

**USES OF MULTIMEDIA
IN WORKPLACE
SUBSTANCE ABUSE PREVENTION**



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The ISA Group

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**THE WORKPLACE CAN AND SHOULD BE AN
ACTIVE FORCE FOR THE PREVENTION OF
SUBSTANCE ABUSE**

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WHY INTEGRATE SUBSTANCE ABUSE PREVENTION INTO WORKPLACE HEALTH PROMOTION?

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WHY INTEGRATE SUBSTANCE ABUSE PREVENTION INTO WORKPLACE HEALTH PROMOTION?

...Health promotion is proliferating throughout corporate America

WHY INTEGRATE SUBSTANCE ABUSE PREVENTION INTO WORKPLACE HEALTH PROMOTION?

...Health promotion is proliferating throughout corporate America

...If health promotion programs began including substance abuse prevention we could reach millions of working Americans with important messages about preventing substance abuse



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INTEGRATING SUBSTANCE ABUSE INTO HEALTH PROMOTION GUIDING PRINCIPLES:

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INTEGRATING SUBSTANCE ABUSE INTO HEALTH PROMOTION GUIDING PRINCIPLES:

Substance Abuse Prevention Approaches Should Conform
To Accepted Standards of Health Behavior Change:

- ...Show benefits of change
- ...Boost confidence in ability to change
- ...Provide guidelines on how to change

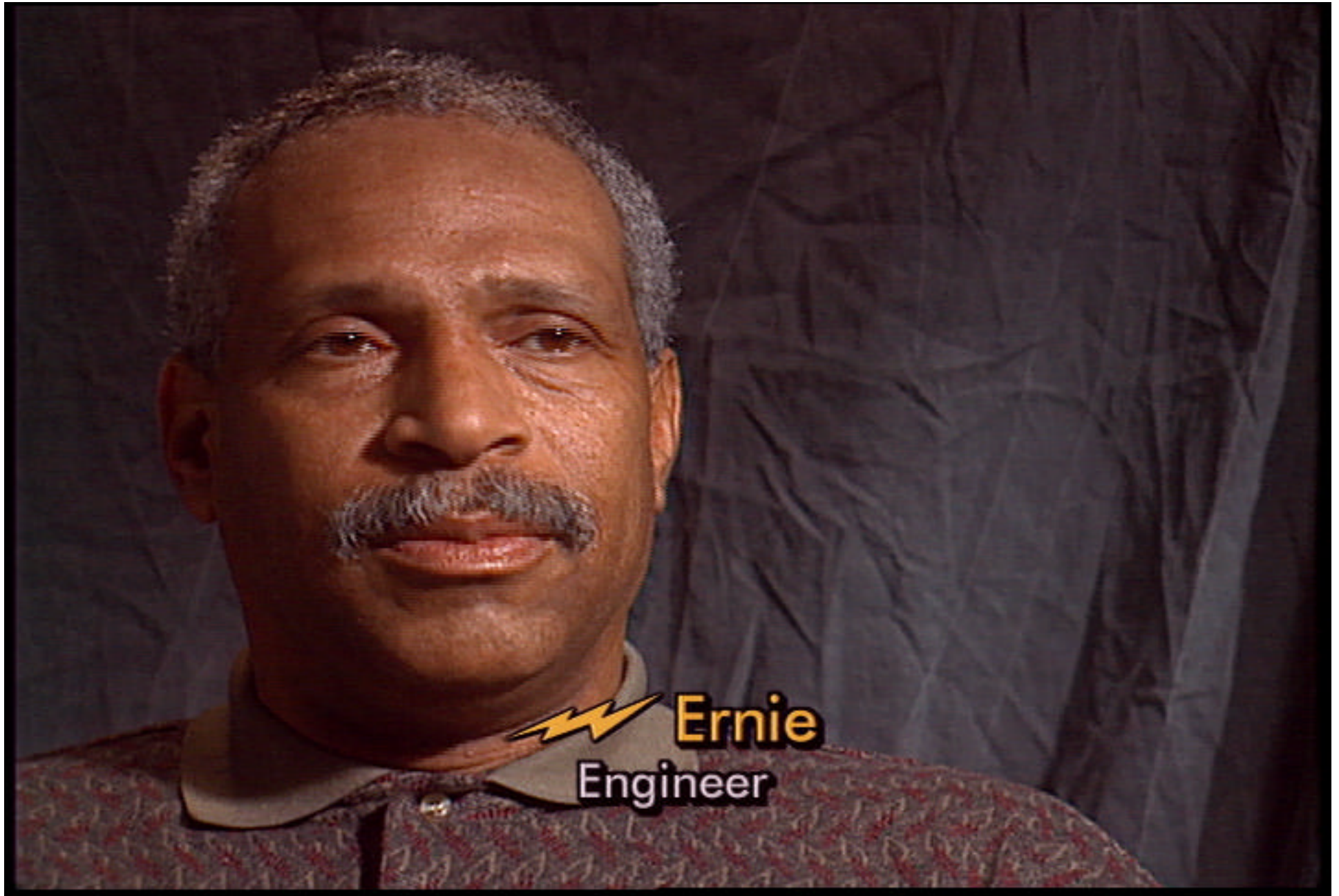
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Substance Abuse Prevention Approaches Should Conform To Accepted Standards of Health Behavior Change:

