

# **A Model for Preventing Substance Abuse and Promoting Physical Activity in High Schools**

David L. Wyrick, Ph.D.

Melodie Fearnow-Kenney, Ph.D.

# Who Are We?

- Faculty at UNCG
- Co-Founders of Prevention Strategies
- Official affiliate of UNCG
- SBIR funding
- Crossroads

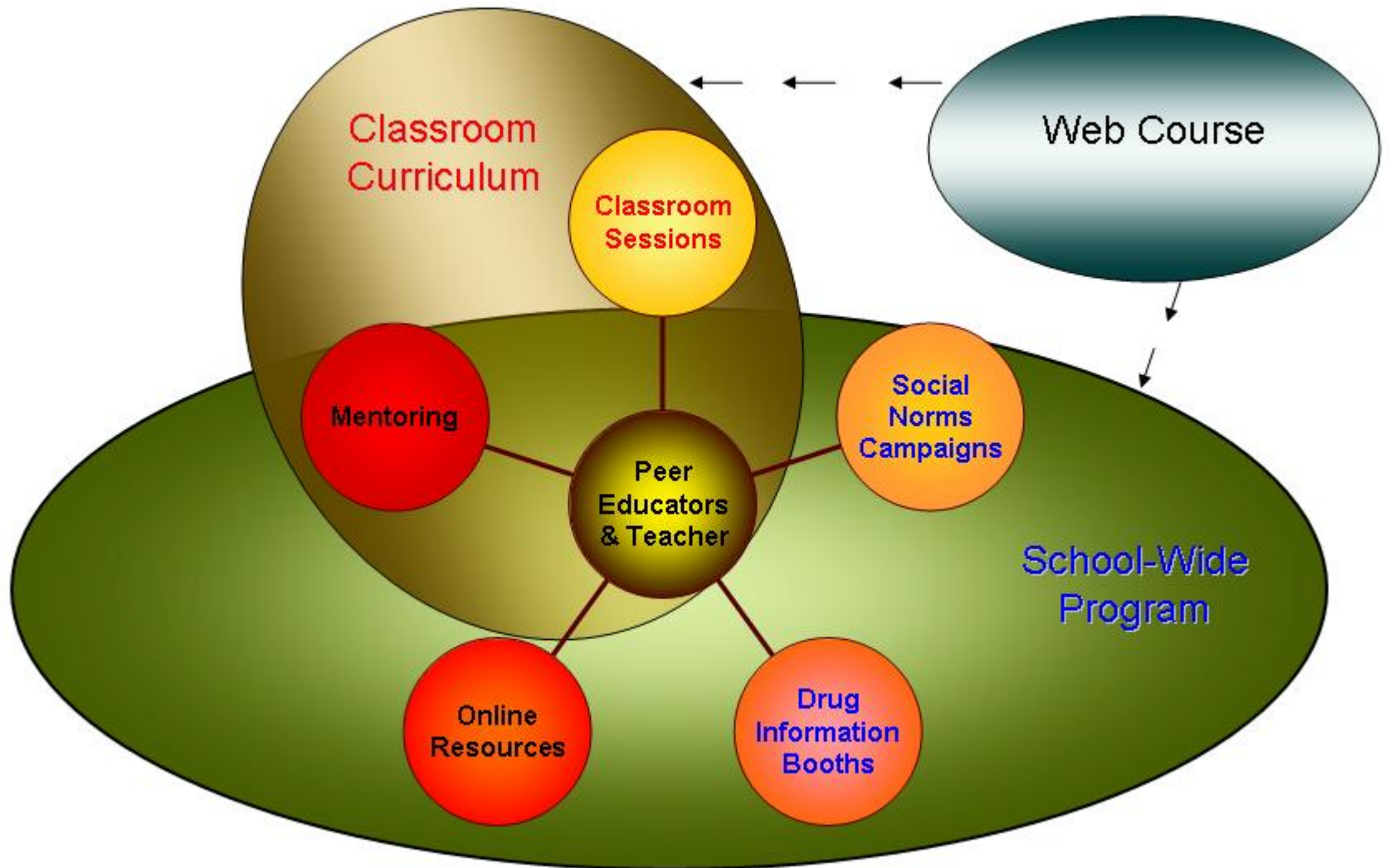
# Goals of Prevention

- To understand the development of maladaptive behaviors and disorders
- To identify predictors/sources of influence
- To develop programs designed to prevent the maladaptive behaviors/disorders
- To evaluate the effectiveness of prevention efforts
- To disseminate the research findings of effective programs

# Crossroads

- Partnership between health teachers, high school peer educators, and college mentors
- Multi-component program designed to compliment existing health instruction
- Based on evidence-based prevention strategies
- Funded by the National Institute on Drug Abuse.

