



# **SUB-REGIONAL SEMINAR: THE ROLE OF RESEARCH IN THE DEVELOPMENT OF EFFECTIVE POLICY IN THE FIELD OF DRUG ABUSE PREVENTION**

## GROUP #2

School based prevention in Haiti, St. Lucia, Dominica and  
Trinidad

From Research to Policy, to Practice

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# Group 1 Members

- Trinidad & Tobago
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- Dominica
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# Situation Analysis

- **What are some of the reasons why we would need to take action to deal with drug use in our schools?**
  - **Because it will decrease some of the crime**
  - **If we don't anything the drug problem will escalate (more exposure to marihuana, alcohol, etc...)**
  - **Spend more money on health and justice (more money on hospital, life lost, more staff, etc...)**
  - **Accidents link to alcohol**
  - **Disrupted family, delinquency, young go to jail, stealing, violence, loss of productivity**
  - **Mental health and other health consequences**



# Situation Analysis

- **What evidence do we have that it is a problem?**
  - **Crime related to drug:**
    - **41.3% of convicted state that their crime have some relationship wit drugs in Dominica, while 22.% person on remand said so. Those figures in St Lucia are 22.3% for convicted and 21.7% for person on remand.**
  - **The problem will escalate if nothing is done... Incidence**



# Situation Analysis

- The problem will escalate if nothing is done... Incidence
  - The incidence provides an estimate of the probability that a student will consume alcohol for the first time during a typical one year period.

**TABLE 7: Past Year and Past Month Alcohol Incidence**

Country	Incidence	
	Past Year	Past Month
Antigua and Barbuda	44.72	27.56
Barbados	49.73	28.78
Dominica	59.95	42.62
Grenada	-	-
Guyana	39.47	19.34
Haiti	-	-
Jamaica	42.88	26.13
St. Kitts and Nevis	42.23	24.70
St. Lucia	67.41	51.70
St. Vincent and the Grenadines	45.23	23.38
Suriname	37.41	22.27
Trinidad and Tobago	57.89	36.51
<b>Average</b>	<b>48.84</b>	<b>27.39</b>



# Situation Analysis

- What evidence do we have that it is a problem?
  - **More money for health issues: ... cost analysis studies**
  - **Disrupted family, problem in the community**

TABLE 9: Alcohol Use and Behavioral Problems

Country	Past year Prevalence of Alcohol Use by Behavioral Problems During School Years		
	Never	Few Times	Frequently
Antigua and Barbuda	44.29	54.78	56.63
Barbados	41.60	59.30	82.91
Dominica	58.72	72.79	80.58
Grenada	50.96	64.80	78.58
Guyana	37.73	59.60	76.10
Haiti	25.35	33.80	35.52
Jamaica	44.84	53.99	58.01
St. Kitts and Nevis	33.05	51.25	74.36
St. Lucia	64.58	80.47	89.02
St. Vincent and the Grenadines	38.50	54.52	53.22
Suriname	39.57	62.61	64.22
Trinidad and Tobago	60.56	77.00	83.65



# Situation Analysis

- **Which sources of information can be used to show that a problem exists?**
  - National Statistical Offices, Department Ministry of Health, Local institutions, Research studies, and informal data...
- What are the existing regulations and policies on drugs in schools?
- What risk and protective factors can you identify?
  - Family, community, individual, risk and protective factors
- What resources exist in the place where we want to work?
  - Fiscal resources
  - National drug councils



# Situation Analysis

- Who are the key stakeholders?
  - Prime Minister, Ministries of Health, Justice and Social Affairs
  - Judicial and Police
  - NGO's/ Private sector
  - Churches, Human rights organization and civil society





# Decision Analysis

**Advertising Campaigns**: Reduce exposure to secondary school population by limiting ad campaigns for alcohol by the type, frequency, time shown, the messages, the places displayed

- Impact: Universal – Entire population will benefit, especially the secondary school students (Public & Private Schools), individuals who use alcohol as well as those who do not use alcohol.
- Population negatively affected: Individuals/companies in the alcohol industry.
- Gap in evidence:



# Decision Analysis

- Feasibility:
  - No advertising of alcoholic beverages via visual media in community/public spaces.
  - Limiting ads for alcoholic beverages on television to late night – after 10 pm.
  - No advertising of alcoholic beverages in cinemas/theatres where children shows are being shown.
  - No advertising of alcoholic beverages at sporting events (challenges the concept that alcohol is part of a healthy lifestyle).
  - No advertising of alcoholic beverages where there is at least 60% children.
  - Limit advertising of alcoholic beverages in newspapers and magazines – by size: 3” x 4”, limit to back/advertising pages, monitor ads for visual content and messages.



