

**Prevention Plus Wellness:  
Practical Evidence-based Substance Use  
Prevention Programs Promoting Physically  
Active & Healthy Youth**

Chudley Edward Werch, PhD, President & Founder

Prevention Plus Wellness, LLC

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# TRAINING OBJECTIVES

<b>Describe</b>	Describe why Prevention Plus Wellness (PPW) programs are critical to youth and young adult health, fitness and positive identity development.
<b>Know</b>	Know PPW program components, underlying models, research findings, and implementation procedures.
<b>Decide</b>	Decide how to proceed with program evaluation, training, planning, and tailoring your program.
<b>Consider</b>	Consider potential barriers, solutions and settings for successful program implementation and evaluation.

A group of four young adults are gathered in a living room. Two women are sitting on a couch on the left, both holding and drinking from green beer bottles. One woman is smiling and looking towards the right. A man is sitting in a black leather armchair on the right, also holding a green beer bottle. In the foreground, a man is lying on a bed or floor, looking down at a small glass and a bottle, possibly playing cards. The scene is lit with warm, indoor lighting.

**THE NEED FOR  
PREVENTION PLUS WELLNESS (PPW)  
PROGRAMS**

- Most commonly used & abused drug in the US
- More than 3 in 10 high school seniors drank in past month
- More than 1 in 6 binge drank in the past 2 weeks (MTF)
- 4,300 deaths/year
- 189,000 emergency room visits/year (CDC)



## YOUTH DRINKING

- ❖ 4.7 million middle & high school students are current tobacco users
- ❖ Nearly 1 in 17 high school seniors smoke daily
- ❖ Nearly 90% of adult smokers started before age 18
- ❖ More teens use e-cigarettes than smoke cigarettes
- ❖ An emerging trend is use of e-cigs to vape marijuana (OAH)



## YOUTH TOBACCO USE

- ❖ 38% of high school students have ever used marijuana
- ❖ Heavy/regular use can have permanent negative effects on developing brains
- ❖ Frequent/heavy use linked to reduced school performance, impaired driving, addiction, and increased mental health problems (CDC)
- ❖ Use has surpassed cigarette consumption
- ❖ Use rates artificially reduced by lower tobacco use



## YOUTH MARIJUANA USE

- 20% ate/drank fruit 3 or more times a day/last 7 days
- 14.8% ate veggies 3 or more times a day/last 7 days
- 10.2% drank 3 or more glasses of milk a day/last 7 days
- 36.3% ate breakfast every day/last 7 days
- 27.1% physically active at least 60 minutes every day/last 7 days
- 13.9% obese, 16% overweight
- 27.3% got 8 or more hours sleep school nights (YRBS)



## HEALTH BEHAVIORS

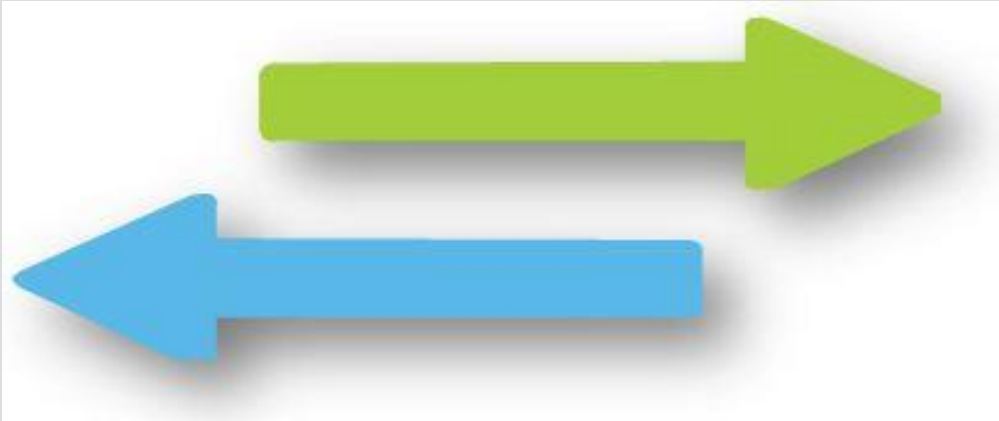
# MULTIPLE, CO-EXISTING RISKS

- Marijuana use
- Alcohol use
- Tobacco use
- Other substance use & addictions
- Physical inactivity
- Unhealthy eating
- Lack of sleep
- Uncontrolled daily stress
- Other chronic disease risks





## KEY BI-DIRECTIONAL HEALTH BEHAVIOR ASSOCIATIONS



- Physical activity, exercise & sports vs. substance use
- Healthy habits (nutrition, sleep & stress control) vs. substance use

