

BD 295: Alcohol Use and Abuse

Prevention Strategies
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Prevention Strategies and Overview Issues

- **Moral and medical models**
- **Education, legal control and counseling**
- **Social ecology (outlet density, pricing and taxation, service industry practices, beverage industry ads)**
- **Media advocacy**
- **Norms interventions**
- **Intervention levels: universal, selective, and indicated**

Tier

Definition

Universal prevention

addresses the entire population (national, local community, school, district) to prevent or delay the abuse of alcohol.

Selective prevention

focuses on groups whose risk of developing problems of alcohol abuse or dependence is above average and may be distinguished by characteristics such as age, gender, family history, or economic status.

Indicated prevention

involves a screening process and targets individuals who exhibit early signs of alcohol abuse.

Prevention Models Based on Target of Change

- Disease model – implies separate risk groups
- Harm reduction – control of environment where drinking takes place and ways alcohol is served and consumed
- Ledermann hypothesis – Constant distribution of consumption implies reduction of average use
- “Prevention Paradox” (what type of drinkers produce the most problems—i.e. who should be the target of an intervention?)