

Practicing Trauma-Informed Prevention

August 13, 2024



New England (HHS Region 1)

PTTC

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

Solutions that Matter

Acknowledgement

The New England Prevention Technology Transfer Center
(New England PTTC)



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Land Acknowledgement

The New England PTTC acknowledges that we are all on the traditional lands of native people. In Maine, we work from the ancestral lands of the Abenaki People, part of the Wabanaki Confederacy. We have a responsibility to acknowledge our Indigenous connections and the histories of Indigenous land dispossession. We encourage you to learn more about the stewards of the land you live and work on by working with your native neighbors, and by visiting <https://native-land.ca/>



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Disclosure:
Public Consulting Group
presenters are public
health consultants
working for a
for-profit company.

About Public Consulting Group

PCG is a management consulting firm that helps public sector agencies better serve their targeted populations.

Founded in 1986, PCG is headquartered in Boston, MA and employs more than 1,900+ professionals in 30 offices.

PCG has four practice areas:

- Human Services
- Health
- Education
- Technology Consulting



Training Objectives



- Define what it means to be trauma-informed

- Demonstrate trauma-informed practices in prevention

- Outline strategies for community engagement and engagement of persons with living and lived experience

Agenda

- Trauma Defined
- Identifying Trauma
- Prevention Through a Trauma-Informed Lens
 - Non-stigmatizing language
 - Environmental scan
 - Community engagement (connection)
 - Engagement of people with living/lived experience
 - Evidence-based programming
 - Marketing or messaging campaigns
- Wrap Up
- Questions





Who's in the room?

Trauma Defined



**What comes to mind
when you think about
“trauma”?**

Trauma Defined



Same Event Can be Perceived Differently



Power outage due to ice storm

- Line worker – predictable/controllable
- Parent – very stressful, lots of uncertainty
- Kid – time for imagination and play

Trauma Defined: 3 “E’s” of Trauma

1 Event

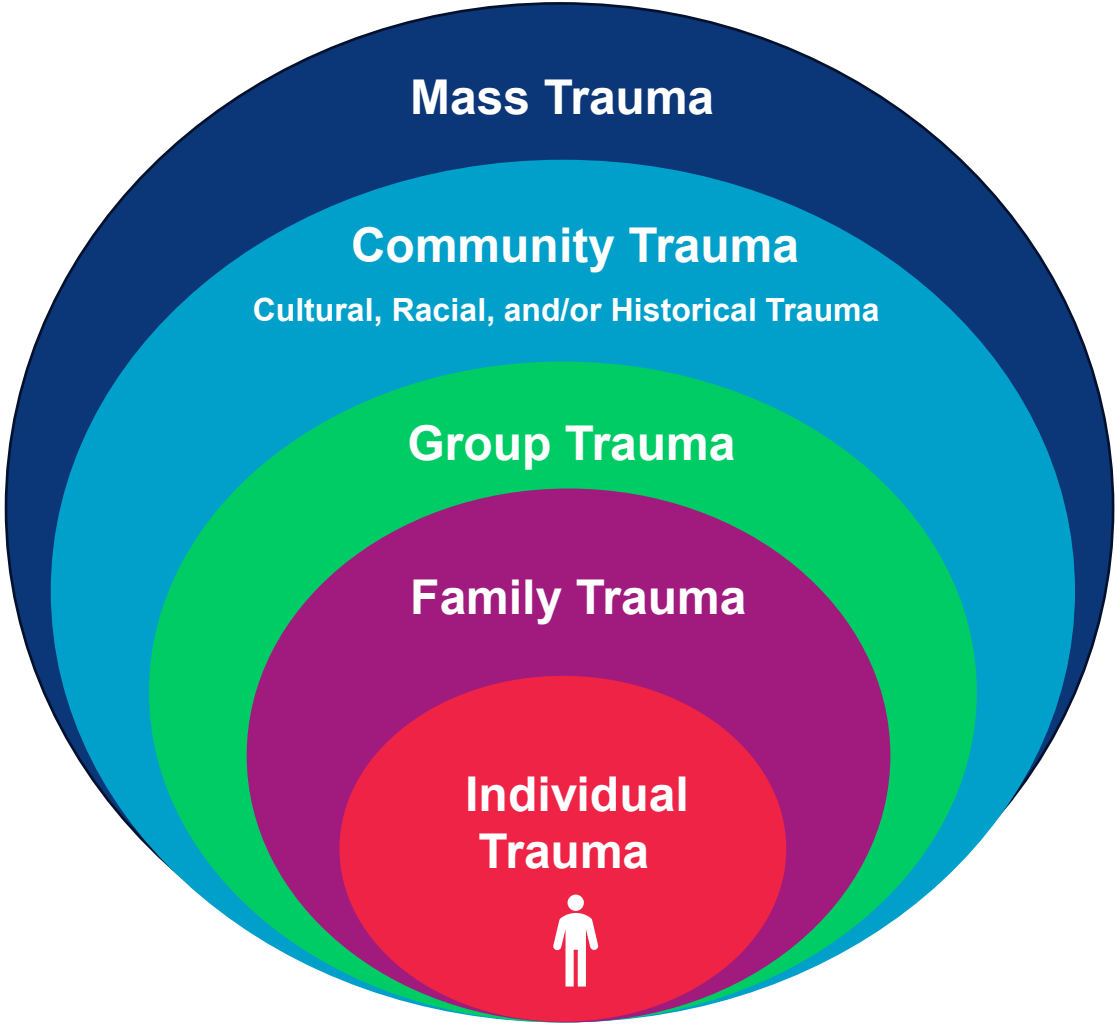
2 Experience

3 Effect



([SAMHSA, Practical Guide for Implementing a Trauma-Informed Approach](#))

