

SUBSTANCE
MISUSE PREVENTION:

What it is, Why it Matters, & What Works



What is Prevention?

Prevention is a proactive approach; creating an environment that promotes the health and wellbeing of individuals and communities, which prevents problems before they occur.



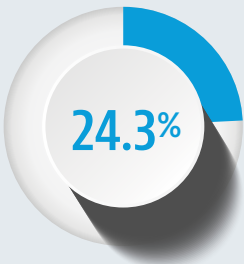
WHY IS IT IMPORTANT?

- Prevention is cost-effective; saving \$64 for every \$1 invested (on average).
- Prevention improves the health of individuals, families and communities.
- Prevention decreases consequences and saves lives.

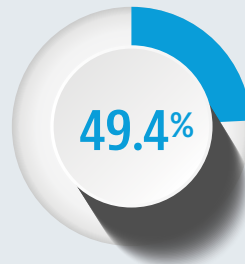


WHAT WORKS?

- Prevention focuses on reducing risk factors, strengthening protective factors and building resiliency of individuals, - families and communities.
- Prevention follows the Public Health Model, focusing on population-level change.
- Prevention requires a multi-faceted approach, implementing a variety of evidence-based strategies working toward a common goal.
- It can take time to see the results of prevention.



24.3% of ND adults reports their community is taking strong action to prevent the misuse of alcohol and other drugs.



Half of ND adults (49.4%) are concerned about whether their community has sufficient alcohol and other drug abuse prevention programs.