

# *FOCUS* on Fundamentals



**ADAPT**

A Division for Advancing  
Prevention & Treatment

CULTIVATING PREVENTION

## IMPACT REPORT

2021/2022

WASHINGTON/BALTIMORE



HIGH INTENSITY DRUG TRAFFICKING AREA



UNIVERSITY OF  
**BALTIMORE**

Center for Drug Policy  
and Prevention

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# Director's Letter



Dear HIDTA Communities,

ADAPT operates under the following philosophy: "We go where we are needed". ADAPT services and products will always be informed by **YOU**, **data**, and **prevention science**. We very carefully consider the details of your training and technical assistance requests, your feedback from webinar and workshop evaluations, supply and demand data from your areas, the current and emerging dynamics of substance use, and the latest evidence in the field of prevention. We then seek out, synthesize, or develop what is needed to advance prevention strategies in HIDTA communities.

All of ADAPT's services are designed for a particular stage of learning, and we solidified our approach to knowledge, skill, and competence development in 2021. You may notice a new term in this report - **Conscious Competence**, which means one has been made aware of what's important about a topic, but it still takes effort to apply that knowledge. In 2021 ADAPT introduced prevention professionals across the United States to the field of communications science and applied concepts from that field to substance use prevention through a comprehensive methodology of webinars, a campaign, workshops, and resources - all in pursuit of Conscious Competence in **Prevention Communications**. We will be doubling down, offering services and products with greater breadth and depth on this topic, in 2022!

What a joy it has been to support you in your prevention efforts and to learn alongside you as the field evolves.



Keep Cultivating,

Lora Peppard, PhD, DNP, PMHNP-BC  
Director of ADAPT

Deputy Director for Treatment & Prevention  
Washington/Baltimore HIDTA

# Highlights



ADAPT launched training and technical assistance services on April 27, 2020. While 2020 was focused on addressing the immediate individual technical assistance needs of our HIDTAs and delivering our first HIDTA Prevention Summit and campaign, 2021 through the end of February 2022 was laser focused on building fundamental knowledge, skills, and competence in the HIDTA prevention workforce and among the communities we serve.

- ✦ ADAPT 's approach is grounded in technical assistance and learning frameworks.
- ✦ ADAPT provides universal, targeted, and tailored training and technical assistance to HIDTA communities.
- ✦ ADAPT developed and delivered the following training and technical assistance in the 2021-2022 time period:
  - 9 Technical Webinars
  - 2 Evidence-Based Spotlight Webinars
  - 2 HIDTA Partner Webinars
  - 1 HIDTA Conversations Webinar
  - 1 HIDTA Prevention Summit
  - 1 Framing Fundamentals Campaign
  - 4 Workshops
  - 1 HIDTA-ORS Roundtable
  - 2 Newsletter Issues
  - 90 Active or Completed Individual Technical Assistance Requests
- ✦ Across events and products:
  - Over 1000 unique individuals were served in HIDTA communities
  - At least **96%** rated content as **RELATABLE**
  - At least **94%** rated content as **DIGESTIBLE**
  - At least **70%** reported **<50% or more of content was NEW**
  - At least **75% USED NEW KNOWLEDGE** within 2 months

THANK YOU to the following organizations for their partnership in 2021-2022:

Applied Prevention Science International  
Drug Free Communities  
FrameWorks Institute  
JBS Consulting  
National Guard Counterdrug Program

National Prevention Science Coalition  
Overdose Response Strategy  
SAMHSA's Center for Substance Abuse Prevention  
SAMHSA Prevention Technology & Transfer Centers

# About Us



## ADAPT: A Division for Advancing Prevention & Treatment

### Mission

The mission of ADAPT is to advance knowledge, skills, and quality outcomes in the field of substance use prevention while supporting successful integration of strategies informed by the best available evidence into communities.