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Programs Should Make Ample Use of Recent Advances In Media Technology:

- ...CD-ROM
- ...Internet/Intranet
- ...Increased bandwidth



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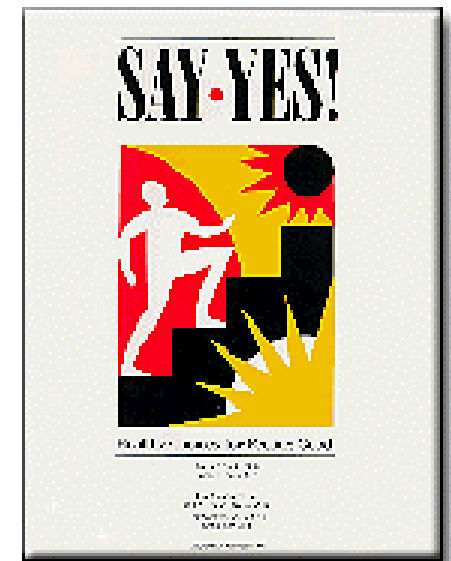
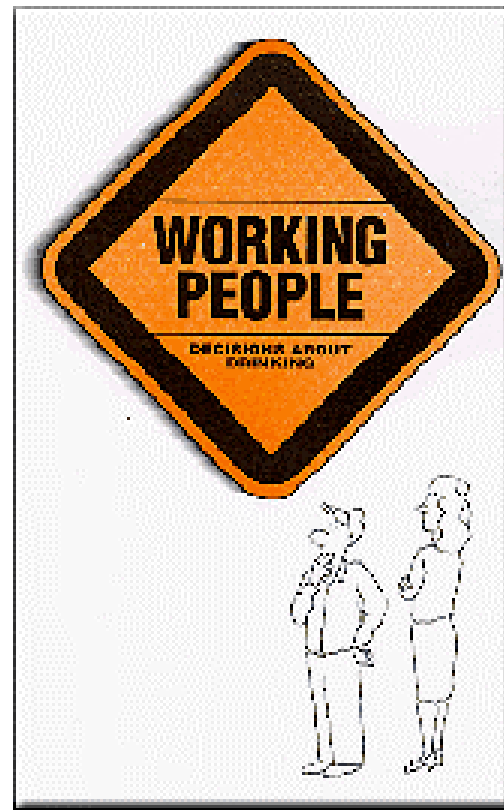
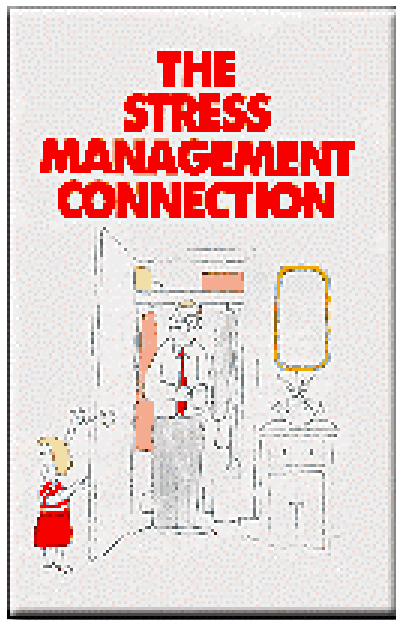
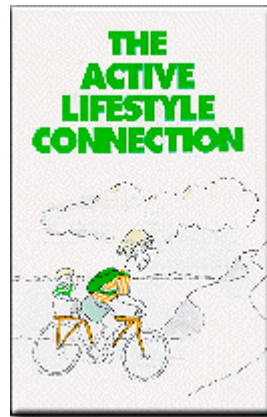
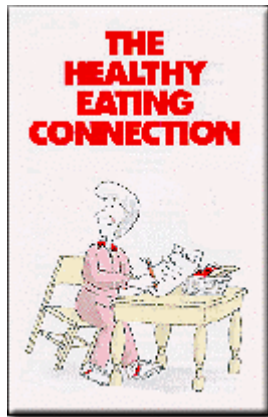


