Mentor International
Prevention, Opportunity and Protection
Mentor, Prevention and What Works
Mentor and UYDEL in East Africa, October 2011

Jeff Lee, Executive Director
Mentor (International)
Drug misuse a major global problem (drugs = all substances!)
They are a major health, social and even crime (and cost) related issue
Young people are particularly vulnerable
Supply control approaches have limited success and are expensive
The only long term hope for managing the problem is a combined approach with an increased focus on prevention and education and support for treatment
Prevention (and early intervention) and education means more than providing information and media campaigns

The objectives for prevention have to include:
- Delaying onset of use
- Avoiding/reducing the use of illegal substances and promoting responsible use of other legal substances
- Reducing the harm that drug misuse can cause
- Through effective policy and practice
The Need For Prevention – A Soccer Analogy

THE OPPOSITION:
- Drugs
- Dealers
- Suppliers
- Traders
- Growers
- Poverty
- Economics
- Cash
- Greed
- Corruption
- Media
- Advertising
- Marketing

Crop substitution
Customs
Policing
Legislation

PREVENTION
EDUCATION

Self-help
Treatment
Rehab.
Counselling / support

PEOPLE

October 2009
The Mentor Foundation
The Midfield

- Where preventing use, misuse and preventing harm come together.
- Where the focus can be on addressing causes and not just substances or problems.
- About promoting health and developing the knowledge, skills and competencies that will protect and help with risk avoidance.
- Identifying Risk and providing Protective factors, addressing normative beliefs and the context.
Needing to Address:

- Universal, Selective, Indicated and Environment approaches
- The different needs, of different people in different settings at different developmental stages
- The need to link research to practice: applied research to inform “best practice”
- Different needs of a range of target groups
- Training and Methodology
- Agents of Prevention: teachers, parents, carers, educators
- The role of the NGO sector to support Government and help translate policy into practice
- Professional Partnerships – international, European, Regional, National, Local activity between government, institutions, NGOS etc.
- Partnership action within the community: government, school, NGO, local community, parents, business sector
Mentor: Key points

- Established 1994
- International, independent, apolitical, not-for-profit
- Preventing Drug Misuse through...
- Promoting Health and Well-being of Children and Young People
- Protecting from risky behaviours
- Offering positive alternatives

- Identifying....
- Supporting....
- Undertaking....
- Disseminating....

Effective and Promising Practice (“Best”?)
Mentor: Key points

**Mentor's Mission**
To prevent drug misuse through the promotion of health and well-being in children and young people.

As the leading international NGO voice of drug prevention, we work with our partners to reach out to children and young people.

We apply and share our knowledge internationally so that the benefits of effective drug prevention policy and practice become visible worldwide.

Through our national organizations and network of partners we undertake and deliver effective prevention programs.

**Mentor’s Values:**
- Care & Prevent
- Inspire & Encourage
- Strengthen & Empower
- Partnerships & Collaboration

**Mentor's Commitment**
Mentor is committed to providing and encouraging the development of best practices and effective policies in drug abuse prevention and the promotion of health and well-being for all young people.
1. Review recent scientific literature of “effective” prevention programs

2. Prepare a synthesis of this review that identifies common elements
Summary

- Focus on risk and protective factors
- Start early; adjust developmentally for booster or continuation programs
- Learning activities must be engaging
- Schools are an optimal site for implementation
- Develop strong inter-personal relationships with stakeholders

OR put another way........
Summary: Elements of effective prevention

- Multidimensional
- Emphasize risk / protective factors
- Network with partners
- Teach each skills
- Organisational credibility
- Relevant
Environmental factors

Environmental Factors (Gregor Burkhart, EMCDDA)

- Normative beliefs - stronger predictors of intention of use than socio-demographic variables - predict drinking frequency (Neighbors et al. 2006)
- Cannabis presence in schools (Kuntsche et al. 2006)
- Pocket money (Bellis and Hughes 2007)
- High levels of perceived acceptability and prevalence associated with high-risk intentions (Olds et al. 2005)
- Positive school climate is protective (Fletcher et al. 2008)
Programme Management, Development and Implementation

- Issues for Best Practice
  - Get ready!
    - Who do I involve?
    - Who are the stakeholders?
    - Who is the target group
    - The context/environment

- What do we do?
  - The content

- How do we do it?
  - The methodologies

- What next?
  - Follow up – “now what?”

- Don’t forget the “why”
  - Objectives
  - Achievements'/Outcomes

+ Cost and cost effective
+ when?
+ where?
+ who?
+ how much?(time)
Environmental prevention

• change the
  – physical
  – economic
  – social
  – virtual

• ... environments, in which people take their decisions about substance use
Environmental prevention

- Corrects social perception of normality and acceptance of any substance use
- Influences social norms and values
- Limits freedom ... of leisure, alcohol and tobacco-industries
- Protects the most vulnerable (young people) from industrial epidemics (D’Intignano)

- **Is more effective – for onset of licit drugs’ use – than universal prevention**
Remember... KISS A VIP

Knowledge
Information
Social Skills
Self esteem

Alternatives and opportunities

Values, attitudes, beliefs (Normative beliefs)
Influences – (eg media, peers, brain development, environment

Personal and social confidence and competence
Caution – “DEEP BIMS”

Don’t do it! – “Just Say No!”
Ex-addict
Experts
Peers, Teachers, Parents – on their own!

Books
Internet
Media
Scare, “Shock Horror”
“We may never succeed in eradicating the problem of drug misuse but that should not stop us in our efforts to prevent it and the harm and misery it can cause.”

“The need to identify, support and share what is effective in drug prevention remains. We must try and discover what works best for different groups, with different needs in different settings. We must then share that learning to all involved in the drug misuse prevention community.”