### Goals

1. Advance substance use prevention strategies through essential training and technical assistance services and resources.
2. Promote public health and public safety partnerships in substance use prevention.
3. Prepare the future public health and public safety workforces through student engagement in ADAPT operations and projects.

### HIDTA Prevention

ADAPT supports the National High Intensity Drug Trafficking Areas (HIDTA) Program by operationalizing the National HIDTA Prevention Strategy. ADAPT assists HIDTAs with planning, implementing and evaluating substance use prevention strategies within their unique communities. ADAPT also keeps HIDTA communities up to date with advances in prevention science. A variety of trainings, technical webinars, and other resources to cultivate, nurture, and support hospitable systems for implementation are offered throughout the year.

### Training and Technical Assistance

Training and technical assistance is available to all HIDTA communities in the following domains:

- |  |                              |
|--|------------------------------|
| 1. Identification of Best Available Evidence | 6. Sustainability            |
| 2. Training                                  | 7. Early Response            |
| 3. Implementation                            | 8. Prevention Communications |
| 4. Evaluation                                | 9. Systems Development       |
| 5. Finance/Budgeting                         | ◦ Infrastructure             |
|  | ◦ Assessment                 |

# The ADAPT Team



Lora Peppard, PhD, DNP, PMHNP-BC  
Director



Patty Ferssizidis, PhD  
Assistant Director



Rebecca Bates, DNP, FNP-C, PMP  
Technical Assistance Project Manager



Megan Erickson, MA  
Research Analyst



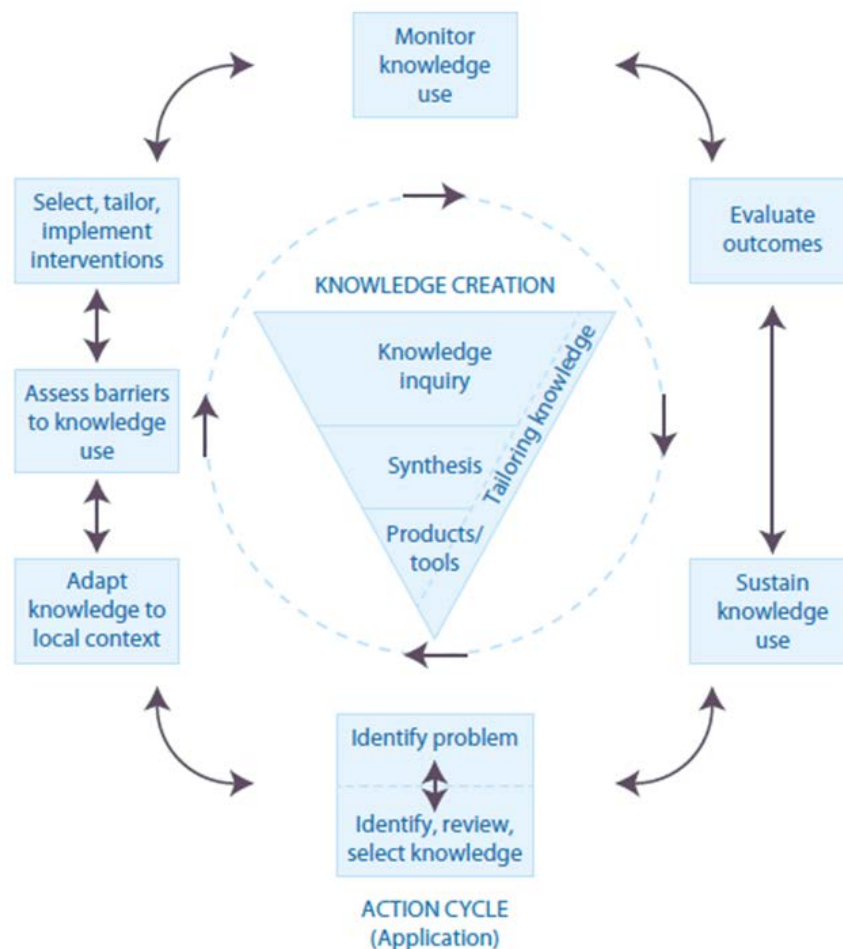
Julia Glaccum, BSW  
Public Health/Public Safety Fellow



