

Arizona

Trauma-Informed State



Goal

Strengthen the health and safety of Arizona's communities through the development and implementation of programs, strategies, and initiatives that address and prevent early childhood trauma

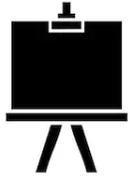




Maria Cristina Fuentes

Director, Governor's Office of
Youth, Faith and Family

GOYFF's investment in addressing the substance abuse



STR Grant

In partnership with Prevent Child Abuse Arizona and the ACE Consortium, **GOYFF is conducting regional trainings on ACEs and trauma informed care.**



PFS Grant

Approximately **\$900,000 available** for programs designed **to prevent and/or reduce alcohol and/or marijuana** use by current and former foster youth ages 9-20, along with their caregivers



SOR Grant

More than **\$1.2 million** will be awarded to initiatives throughout the state that **support full implementation of the Arizona Rx Drug Toolkit** in their communities.



Stigma Reduction

GOYFF is currently running a **statewide media campaign** focused on **reducing stigma around addiction and connecting Arizonans to resources and treatment** as part of a \$2.7M/yr State Opioid Response Grant.

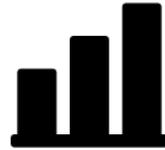


Progress in the last year



Parents Commission

On July 1st, GOYFF released over **\$4M in funding to 27 programs in Arizona's urban, rural, and tribal communities to combat substance abuse** through a variety of methods, including family skills training, local outreach, and resource centers



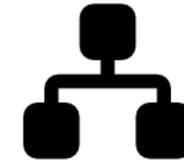
Triple P

Through the Positive Parenting Program (Triple P) we are providing trauma-informed support and education for parents, families, and caregivers. To date, **40 new practitioners across the state have been trained.**



HSHW Program

Through our High School Health and Wellness Program, **33 schools in 6 counties have provided evidence-based substance abuse prevention programs to 3,497 Arizona youth.**



Trauma Modules

To date, **175 individuals statewide have been trained** in the Trauma Informed Substance Use Prevention Modules.





Brad Snyder

Chair, Arizona Adverse
Childhood Experiences
Consortium



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Community
Coalitions





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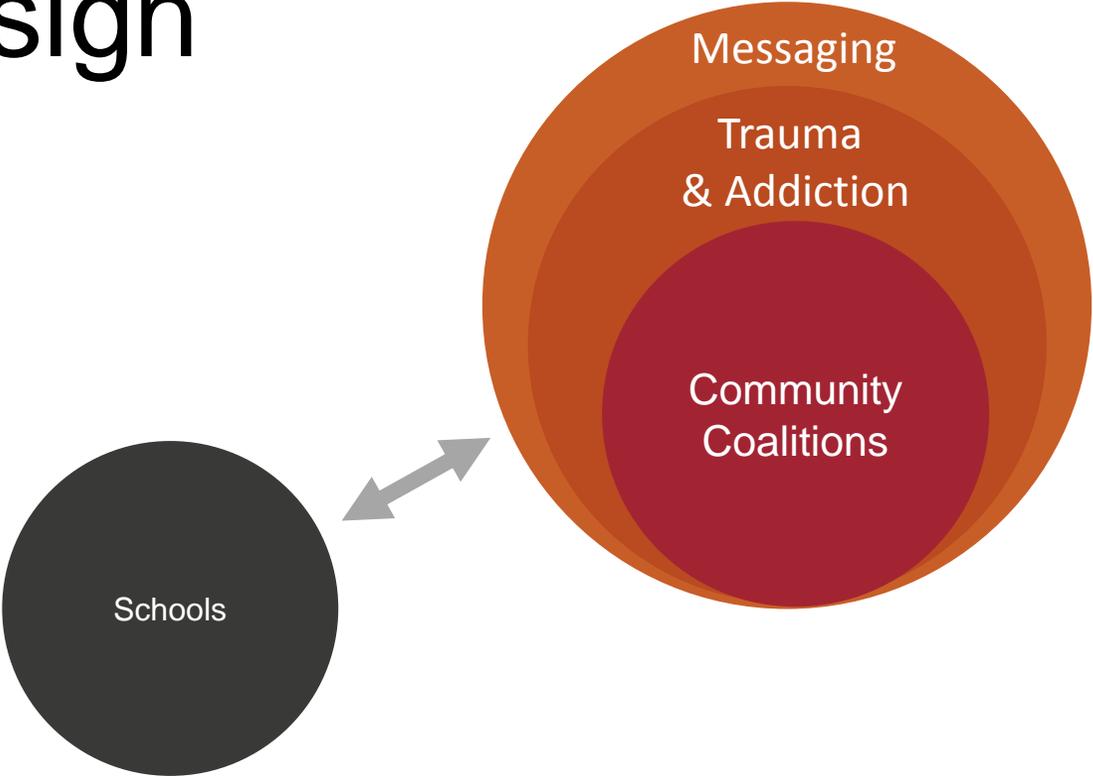