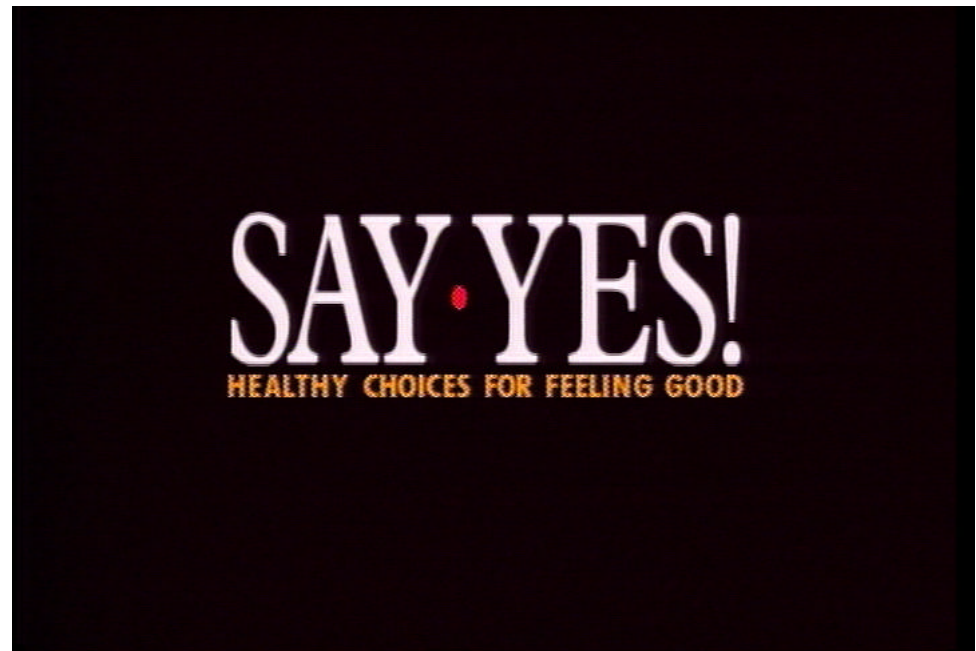
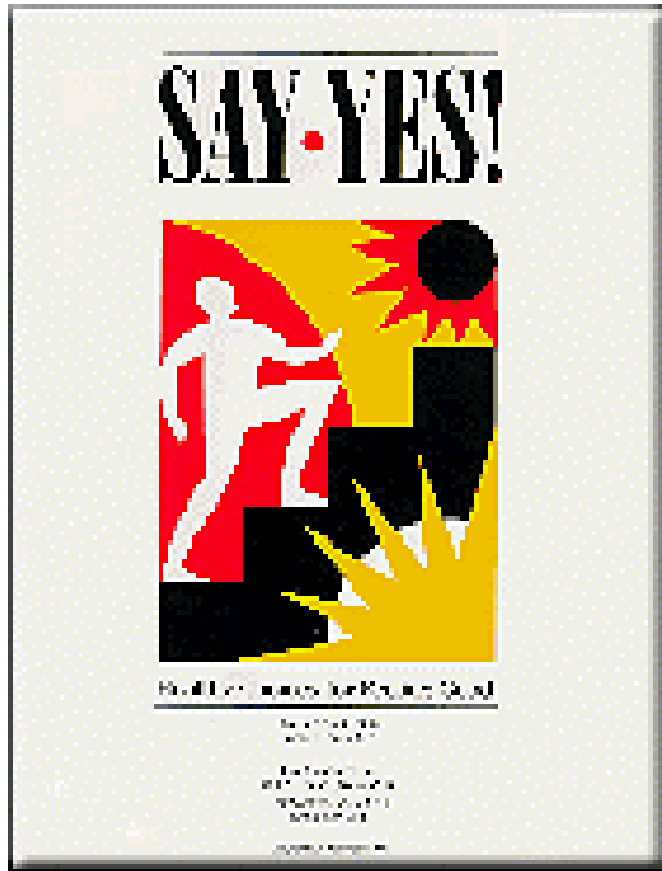
 **Sarah**
Computer Programmer