# Decision Analysis

- Perception of community: Alcohol is widely accepted presently. Messages will show widely accepted perceptions are incorrect and faulty, and will promote change of thinking and better decision making.
- Resources: Not much in way of financial resources required. 9 to 12 months for consultations and implementation.
- Risks: Loss of national revenue if campaign is successful in reducing alcohol sales. Possible loss of jobs in the alcohol industry.
- Minimize risks: Consultation with labour unions to facilitate placement in new jobs; financial help/grants interim; retraining to gain new skills set to facilitate employment in new industry.



# Decision Analysis (cont'd)

## *Training of teachers and those delivering drug prevention messages to secondary school students:*

- Impact: Secondary school students (Public & Private Schools).
- Population negatively affected (not benefitting): Secondary school aged dropouts.
- Gap in evidence: Those who have not attended secondary school.
- Feasibility: Visits to schools to deliver messages; facilitators; venue; 6-9 months for delivery; budget for resources and facilitators.



# Decision Analysis (cont'd)

## Popular Theatre:

- Impact: Universal – Entire population will benefit, especially the secondary school students (Public & Private Schools), individuals who use alcohol as well as those who do not use alcohol.
- Gap in evidence: Those who have not attended theatre.
- Feasibility: venue; 6-9 months for delivery; large budget for resources and facilitators.



# Decision Analysis (cont'd)

- Risk: Minimum risk



# Prioritization Table (USE TO PRIORITIZE POLICY OPTIONS)

Policy Option	Impact	Feasibility	Risk
Standard	Low/ med/ High	Low/ Med/ High	Low/ Med/ High
Limiting Advertising Campaign	High	High	Low
Training Teacher and other facilitators of drug prevention messages	High	High	Low
Use of popular	Medium	Low	Low



Vision	A Nation free of alcohol promotion
Mission	Reduce exposure to secondary school population by limiting ad campaigns for alcohol by the type , frequency, time shown, the messages, the places displayed.
Objectives	<ul style="list-style-type: none"><li>• To increase drug use prevention programmes in Primary and Secondary Schools by 75% 2020.</li><li>• To decrease incidences of alcohol consumption among youth by 5% by 2020.</li><li>• To decrease prevalence of alcohol consumption among secondary school students by 5% 2020.</li><li>•To reduce alcohol related sponsorship in youth events by 50% 2020.</li><li>•To increase the amount of counselor trained in drug prevention education and techniques by 25% by 2020.</li></ul>





<p>Objectives</p>	<ul style="list-style-type: none"><li>• To reduce the number of advertisement promoting alcohol during prime time by 50% by 2020</li><li>• To reduce the number of print media advertising alcohol targeting youth by 50% by 2020.</li></ul>
<p>Outcomes</p>	<ul style="list-style-type: none"><li>• An increase in knowledge and awareness of the harmful impact of alcohol on the individual</li><li>• A reduction in the use of alcohol amount the youth.</li><li>•An increase in school counselor monitoring of at risk students.</li><li>•A reduction in deviant behavior among at risk students.</li><li>• A reduction in the exposure of the youth to alcohol adverts.</li></ul>



<p>Indicators</p>	<ul style="list-style-type: none"><li>•Ban on Adverts</li><li>•School Surveys</li><li>•Health Statistics</li><li>•Number of advertisements during prime time</li><li>•Crime Statistics related to alcohol use among youth</li><li>•Number of events and function with /without alcohol advertising or sponsorship</li><li>•Numbers of time alcohol is /not advertised on community facilities public places</li></ul>
<p>Strategies</p>	<ul style="list-style-type: none"><li>•Providing information – target students, teachers, parents, general public and stakeholders</li><li>•Changing the environment- enacting and enforcing laws. Limiting access to the product. Removing promotional materials</li></ul>



# Step 1. Identify and engage stakeholders

- Staff of ministries of health and education, national security (Police), Social services
- Community leaders, youth leaders
- Teachers, schools counsellors, social workers
- Parents, political leaders, faith based organizations
- NGOs, Donors
- Students



## Step 2: Describe the Program

- Buy in of stakeholders to the program
  - Address : the needs, the target audience, context, objectives, stages of development, resources, activities, results



# Step 3: Evaluation Design

- Process evaluation – helps stakeholder to understand why the program is achieving the stated results



## Step 4: Gathering Credible Evidence

- Data: baselines, pretest, posttest, records, participants
- Collection: records, focus groups reports
- Timeframe: one month



# Step 5: Justifying Conclusions

- Reliability and validity of data analysis



# Step 6: Ensuring use of evaluation finding and sharing lessons learned

- Main findings to be distributed to stakeholders
  - Press conference
  - Fact sheets
  - Discussions
  - Media reports
- Improvements to recommendations to come from stakeholders





# Thank you for your attention

GROUP #

John Doe

Jane Doe

Etc.