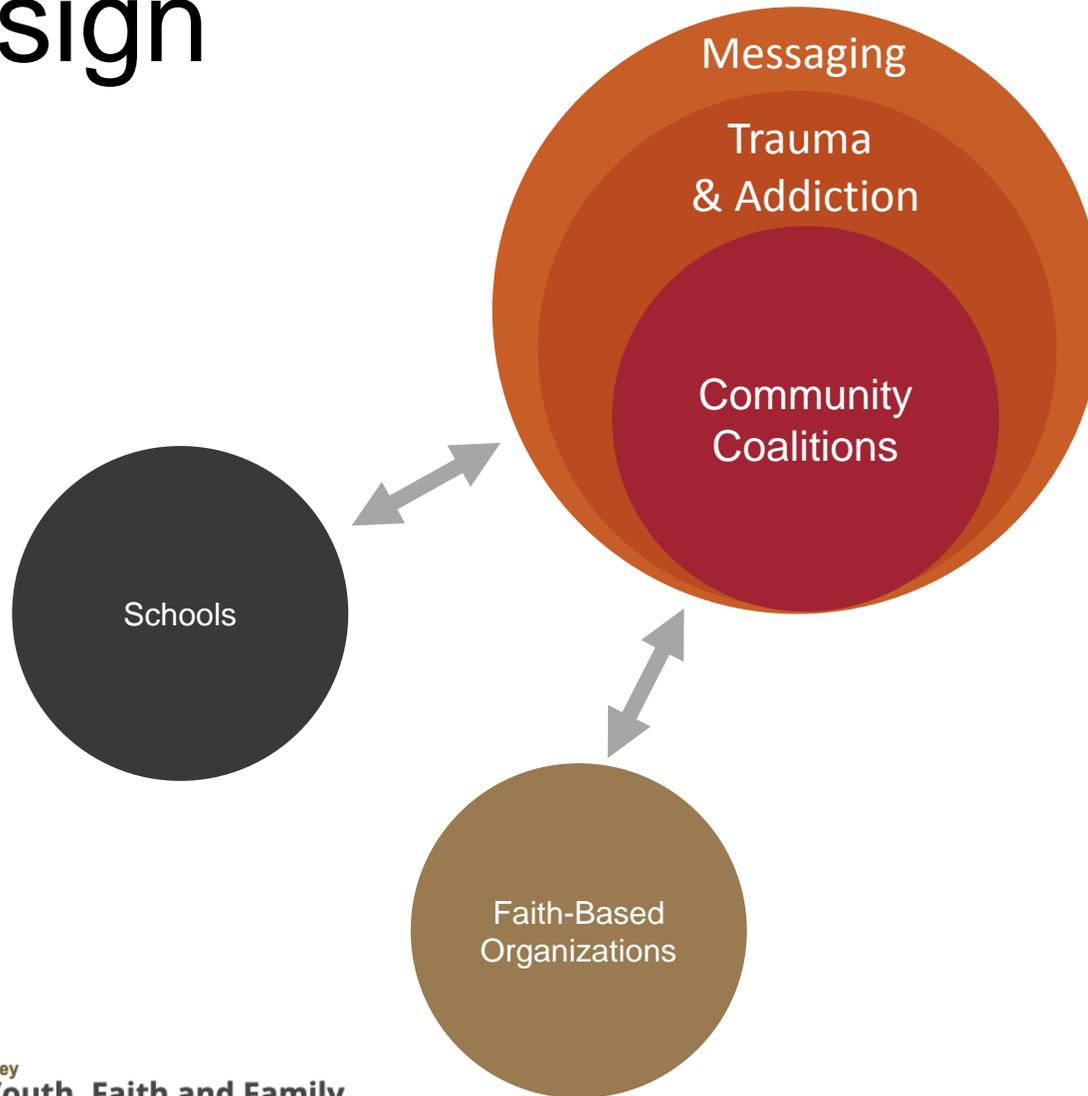
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