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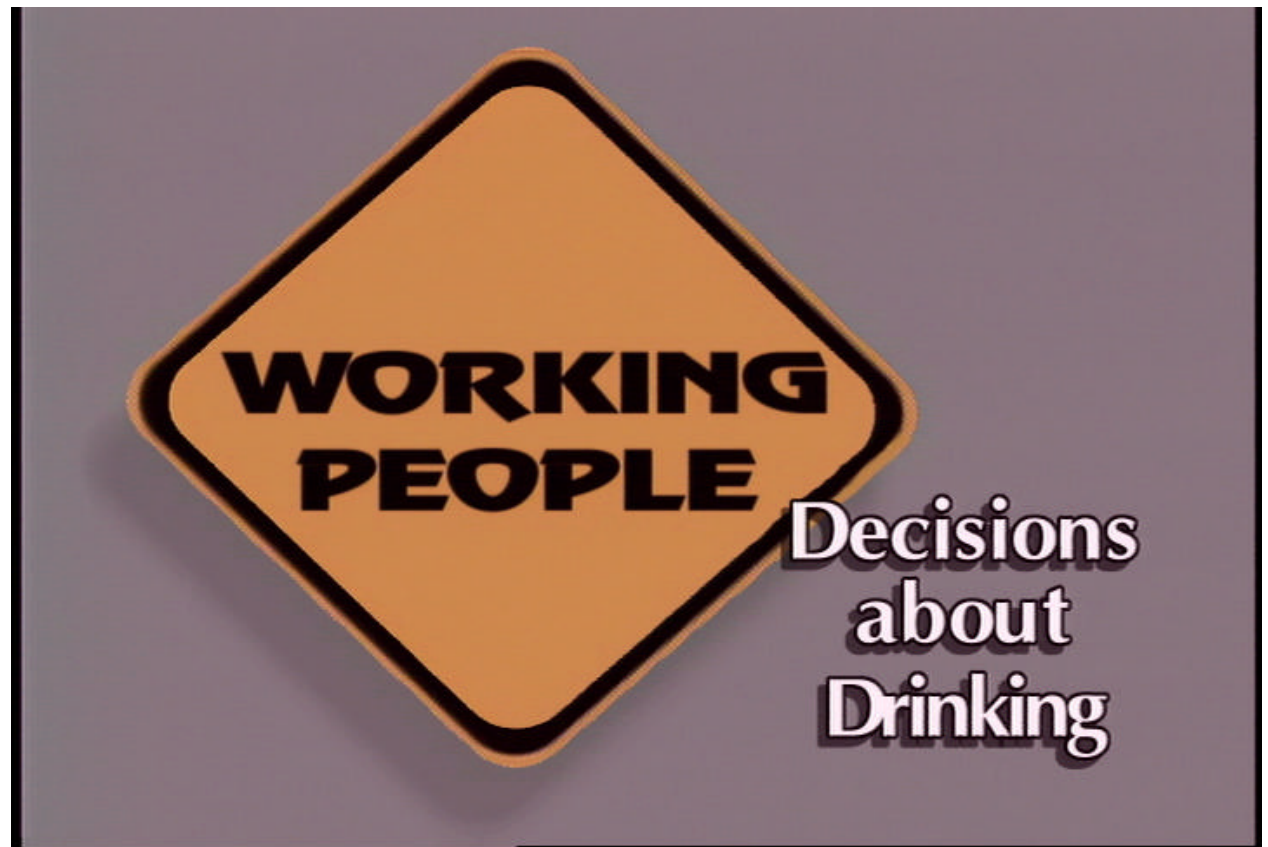
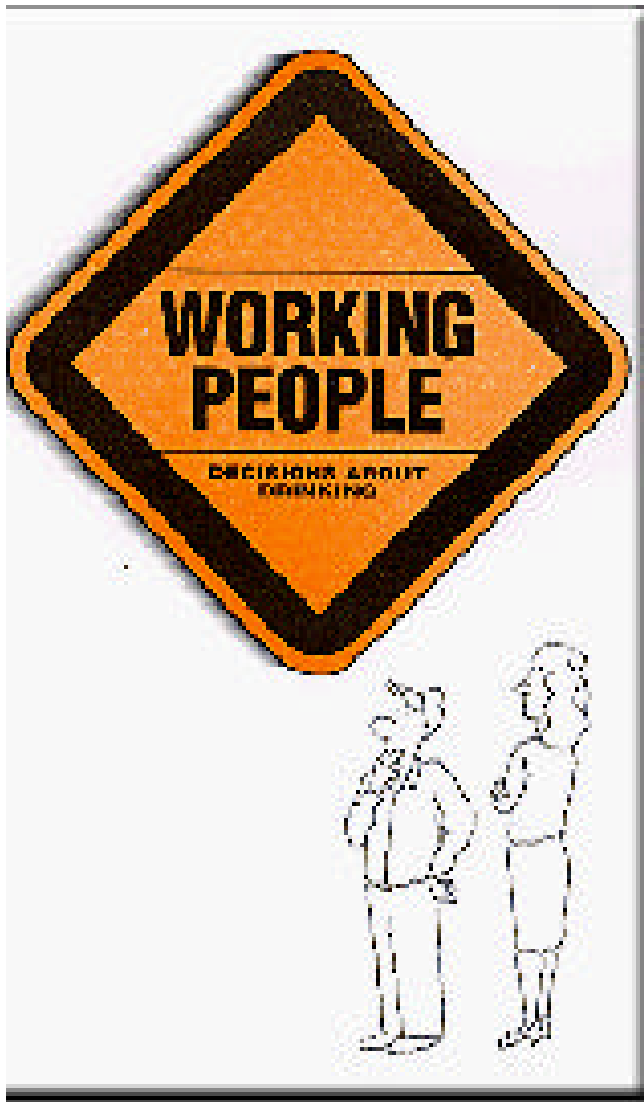