Adeola Adeyemo, MA  
Communications Graduate Assistant

# Approach

ADAPT's approach to delivering training and technical assistance services is grounded in translation and learning frameworks to achieve its mission. The Knowledge to Action framework guides ADAPT's consultation with individual HIDTA communities. Unique HIDTA community needs inform identification, review, and selection of evidence-based strategies (knowledge) that are translated and adapted for implementation to fidelity, and evaluated for effect. ADAPT ensures that all evidence is translated in a relatable and digestible way, increasing the likelihood of successful integration into communities.



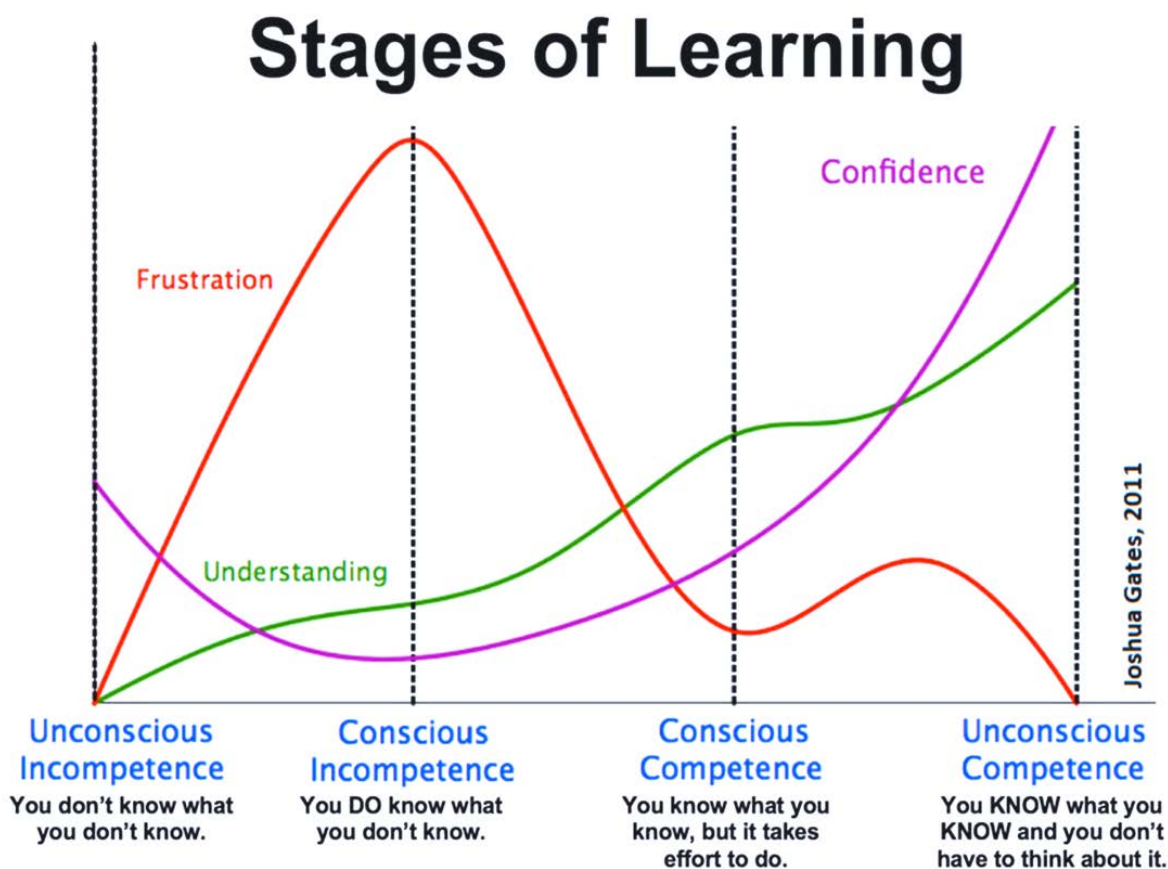
## ADAPT's Formula for Translation

**(Relatability + Digestibility) Support = ↑ Likelihood of Successful Integration**



# Learning

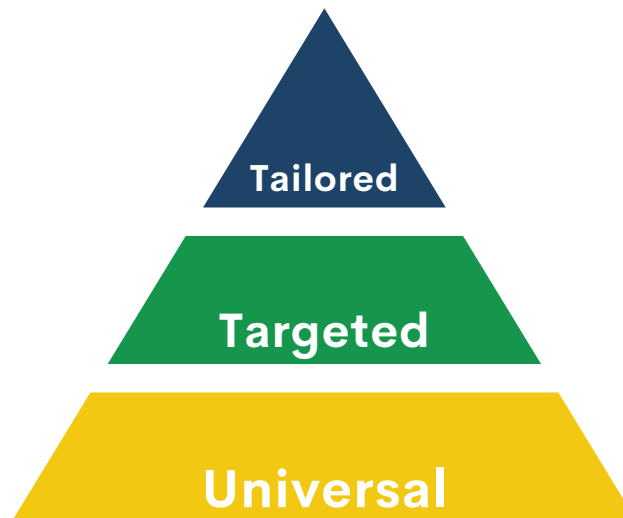
All training and technical assistance services are designed and evaluated through a learning framework. While some services, such as the introduction to new knowledge at the annual HIDTA Prevention Summit, are designed to simply increase awareness or "expose" individuals to the new knowledge, other services, such as workshops, are developed to advance participants to higher levels of understanding, competence, and behavior change for greater outcomes.






# Training & Technical Assistance

ADAPT designs, delivers, and evaluates training and technical assistance services according to recommendations from Health and Human Services and Office of Juvenile Justice and Delinquency Prevention. ADAPT identifies 10 services as "anchors" for its TTA infrastructure.



	Definition	Anchors 
<b>Tailored</b>	Activities or services designed and customized to address specific, individualized needs.	<ul style="list-style-type: none"> <li>• Individual Training &amp; Technical Assistance</li> </ul>
