

Prevention in AADAC

Goal

The goal of prevention in AADAC is to prevent the development and reduce the harms associated with alcohol, tobacco, other drugs and gambling problems.

Values

AADAC values prevention efforts that enhance protective factors, reduce risk factors and foster resilience by integrating principles of health promotion, social marketing and community development. AADAC values prevention that:

- focuses on people rather than substances
- involves all Albertans in preventing alcohol, tobacco, other drug and gambling problems
- intervenes early in the development of substance abuse and gambling problems and taps into the powerful role of key influencers
- encourages meaningful participation of target groups and embraces a community-based, collaborative approach that encourages grassroots ownership
- recognizes the importance of sound program planning and good research

Principles of Effective Prevention

The principles of effective prevention were developed as a result of the experience and knowledge of AADAC staff and are supported by research.

Effective prevention:

- must be relevant to members of the target population and the people close to them, respect diversity and cultural difference and ensure the involvement of participants
- focuses on the positive, recognizes the strengths and skills of people and is non-labeling
- places emphasis on life-cycle transition points and working with key influencers
- evaluates selected programs on a pilot basis to determine effectiveness and guide further planning and development with at-risk populations (the selection of these program models is based on best practice and current literature)
- focuses on promoting and preserving health and potential, which contrasts with treatment approaches that focus on restoring health
- emphasizes enhancing protective factors and fostering resilience