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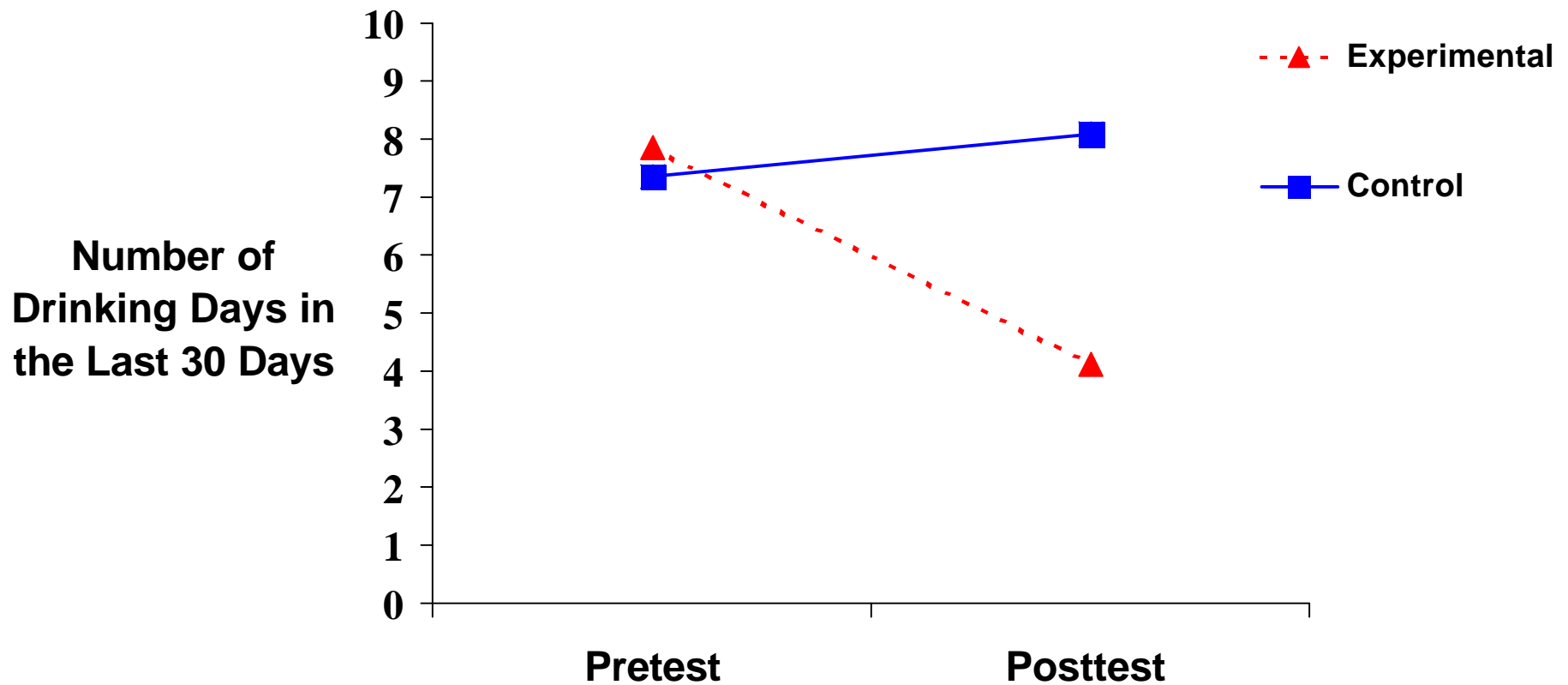
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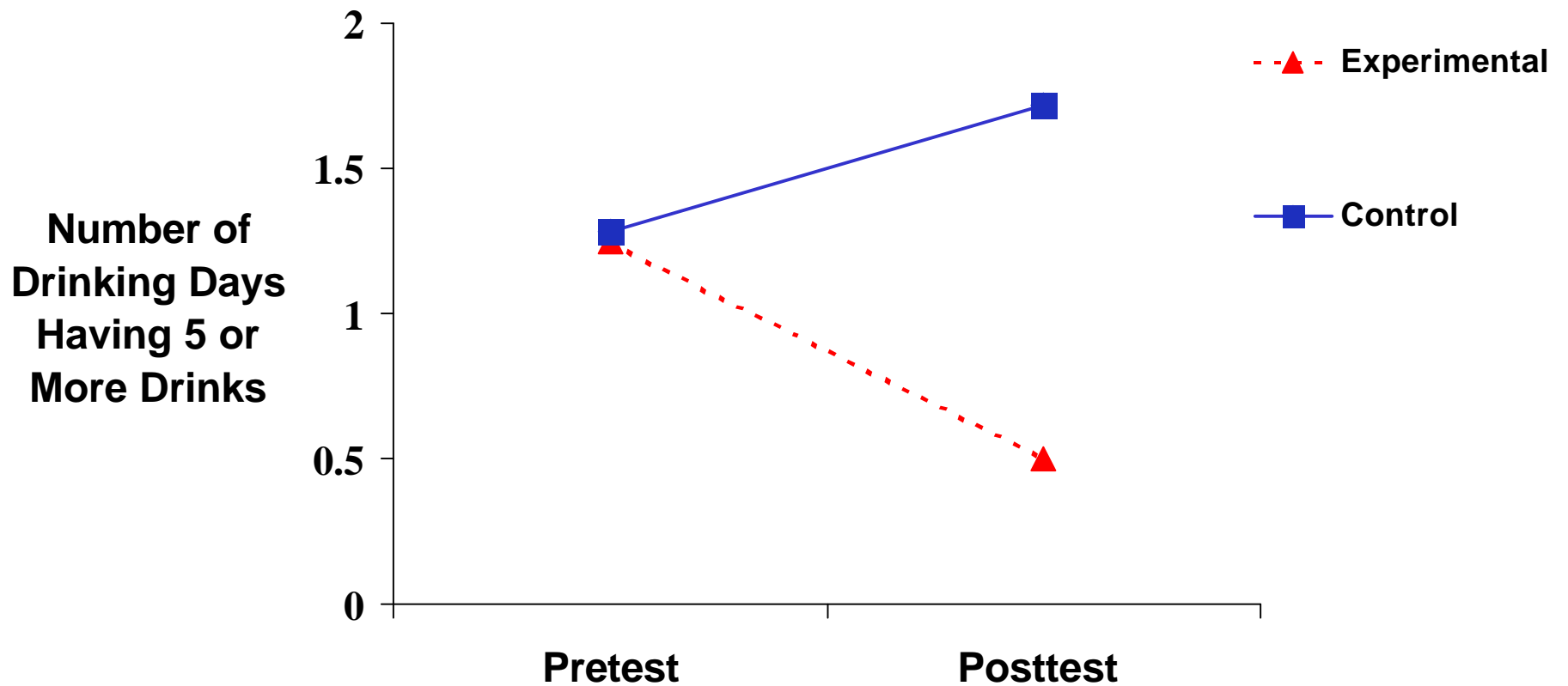
Working People Program: Impact on Alcohol Consumption

