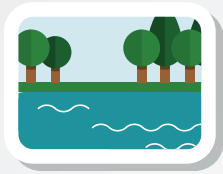


What is Prevention?

Prevention is going upstream to identify the cause of a problem.



- Prevention is a proactive approach; creating an environment that promotes the health and wellbeing of individuals and communities, which prevents problems before they occur.

Why is it Important?

Fixing the bridge is effective and efficient.



- Prevention is cost-effective; saving \$64 for every \$1 invested (on average).
- Prevention improves the health of individuals, families and communities.
- Prevention decreases consequences and saves lives.

How Does it Work?

Fixing the bridge requires following a set of principles and practices.



- Prevention is **rooted in science**, supported by decades of research.
- Prevention follows the **Public Health Model**, focusing on **population-level** change.
 - Some of the most effective prevention strategies are the least expensive. For example, changing a law is very inexpensive and can be very effective in supporting long-term behavior change.
- Prevention follows a **data-driven process** to assess, plan, implement and evaluate outcomes, also known as the Strategic Prevention Framework (SPF).
- Prevention focuses on **reducing risk factors**, **strengthening protective factors** and **building resiliency** of individuals, families and communities.
- Prevention is most effective when stakeholders and community members work together to take action, emphasizing **collaboration** and **community mobilization**.
- Prevention requires a **multi-faceted approach**, implementing a variety of evidence-based strategies working toward a common goal.
- Prevention must be **relevant to the community**, including local conditions and diverse demographics.
- Prevention is most effective when it impacts individuals **across the lifespan**.
- **It can take time** to see the results of prevention.
- Prevention is an important component of the continuum of care, which represents a **comprehensive approach to behavioral health**.