# BENEFITS OF A HEALTHY LIFESTYLE

1. Improved physical & mental health & quality of life
2. More positive self-image, self-esteem, self-regulation, self-confidence & life skills
3. Less depression, anxiety, unsafe sex, alcohol, tobacco & illicit drug use
4. Greater brain development & cognitive functioning
5. More opportunities to socialize, have fun & friendships
6. Greater academic success (suspensions, attendance, dropouts, college)
7. Less heart disease, diabetes, cancer, stroke, obesity & osteoporosis

# THE NEED

- Avoid substance misuse
- Foster a protective wellness lifestyle
- Develop a positive identity
- Increase self-regulation
- Set and achieve life goals
- Need positive models & communication





## A SOLUTION

Programs that integrate substance use prevention with fitness and health (wellness) promotion

# PPW PROGRAMS & TRAINING



## PPW PROGRAMS

### Evidence-based Prevention Plus Wellness Programs

SPORT PPW: Single-session program for youth

InShape PPW: Single-session program for college-aged young adults

### Evidence-informed Prevention Plus Wellness Programs

SPORT 2: Six-session program for youth

SPORT Marijuana Awareness: Single-session program for youth

Marijuana Awareness Media Campaign

In God's Image: Three-session program for faith-based settings

## MORE PPW PROGRAMS

### Parent Prevention Plus Wellness Program

Parent Pep Talks Program: Seven-session program

### Recovery/Treatment Prevention Plus Wellness Programs

SPORT Recovery: Single-session program for youth

PPW Adult Recovery: Single-session program for adults

## PROGRAM TRAINING

- Free webinars
- 1-hour free PPW program introduction
- 5-hour certified program implementer (onsite & online)
- 8-hour certified training of trainer (TOT)  
(includes CPI training)
- 5-hour youth leadership training
- 2-3-hour advanced prevention provider & director training

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SPORT & InShape PPW Programs & Training

# SPORT PREVENTION PLUS WELLNESS (PPW)

- Evidence-based
- Single-session
- Implemented one-on-one or in a group
- Screening and brief intervention
- Cues positive images
- Multi-health behavior, strengths-based
- Optional parent materials
- 3 versions (older adolescents, young adolescents & children)
- New SPORT Marijuana Awareness Program

# SPORT PREVENTION PLUS WELLNESS



**Substance Use Prevention Program  
Promoting Physical Activity, Sports &  
Health for Older Adolescents**

Prevention Plus Wellness, LLC

904-472-5022

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# INSHAPE PREVENTION PLUS WELLNESS (PPW)

- Evidence-based
- Single-session
- Implemented one-on-one or in a group
- Screening and brief intervention
- Cues positive images
- Multi-health behavior, strengths-based

# INSHAPE PREVENTION PLUS WELLNESS



**Substance Use Prevention Program  
Promoting Physical Activity & Health for  
Young Adults**

# EVIDENCE-BASED DATABASES

- Blueprints for Healthy Youth Development
- NREPP
- Clearinghouse for Military Family Readiness
- Promising Practices Network
- Child Trends
- Injury Center at the University of Michigan
- Washington State Institute for Public Policy



**Screening and Brief  
Intervention  
(SBI)  
Practice Model**

**Step 1**

Screen youth current health habits using screening survey

**Step 2**

Provide feedback and positive image messages using script & PowerPoint slides

**Step 3**

Assist youth to set and monitor goals to avoid substance use and increase healthy behaviors

# PPW PROGRAM GOAL & OBJECTIVES

- Goal: Students will look and feel more active, fit and healthy
- Objectives:
  - 1) Identify their behaviors that promote and hinder wellness goal achievement
  - 2) Become aware of positive peer and desired future images
  - 3) Commit to setting & monitoring goals increasing healthy habits and avoiding health-harming habits



# 5 WAYS PPW PROGRAMS PROMOTE YOUTH FITNESS, HEALTH & POSITIVE IDENTITY

## 1. Get regular PA and sports

- 60 minutes of PA/day
- Mixture aerobic & anaerobic
- Year-round fun sports

## 2. Eat healthy

- Lean protein, dairy, high fiber grains & plenty of water
- 5 or more fresh fruits & veggies daily
- Daily healthy breakfast
- Avoid sugary & high caffeine drinks, junk foods, and supplements



## 5 WAYS PPW PROGRAMS PROMOTE YOUTH FITNESS, HEALTH & POSITIVE IDENTITY



### 3. Get adequate sleep

- 8-9 or more hours/night
- Set a schedule
- Shut off all electronics
- Use ambient/white noise

### 4. Control stress

- Support resilient, healthy habits
- Practice daily relaxation
- Retreat to a quiet place

### 5. Avoid alcohol, tobacco & illicit drugs



## TRAINING OPPORTUNITIES

1. Training for your organization
2. Hosting a regional or state training workshop
3. Training at a professional conference
4. Online training