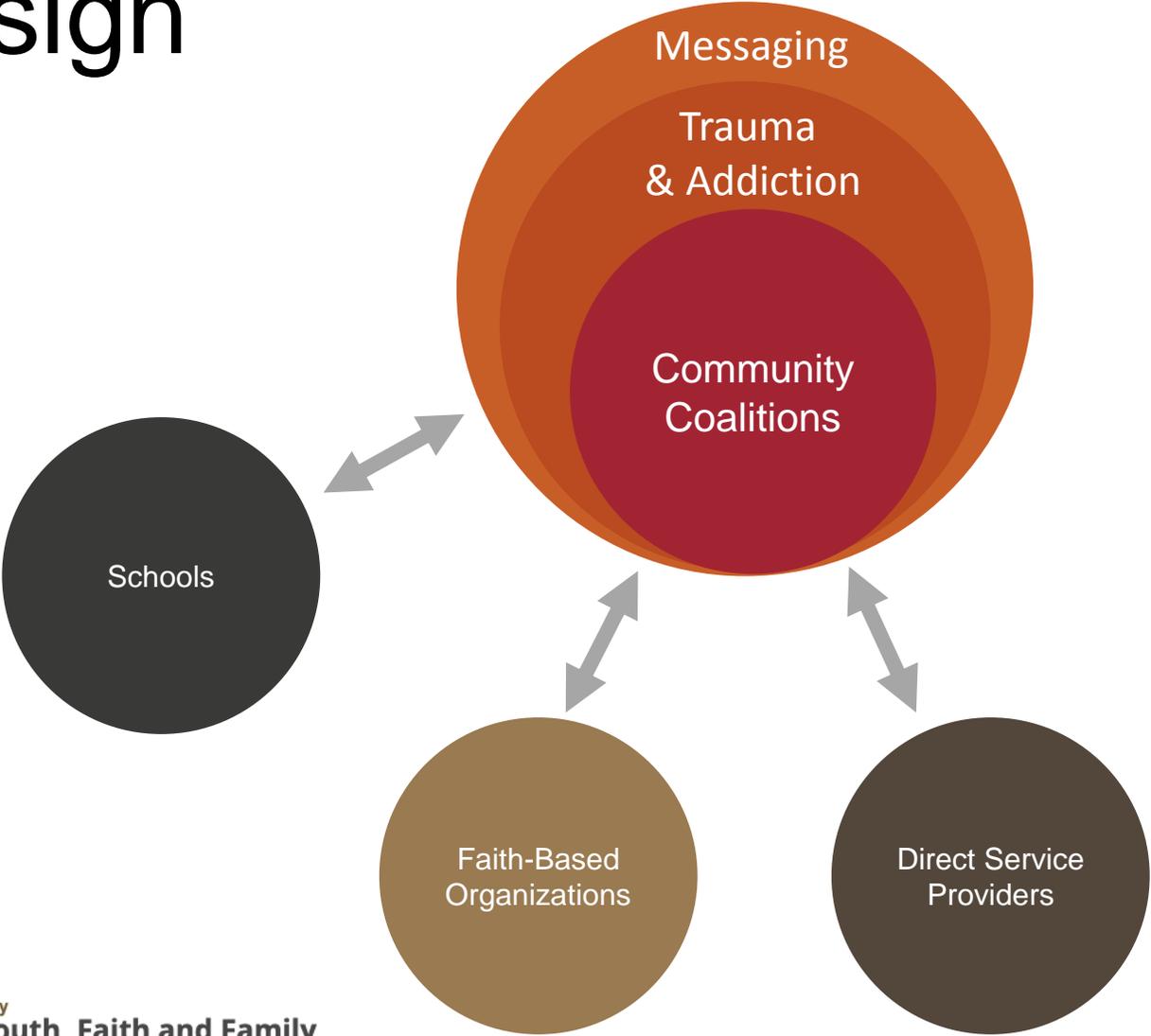
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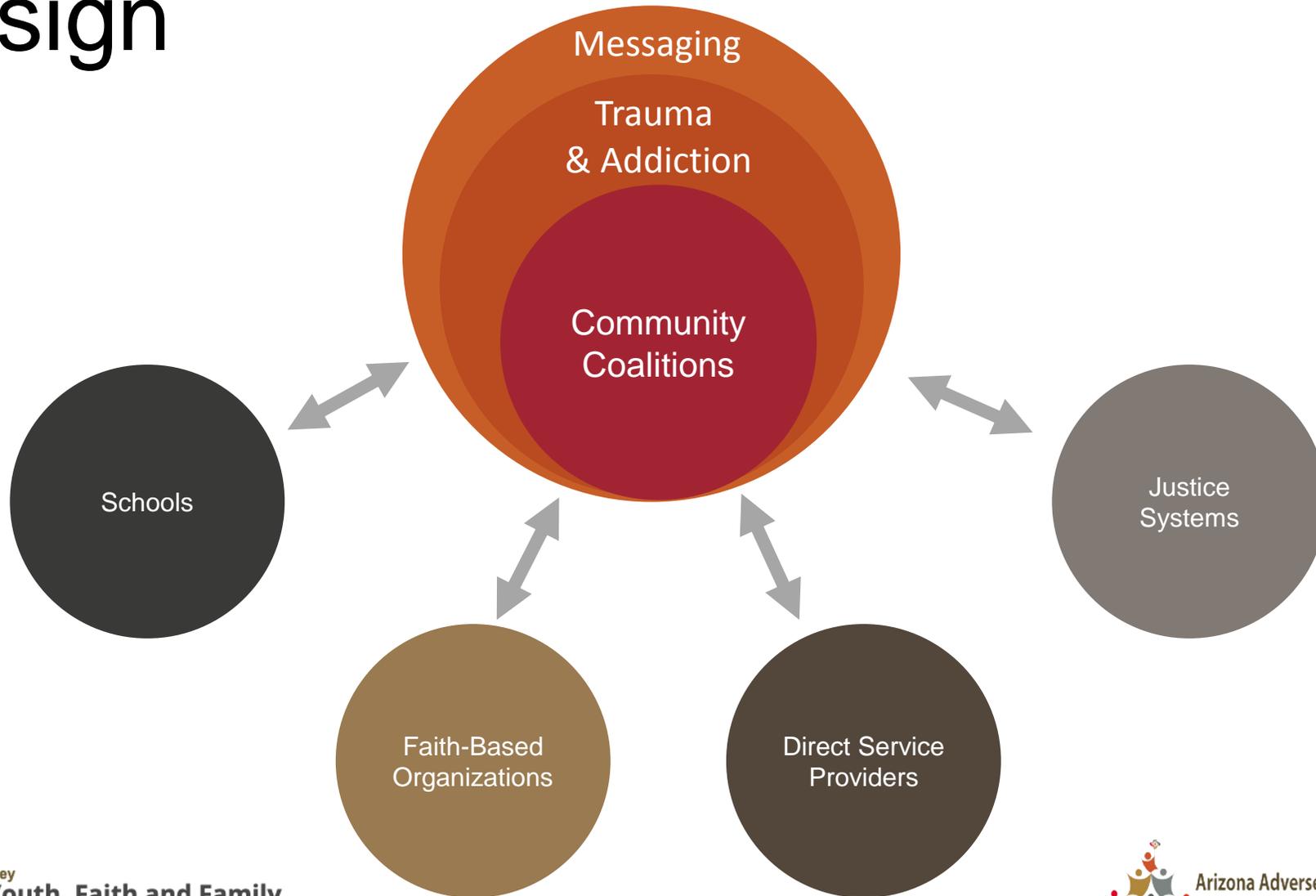