of Drinking Days in the Last 30 Days

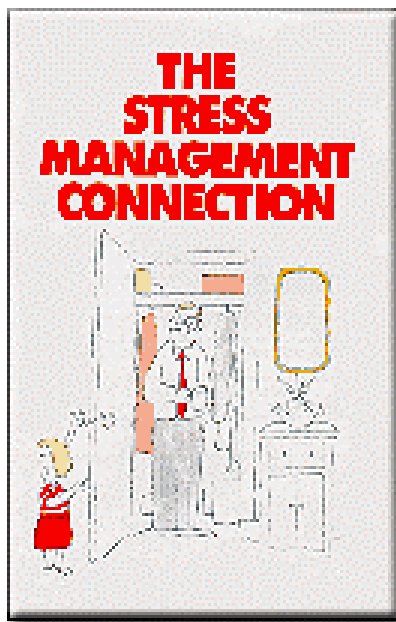
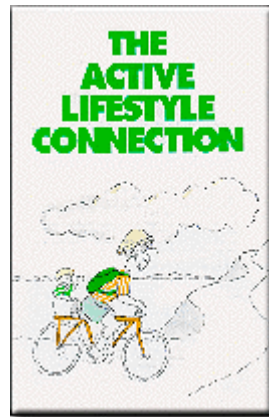
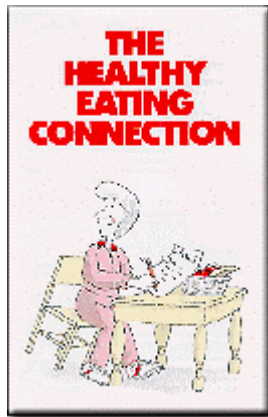