Levels of Trauma Experience



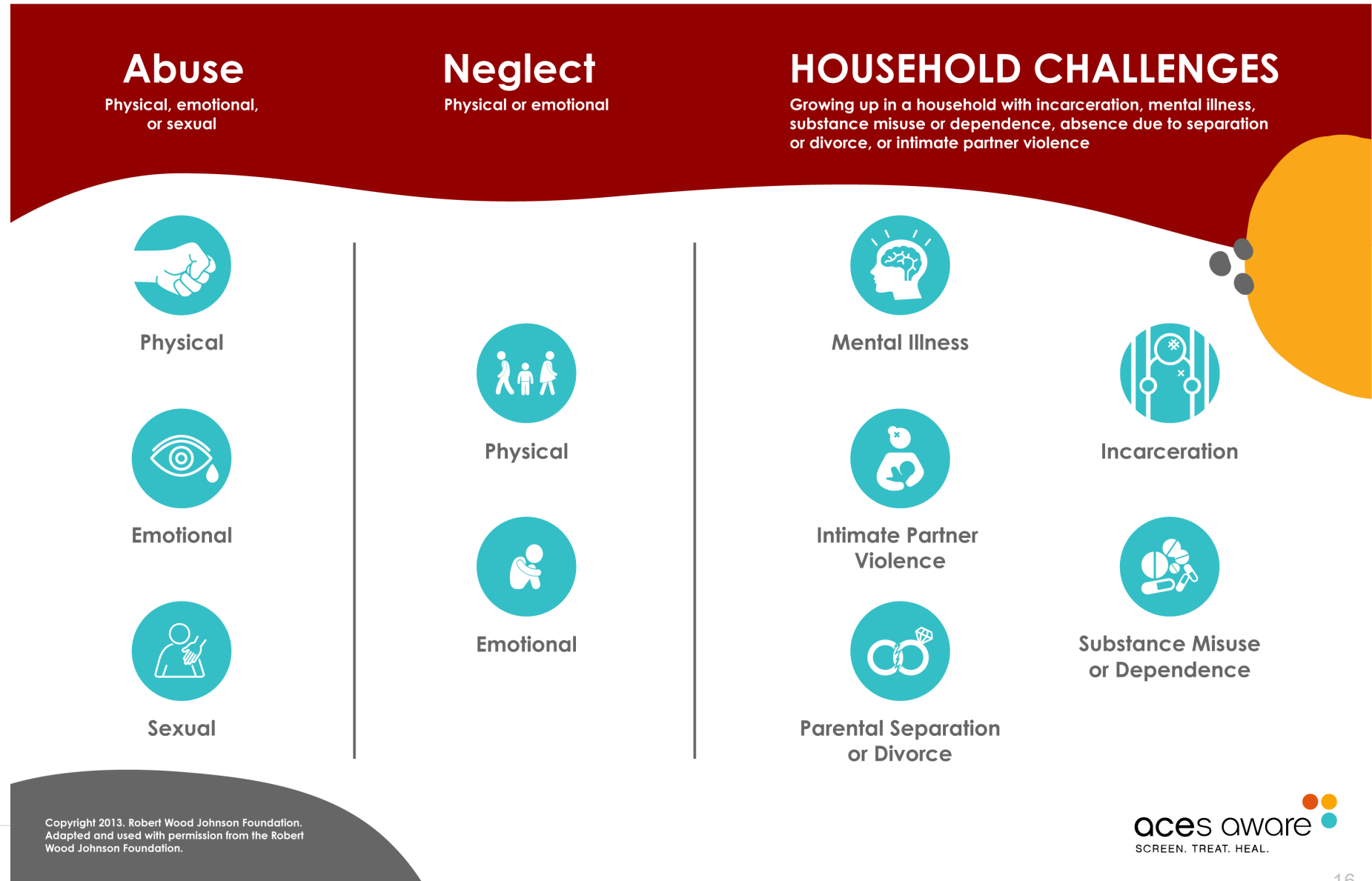
([SAMHSA, Practical Guide for Implementing a Trauma-Informed Approach](#))



Identifying Trauma

Adverse Childhood Experiences (ACEs)