# Crossroads Logic Model



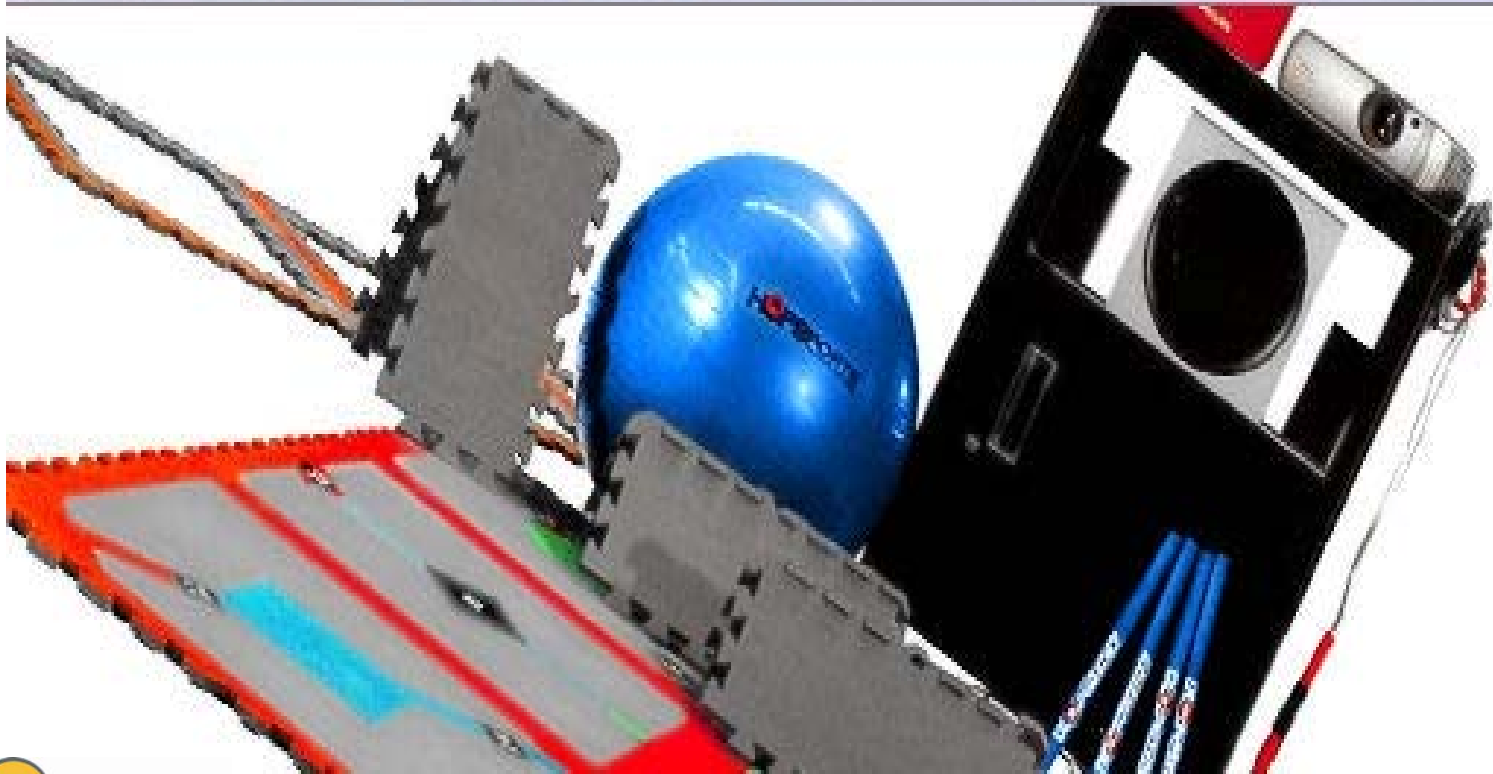
# Targeted Mediators

- Positive Social Norms
- Beliefs about consequences
- Decision Making
- Resisting Pressure