## TRAINING GOALS

1. Learn the need for integrated programs, and key PPW Program aspects
2. Learn to effectively use the PPW program
3. Develop knowledge, skills & confidence to implement & train other implementers
4. Learn how to assess & monitor program implementation quality & immediate outcomes

## TRAINING BENEFITS

- No travel costs.
- Waved training charges for regional and state workshops
- Two complementary PPW program manuals for the host organization
- Just one-day training to become a certified program implementer & trainer
- Training of Trainers (TOT) increases flexibility and program reach
- Professional staff and youth leaders can be trained
- Includes new program manuals & digital downloads allowing unlimited implementation
- Includes program training materials (TOT)
- 3-year certification as an implementer or trainer
- Free introductory training to learn about SPORT & InShape PPW

# TRAINING SCHEDULE

1. Introduction & Knowledge Instruction in SPORT/InShape Prevention Plus Wellness (PPW) Programs: 1 hour and everyone is invited. Free to public.

2. SPORT/InShape PPW Certified Program Implementer's Training: 4 hours (\$499/program/person, and \$399 early registration discounted price)

3. SPORT/InShape PPW Certified Training of Trainer: 3 hours (\$999/program/person, and \$899 early registration discounted price)

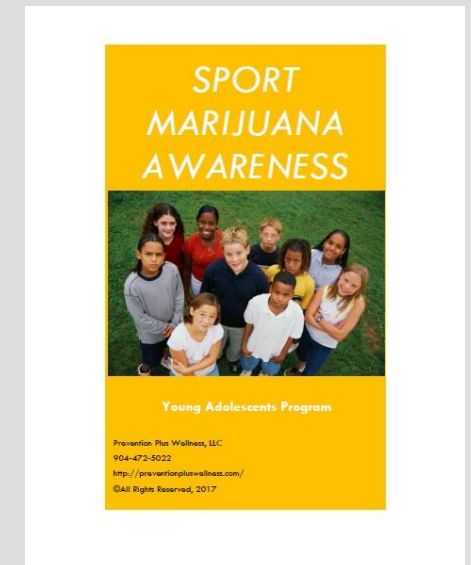
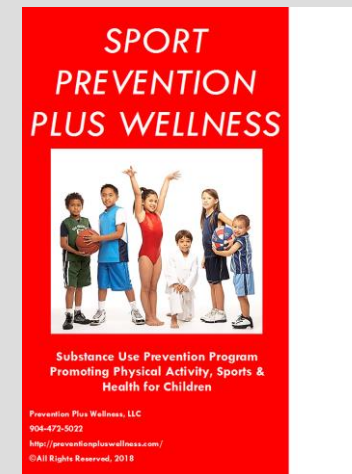
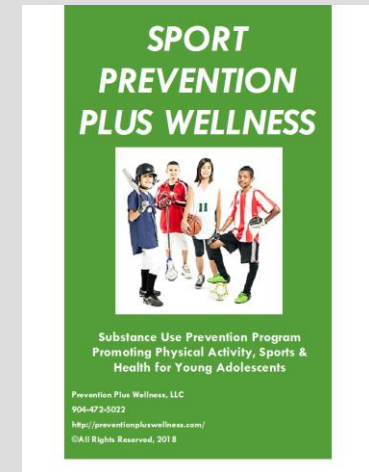
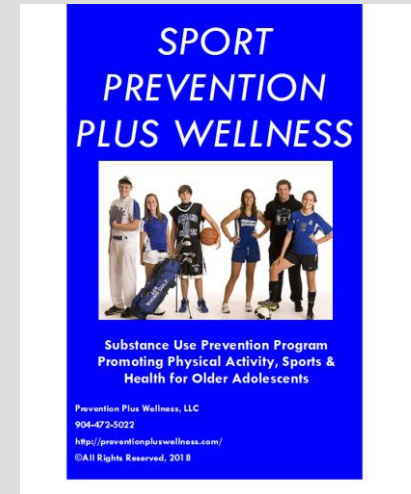
- Total training 5-8 hours in length

A diverse group of young adults, including men and women of various ethnicities, are running towards the camera with joyful expressions. They are dressed in casual, contemporary clothing. The background is a plain, bright white. A dark grey rectangular box with a white border is centered over the group, containing the text "PROGRAM MATERIALS" in white, bold, uppercase letters.