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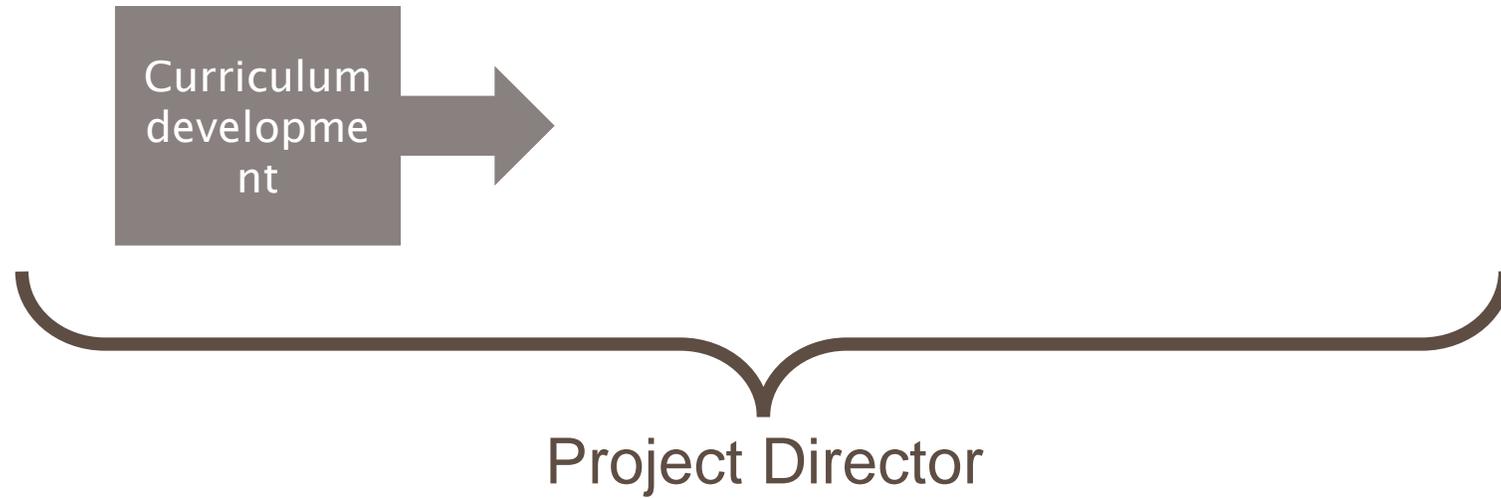