Working People Program: Impact on Alcohol Consumption

of Drinking Days Having 5 or More Drinks

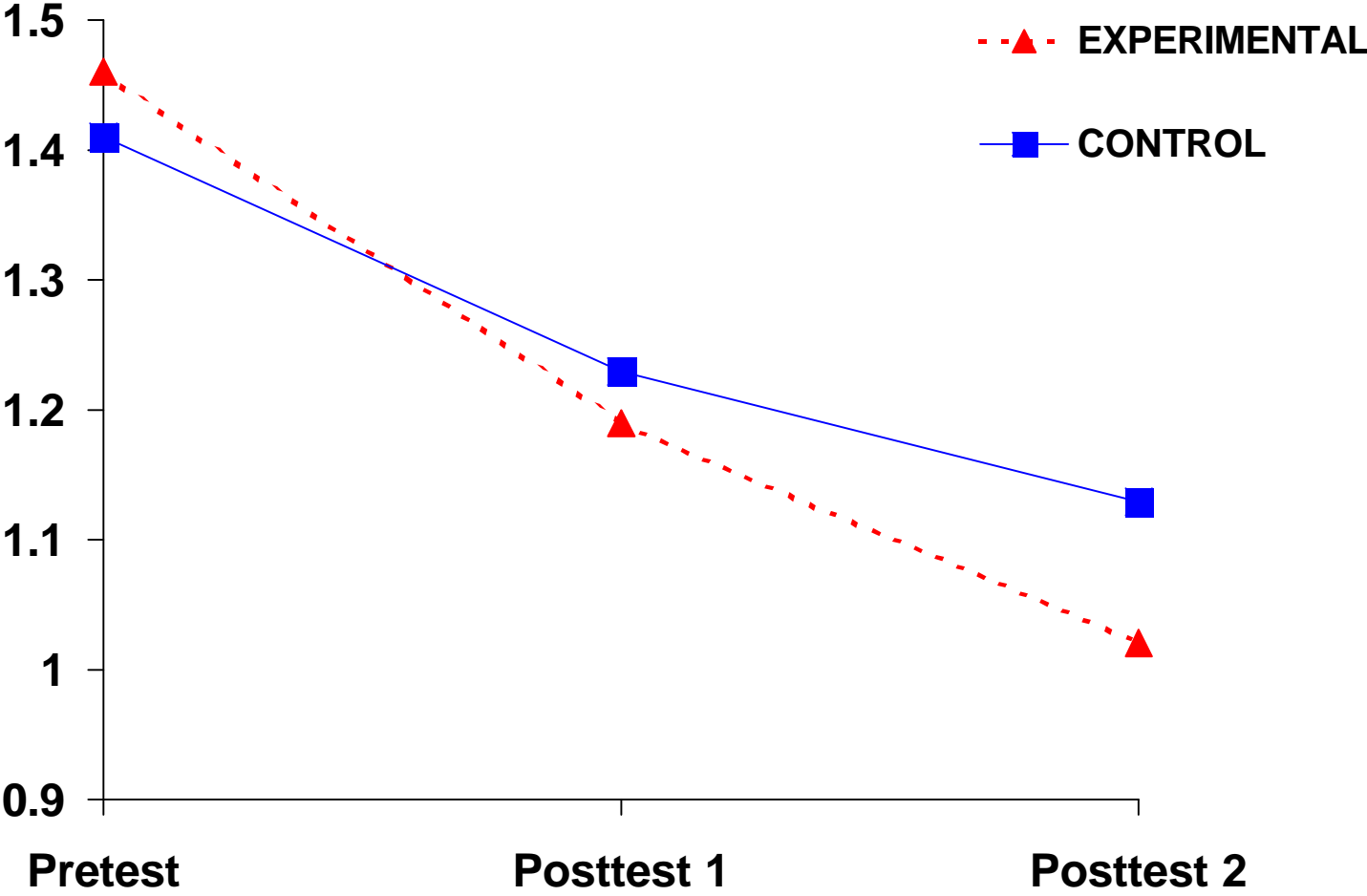


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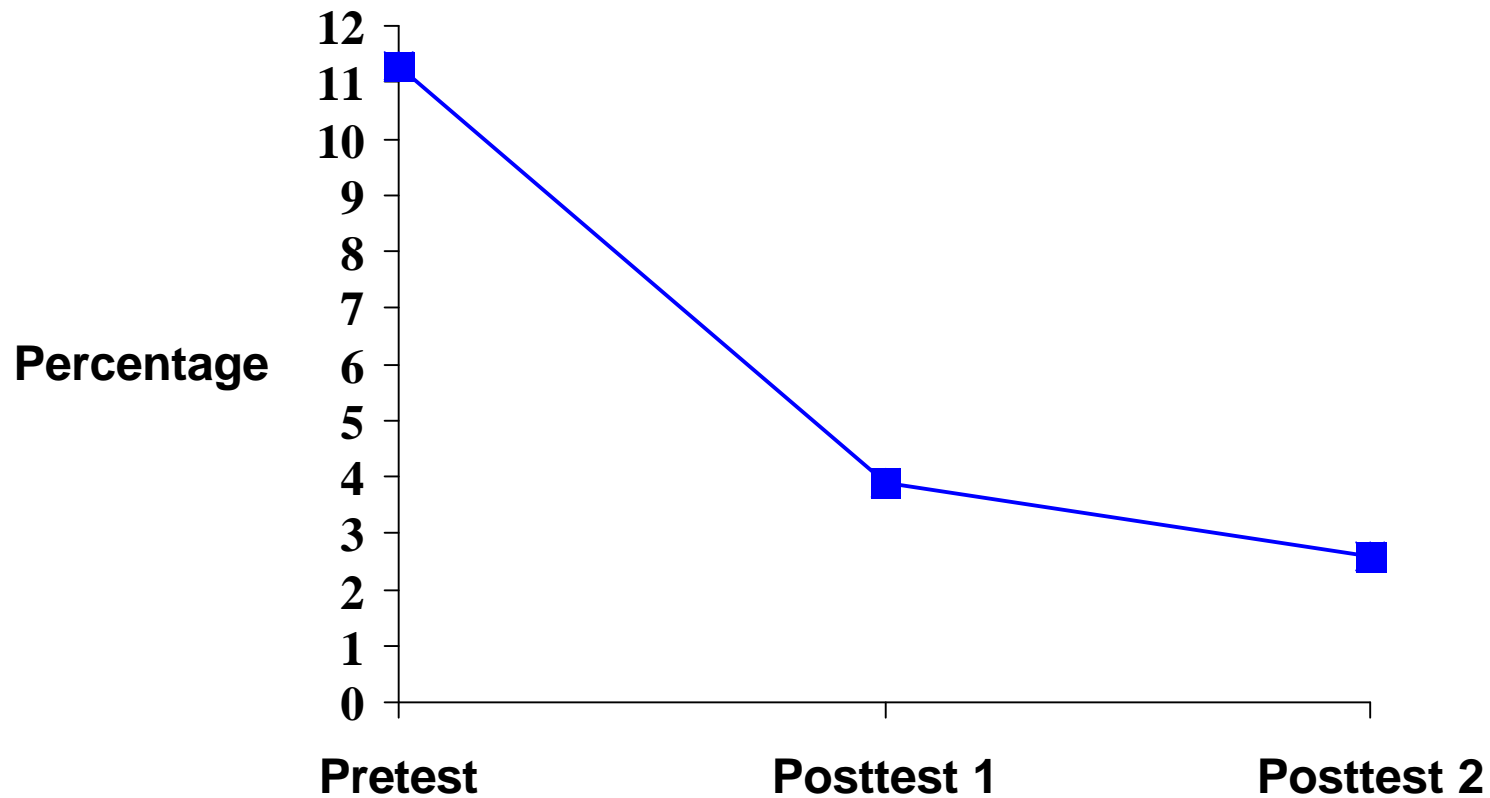
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Stress Management - Experimental & Control Group Perceived Symptoms of Distress



