

The Illinois Model For The Certification of Prevention Specialists

Illinois
Certification
Board, Inc.



Mission: To protect the public by providing competency-based credentialing of Human Service Professionals

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PREFACE

This document defines the role, purpose, functions and responsibilities of the Certified Prevention Specialist and establishes a fair methodology for evaluation of competency. The credential defines minimum acceptable standards for the Certified Prevention Specialist knowledge and skills to insure that the Certified Prevention Specialist meets an acceptable standard of competency.

Competency Based -This professional, voluntary certification system is competency based. This means the minimum standards for the Certified Prevention Specialist are the knowledge and skill base identified for the profession. The competencies include knowledge specific to alcohol, tobacco and other drug (ATOD) abuse/dependency prevention, thus distinguishing this profession from other behavioral health/human services professions.

Experience Based – This certification system recognizes two ways to acquire the minimum Certified Prevention Specialist competencies: paid work experience and/or supervised volunteer experience.

PURPOSE

- To establish standards and procedures for the voluntary, professional certification of prevention specialists.
- To provide a respected credential of professional competency.
- To provide a method for maintaining and updating professional standards.

RATIONALE

The Illinois Certification Board (ICB) endorses the concept that the prevention of alcohol and other drug abuse or dependency is a specialty field requiring performance by competent and professional individuals. The standards for certification of these professionals are weighted on the side of proven experience and education.

PHILOSOPHY STATEMENT

The Certified Prevention Specialist combines both a broad-based prevention knowledge and a distinct knowledge base with human service skills to deal with the unique attitudes and behaviors associated with the prevention of alcohol, tobacco and other drug abuse/dependence. Knowledge and skill bases may be acquired through a combination of specialized training, education and supervised (mentored) work experiences. The Certified Prevention Specialist helps the individual, group and/or community to address physical, intellectual, emotional, social and spiritual needs to facilitate and maintain a health-oriented lifestyle. The Certified Prevention Specialist's clientele includes all individuals regardless of age, gender, group affiliation and/or perceived risk for ATOD problems.

With regards to the ATOD piece of this Model, ICB recognizes the disease model of alcoholism/addiction as well as the bio-psycho-social-spiritual approach and other philosophies effective in promoting recovery. It supports ongoing research and technology and remains open to new techniques as they are proven to be workable and effective. ICB is committed to the professional growth of Certified Prevention Specialists and to openness and enthusiasm about new information that allows Certified Prevention Specialists to become more effective in their work. ICB recognizes the abstinence (from the use of mind-altering drugs unless under medical supervision) model in the treatment of persons who are alcohol or other drug dependent. ICB also recognizes the harm reduction model; specifically, methadone maintenance, for those clients for whom this is appropriate.

INTRODUCTION

Certified Prevention Specialists fill a unique role among health and human service professionals, and in the alcohol, tobacco and other drug abuse/dependency field. They work in a variety of settings, using a combination of strategies and recognizing the need to provide quality services to the public. ICB, a voluntary credentialing system, provides certification of prevention specialists based on a combination of experience, education and training, supervised practical experience and examination.

The credentialing system identifies the functions, responsibilities, and knowledge and skill bases required by prevention specialists. ICB utilized resources from other states and the International Certification Reciprocity Consortium/Alcohol & Other Drug Abuse, Inc. (IC&RC) to create this system.

The Illinois Model is the basic document describing the rationale and competencies of the credentialing process. ICB recognizes that Prevention Professionals are educated in a wide range of disciplines, utilize many different approaches and techniques, and bring to the field diverse personal and professional experiences. The certification system is designed to accommodate and evaluate prevention specialists regardless of academic preparation or professional training and orientation.

DEFINITION AND SETTING

The Certified Prevention Specialist combines a distinct prevention knowledge base with human service and skills to deal with the unique attitudes and behaviors associated with the prevention of alcohol, tobacco and other drug abuse/dependence. Knowledge and skill bases may be acquired through a combination of specialized training, education and supervised (mentored) work experiences.

ICB recognizes the Certified Prevention Specialist; working in the field of prevention, perform different functions at different levels of accountability. To accommodate this diversity, certification is based on a classification system.

This certification system certifies preventionists as health care professionals. Strong professional credentialing programs include:

- objective testing instruments
- a meaningful code of ethics and a disciplinary review mechanism
- a continuing education requirement
- supervised (mentored) work experience

All applicants for Certified Prevention Specialist certification must subscribe to the ICB Prevention Specialist Code of Ethics and the jurisdiction of ICB in enforcement of the code.