STR components



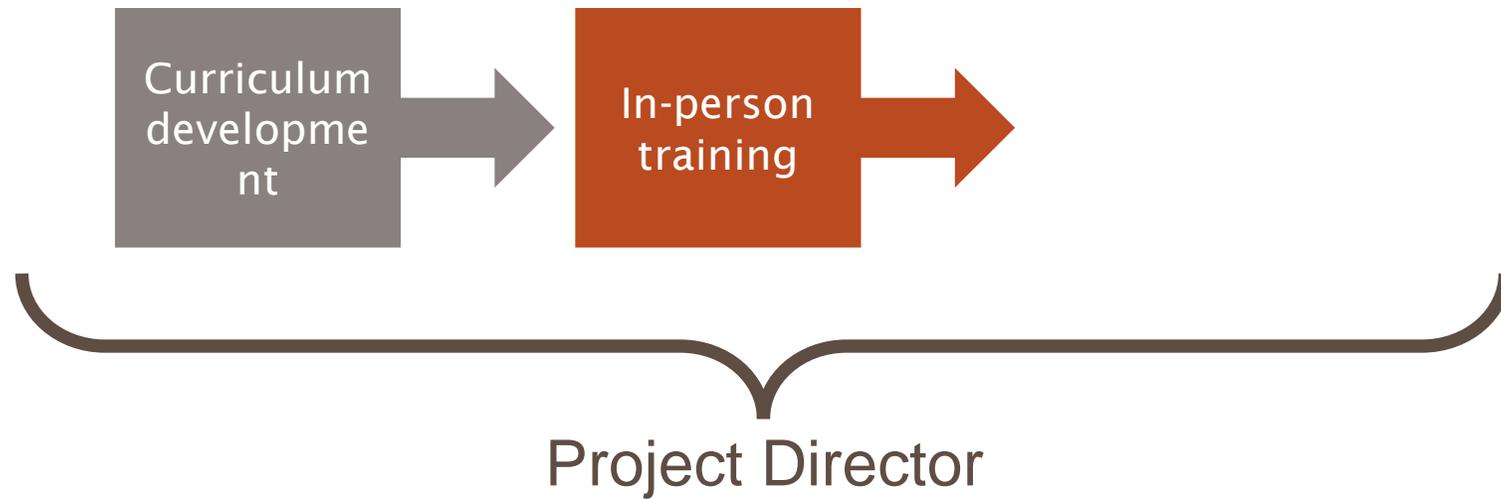


STR components





STR components





Goal for “Guidelines for Creating Effective Media Campaigns” Module

To create an understanding of what works and what does not work in creating messaging and to instruct on steps to take to create effective substance use prevention media and awareness campaigns.





What is known about effective substance use prevention media campaigns

- For decades, governments and nonprofits have spend millions on substance use prevention campaigns
- For almost as long as they have been funded, scientists have studies their efficacy
- With the right elements, campaigns can prevent substance use
- With the wrong elements, a campaign can actually increase substance use (what is known as the “boomerang effect”)



Interrelated elements of effective substance use prevention media campaigns



Fear

Studies indicate that effective campaigns scare their target audience with depictions of the real, short-term consequences of substance use for members of that target audience. **The target audience needs to believe that it could happen to them personally and in the near future.**



Learning

Studies also indicate campaigns are more effective when the target audience learns something factual about the consequences of substance use that they did not already know.



Efficacy

Campaigns that prescribe a response that is both active and able to be performed by the target audience are more effective. **Campaigns can create efficacy by breaking down the response into simple steps or by offering opportunities to practice it.**



Stimulation

Effective campaigns use unique visual elements, story, and even surprise to catch the target audience's attention.



Relatability

Studies show that campaigns are more effective when they contain people that the target audience finds appealing. **Appealing people are often a lot like the target audience, only aspirational in appearance, personality, or accomplishments.**



Elements of media campaigns that are ineffective or promote substance use



Drugs

Research demonstrates that having images or depictions of drugs in campaigns is problematic. At best, the depictions of drugs distract the target audience from the message. At worst, the depiction can stimulate the urge to use.

Avoidance

Campaigns that promote avoidance behaviors, such as “just say no,” instead of efficacy are ineffective, according to research.