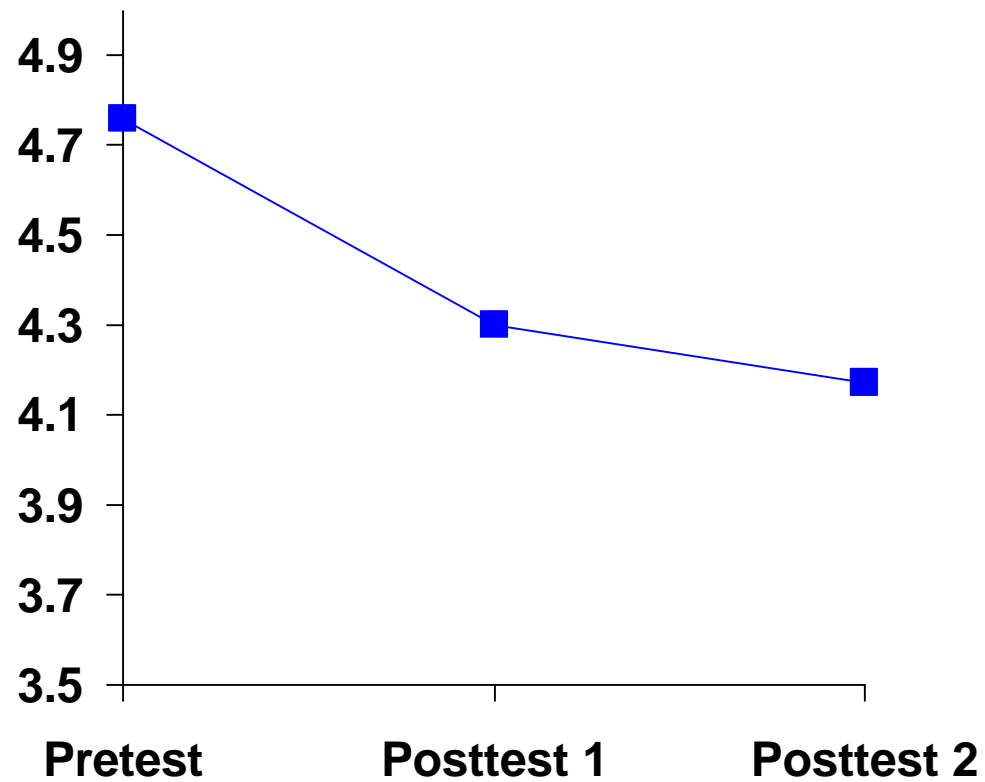
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Stress Management - Percentage of Participants Reporting Illicit Drug Use



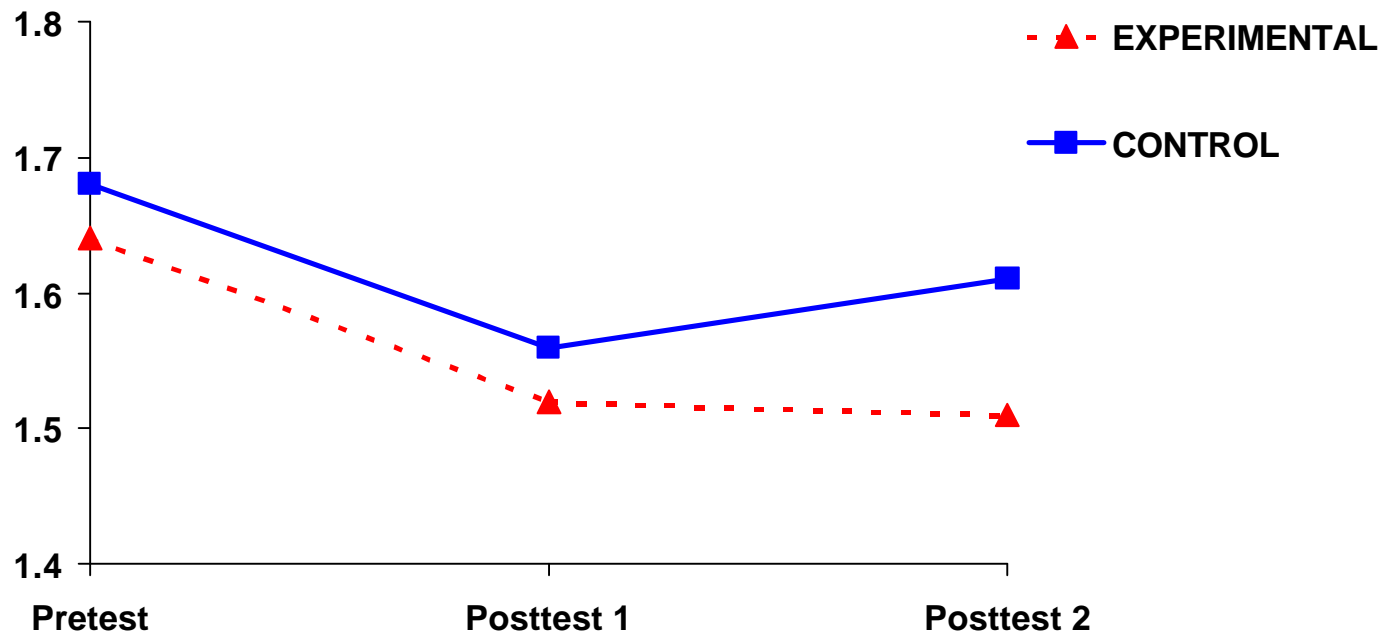
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Stress Management - Number of Drinking Days in the Last 30 Days



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Stress Management - Participants Reduced Use of Substances for Relieving Stress



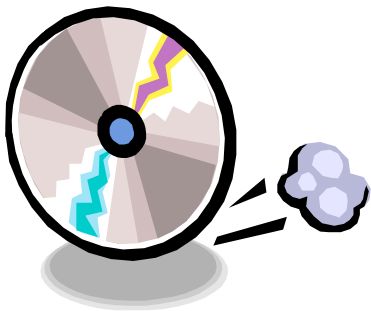
At Posttest 1, Experimental and Control groups did not differ on changes from Pretest; both groups improved.

At Posttest 2 the Experimental group maintained the improvement more than the Control group.

FINDINGS TO DATE...

Health promotion programs can be effective vehicles for substance abuse prevention in the workplace.

Carefully crafted videos are valuable components of such programs.



THE FUTURE...

We expect that the use of audio and video, as part of interactive CD-ROM and web-based programs, will result in further increases in the effectiveness of substance abuse prevention in the workplace.

