

# Mentor International

## Prevention, Opportunity and Protection

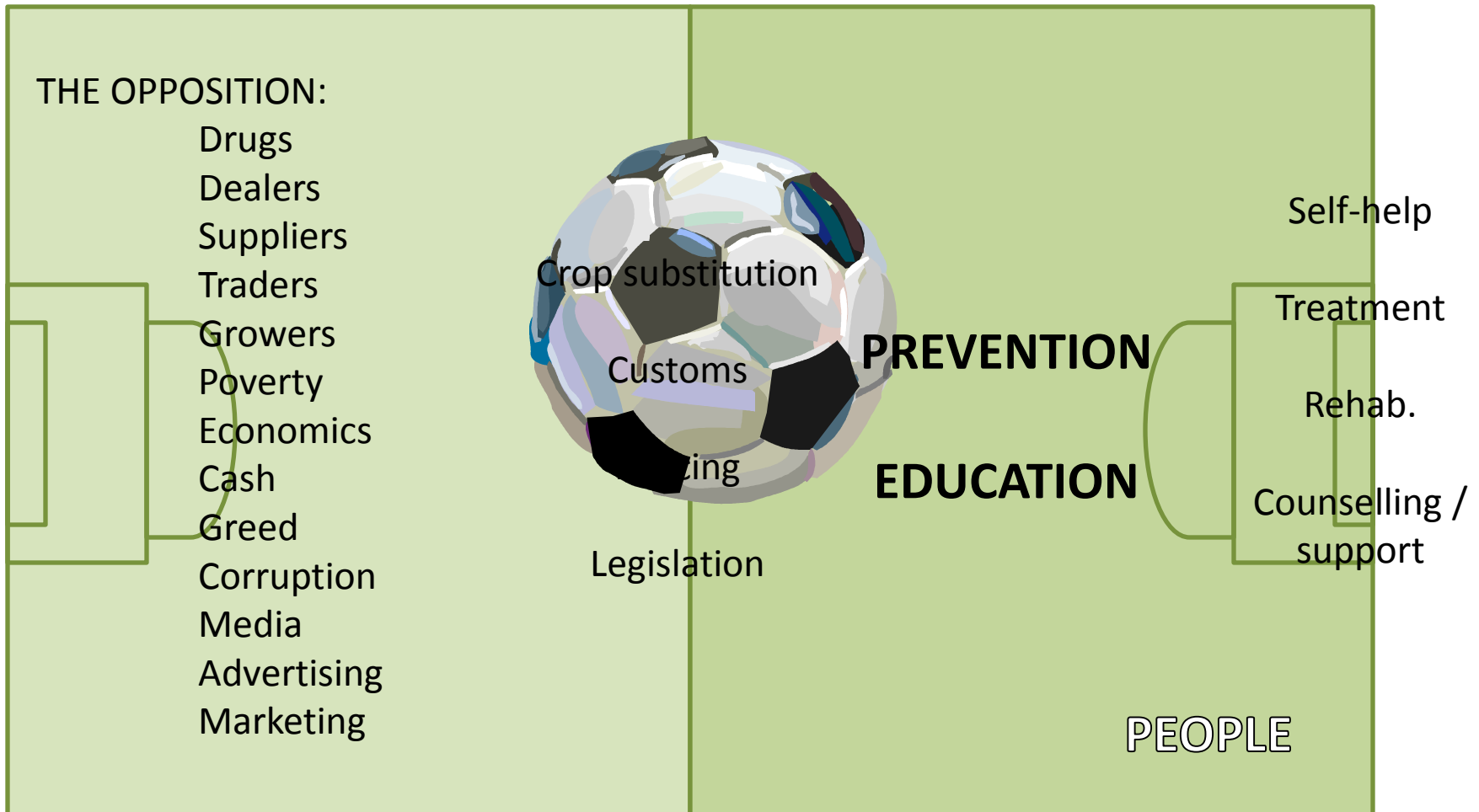
### Mentor, Prevention and What Works Mentor and UYDEL in East Africa, October 2011

Jeff Lee, Executive Director  
Mentor (International)

# The Proposition

- M** Drug misuse a major global problem (drugs = all substances!)
- M** They are a major health, social and even crime (and cost) related issue
- M** Young people are particularly vulnerable
- M** Supply control approaches have limited success and are expensive
- M** 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
- M** Prevention (and early intervention) and education means more than providing information and media campaigns
- M** The objectives for prevention have to include:
  - M** Delaying onset of use
  - M** Avoiding/reducing the use of illegal substances and promoting responsible use of other legal substances
  - M** Reducing the harm that drug misuse can cause
- M** Through effective policy and practice

# The Need For Prevention – A Soccer Analogy



# 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:

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

**M Mentor**  
Prevention • Opportunity • Protection  
www.mentorfoundation.org

“Mentor is the leading international non-government organisation working globally to prevent substance abuse”

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03:04 vimeo

Welcome to the Mentor website

The Mentor Foundation is an international non-government not for profit organisation with a focus on the prevention of drug misuse and the promotion of health and well-being of young people. Mentor seeks to identify, support and share information on effective practice that will protect young people from the harm that drugs can cause.

This website, along with Mentor's work generally, is aimed at all who wish to know more about drug abuse prevention and for those who wish to be more active in helping to prevent substance abuse as well as promoting health, opportunities and protection for young people.

You can learn more about The Mentor Foundation and our Projects as well as About Drug Prevention.

Alternatively, if you have a more specific query then why not contact Mentor directly by e-mail with your question and we will do our best to get back to you with an answer or point you in the right direction as soon as possible.

Charity auction raising LTL 151 000 for Mentor's activities in the Baltic States Sunday, 17 April 2011, Vilnius! On Friday evening Mentor Lithuania held a charity event at the...

United Nations Commission on Narcotic Drugs, Vienna, March 2011 Executive Director of Mentor International Jeff Lee and the Mentor team meet with Mr Yuri Fedotov...

Mentor Unplugged funded by the IODFA Social Initiative reaches its final phase The Mentor Unplugged project involves five countries Croatia, Kyrgyzstan, Lithuania, Romania and...

Mentor launches its Partners in Prevention Project in East Africa Mentor's wish to build partnerships and help other organizations develop basic quality standards for...

Mentor Latvia - A new National is being established A major development as a result of the Mentoring in the Baltics initiative, is the establishment of...

European Society for Prevention Research Mentor was a key player at the first European Society for Prevention Research meeting in Amsterdam...

Supporting Mentor Find out about ways of supporting Mentor's work, as well as information about our sponsors...

# 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.

## Goals of Project Synthesis

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1. Review recent scientific literature of “effective” prevention programs
2. Prepare a synthesis of this review that identifies common elements





## Summary

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- 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.....

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# Summary: Elements of effective prevention

- M**ultidimensional
- E**mphasize risk / protective factors
- N**etwork with partners
- T**each skills
- O**rganisational credibility
- R**elevant

# 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)**

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## 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**
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# Remember... KISS A VIP

**K**nowledge

**I**nformation

**S**ocial Skills

**S**elf esteem

**A**lternatives and opportunities

**V**alues , attitudes, beliefs (Normative beliefs)

**I**nfluences – (eg media, peers, brain development, environment)

**P**ersonal and social confidence and competence





# Caution – “DEEP BIMs”

**D**on't do it! – “Just Say No!”

**E**x-addict

**E**xperts

**P**eers, Teachers, Parents – on their own!

**B**ooks

**I**nternet

**M**edia

**S**care, “Shock Horror”





# Mentor's President H.M. The Queen Of Sweden



*“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.”*