<b>Targeted</b>	Activities or services that are designed and delivered to a group of recipients with similar needs.	<ul style="list-style-type: none"> <li>• Webinars &amp; Workshops</li> <li>• Learning Communities</li> <li>• HIDTA-ORS Roundtables</li> <li>• Winter Focus Campaign Workshops</li> </ul>
<b>Universal</b>	Activities or services that are designed for a broad audience to support professional development and knowledge sharing/transfer without live interaction.	<ul style="list-style-type: none"> <li>• Prevention Intervention Resource Center</li> <li>• Webinars &amp; Workshops</li> <li>• Learning Management System</li> <li>• Annual HIDTA Prevention Summit</li> <li>• Winter Focus Campaign</li> <li>• Quarterly Newsletter</li> </ul>



# Universal Impact

## Technical Webinar Series

**Purpose:** To break down fundamental substance use prevention concepts into relatable and digestible pieces and connect participants with additional resources on the concepts recommended by expert presenters and the ADAPT team.

**Interest:** 161-295 Registrants



### Relatability

96%

Average % reporting content in webinars was relatable in language and content.

### Digestibility

94%

Average % reporting content in webinars was broken down in enough detail to promote understanding.

### 50% or More New Knowledge

70%

Average % of participants reporting that at least 50% of the content covered in the webinars was new to them.

### Used New Knowledge

75%

Average % of participants reporting use of knowledge acquired in webinars within 2 months of participating in the webinars.

# Evidence-based Practice Spotlight Series

**Purpose:** To promote the use of evidence-based substance use prevention strategies throughout HIDTA communities.

**Interest:** 50 - 114 Registrants



## Objectives

- Showcase best and promising programs, practices, and strategies.
- Reinforce evidence appraisal concepts.