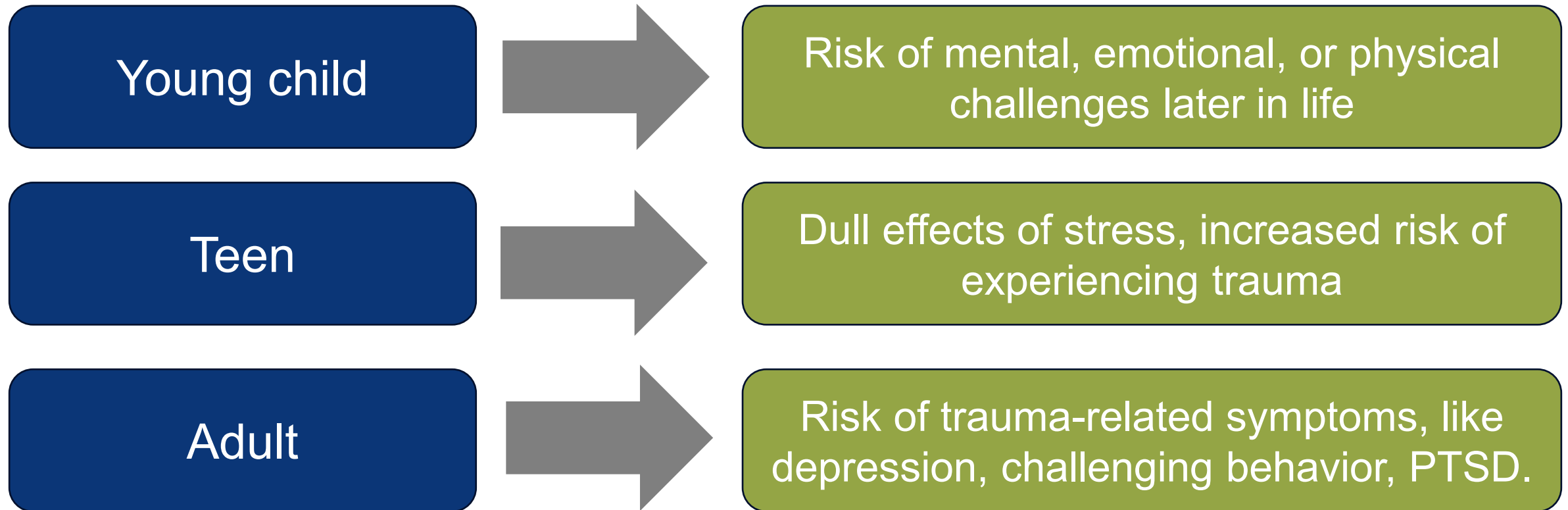
Includes 10 categories of adversity in three domains experienced by youth under the age of 18.





**What does trauma
have to do with
substance use?**

Substance Use and Trauma



[\(The National Child Traumatic Stress Network, Trauma and Substance Use\)](#)

Protective & Compensatory Childhood Experiences (PACES)

Includes 10 categories protective factors in two domains experienced by youth under the age of 18.