Non-residents of Illinois are eligible for prevention certification by ICB, but must meet all standards and criteria, including the requirement of a minimum of 51% of their time working as a Prevention Professional in Illinois (defined as a minimum of 21 hours per week as a Prevention Professional during the past 90 days in an appropriate Illinois institution, agency, organization, etc.), submit all requisite fees and maintain their certification via the continuing education mechanism.

CERTIFICATION LEVELS

Illinois has two levels of Prevention Certification recognizing a wide range of experience and training. The levels are intended to help prevention specialists plan for their professional growth and may be helpful to employers with regard to hiring, promotion and personnel planning. Certification at a level indicates the Prevention Specialist has met the minimum standards for that level. The two levels of Prevention Certification are:

- Certified Prevention Specialist (CPS)
- Certified Senior Prevention Specialist (CSPS)

The CPS and CSPS credentials have reciprocity with some participating jurisdictions.

In addition to performing the same prevention tasks as the CPS, the CSPS is qualified to perform prevention administrative and supervisory functions.

MINIMUM REQUIREMENTS FOR CERTIFICATION

The following chart details the minimum requirements for certification based on work experience, supervised practical experience and training/education:

Certification Level	Degree Requirement	Required Work Experience	Hours of Supervised Practical Experience	Hours of Training/Education	Required Examinations
CPS	High School/ GED	1 year (2,000 hours) of paid qualified work experience in the past four years Or prevention volunteer experience under the supervision of an ICB certified professional in the past four years	120 Hours	<u>120 Hours</u> <u>24 hours</u> ATOD Specific <u>6 hours</u> Prevention Specific Ethics <u>90 hours</u> Performance Domains*	Prevention Specialist Examination
CSPS	High School/ GED	4 years (8,000 hours) of paid qualified work experience in the past seven years Or prevention volunteer experience under the supervision of an ICB certified professional in the past seven years	240 Hours	<u>150 Hours</u> <u>36 hours</u> ATOD Specific <u>6 hours</u> Prevention Specific Ethics <u>98 hours</u> Performance Domains* <u>10 hours</u> Planning and Evaluation	Prevention Specialist Examination

*Performance Domains – Planning and Evaluation, Prevention Education and Service Delivery, Communication, Community Organization, Public and Environmental Change, Professional Growth and Responsibility

Work Experience

Work experience is defined as prevention paid, supervised work experience or volunteer experience. The volunteer experience must have been performed under the direct supervision of an ICB Certified Prevention Specialist. To be considered qualified paid or volunteer experience, a minimum of 50% of the paid work experience and/or 100% of the volunteer experience must be in the delivery of the performance domains.

Supervision/Mentoring

The applicant must submit documentation of on-the-job supervision in the six prevention domains. No single domain is to be performed for fewer than ten hours.

Supervision/Mentoring includes activities designed to provide training in specific prevention tasks. All of the required hours must be spent being observed (directly or indirectly) in the performance of prevention tasks and in receiving individual or group feedback on the performance of the prevention tasks. Individuals considered qualified to provide supervision/mentoring include the preventionist's actual supervisor, ICB Certified Prevention Specialist, and experienced (minimum of 2,000 hours of paid prevention experience) Prevention Professionals.

Education

Applicants must hold a High School Diploma or GED, and must provide documentation that they have obtained a diploma, or a degree or certificate of completion from an institution that is accredited by the US Department of Education's Office of Post Secondary Education.

Education must be documented for ATOD specific, the performance domains, and prevention specific ethics.

Sources of education are college courses, seminars, conferences, and in-services, etc. One college semester hour = 15 clock hours, one college quarter hour = 10 clock hours, and one college trimester hour = 12 clock hours).

HOW TO APPLY

Certification will be granted contingent upon documentation of eligibility, submission of all required application material, successful completion of the appropriate examination and payment of all fees. The following outlines the application, review and approval process:

1. Read the entire Illinois Model thoroughly.
2. Complete all parts of the application. Print legibly or type application.
3. Attach all required documentation to support employment and education (i.e. current job description, official transcripts, copies of training certificates, letters of attendance/participation)
4. A current job description, reflecting actual job duties and responsibilities performed by the applicant, is required, and must be on agency letterhead, dated and signed by the applicant and supervisor.
5. Sign and date the Preventionist's Code of Ethics and have the signature notarized.
6. Verify the completeness of the application by using the "Application Checklist" included with the application.
7. When the application is complete, mail all materials to: ICB, 401 East Sangamon Avenue, Springfield, IL 62702.
- 8.