# PROGRAM MATERIALS

# SPORT PPW PROGRAM MANUALS

- Introductory letter
- Directions for implementation
- Individual youth intervention materials
- Group intervention materials
- Evaluation materials
- Follow-up parent flyers & youth-parent resources
- Digital downloads



# *INSHAPE PREVENTION PLUS WELLNESS*



**Substance Use Prevention Program  
Promoting Physical Activity & Health for  
Young Adults**

## INSHAPE PPW PROGRAM MANUAL

Introductory letter

Directions for  
implementation

Individual intervention  
materials

Group intervention  
materials

Evaluation materials

# DIGITAL DOWNLOADS

1. Powerpoint slides
2. PDF document, including:
  - a. Screening survey
  - b. Goal plan
  - c. Parent flyers & resources (SPORT PPW)
  - d. Marijuana resources (SPORT MJ)
  - e. Evaluation materials
- Feedback Survey
- Implementer Chart
- Fidelity Checklist
- Outcome Survey
- Parent Flyer Phone Protocol (SPORT PPW)







## IMPLEMENTATION OPTIONS

Option 1: Stand-alone intervention

Option 2: Add-on to other prevention, health, sports, fitness, recreation, intervention or treatment programs or activities

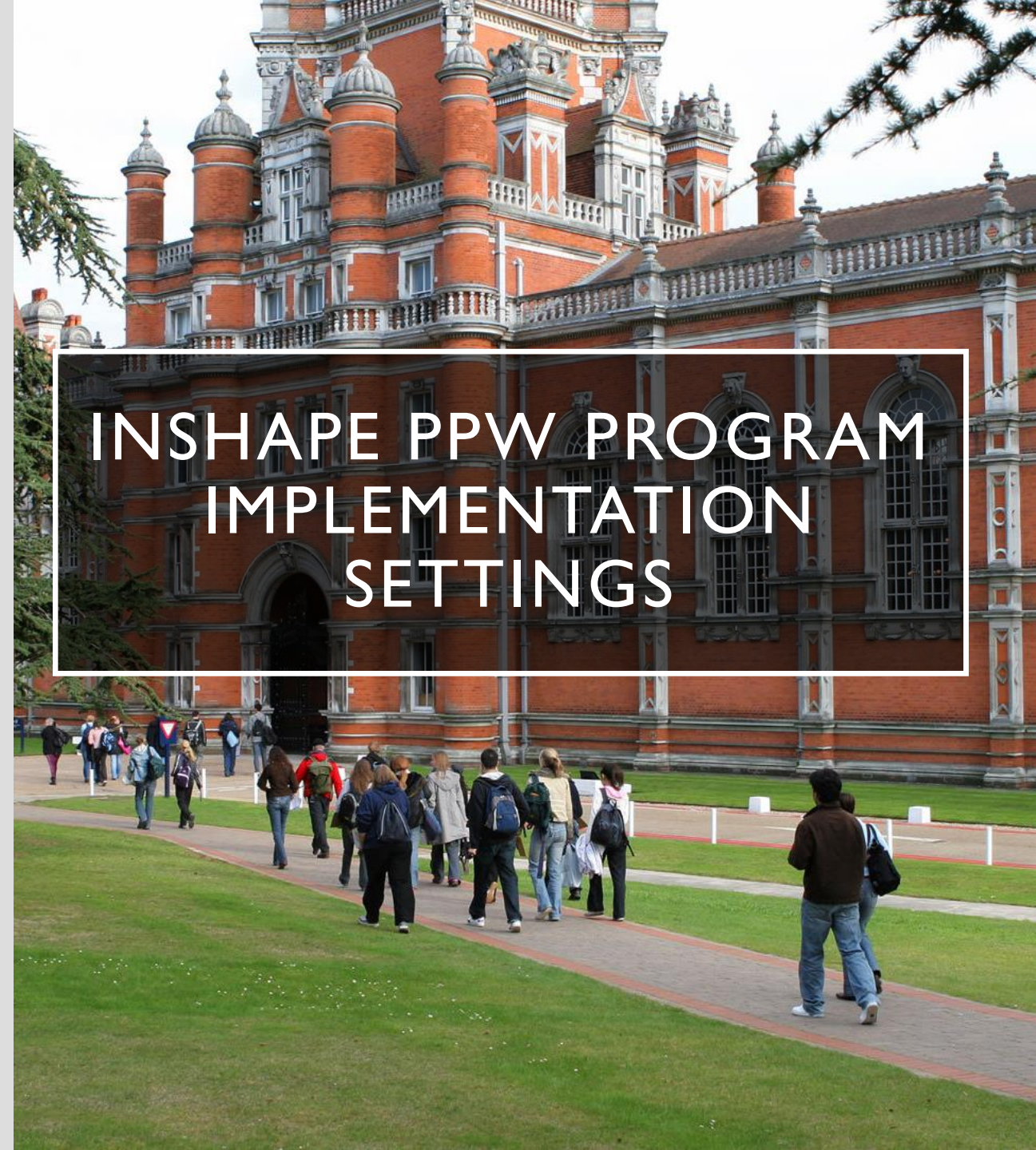
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## SPORT PPW PROGRAM IMPLEMENTATION SETTINGS IN ALL 50 STATES & ABROAD

