The visual on the right shows the five stages of the Institute of Medicine’s (IOM) behavioral health continuum of care: promotion, universal prevention, selective prevention, indicated prevention, treatment and maintenance (recovery). The table below presents prevention strategies and interventions corresponding with the five IOM stages. It also provides specific examples of strategies and interventions associated with each of these stages aimed at preventing the non-medical use of prescription drugs and opioid overdose. The purpose of the tool is to illustrate the relationship between the IOM continuum of care model and the three traditional public health definitions of prevention—primary, secondary and tertiary—which are defined below.

DEFINITIONS: PRIMARY, SECONDARY AND TERTIARY PREVENTION

“Primary prevention aims to prevent disease or injury before it occurs. This is done by preventing exposures to hazards that cause disease or injury, altering unhealthy or unsafe behaviors that can lead to disease or injury, and increasing resistance to disease or injury should exposure occur.”

“Secondary prevention aims to reduce the impact of a disease or injury that has already occurred. This is done by detecting and treating disease or injury as soon as possible to halt or slow its progress, encouraging personal strategies to prevent re-injury or recurrence, and implementing programs to return people to their original health and function to prevent long-term problems.”

“Tertiary prevention aims to soften the impact of an ongoing illness or injury that has lasting effects. This is done by helping people manage long-term, often-complex health problems and injuries (e.g., chronic diseases, permanent impairments) in order to improve as much as possible their ability to function, their quality of life and their life expectancy. Tertiary prevention interventions are essentially forms of treatment aimed to prevent worsening conditions and the emergence of secondary problems.”
<table>
<thead>
<tr>
<th>Descriptions of strategies and interventions across the behavioral health continuum of care</th>
<th>Promotion Strategies</th>
<th>Primary Strategies</th>
<th>Secondary Interventions</th>
<th>Tertiary Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Universal Prevention</td>
<td>Selective Prevention</td>
<td>Indicated Prevention</td>
</tr>
<tr>
<td></td>
<td>Strategies target the general public and/or entire population and aim to enhance individuals’ ability to achieve developmentally appropriate competencies and a positive sense of self-esteem, mastery, and well-being</td>
<td><em>Indirect Universal Prevention:</em> Strategies target the general public and/or an entire population that has not been identified on the basis of individual risk, by changing the social context that influences knowledge, attitudes and behavior. Strategies are directed to everyone in that group.</td>
<td>Strategies target individuals or a population sub-group whose risk of developing substance use or mental health disorders is significantly higher than average (prior to the diagnosis of a disorder)</td>
<td>Interventions target individuals at high risk who have minimal but detectable signs or symptoms of substance use or mental health disorders (prior to the diagnosis of a disorder)</td>
</tr>
</tbody>
</table>

*Developed under the Substance Abuse and Mental Health Services Administration’s Center for the Application of Prevention Technologies task order. Reference #HHSS283201200024I/HHSS28342002T. For training use only.*
<table>
<thead>
<tr>
<th>Promotion Strategies</th>
<th>Universal Prevention</th>
<th>Selective Prevention</th>
<th>Indicated Prevention</th>
<th>Treatment</th>
<th>Maintenance</th>
</tr>
</thead>
</table>
| Examples of strategies and interventions related to preventing non-medical use of prescription drugs | Promoting emotional self-regulation and positive school and community engagement among adolescents | *Indirect Universal Prevention*: Implementation and enforcement of prescription drug misuse prevention policies in schools  
*Direct Universal Prevention*: Education for physicians on prescription drug misuse and preventative prescribing practices  
Public service announcement education campaigns to increase awareness of prescription drug misuse | Clinician-facilitated groups focusing on support, goal setting and monitoring for adolescents at high risk for prescription drug misuse  
Coordinating with prescription drug monitoring programs to limit overprescribing in high-risk communities | Screening, consultation, and referral for older adults admitted to hospitals for complications relating to prescription drug interactions  
Conducting motivational interviewing with high school youth that have been diagnosed with alcohol use disorders and have initiated prescription drug misuse | Facilitating entry into methadone maintenance programs offering medication-assisted treatment and case management  
Collaborate with outpatient substance use treatment providers to identify additional case management needs for wrap-around services | Support groups for individuals in recovery aimed to prevent relapse located in community sites (for example, churches, community centers)  
Rehabilitation programs for individuals in recovery designed to enhance psychosocial functioning and develop coping skills |
Examples of strategies and interventions related to preventing prescription drug/opioid overdose

<table>
<thead>
<tr>
<th>Promotion Strategies</th>
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<th>Indicated Prevention</th>
<th>Treatment</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social marketing campaigns aimed at reducing stigma and improving access to care and educating the general public about addiction</td>
<td><strong>Indirect Universal Prevention</strong>: Providing universal access to naloxone by standing order at pharmacies or through other distribution sites that do not require identification of use of opioids or a relationship with someone who is using opioids</td>
<td>Targeted training on alternative pain management techniques and strategies to reduce use of and subsequent dependence on opioid drugs to manage pain and thereby reduce risk for opioid overdose</td>
<td>Targeted training for active users of opioids, family members and peers on overdose prevention and reversal strategies at needle exchange programs, support groups or drop in centers</td>
<td>Linking overdose victims in emergency rooms with recovery coaches who can assist in identifying treatment options</td>
<td>Facilitating peer support opportunities for those in recovery to identify healthy coping strategies</td>
</tr>
<tr>
<td>Disseminating information to the community about overdose risk when using opioids in combination with other prescriptions and substances</td>
<td><strong>Direct Universal Prevention</strong>: Rolling out a plan to equip first responders and bystanders with naloxone, particularly in high-need communities</td>
<td>Outreach programs to those who currently misuse and abuse opioids to reinforce safe-use messages on dependence and overdose</td>
<td>Collaborating with methadone maintenance programs to distribute naloxone to participants/clients</td>
<td>Partnering with detoxification facilities to reach individuals that use opioids, their families and close associates to offer support in accessing treatment resources, as needed</td>
<td>Establishing family support groups that enable members to share approaches for providing support to loved ones in recovery</td>
</tr>
</tbody>
</table>

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Primary Strategies

- Social marketing campaigns
- Indirect Universal Prevention
- Direct Universal Prevention

Secondary Interventions

- Targeted training
- Outreach programs
- Collaborating with programs
- Partnering with facilities

Tertiary Interventions

- Linking overdose victims
- Collaborating with programs
- Partnering with facilities

Maintenance

- Facilitating peer support opportunities
- Establishing family support groups
### Examples of strategies and interventions related to preventing prescription drug/opioid overdose (continued)

<table>
<thead>
<tr>
<th>Promotion Strategies</th>
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<th>Tertiary Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Universal Prevention</strong>&lt;br&gt;Providing tips to opioid users on risk reduction strategies for overdose (for example, avoid mixing prescription medications, do not drink alcohol while using prescriptions)</td>
<td></td>
<td></td>
<td>Targeted training and education to those who have previously overdosed and their friends/families on risk reduction strategies, including naloxone use</td>
<td></td>
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</tbody>
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