Positivity

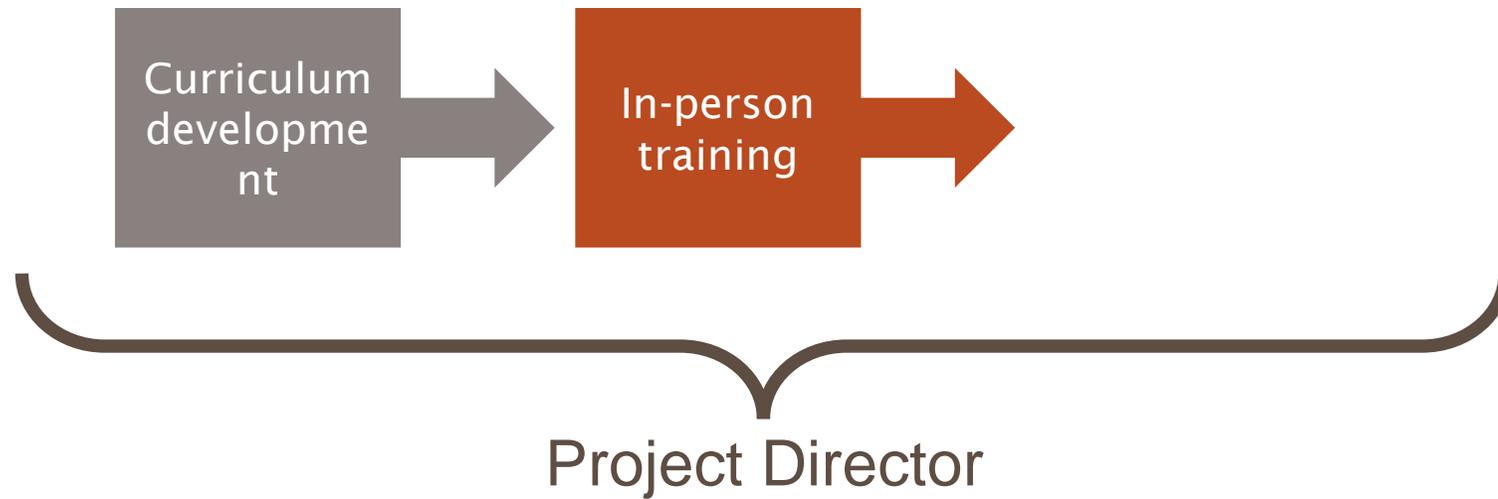
Campaigns that use humor or that evoke happiness or enthusiasm are less effective, possibly because the target audience learns to associate that positivity with the substance use the campaign intends to prevent.

Generality

Studies show that effective campaigns target a specific substance or class of substances. Campaigns that address all substance use are less effective.