Supportive Relationships

unconditional love from a caregiver

having a best friend

volunteering in the community

being part of a group

having a mentor

Enriching Resources

living in a safe home where needs are met

getting a quality education

having a hobby

being physically active

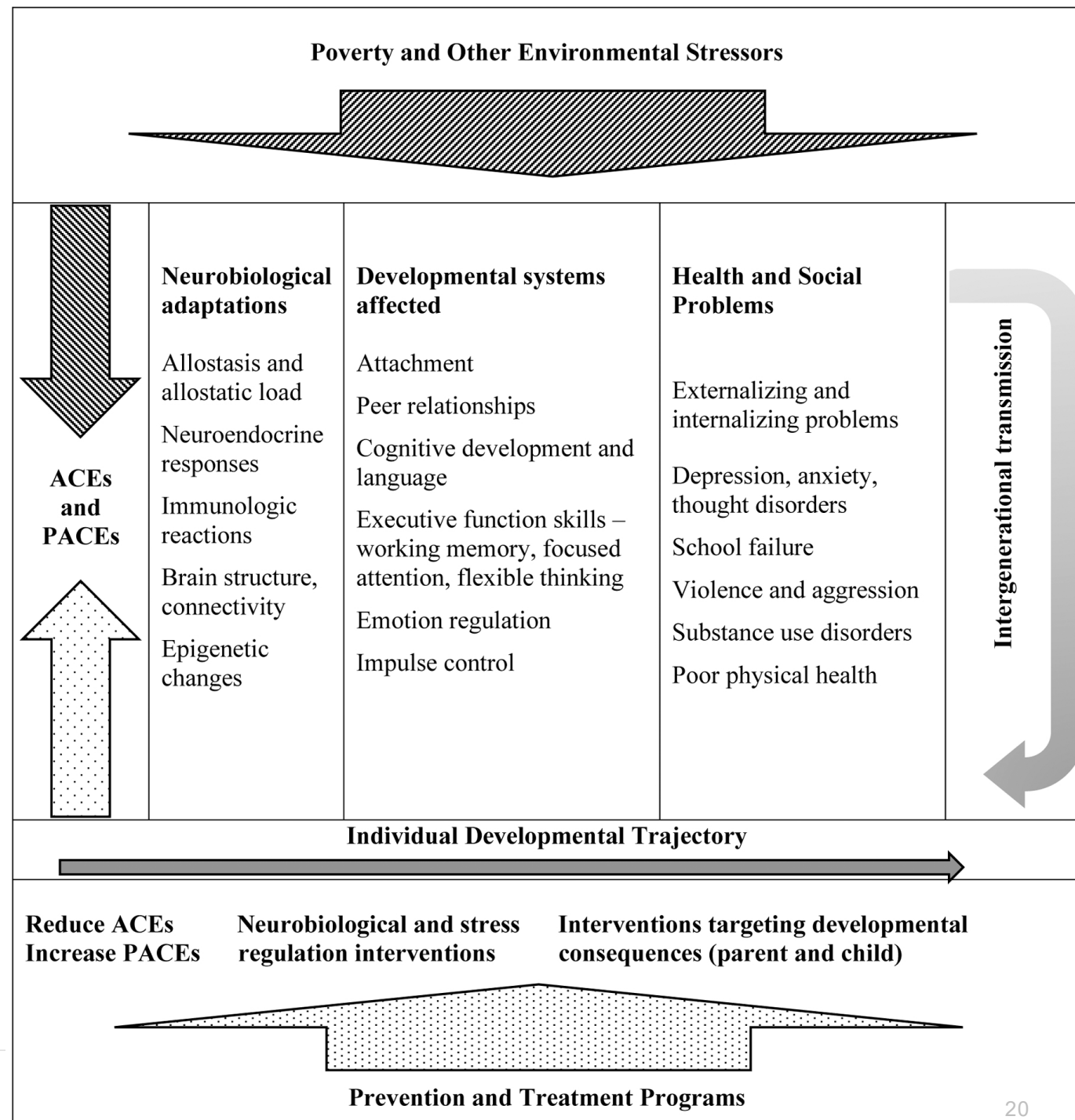
having rules and routines

[\(Morris & Hays-Grudo\)](#)



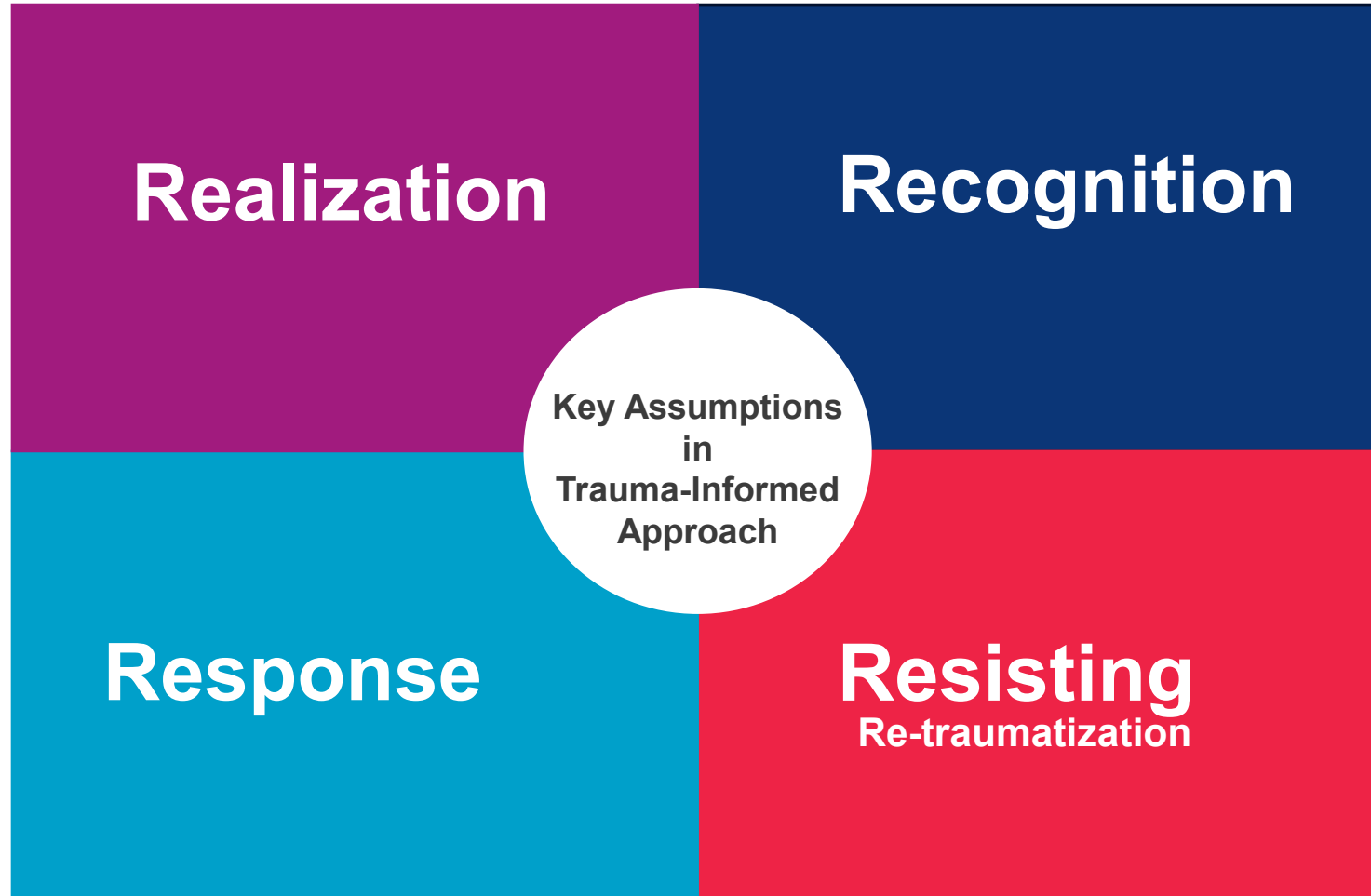
Intergenerational and Cumulative Adverse and Resilient Experiences (ICARE) model

