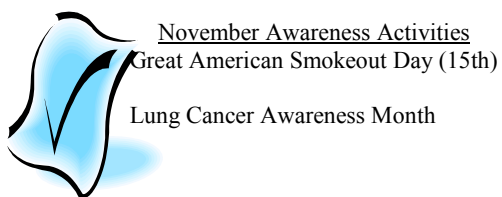


Prevention...What's the 4-1-1?

Tobacco Use in Alabama

- High school students who smoke is **18.6%** (14.8% girls vs. 22.2% boys)
- Male high school students who use smokeless or spit tobacco is **19.1%**
- Children under the age of 18 who become new daily smokers is each year is **9,300**
- Children exposed to secondhand smoke in the home is **289,000**
- The number of packs of cigarettes bought or smoked by children each year is **12.8 million**
- Adults in Alabama who smoke is **22.5%** (19.7% female, 25.7% male, 12.0% pregnant women)

Source: Alabama Department of Public Health
<http://www.adph.org/tobacco/Default.asp?id=778>



Strategic Prevention Framework (SPF) Sustainability & Cultural Competence

Now that we're all familiar with the five steps of the SPF, it's important to note sustainability and cultural competence. Throughout the SPF, we address sustainability and cultural competence. Sustainability refers to the process through which a prevention system becomes a norm and is integrated into ongoing operations. This requires consideration of the multiple factors that contribute to program success i.e. stability of infrastructure, availability of training systems, and community support. Equally, we must consider what activities we should or should not sustain. Ultimately, the goal is to sustain outcomes. Sustainability is vital to ensuring that prevention values and processes are firmly established, that partnerships are strengthened, and that financial and other resources are secured over the long term. Sustainability should be thought about at the beginning of the process and throughout.

Cultural competence is the process of communicating with audiences from diverse geographic, ethnic, racial, cultural, economic, social, and linguistic backgrounds. Becoming culturally competent is a dynamic process that requires cultural knowledge and skill development at all service levels, including policymaking, administration, and practice. To produce positive change, prevention practitioners must understand the cultural context of their target community, and have the willingness and skills to work within this context. This means drawing on community-based values, traditions, and customs, and working with knowledgeable persons of and from the community to plan, implement, and evaluate prevention activities. Cultural competence is necessary at every step of the SPF.



Happiness depends upon ourselves. ~Aristotle

Division of Mental Health
and Substance Abuse Services
Office of Prevention Services
www.mh.alabama.gov