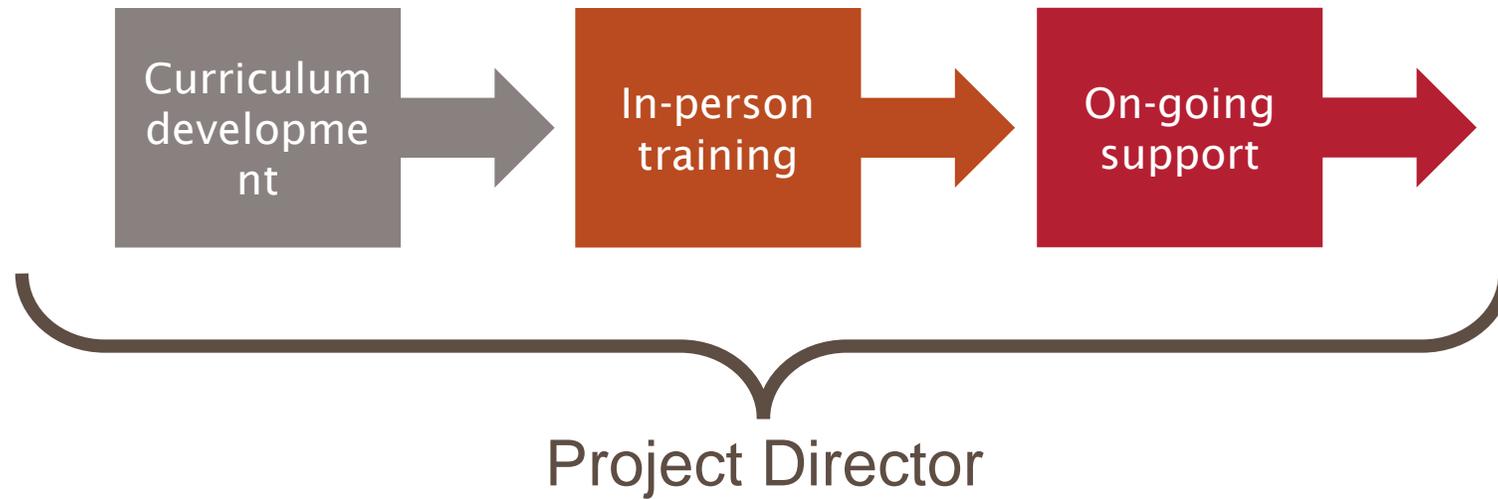


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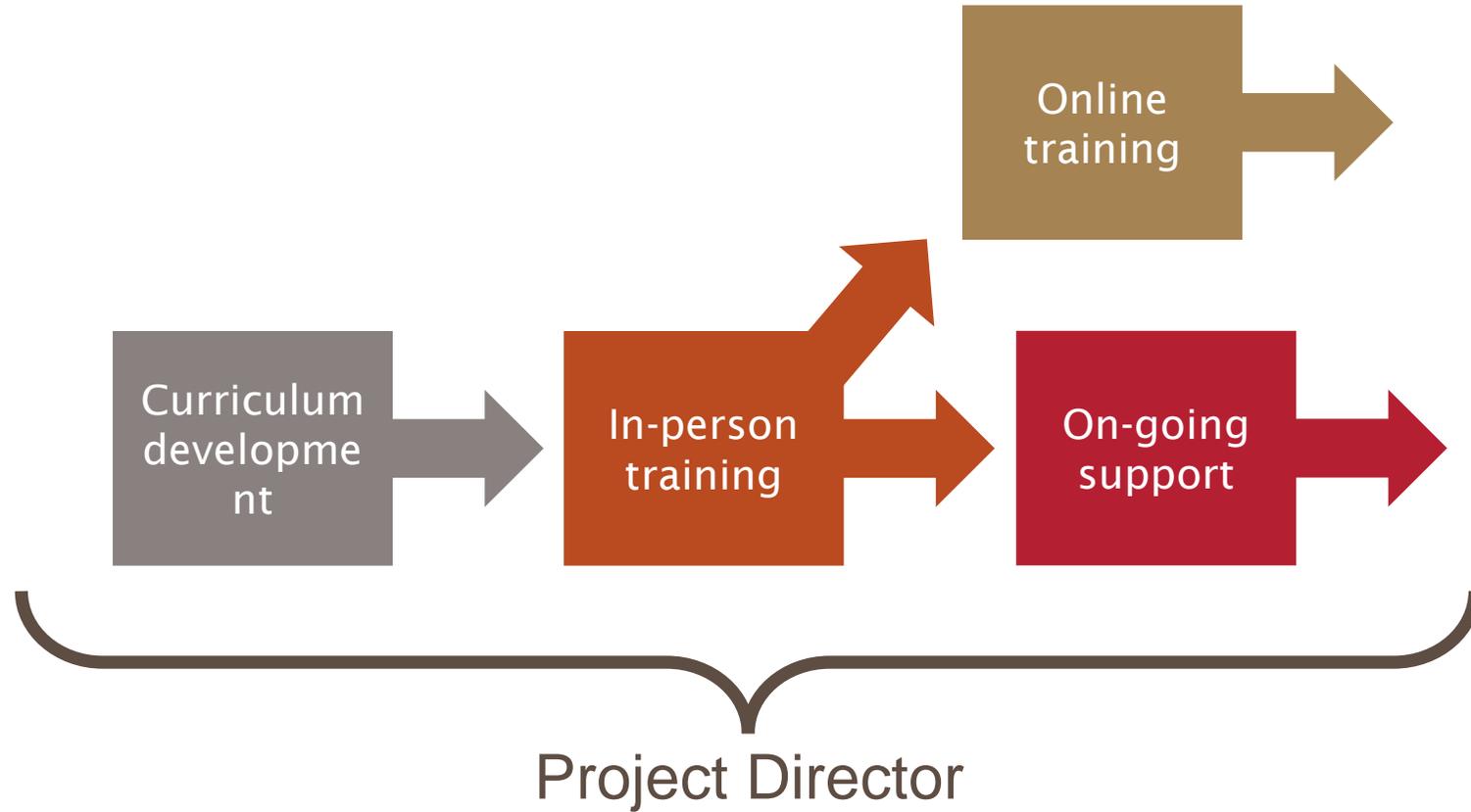




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Arizona Adverse Childhood Experiences Consortium

www.azaces.org



Schedule
• Guidelines
• Topic context

Questions?