- During school health, PE, lunch break, in lieu of suspension
- After school and community sports, recreation, clubs
- Youth & family organizations (e.g., B&G Clubs, YMCA's)
- Youth leadership training opportunities
- Hospitals & clinics
- Sports and school physical exams
- Faith-based organizations
- Juvenile justice
- Homes



- During healthy lifestyle course, freshmen year experience, lunch break, alcohol or drug use infraction, freshmen orientation
- Campus fitness, recreation, sports teams, student clubs
- Peer youth leadership training opportunities
- RA training, residence events
- Campus health clinic and wellness events
- Sports and school physical exams
- Counseling



UNDERLYING  
MODELS



THEORY  
PRACTICE

## CONCEPTUAL MODEL: BEHAVIOR-IMAGE MODEL (BIM)

BIM is a theoretical road map for developing brief programs that connect wellness with substance use prevention.

1. Using positive images to increase motivation to change, and
2. Using multiple behavior goal setting to increase self-control.



## EFFECTIVENESS OF USING POSITIVE IMAGES

1. Image has conceptual support in multiple health behavior theories, e.g., Social Cognitive Theory.
2. Youth likely to use intuitive vs. empirical approach in health decision-making.
3. The use of appealing images has practical support in image advertising.



A group of diverse young women are shown in a close-up, smiling and hugging each other. The woman in the foreground on the right has dark curly hair and is wearing a white top with a pink and red geometric pattern. The background is slightly blurred, showing other women in various colors. A white rectangular box with a thin black border is overlaid on the image, containing the title text.

## THE POWER OF POSITIVE IMAGES

1. List 5 characteristics of people like you who exercise regularly and are physically active.
2. List 5 words or phrases to describe how you would feel and look 5 years from now if you were physically active and exercised regularly.

# IMAGE-BASED MESSAGES PART #1: POSITIVE IMAGES OF HEALTH ENHANCING BEHAVIORS



- Create a mental picture of the healthy behavior using vivid terms and illustrations.
- “Young people who engage in regular physical activity tend to feel energetic, sleep better, and look more active, fit and confident.”



## PART #2: HEALTH RISK BEHAVIOR CONNECTION



“Alcohol use can get in the way of participating in moderate exercise and achieving your fitness goals of being in-shape, looking good, and feeling fit and active.”

# GOING BEYOND POSITIVE IMAGES

1. No “silver bullet” approach to prevention.
2. So, PPW programs include non-image positive outcomes to broaden message reach and effectiveness.

For example:

- Getting more and better sleep
- Feeling confident
- Having more energy
- Improved physical performance



# BEHAVIOR-IMAGE MODEL (BIM) AS A SELF-CONTROL MODEL

## **Self Control is:**

Not eating all your  
popcorn before the  
movie starts.



By: Alessandro Zugaro

1. PPW programs based on BIM provide feedback on health behaviors and their images.
2. The discrepancy between behaviors and future images are possible goals.
3. Goal setting includes avoiding substance use and increasing wellness habit(s).



# RESEARCH FINDINGS

SPORT PPW  
PUBLISHED RESEARCH ARTICLES

1. Journal of School Health
2. Prevention Science
3. Journal of Child and Adolescent Substance Abuse
4. Journal of Behavioral Medicine



## SPORT PPW PUBLISHED OUTCOMES

1. Decreased alcohol use initiation, quantity, frequency, binge drinking & alcohol problems
2. Increased physical activity
3. Reduced cigarette smoking with some effects one-year later
4. Reduced binge drinking, smoking, marijuana use, and increased physical activity among drug users one-year after program
5. Increased parent-youth communication
6. Reduced alcohol use, alcohol problems, marijuana use & parental monitoring for parent flyers
7. Increased physical activity, fruit and vegetable consumption, sleep and improved mental health for Turkish youth (unpublished)

## INSHAPE PPW PUBLISHED RESEARCH ARTICLES

1. Annals of Behavioral Medicine
2. Preventive Medicine
3. Journal of Adolescent Health
4. Journal of American College Health



## INSHAPE PPW PUBLISHED OUTCOMES

1. Reduced frequency and heavy alcohol use
2. Reduced drinking and driving one-year after program
3. Reduced initiation, quantity and heavy use of marijuana
4. Increase sleep, exercise, and healthy eating
5. Improved social and spiritual health-related quality of life
6. Less intentions to drink, smoke, and use marijuana after a computer lesson
7. Improved body image satisfaction



