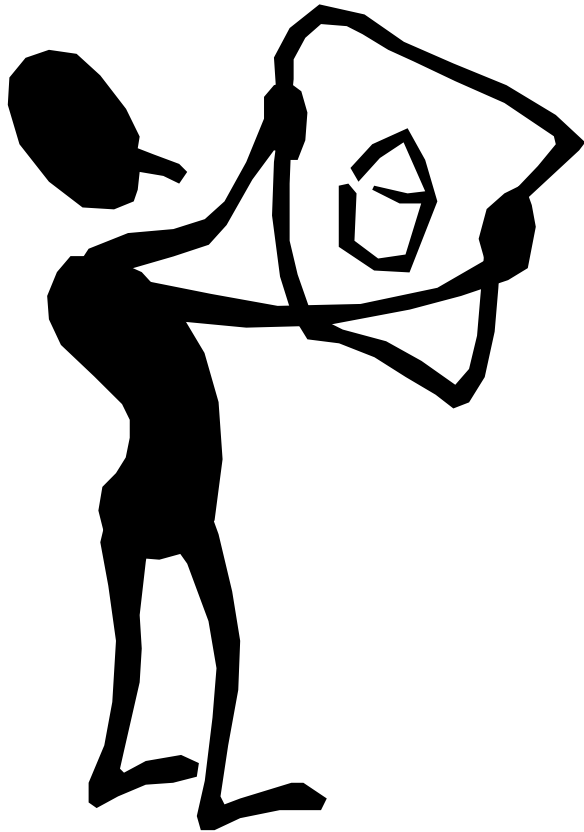


Using an evidence base to ensure  
success in prevention work



# Evidence based practice

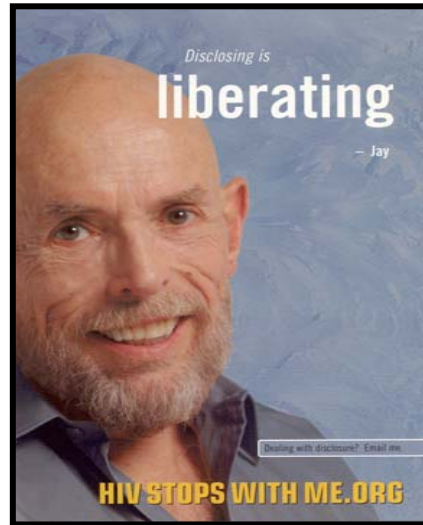


San Jose State University, San Jose, California





# Making history



Olga!

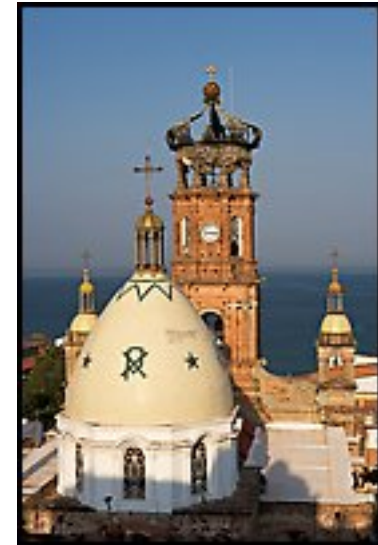


Drug use prevention as a critical  
and exciting part of community  
health promotion...

...what the Youth in Europe Project  
will show

# 1. Community context is crucial

Communities have history, culture, geography, needs, assets, institutions, and networks that make them unique





## 2. Community health promotion is political.

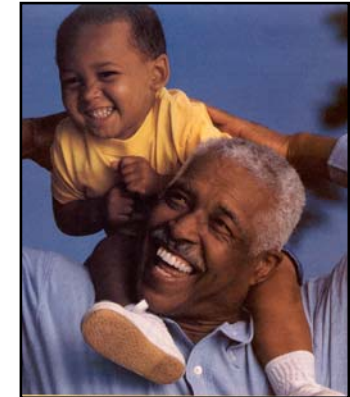
Community health is a barometer of the history, conditions, resources, and choices of a community – and those who influence it





### 3. Interventions must be culturally appropriate

From planning through evaluation, all activities must be appropriate to the values, traditions, norms, and behaviors of the culture and the times



## 4. There are roles for insiders and outsiders

No communities can make it on their own

Community health promotion can engage the talents, resources, energy, and insight of people inside and outside of the community



## 5. It works!

Careful evaluation of community health promotion programs clearly shows that they can change attitudes, knowledge, hope, intentions, behaviors, capacity, and health status.