(Hays-Grudo & Morris)



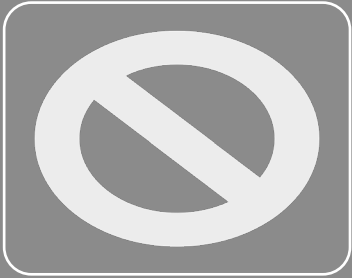
Prevention Through a Trauma-Informed Lens

4 “R’s” of Trauma-Informed Approach

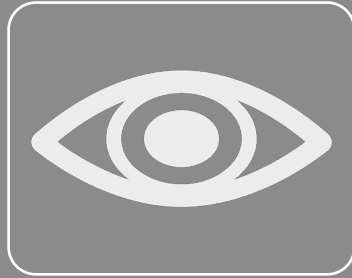


[\(Substance Abuse and Mental Health Services Administration, Practical Guide for Implementing a Trauma-Informed Approach\)](#)

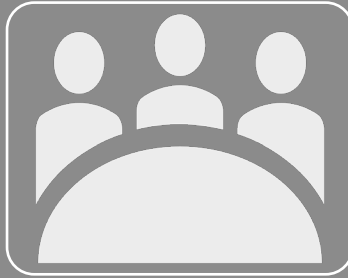
Trauma-Informed Prevention Programming



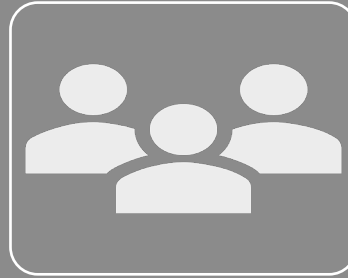
Non-stigmatizing language



Environmental scan



Community engagement (connection)



Engagement of people with living/ /lived experience



Evidence-based programming



Marketing or messaging campaigns

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.

Language Matters



Person who uses drugs	Drug User
Person with a substance use disorder/Person struggling with substance use	Addict, Junkie, Druggie, Alcoholic, Pothead, Drug Abuser, etc.
Treatment	Rehab
Use/Misuse	Abuse
Substance Use Disorder, Addiction*	Drug Habit, Addiction*
Substance-Free, Abstinent, Sober	Clean/Dirty
Person in Recovery	Recovering Addict, Recovering Alcoholic, Former Addict, etc.
Medication-Assisted Recovery	Substitution/Replacement Therapy
Recurrence of Use, Return to Use	Relapse*



**To what degree are
you and your
organization using
person first
language?**

Environmental Scan

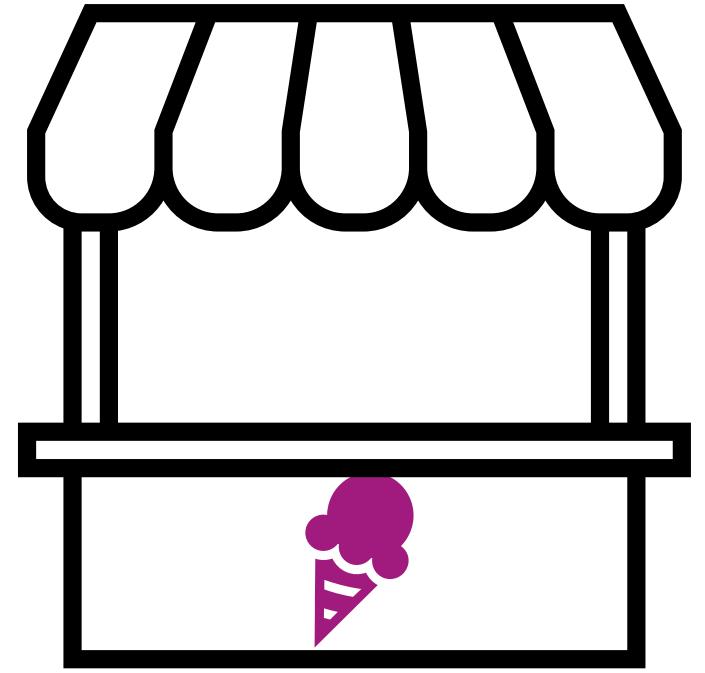
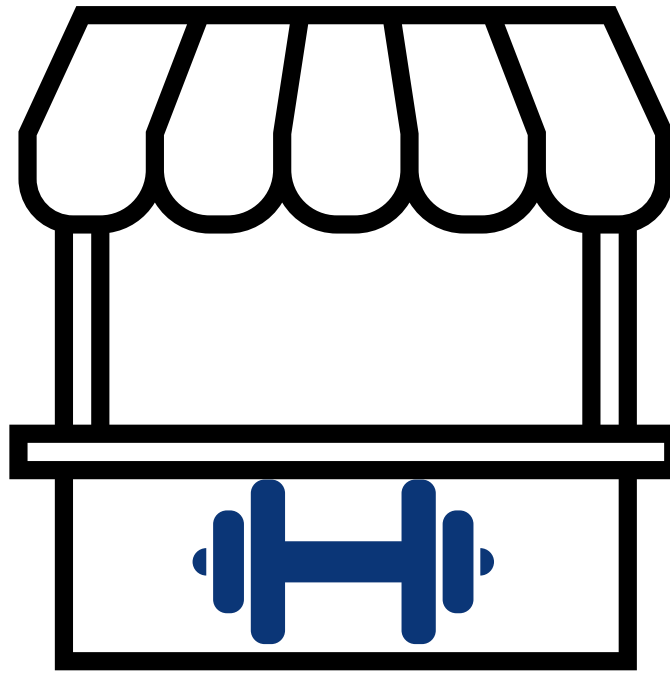
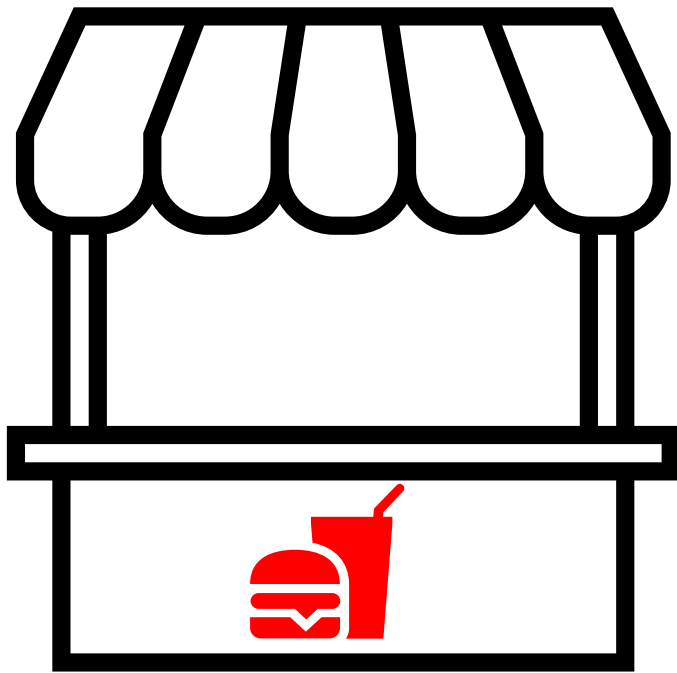