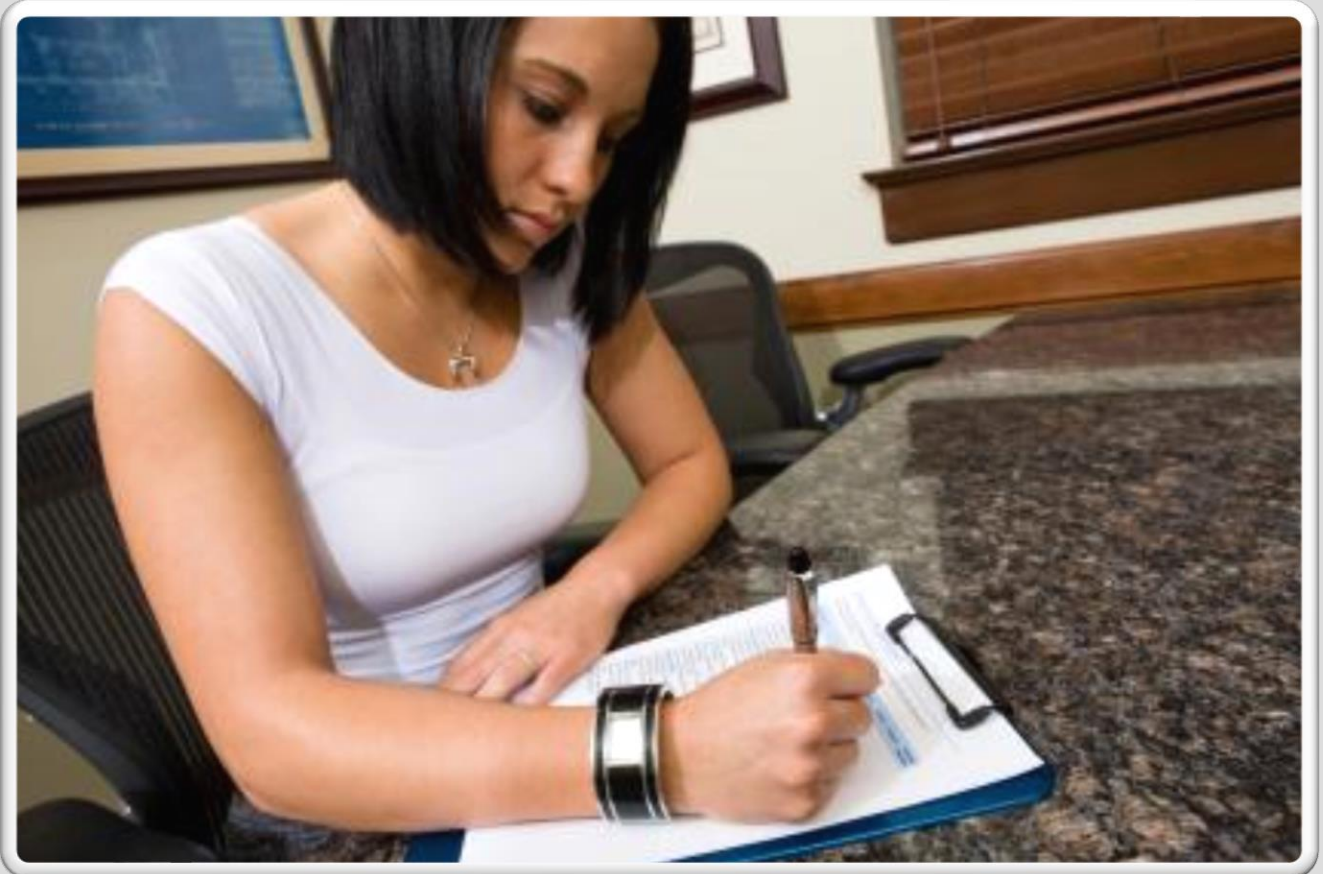


# BEST PRACTICES

IMPLEMENTATION STEPS

## #1: SCREENING STEPS

1. Decide if you will implement the program individually (one-on-one coaching) or in the optional group format
2. Provide the screening survey in a private setting (if individually)
3. Read the directions to the screening survey as shown in the script



- Sports & physical activities last year (multiple choice)
- Regular physical activity for 30 minutes (yes/no)
- Do friends influence your regular physical activity (yes/no)
- Eat a healthy breakfast each morning (yes/no)
- Usually sleep 8 hours each night (yes/no)
- Greatest number alcohol drinks past 30 days (0-5+)
- Behavioral willingness (not at all-a lot)

A group of five young adults (three women and two men) are running on a grassy path outdoors. They are smiling and appear to be in good physical shape. The background shows trees and a bright, sunny day.