REVIEW OF MATERIALS

Upon receipt, the application and materials will be screened by ICB for completeness and correctness. The results may be one of the following:

Application Approved – The application meets all certification standards, and the applicant must pass the examination, if he or she has not already done so, in order to meet the requirements for certification.

Application Pending – Some materials need clarification, submission or resubmission of any part of the application. The applicant will be notified in writing of the problem(s). **Within one year of the application date, corrected materials must be submitted to ICB or the applicant will need to restart the application process.**

Application Denied – Certification standards were not met resulting in denial of application.

ACCOUNTABILITY

The certification system is accountable to other professionals, and the credentials are independent, private, freestanding and self-supporting. The profession determines and maintains its own standards.

CERTIFICATION EXAMINATION

The prevention examination is computer based and scheduled by appointment only. Testing candidates will need to have a current email account in order to set the exam appointment. Walk-in examinations are not allowed.

Once the application has been processed and approved, the applicant will receive an examination letter and test code sheet. To be scheduled for the examination, the applicant must return a completed test code sheet with payment of the non-refundable examination fee.

The exam dates are not set dates. The applicant will set their exam date and choose their exam location, this will be done once the test code sheet and exam fee have been received. Appointments are only available on weekdays. Once a date and time is confirmed the applicant will receive an admission letter via email. This admission letter is the applicant's ticket into the exam session. All details including directions to the exam site are included in the admission letter.

Individuals with disabilities and/or religious obligations that require modifications in examination administration must submit a written request for specific procedural changes to ICB no fewer than sixty days prior to the scheduled examination date. Official documentation of the disability or religious issue must be provided with the written request. With supportive documentation and proper notice for request, ICB will offer appropriate modifications.

The development of a valid examination for the certification process begins with a clear and concise definition of the knowledge, skills and abilities needed for competent job performance. The test is based on what the Certified Prevention Specialist does in practice. The knowledge and skill bases for the questions in the exam are derived from the actual practice of the preventionist in the domains. Multiple sources were utilized in the development of questions for the examination. The examination is comprised of multiple-choice questions, and each question is linked to the performance domains as well as the knowledge and skills identified for each domain. Applicants are allowed three and one-half (3½) hours to complete the examination.

Unofficial examination results are distributed upon immediate completion of the exam. ICB will mail official exam scores to the individual within 30 days of the exam date. Applicants failing the examination will be given opportunities to retest providing the application is in good standing.

Applicants must notify ICB of their intent to be seated for that examination by completing a test code sheet and paying the appropriate examination fee.

An applicant’s file will be closed if the applicant does not retest within one year of obtaining a failing score. In such a case the applicant will be required to submit a new application.

A comprehensive candidates guide is available. The Candidate’s Guide is a tool to review the basic information required for the knowledge base as well as to experience what it is like to take a lengthy, multiple-choice examination.

TRANSITION TO ANOTHER LEVEL

A CPS may transition to a CSPA once the qualifications have been met. Qualifying work experience and training hours are cumulative. Application for transition does not suspend Preventionist’s CEU requirement for the current level of certification. Preventionists may transition by doing the following:

- Request transition application packet from ICB.
- Pay appropriate transition fee.
- Complete the application packet.
- Return the transition application to ICB for review and approval.

ICB will not review current files to verify an applicant’s experience, supervised practical experience or education when the applicant is applying for a transition. The applicant is responsible for completing the application in order to provide the required information. “You have it on file” will not be accepted in lieu of the submitted information and such applications will be considered incomplete.

Applicants need not retake the prevention examination when transitioning from one certification level to another.

CERTIFICATION TIME PERIOD

Once the application receives approval and the applicant has passed the examination, he or she will be invoiced for the biennial certification fee. Once payment is received certification will be issued.

ICB certification encompasses two calendar years starting on the date of successful completion of the certification process. Two dates (date of issue and expiration) will appear on the preventionist’s certificate along with a certification number.

Certified Prevention Specialists must display their certificates at their primary work site. Certified Prevention Specialists are responsible for renewal of their certification.