Key Questions

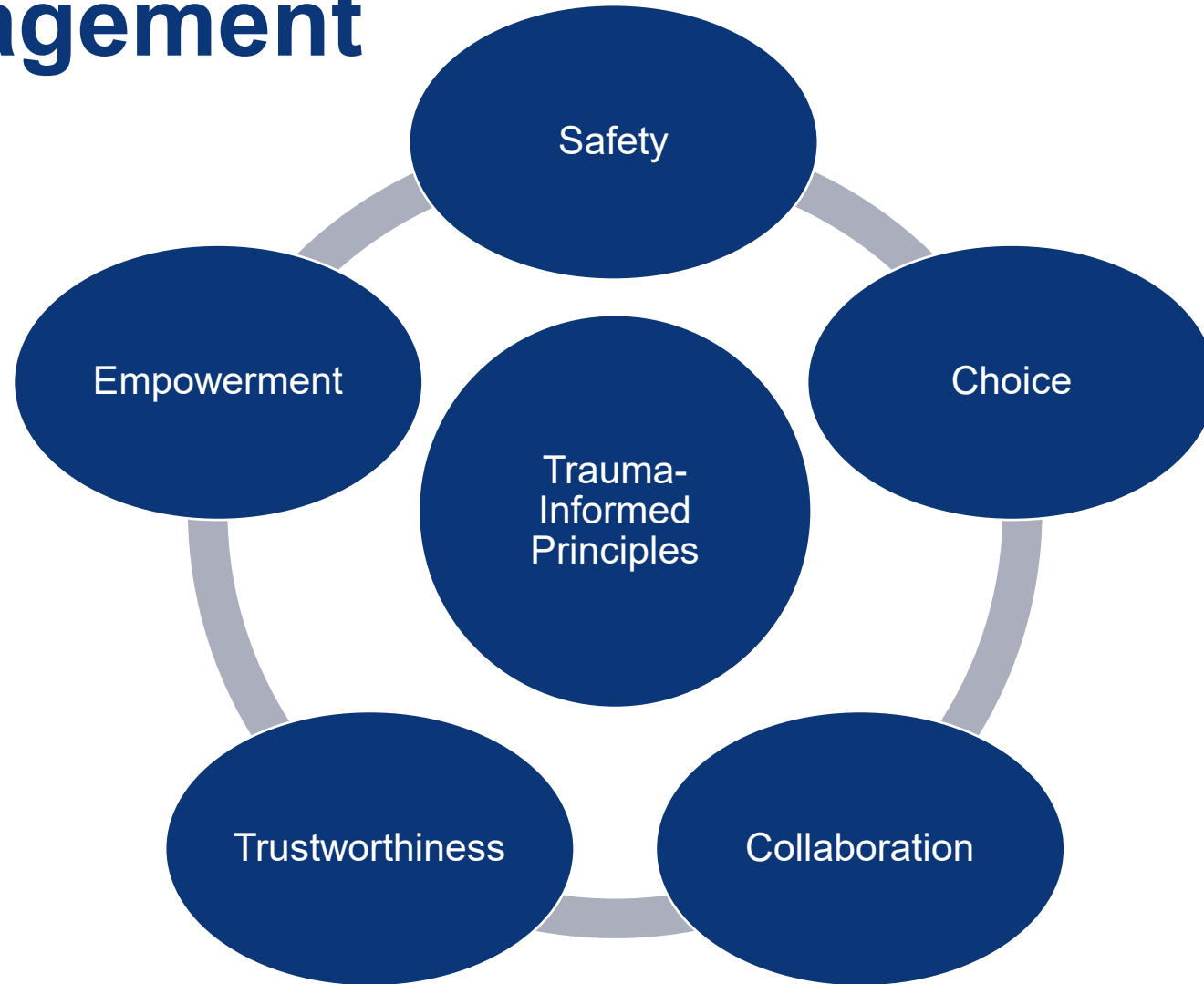
- What geography am I serving?
- Who lives here (e.g., age, race, citizenship status, income, education)?
- Who are the key political figures or community decision makers? What are they passionate about?
- What community groups are active in my area? Are there opportunities for partnership?
- What's the economic temperature of the area (e.g., thriving, depressed)?
- What are the key needs that people in my area have?