## Featured Programs

- Safer/Competent Opioid Prescribing Education (SCOPE) of Pain
- PAX Good Behavior Game

## A Framework for Thinking About Evidence



## Understanding Evidence

- Applied the Centers for Disease Control and Prevention's Framework for Thinking about Evidence and appraised the top two studies for each featured program.
- Discussed characteristics of feasibility, acceptability, and utility for each featured program.

90%  
said >50% of  
content was  
NEW

90%  
intended to  
SHARE  
the content

“A much needed positive reinforcement tool in building our children of the future.”

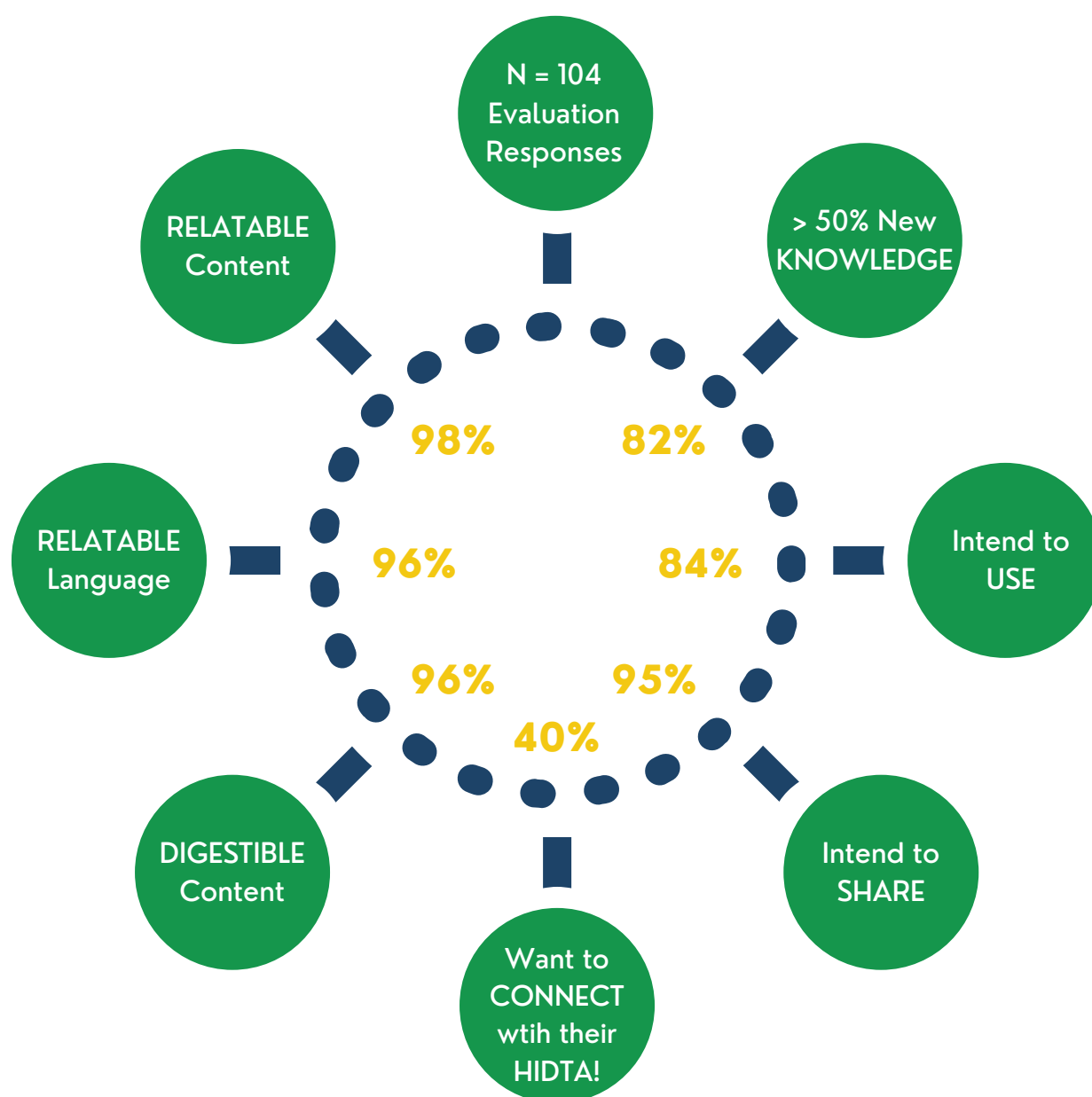
- PAX Good Behavior Game Participant

# 2021 HIDTA Prevention Summit

Advancing Prevention Perspectives through  
Education, Application, & Impact

**Purpose:** To enhance and elevate perspectives on substance use prevention. Participants will learn the latest advances in the field and essential ways of thinking about approaching prevention for maximum impact.

**Interest:** 1553 Registrants



“This Summit offered new and innovative information I did not know; considering I have been in the field of prevention for 17 years, that is impressive! Thank you!” - Summit Participant

# Framing Fundamentals Campaign & Workshops

**Purpose:** To introduce prevention professionals to communication science and support them in building competencies in framing support for prevention messages.

**Interest:** Email and social media campaign disseminated to over 3700 of ADAPT's followers; **273 prevention professionals participated in the workshop series**

**98%**  
said  
information  