## SPORT PPW PROGRAM SCREENING ITEMS

## #2: FEEDBACK STEPS



1. “Read” the entire script
2. Show PowerPoint slides
  - Maintain good eye contact
  - Avoid adding content
  - Use an upbeat & varied voice

# MULTI-HEALTH BEHAVIOR MESSAGING

Messages provided  
addressing each of the  
target health behaviors  
assessed on the screening  
survey



# TAILORED FEEDBACK

- ✓ Choose ONE response based on screen answer (one-on-one script only)
- ✓ Provide feedback (see older adolescent sports/PA last year example below)

a. I see that you participate in:

\_\_\_\_\_.

(Name of sports/physical activities)

Good for you!

b. I see that you do not play sports or participate in any physical activities. You can really improve your health and how well you feel by being more active.



# POSITIVE IMAGE MESSAGES

- ✓ Show slide
- ✓ Cue positive images & outcomes per wellness habit (see older adolescent sports/PA last year example below)
- ✓ Sports and physical activities are a great way to get regular exercise. Sports and physical activities are fun, help you look trim and strong, feel good about yourself, give you lots of energy, and can help you do better in school.





OLDER  
ADOLESCENT  
VERSION



## SPORTS & PHYSICAL ACTIVITIES:

1. Are enjoyable.
2. Keep you fit & healthy.
3. Make you feel good about yourself.
4. Give you lots of energy.
5. Help you do better



# LINKING RISK BEHAVIOR MESSAGE

- Show slide
- Link specific risk behavior to positive behavior, images & outcomes harm (see older adolescent sports/PA last year example below)
- However, an active lifestyle and alcohol use do not mix. Using too much alcohol can hurt your performance in sports, physical activities, and school. It can also have a negative impact on your health and your relationships with friends and family.
- 



# ▶ Alcohol and Drugs

## Hurt:

OLDER  
ADOLESCENT  
VERSION

1. Your relationships.
2. How well you do in sports.
3. How you feel about yourself.
4. Your energy level.
5. How you do in work & school.

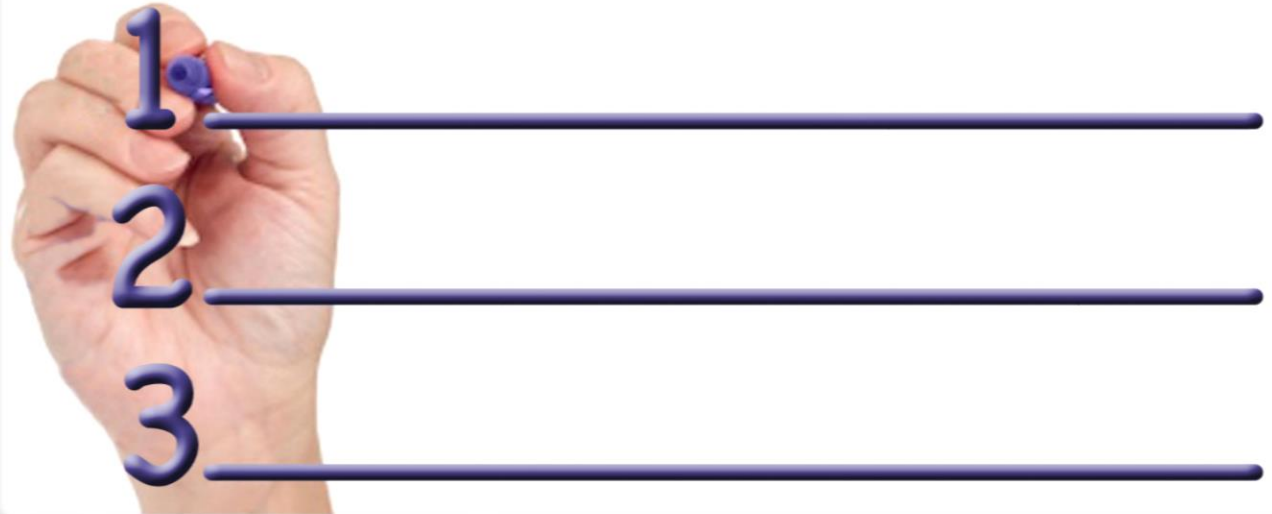


AN ACTIVE LIFE AND ALCOHOL

## #3: GOAL SETTING & CONTRACT STEPS

1. Read the entire goal plan aloud
2. Assist participants in setting a healthy behavior goal(s)
3. Co-sign and date goal plan
4. Remind participants to post goals at home as a reminder to monitor goals daily