Create a Safe Space for Connection/ Collaboration

Important to think about physical space when we're asking people to think about a given topic



Trauma Informed Guiding Principles for Engagement



[\(Centers for Disease Control and Prevention, 6 Guiding Principles to a Trauma-Informed Approach\)](#)

[\(SAMHSA, SAMHSA's Concept of Trauma and Guidance for a Trauma-Informed Approach\)](#)



**What comes to mind
when you think about
community
engagement?**

Common Engagement Activities

Interest groups

Trainings

Surveys

Newsletters

Evaluations

Advisory Boards

**Panel
Discussions**

What Else?

Engaging people with living and lived experience is meaningful throughout your program's lifecycle

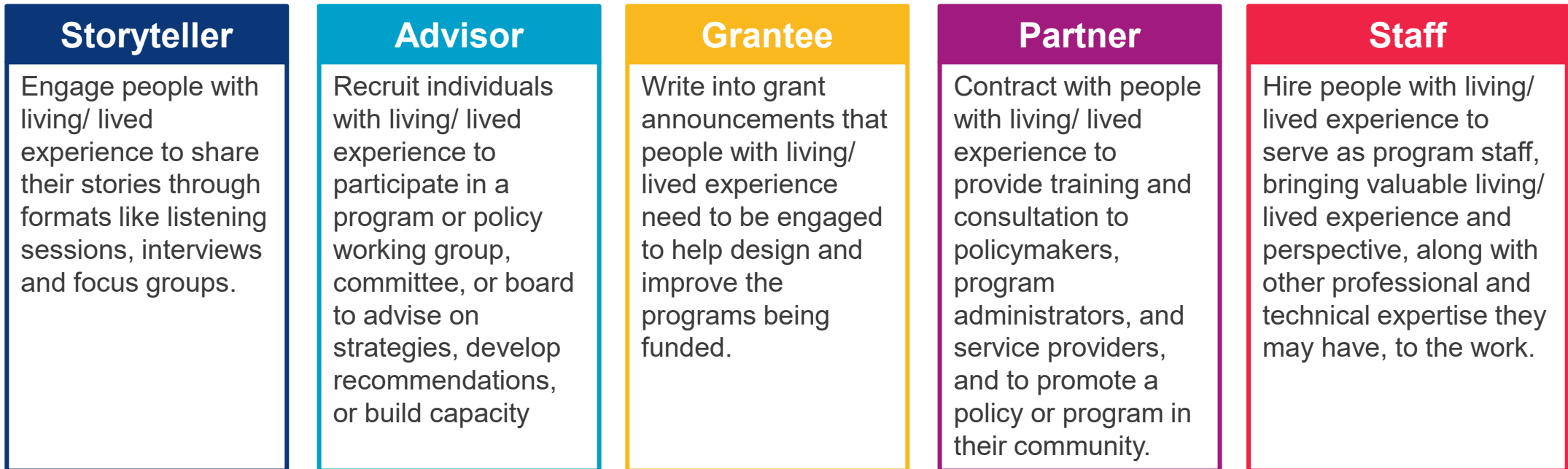


([Centers for Disease Control and Prevention, Practical Strategies for Culturally Competent Evaluation](#))



Advancing Primary Prevention, Including People with Living/ Lived Experience

Ways to Engage People with Lived Experience to Build a Primary Prevention System



Increasing Power and Responsibility

[\(Office of the Assistant Secretary for Planning and Evaluation, Advancing Primary Prevention in Human Services: Opportunities for People with Lived Experience\)](#)



Community Engagement Plan

Community Engagement Plans include the following key elements for each stakeholder/partner group:

- **Goals:** What unique perspective do we seek to gain from this group?
- **Key Topics:** What topics are relevant to this group?
- **Channels:** What are our main ways of communicating (in-person individual interviews, in-person group interviews, phone-based interviews, survey outreach)
- **Engagement Methods:** How will they be engaged?
- **Key Contacts:** Name, title, affiliation, phone number, and email address for all identified individuals within the group.