was  
**RELATABLE**

**97%**  
said  
information  
was  
**DIGESTIBLE**

**87%**  
said >50%  
of information  
was **NEW**  
knowledge

**98%**  
said they  
were likely to  
**INTEGRATE**

The **WAY** you say **WHAT** you say matters.



**“WOW it is all so good. I also am just in awe of how difficult this work is and can't believe the amount of work we have to do as a field.”** - Drug Free Community Participant

# Quarterly Newsletter: The Prevention Post

**Purpose:** To keep HIDTA communities up-to-date with the latest advances in prevention science, resources, events, and opportunities in the field.

**Interest:** Disseminated to 1786 subscribers

## CONTENTS

HIDTA Spotlight		Get Connected
Mark Your Calendars		HIDTA News
Public Health/Public Safety Updates		Resources from the Field


ADAPT launched its quarterly newsletter, *The Prevention Post*, in October of 2021. Special emphasis is placed on:

- Highlighting significant HIDTA activities that bring HIDTA and its mission to life.
- Sharing data from partners such as the NETI, ODMAP, and NDEWS.
- Connecting readers with existing and new resources. (Our latest issue featured subscription links for prevention newsletters from 11 different organizations!)



"The Prevention Post is a great way to stay up to date. I not only have used the newsletter for myself and our HIDTA, but to share with our prevention and treatment grantees."

Eliza Powell  
Treatment & Prevention Coordinator  
Northwest HIDTA



"This newsletter is excellent, and the content could not be more on point! This is one newsletter that actually promotes action. Well done!"