# HOPSports

- Multi-media standards compliant physical education program;
- Training tools (e.g., physio balls)
- Simultaneous physical activity
- 30-minute workouts often led by celebrities (e.g., Ripkin, Pippin, and Buckner-Davis)
- Skills specific to sport, dance, and exercise
- Cyber gym

# HOPS SPORTS™



# HOPSports Mission

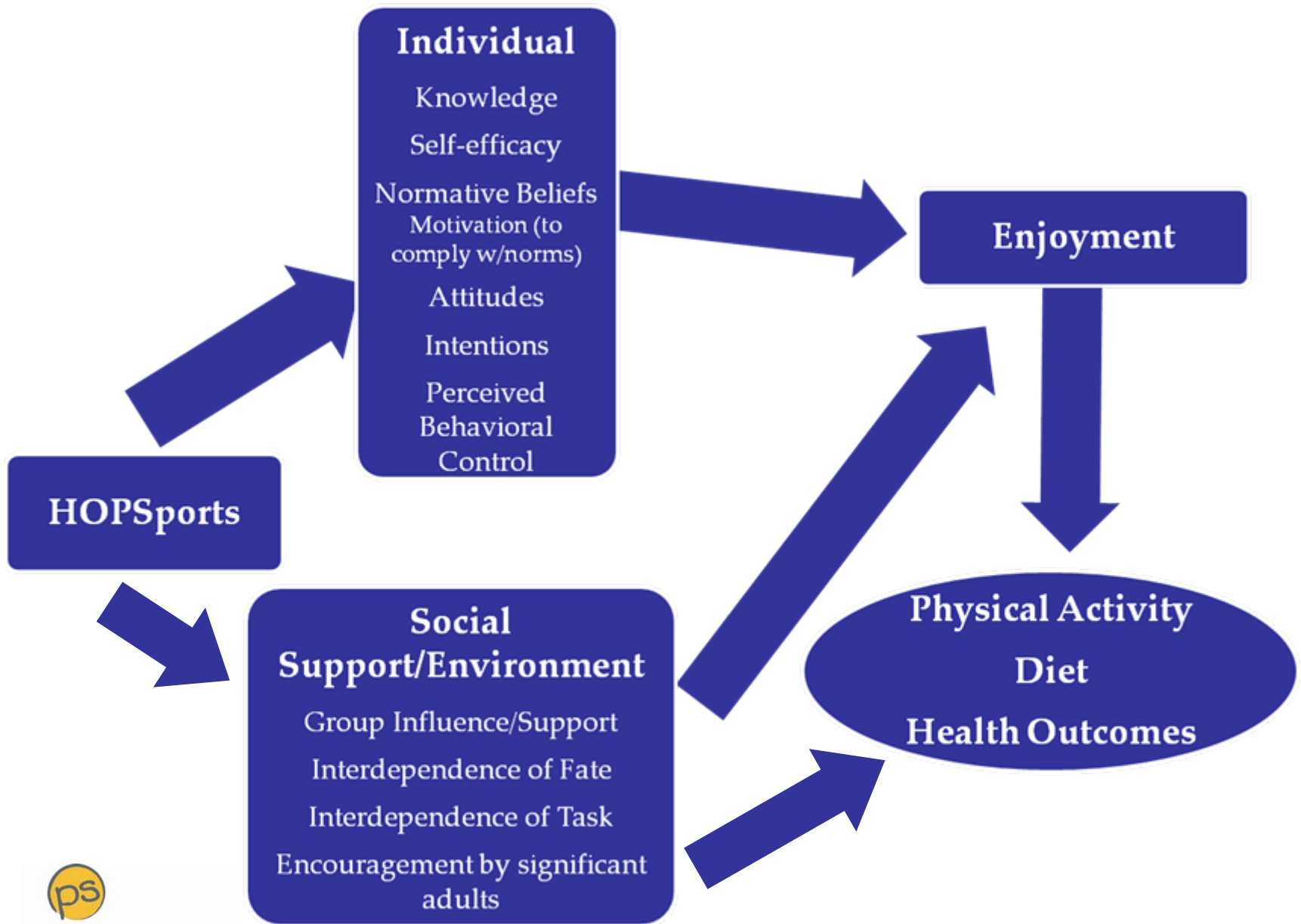
The mission of HOPSports is to improve the activity, health, and vitality of America's youth by implementing physical activities to encourage movement, educate youth on energy and nutrition, and deliver important societal messages in a cost-effective, entertaining, and youth-oriented format.