Community Engagement Plan - Example

Goal	Topic	Channel	Method	Target audience
Educate parents and caregivers regarding cannabis use	Create awareness and teach caregivers how to start conversations about use and misuse with youth	Virtual	Social media	Parents, grandparents, resource parents, and other caregivers in Armstrong County
Provide programming to build community connections	Ice cream social	In-person	In person sundae bar for children and caregivers. Forum designed to let community members meet and interact	Community families
Teach new parents how to form healthy relationships with their children	Attachment Biobehavioral Catch Up (ABC) therapy	In-home/Community	Partnering with community center to recruit new parents coming in for community baby shower and connecting them with ABC providers	New parents in the community



Evidence-Based Programming

This where your partners and networks can help!

Two ways to think about EBPs:

1. Substance use prevention
2. Relationship and natural support building

- [Life skills training](#) - Middle or junior high school students, additional programs available for elementary and high school student
- [Brief Alcohol Screening and Intervention for College Students](#) – college students
- [Family Matters](#) - Children 12 to 14 years old and their parents
- [Creating Lasting Family Connections](#) - adolescents aged 9 to 17 and their families from high-risk environments
- [Guiding Good Choices](#) – families with children ages 9 to 14
- [Strengthening Families](#) – families with children ages 10 to 14
- [Strong African American Families](#) - families with children ages 10 to 14

But also....

- [Parent-child interaction therapy \(PCIT\)](#) – for kids 2-7 and their caregivers
- [Attachment biobehavioral catchup \(ABC\)](#) – for pregnant and parenting persons with kids zero to 2 years



Benefits of Evidence-Based Policy/ Practice

**Increased
Stakeholder
(Funder) Buy-
In**

**Reduced
Stigma and
Bias**

**Validated
Research and
Data**

**Enhanced
Program
Effectiveness**

What Else?

Trauma-Informed Marketing/ Messaging

Ways to Create Trauma-Informed Messages

1. Avoid messages of shame and false urgency
2. Acknowledge nuance over making assumptions.
3. Focus on the positive over the pain points.

Examples

Instead of... “Quit smoking tomorrow!”
Say... “5 Strategies for Long-Term Health”

Instead of... “3 Reasons You Need to Stop Vaping”
Say.... “Live the Life You Want”

Instead of... “Substance Use Linked to Mental Health Issues”
Say... “Help is Available When You Want It”



Example - Stack the Deck RI



Rhode Island’s “**Stack the Deck**” initiative aims to empower everyone with harm reduction tools and resources to successfully find care through compassionate, human connection and use substances more safely. This deck is made with input from people with lived and living experience.

Created in November 2023.



Example - Stack the Deck RI

Harm reduction is an approach that is fluid.

It applies everywhere on the continuum from primary prevention to overdose prevention to treatment.



Your use goals may change over time, and prevention, harm reduction, recovery and treatment professionals can help you reach them.

You deserve respect and care

from professionals across the continuum who want to help you with your substance use. Scan below for options available in Rhode Island.



preventoverdoseri.org/get-help/



Example - Stack the Deck RI

We use harm reduction to protect ourselves against risks every day.



HARM REDUCTION IS EVERYWHERE.

- Seat Belts
- Sunscreen
- Naloxone
- Helmets
- Masks
- Syringe Exchange
- Condoms
- Nicotine Gum

The Substance Abuse and Mental Health Services Administration (SAMHSA) defines **harm reduction** as a practical and transformative approach that incorporates community-driven public health strategies – including prevention, risk reduction, and health promotion – to **empower people who use drugs and their families with the choice to live healthy, self-directed, and purpose-filled lives.**

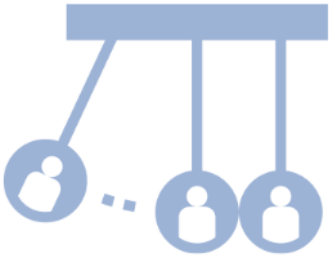


Example - Stack the Deck RI


Help is available to make positive changes that work for you.

Some people who use substances may develop **Substance Use Disorder (SUD)**, a medical and behavioral health condition.

SUD can significantly **impact health, relationships, and overall quality of life.**



It can be life-threatening - it's also treatable.



THINGS TO REMEMBER

- You inspire all of us.
- YOU ARE WORTHY OF LOVE AND THE LIFE YOU WANT.
- You can achieve your goals.
- You can lean on others.
- PEOPLE CARE ABOUT YOU.
- YOU MATTER
- All positive changes count.
- HOW YOU FEEL MATTERS
- You can look forward to tomorrow
- You can do hard things





What other ways are you integrating a trauma-informed lens into your work?

Wrap Up

Growing the Practice

- ✓ Commit to creating a trauma-informed agency
- ✓ Develop an organizational plan to implement and support trauma-informed prevention
- ✓ Know your community
- ✓ Create collaborations with community agencies and groups
- ✓ Involve key stakeholders in decision-making
- ✓ Routinely reassess the implementation of the plan and its ability to meet the needs of the community





Questions?

Resources

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