

# The Spectrum of Prevention: A Tool for Practitioners

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## Overview

### **The Spectrum of Prevention**



<b>Level of Spectrum</b>	<b>Definition</b>
1. Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing injury or illness and promoting safety
2. Promoting Community Education	Reaching groups of people with information and resources to promote health and safety
3. Educating Providers	Informing providers who will transmit skills and knowledge to others

<b>Level of Spectrum</b>	<b>Definition</b>
4. Fostering Coalitions and Networks	Bringing together groups and individuals for broader goals and greater impact
5. Changing Organizational Practices	Adopting regulations and shaping norms to improve health and safety
6. Influencing Policy Legislation	Developing strategies to strengthen laws and policies

## Examples: Level 1

- **Level 1: Strengthening Individual Knowledge and Skills**
  - Michigan State University 4-H youth programs are working with teens in rural community groups to provide education on the importance of safety belt use. The goal of the program is for the newly educated teens to convey the importance of safety belt use to 'tweens' (8-12 year olds).

## Examples: Level 2

- **Level 2: Promoting Community Education**
  - South Carolina Department of Public Safety designed an approach to increase safety belt use, especially within minority communities with lower belt use rates. Culturally specific community education approaches were designed with guidance and support from the Coalition of Black Church Leaders, the Legislative Black Caucus, and the South Carolina Chapter of the NAACP.\*

\*From Cohen L, Davis R, Gantz T, & Parks L. Fostering Safe Communities through Comprehensive Action: The Spectrum of Prevention. In Press. Original Citation: National Highway Traffic Safety Association. South Carolina's 'Click It or Ticket': campaign model for boosting seat use in minority communities. Available at <http://www.nhtsa.dot.gov/people/injury/airbags/buckleplan/Click%20It%20Web/index.html>. Accessed August 3, 2004.

## Examples: Level 3

- **Level 3: Educating Providers**
  - Conference is organized annually in CA to train journalists on the importance of injury prevention and to discuss the ways it is communicated in local news events. Journalists are shown articles that take the extra step -- for example, articles about crashes mentioning whether or not the injured parties were wearing seatbelts and whether air bags deployed.

## Examples: Level 4

### Level 4: Fostering Coalitions and Networks

Tennessee (TN) Department of Health established partnerships to inform and enhance the injury prevention control and surveillance program.

Partners include:

- Safe Kids Coalitions
- TN Chapter of the American Academy of Pediatrics
- TN College of Surgeons
- TN State PTA
- Rural Health Association of TN
- TN Hospital Association
- TN Department of Education
- Agriculture, Cooperative Extension Service Committee
- Pediatric Emergency Care
- TN Blue Cross Blue Shield
- TN Ambulance Service Association
- TN Academy of Family Physicians
- TN Association of School Nurses
- American Automobile Bureau of TennCare
- TN Colleges/Universities
- Metro Police Department
- Department of Commerce and Insurance

## Examples: Level 5

- **Level 5: Changing Organizational Practices**
  - The Department of Emergency Medicine at Boston Medical Center is testing the effectiveness of brief seat belt education targeted at emergency department patients who self-identify as not having consistent safety belt use. If the study results show success in modifying behavior, there is potential to replicate the technique at other emergency departments throughout Massachusetts.

## Examples: Level 6

- **Level 6: Influencing Policy and Legislation**
  - Iowa developed the Keep Young Drivers Safe (KYDS) initiative, which developed a set of comprehensive, evidence-based policy recommendations aimed at strengthening Iowa's Graduated Driver's Licensing System and underage drinking laws.

## Data and evaluation

- Any proposed activity should be based on data showing:
  - 1) the issue is important
  - 2) the population the activity is designed to reach is clear and appropriate
  - 3) the intervention is promising.

**What will your Spectrum  
look like?**

Questions????