |
|--|-------------------------|--|--|
| | | | |
| What Are Behavioral Health Disparities? | What Is the SPF? | A Closer Look at SPF Step 1: Assessment | A Closer Look at SPF Step 2: Capacity |

All modules are self-paced and available 24/7, free of charge. Seat times range from 1 to 1 1/2 hours. Certificates for training hours are provided.

LEARN MORE



SPTAC is a national center committed to helping SAMHSA substance misuse prevention and behavioral health grantees implement the Strategic Prevention Framework to achieve intended outcomes.





THANK YOU!

