

**Society for Prevention Research
24th Annual Meeting
San Francisco, CA**

Pre-Conference Workshop V

Date: Tuesday, May 31, 2016

Time: 8:30 am – 5:00 pm

Sponsored by the SPR Advocacy Committee: Workshop on Effective Public Education

Organizer: Tony Biglan, PhD, Oregon Research Institute

Presenters:

Rico Catalano, PhD, University of Washington, Diana Fishbein, PhD, and Brian Bumbarger, MeD, Pennsylvania State University and National Prevention Science Coalition, Neil Wollman, PhD, National Prevention Science Coalition, Tony Biglan, PhD, Oregon Research Institute, Taylor Scott

Description:

Effective efforts to educate the public about the efficacy of prevention and, more broadly, education that influences behavior at a population level are needed for at least two reasons. First, too few practitioners and policymakers are aware of the wide array of programs, practices, and policies that have proven impact in affecting the most common and costly psychological, behavioral, and health problems. Educating the public and private sectors about what is achievable is compelling and likely to increase support for the funding and adoption of well-tested, effective interventions and policies that will advance adoption and implementation. Second, as has been true of the tobacco control movement, mass media has the potential to have a direct preventive impact on reducing the prevalence of psychological and behavioral problems.

The workshop will describe strategies for public education, including the use of social media. Discussion will focus on potentially effective ways in which the implementation and scaling of programs and policies can be promoted in states, communities, and health care systems. Advocacy efforts for greater funding of prevention research and adoption of prevention policies by government will be addressed.

The specific topics to be covered are as follows:

- SPR president Rico Catalano will describe the components of SPR's strategic plan that are relevant to public education.
- Diana Fishbein, Director of the Prevention Research Center at Pennsylvania State University and Co-Director of the National Prevention Science Coalition (NPSC), will describe the work of the NPSC in building a large coalition of organizations who support increased use of prevention science and increased support for prevention research.
- Neil Wollman, the other Co-Director of NPSC, will describe the work he has led in organizing Congressional briefings.

- Brian Bumbarger, a former member of the SPR board and of the NPSC board, will describe work he is doing to promote the implementation of preventive interventions in states.
- Tony Biglan, a past president of SPR will describe his public education activities since the publication of *The Nurture Effect*, including the extensive use of social media.
- Advocating for prevention in public discussion has been impeded by misunderstandings regarding the differences between education, promotion, advocacy and lobbying. Taylor Scott will discuss laws, regulations, and perceptions relevant to the ability of scientists to advocate (as opposed to lobby) for increased support for prevention and prevention research. She will cover what is feasible and appropriate, and where precautions need to be taken.

The workshop will have ample opportunity for participants to describe their own efforts at advocacy. It is hoped that robust discussion will contribute to new and shared understanding of what can be done to advocate for prevention.

Each participant or, where appropriate, groups of participants will be helped to plan specific public education activities that they can engage in following the workshop.

Finally, the workshop will plan for SPR's public education efforts at its 2017 conference which will be held in Washington, D.C.