# Targeted Mediators

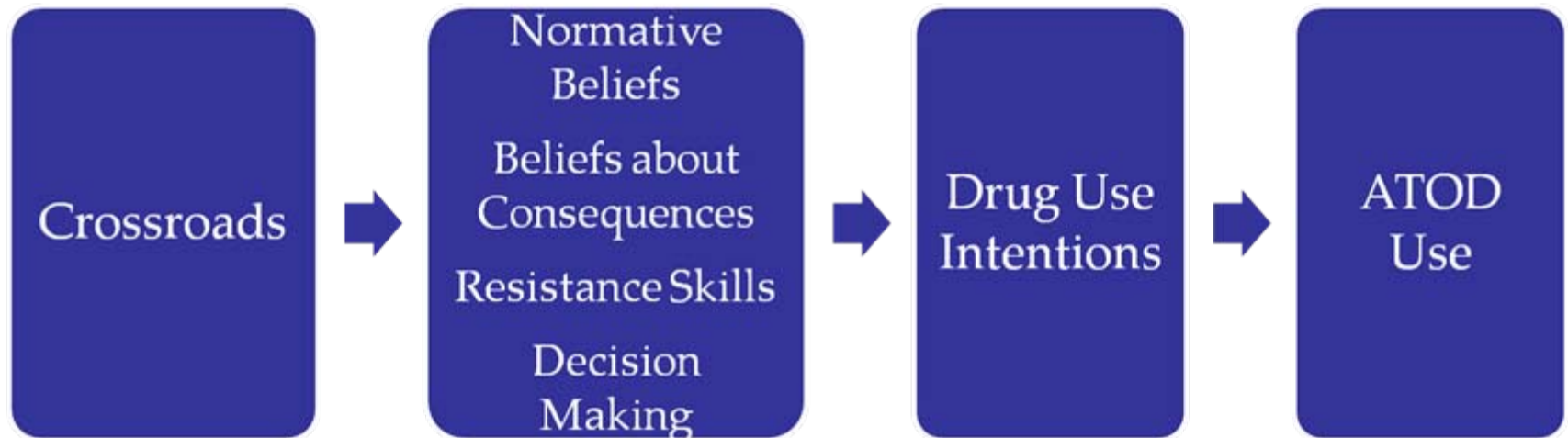
- Knowledge
- Self-efficacy
- Normative Beliefs
  - Motivation to comply
- Attitudes
- Intentions
- Perceived behavioral control