FEES

Application Fee	\$ 85.00
Examination	\$175.00
Transition to Another Classification	\$ 40.00
Biennial Certification Fee (CPS).....	\$160.00
Biennial Certification Fee (CSPA)	\$200.00
Inactive Status (biennial fee).....	\$ 20.00
30 Day Extension Fee (one month only)	\$ 30.00
Returned Check Fee.....	\$ 50.00

CERTIFICATION MAINTENANCE AND RECERTIFICATION

To maintain the high standards of the professional practice and to assure continuing awareness of new knowledge in the field, ICB requires all Certified Prevention Specialists and Certified Senior Prevention Specialists to renew their certification every two years. Preventionists have the responsibility of maintaining their credential, and any failure to act is their responsibility. Preventionists must notify ICB, in writing, of any change of address. They are required to pay a biennial certification fee and submit continuing education units (CEUs).

Preventionists will be notified that their certification is about to expire no fewer than 30 days prior to the expiration date. They will submit their biennial certification fee and CEUs to ICB on or before their expiration date. Forms for the documentation of CEUs are available on the ICB's website, www.iaodapca.org, under Credentialing/Credentialing Forms/Preventionist. The form must be completed, signed and submitted with proof of attendance. CEUs should not be submitted until notification of expiration.

A non-response to biennial notices will result in termination of certification.

Continuing Education Policy

Forty (40) continuing education units (CEUs) are required to maintain certification and must be earned within the two-year certification period. An average of 20 CEUs should be obtained each year. CEUs are not transferable to any other certification period. CEUs obtained prior to the initial date of certification are not eligible to be used for maintaining certification. A preventionist may receive CEU credit only once for a training event, even if the event is repeated during different certification periods. A CEU is equivalent to one clock hour. (Excluded is non-program time such as breaks, social hours, registration time, and meal times). One college semester hour of credit is equivalent to 15 CEUs, one college trimester hour of credit is equivalent to 12 CEUs, and one college quarter hour of credit is equivalent to 10 CEUs.

All 40 CEUs required to maintain certification **must** be recognized or petitioned for ICB CEUs. Continuing education is broken down into two categories. Some continuing education may be recognized by ICB for both categories.

- **CATEGORY I** - Minimum 15 CEUs of education specific to alcohol, tobacco and other drug abuse/dependency.

Examples - pharmacology, the effects of alcohol, tobacco and other drugs on the human body, signs and symptoms of ATOD abuse and dependence, dynamics of the addiction process, evaluation theory and procedure, theories of addiction, historical perspectives

- **CATEGORY II** - Minimum 25 CEUs of education specific to knowledge and skills related to the prevention domains, tasks, and knowledge areas. Must have 6 hours prevention ethics education.

Examples - prevention program development, prevention theory and practice, public policy planning, prevention research and program models, grant and proposal writing, supervisory and management skills, human development, teaching and training, public speaking, community organization, community needs assessment, target populations, networking, working with volunteers, marketing, written communication, systems approach to prevention, group facilitation, professional ethics, rules and regulations, family dynamics, cultural diversity.

Sources of Continuing Education Units

- Recognized programs are training/education ICB has identified as fulfilling the criteria for CEU credit or are pre-recognized sources. The certificate of completion will contain the program number assigned by ICB, number of CEUs, and the category.

- Structured individual continuing education, such as ICB Bibliocredit Reading Program and other self-study programs, is available with a maximum of 15 CEUs every two years.
- Preventionists may receive up to 12 Category II CEUs every two years for volunteer time serving as a member of the Board of Directors, a member of a Board committee, or a member of an ICB committee.
- Teaching and training other prevention professionals in prevention knowledge or competency areas qualifies for up to a maximum of 15 CEUs in a two-year certification period. The number of CEUs awarded will be equal to the number of hours spent in actual training time. Public education lectures and presentations for which the preventionist has previously received credit are not eligible.
- Research papers accepted for publication, reading or discussion at a professional meeting or conference, and professional publications in the prevention field qualifies for up to a maximum of 15 CEUs in a two-year certification period. The topic must pertain to one of the knowledge or skill areas. The work can be counted only once, even though presented in more than one format or location.

Agency In-service Education and Training Programs

Of the 40 CEUs required biennially, 20 CEUs may be agency in-service training programs. Inservices not previously awarded CEU recognition by ICB may be petitioned for CEUs

Validation of Continuing Education

Preventionists must document they have obtained CEUs and submit the appropriate validation for each educational experience.