# Prevention in Action

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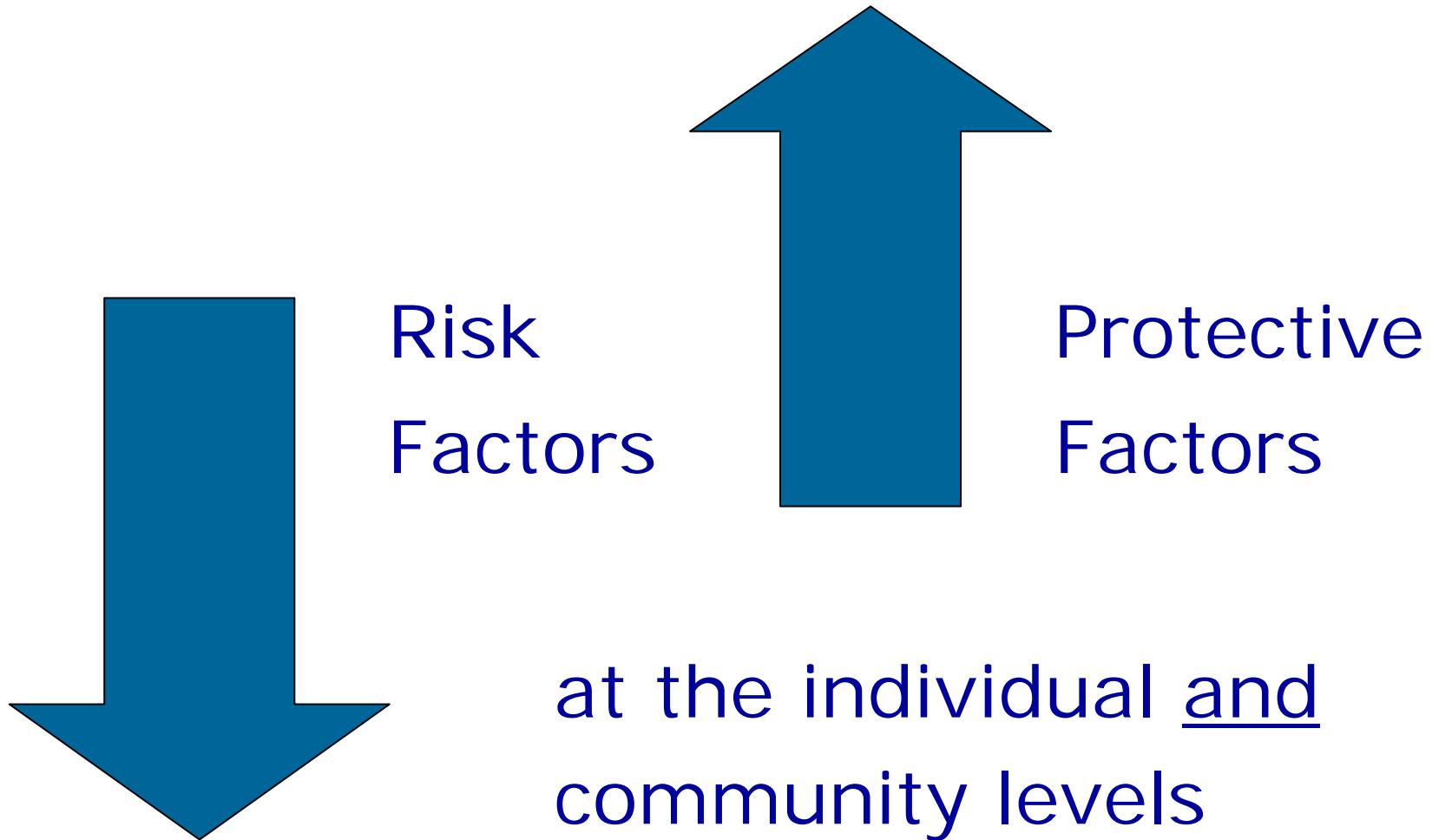
Risk and protective factors

“A multi-level, multi-sector approach..”

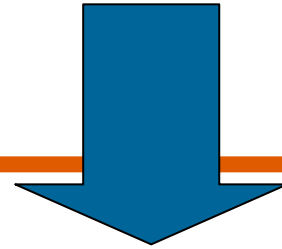
The Spectrum of Prevention



# Prevention efforts seek to:



# Community Risk Factors



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Things in the community –

or the systems that surround it –

that increase the probability of

disease, injury, or death

to community members

# Community Protective Factors

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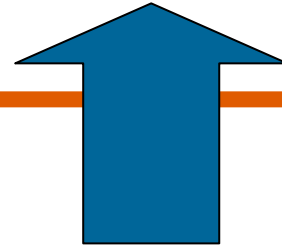
Things in the community –

or the systems that surround it –

that increase members' abilities to

respond, adapt to, & transform

the risks of life



# Spectrum of Prevention

Cohen et al, The Prevention Institute





**Community health promotion stimulates and draws from the health, hope, insight, resources, imagination, courage, and commitment of individuals and groups who work together to create and sustain healthy communities**

