Prevention and Planning Webinar
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Learning Objectives

- Describe the medical model of prevention
- Identify how environmental prevention differs from individual-focused prevention
- Demonstrate ways to engage in prevention efforts
- Discuss the County of San Diego Behavioral Health Prevention System

Outline

1. Introduction
   a. Prevention Worth Paying Attention To

2. How Problems Develop: Introduction to Public Health Model

3. Medical Model
   a. Logic and Targets
   b. Primary
   c. Secondary
   d. Tertiary

4. Environmental Prevention
   a. Logic and Targets
   b. Products, Place, Promotion, Price Variables
   c. Five Implementation Strategies
      i. Data
      ii. Policy
      iii. Media
      iv. Organizing
      v. Enforcement

5. Resources
   a. Links
   b. County Environmental Prevention System

6. County of San Diego Behavioral Health System of Environmental Prevention
   a. Countywide Initiatives
   b. Regional Coalitions

Creating experiences that transform the heart, mind and practice