- Certificates or other proof of completion for ICB recognized or petitioned trainings.
- Transcripts or official grade reports for college or university courses.

Procedures to Petition for CEUs

Not all educational experiences available to the preventionist will have been awarded CEUs by ICB, requiring the preventionist to petition such education/training for CEU credit. Requests are to be submitted to ICB on the petition form with the following information:

- Documentation of attendance
- Goals and objectives of the program
- Date/length of program in clock hours
- Brochure or other document describing program content
- Sponsor, location, instructor and target population
- Definition of the training type (publication, workshop, seminar)
- Identification of the specific content and/or knowledge/skill related to the prevention domains/tasks
- Non-refundable petition fee

Requests will be reviewed within 30 days, and the preventionist will be notified of the results. If recognized, the preventionist will be informed of the number of CEUs awarded.

Extension of Continuing Education Requirements

A Preventionist unable to meet the continuing education requirements for re-certification maintenance may request a 30-day extension, in writing. A one-month extension is \$30.00. To request an extension, certified members must include the biennial certification fee plus \$30.00 for the one-month extension with a written request. The extension time starts from the certified member's expiration date. Extension will not be granted beyond one month. If at the end of the extension, certified member who have not met the requirements for recertification will have their

certification terminated. They will not be permitted to place their certification on inactive status. Reinstatement shall be through completing the full certification requirement.

INACTIVE STATUS

ICB has established an Inactive Status to allow Prevention Specialists who are experiencing extenuating circumstances, to prevent their certification from expiring. It has been established for Prevention Specialists who expect to be inactive for more than two years. Inactive Status allows the Prevention Specialist to avoid the full reapplication process.

Prevention Specialists in good standing unable to meet the continuing education requirements for recertification maintenance due to health or extenuating personal reasons may place their certification on inactive status if they meet the requirements. The process for reactivation from inactive status will then be followed when the Prevention Specialist wishes to activate his/her certification.

Prevention Specialists are eligible for inactive status if:

- they are certified and in good standing, i.e., current with fees and continuing education units.
- they are no longer working in the Prevention field.
- they are moving out of Illinois and elect not to maintain active certification and choosing not to maintain certification via CEUs.
- they are retired.
- they are on extended military active duty.
- they have health complications.
- they have extenuating personal reasons.

Insufficient hours of continuing education will not be accepted as rationale for requesting inactive status. Certificates placed on inactive status are not eligible for reciprocity.

During the period of inactive status, Prevention Specialists are considered to be without ICB certification. Such Prevention Specialists cannot refer to themselves in writing or verbally as a "Certified Prevention Specialist or Certified Senior Prevention Specialist."

Procedure for obtaining inactive status

- Request inactive status in writing from ICB stating the specific reason(s) for requesting inactive status.
- Include documentation for eligibility in the request for inactive status.
- Surrender current original prevention certificate to ICB. The Prevention Specialist will receive a letter from ICB acknowledging the certification number is inactive.
- Pay a biennial \$20.00 fee.

Procedure for reactivating a certificate from inactive status for Prevention Specialists who have left the state and continued in the field:

- Send written request for reactivation to ICB.
- Document fulfillment of requirements for certification under the laws/rules of the jurisdiction in which the work experience is occurring.
- Payment of appropriate fees based on level of certification.

Procedure for reactivating a certificate for Prevention Specialists who have left the field but wish to reactivate their certification before two years have lapsed:

- Send written request for reactivation to ICB.
- Payment of appropriate certification fees based on level of certification.
- Payment of reapplication fee.

- Provide documentation of current prevention employment.
- Provide documentation of current CEU experience.

Procedure for reactivating a certificate for Prevention Specialist who wish to reactivate their certification and have been on inactive status for more than two years:

- Send written request for reactivation to ICB.
- Payment of appropriate certification fees based on level of certification.
- Payment of reapplication fee.
- Payment of examination fee.
- Successfully complete the examination required for certification.
- Submit current job description. This must be on agency letterhead, signed and dated by the Prevention Specialist and his/her current supervisor and include the amount of time spent in direct prevention service.

TERMINATED CERTIFICATION

Certification will be terminated for the following:

- Failure to pay the biennial certification fee.
- Failure to apply for an extension prior to the expiration date.
- Failure to comply with the conditions of an extension by the deadline.
- Failure to document 40 continuing education units (CEUs) over the two-year period of certification and no request for extension.
- