

Prevention Strategies and Issues

- **Moral and medical models**
- **Education, legal control and counseling**
- **Social ecology**
- **Media advocacy**
- **Norms interventions**
- **Intervention levels: Universal, selective, and indicated**

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Definition

Universal prevention

addresses the entire population (national, local community, school, district) to prevent or delay the abuse of alcohol.

Selective prevention

focuses on groups whose risk of developing problems of alcohol abuse or dependence is above average and may be distinguished by characteristics such as age, gender, family history, or economic status.

Indicated prevention

involves a screening process and targets individuals who exhibit early signs of alcohol abuse.

Prevention Models Based on Target of Change

- Disease model – implies separate risk groups
- Harm reduction – control of environment where drinking takes place and ways alcohol is consumed
- Ledermann hypothesis – Constant distribution of consumption implies reduction of average use
- “Prevention Paradox”