Shelly Mowrey  
Demand Reduction Coordinator  
Arizona HIDTA

# THE PREVENTION POST

JANUARY 2022 | VOLUME 2, ISSUE 1



CULTIVATING PREVENTION





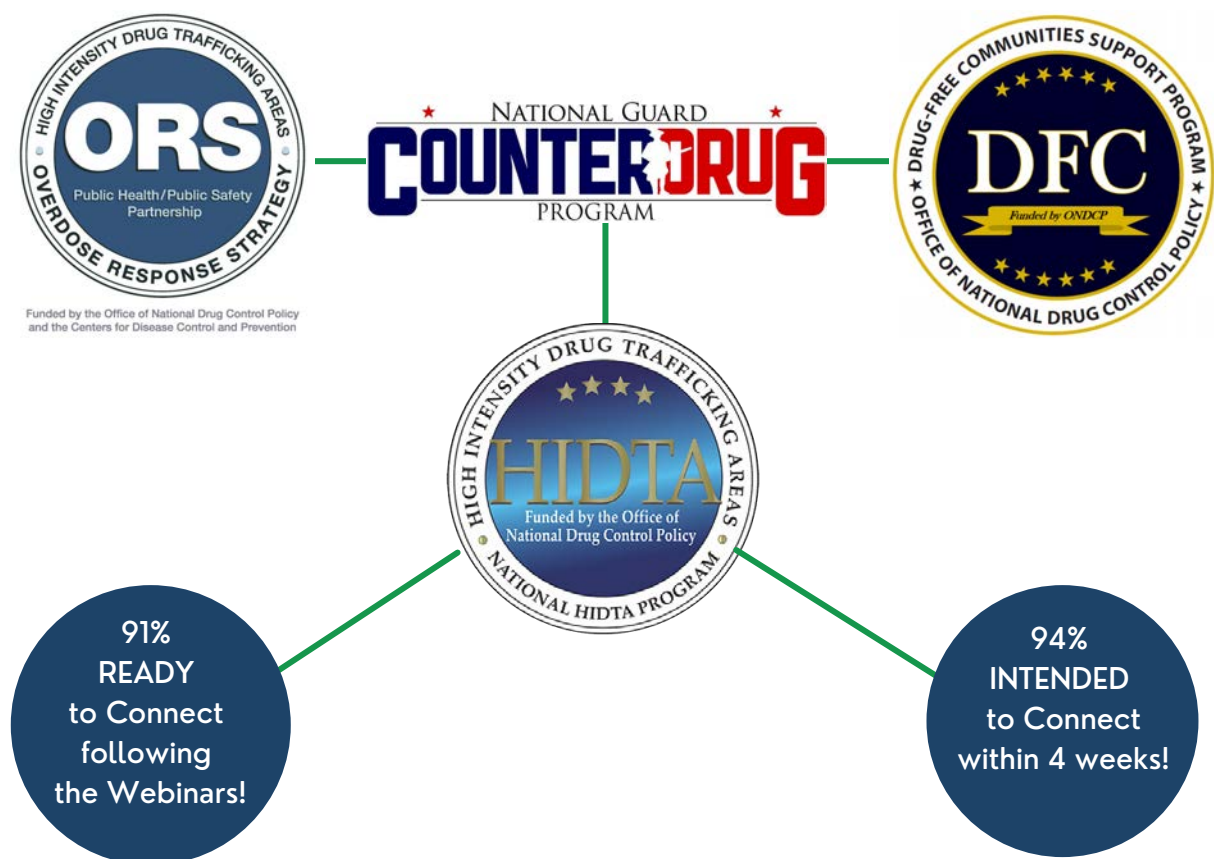
# Targeted Impact

## HIDTA Partner Webinars

**Purpose:** To unite HIDTA Prevention Representatives and collaborative partners in the provision of training and technical assistance that uniquely addresses the needs of HIDTA communities.

**Interest:** 184-298 Registrants

In 2021, ADAPT facilitated 2 ENGAGEMENT webinars with the Drug Free Communities grant program, Overdose Response Strategy (ORS), and National Guard Counterdrug Program.



"It was very useful to learn that HDTAs collaborate with coalitions. I am looking forward to receiving the contact information for our HIDTA representative."

- Drug Free Community Participant

# HIDTA Conversations

**Purpose:** To describe HIDTA approaches to substance use prevention, including strategies for emerging or immediate substance use prevention needs in HIDTA communities.