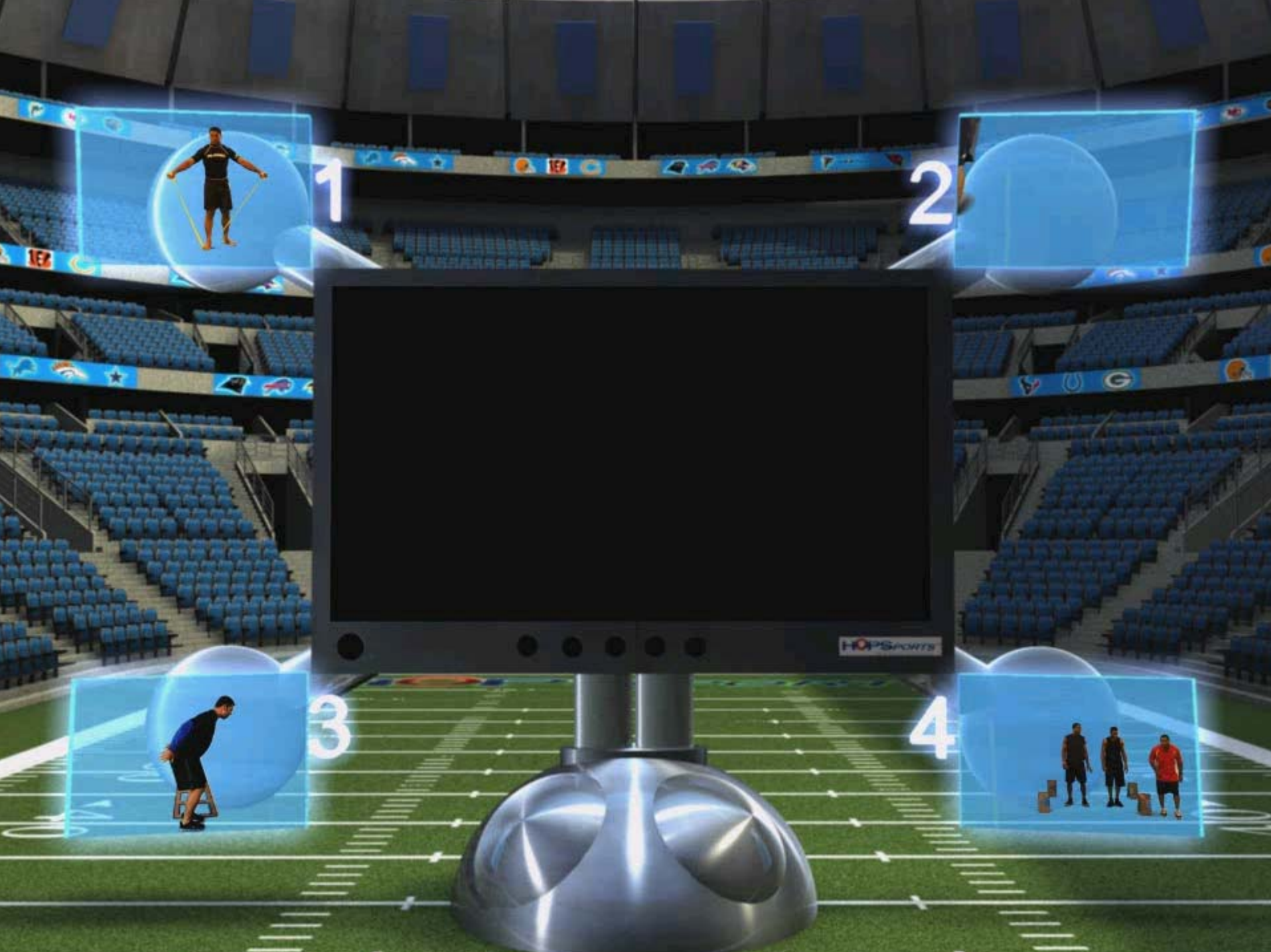
# Support for Integration

- Similar prevention models
- Supportive social environment
- Influence of physical activity (HAC)
- Take a look at the models



# Crossroads Mediator Model





1

2

3

4

HOPSports

# Additional Issues

- Program fit with targeted population
- Program fit within the structure of the high school environment

# Program Fit w/ Targeted Population

- Fun
- Target age-appropriate mediators
- Provide age-appropriate content
- Sophisticated and high-tech
- Identifying relationships & connections
  - Connection of substance use to their performance of a specific activity

# Program Fit in High Schools

- Drive students to Cyber Gym which is integrated into health class (curriculum infusion)
- Consistency of message
- Adhere to curriculum standards
- Wellness trend in physical education

# Challenges

- Interactivity (Nan Tobler)
  - Clickers
- Expense
- Character of highlighted athletes
- Comfort level of high school PE teachers w/ technology

# Thank You

## Contact Information

David L. Wyrick, Ph.D.

Phone: (336) 334-4501

Email: [dlwyrick@uncg.edu](mailto:dlwyrick@uncg.edu)