# Setting Goals



# MULTIPLE BEHAVIOR GOAL SETTING

1. Recommend setting goals addressing each of the target health behaviors (see older adolescents example below)
  - Participate in some fun physical activity, such as ..., at least 30 minutes a day 4-5 times a week
2. Have youth pledge to avoid alcohol & drug use next 30 days & improve one healthy habit
3. Assist youth in stating a specific health habit to improve, amount & frequency
4. Co-sign & date goal contract with youth
5. Read tips for success, and give instructions for monitoring goals



# PROGRAM FOLLOW-UP OPTIONS

1. Remind participants to revisit their goals one-week later
2. Implement follow-up parent flyers & web-resources (SPORT PPW)
3. Meet with participants to discuss goal successes and rewrite goals
4. Re-administer the scripted intervention every 6-12 months
5. Implement additional lessons (e.g., Multi-session SPORT 2 program)



# Evaluation

**OUTSTANDING**

**Excellent**

**Very Good**

**Average**

**Below Average**

**EVALUATION:  
PROCESS,  
FIDELITY &  
OUTCOME**

# PROCESS EVALUATION

## Feedback Survey

1. Collect immediately after each lesson
2. Monitor to ensure positive reactions from participants
3. Use data to promote & improve program

## Implementer's Chart

1. Self-assessment immediately after each lesson
2. Use data to monitor implementation quality
3. Can be used as an observational assessment



# FIDELITY EVALUATION

## Fidelity Checklist

1. Use checklist to assess fidelity of program implementation
2. Revisit checklist on a regular (e.g., monthly) basis to ensure fidelity





# FIDELITY & OUTCOME EVALUATION



## Fidelity & Immediate Pre-Posttest Behavioral Intentions

- Collect and secure screening survey & feedback survey
- Analyze using free excel spreadsheet

## Pre-Posttest Behavioral Outcomes

- Administer behavior survey before & 1-3 months post program
- Contact PPW for evaluation assistance

# PRACTICE & TESTING RECOMMENDATIONS

## Practice

1. Minimum 3 times with partner
2. Use slides, goal plan, feedback form & implementer chart

## Testing

1. Demonstrate implementation to supervisor
2. Evaluate implementation quality using implementer chart



# PROGRAM PLANNING

When implementing a program by team, answer:

Who (person)?

When (date & time)?

Where (physical location)?

What (specific tasks)?



# PROGRAM TAILORING

1. Images
2. Content
3. Co-branding
4. Cultural adaptations or language translations
5. NOT the BIM & SBI models

**SPORT  
PREVENTION PLUS  
WELLNESS**

Older Adolescent Program



**POSSIBLE  
BARRIERS,  
SOLUTIONS  
& SETTINGS**

## ANTICIPATE BARRIERS & MAKE CONTINGENCY PLANS

1. Lack of time and/or funding
2. Staff think the program is too short to really be effective
3. Implementers don't like the program content or strategy
4. Implementers feel uncomfortable following the script
5. Problems with implementer training or supervising
6. Feedback or implementer chart data indicate problems
7. Problems with implementing the program with fidelity
8. Difficulties recruiting program sites or participants
9. Don't know how to ensure honest and accurate evaluation data collection
10. Need help to enter, analyze or interpret evaluation data

PREVENTION PLUS WELLNESS  
PROGRAM DEMO VIDEO

<https://youtu.be/YNMSINSEbag>

PREVENTION PLUS  
WELLNESS

Older Adolescent Program

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# Substance Use Prevention That Improves Fitness & Health

Evidence-based screening and brief interventions for all youth and young adults in all settings

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Prevention Training, Programs & News

## WHAT USERS ARE SAYING...

- *“SPORT PPW opened up deeper discussion around a multitude of health-related topics with her YMCA young leaders group.”*

**Wilma Weber, a Health Educator with Grays Harbor County Public Health in Aberdeen, WA**

- *“The SPORT PPW program provides a whole body experience, where youth focus on improvements in their lives instead of drugs. Additionally, based on my observations a light bulb goes on when they connect the future self with the lifestyle they want to obtain of being healthy and happy.”*

**Barry Schmidt, Neighborhood Resource Center, Bay City, MI**

## WHAT USERS ARE SAYING...

- *“We have been very pleased with the InShape PPW program...and we are excited for next year! I feel it is very important to reach this demographic of young adults and there are very few quality programs out there that address this age group.*
- *That is why we are so pleased with InShape Prevention Plus Wellness, along with the fact that your customer service and relationship with the providers are excellent. I never hear from any of the other vendors that we purchase curriculums from, but I regularly communicate with you and it makes everything much smoother. Thank you for that added personal service.”*

**Kristinia Love, Morgan County Substance Abuse Council (MCSAC),  
Martinsville, IN**

WE ARE HERE TO HELP



Contact us today:

- (904) 472-5022
- <http://preventionpluswellness.com>
- [info@preventionpluswellness.com](mailto:info@preventionpluswellness.com)