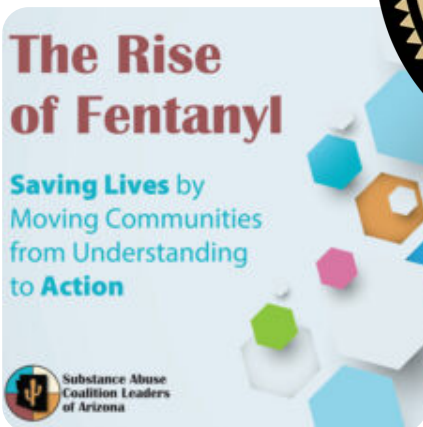
**Interest:** 44 Participants

ADAPT launched its "HIDTA Conversations" series in May of 2021 and featured the Arizona HIDTA's Demand Reduction Coordinator, Shelly Mowrey. Shelly shared her approach to deploying substance use prevention strategies targeted to the needs of Arizona HIDTA communities and presented the [Fentanyl Toolkit](#) she developed with the [Substance Abuse Coalition Leaders of Arizona](#).



Content was:

Relatable	100%
Digestible	100%
>50% New	50%



100%  
intended to apply  
new knowledge  
within 4 weeks!

64%  
of HDTAs participated!

**"What was most helpful was hearing about how to use information obtained from the (HIDTA) threat assessment report for prevention purposes."**

- HIDTA Prevention Representative

# HIDTA-ORS Roundtable & Workshop

**Purpose:** (Roundtable) To share experiences and strategies on timely substance use topics. (Workshop) To train HIDTA prevention and ORS representatives in Motivational Interviewing techniques to enable community engagement through a collaborative, goal-oriented style of communication.

**Interest:** 83 Participants



## Roundtable

- Intend to engage my HIDTA/ORS partner in future activities **71%**
- Increased ideas for how we can collaborate **76%**
- Want to meet at least quarterly **76%**

## Motivational Interviewing Workshop

- Reported content was RELATABLE **88%**
- Reported content was DIGESTIBLE **94%**
- Reported > 50% of material was NEW KNOWLEDGE **59%**
- Intend to use in next 4 weeks **76%**



# Tailored Impact

## Individual TA

**Purpose:** To support integration of evidence-based strategies for substance use prevention into HIDTA communities.

**Interest:** 16 individual HDTAs and 2 National Initiatives served



"The technical assistance provided to the Rocky Mountain HIDTA (RMHIDTA) has been superb! The RM HIDTA had little to no substantial relationships built up in the areas of prevention and treatment. ADAPT guided us in setting up effective webinars across the region with all the missing stake holders. The technical advice gave solid recommendations not only for the key participants but meeting agendas that were extremely relevant and all-encompassing for diverse groups to come together for common goals. The technical assistance expanded to outstanding prevention presentations based on scientific data and quality recommendations for follow on training for our training division to host for the newly acquired stake holders in the region. The relationship between ADAPT and the RMHIDTA will continue growing this year with more events scheduled to increase the outreach. We value the partnership, expertise and guidance from ADAPT and feel it is an invaluable ingredient to the success of our efforts."

- Keith Weis, Executive Director, Rocky Mountain HIDTA



# Looking Ahead

Data and feedback from 2021 have informed investment and planning in the following key areas for 2022. Subscribe to ADAPT's email list or follow us on social media for event announcements and much more!

## ✦ Prevention Communications

ADAPT has developed a **Prevention Communications Advisory Council** to guide development of a variety of products and services on this topic throughout 2022.

## ✦ Evaluation

ADAPT will offer an **Evaluation Learning Community** for HIDTA Prevention Representatives in the Summer of 2022.

## ✦ Early Response to Emerging Threats

ADAPT will continue to monitor emerging threat data and facilitate conversations on how prevention professionals can identify and implement relevant prevention and early response strategies in their communities.

## ✦ Learning Management System

ADAPT will launch its first module titled "Substance Use Prevention Fundamentals" in April 2022.

## ✦ SAVE THE DATE !

HIDTA's 2022 Prevention Summit will be held on Thursday, October 6, 2022. More information to come!





## Contact ADAPT

Email: [adapt@wb.hidta.org](mailto:adapt@wb.hidta.org)

Web: [www.hidta.org/adapt/](http://www.hidta.org/adapt/)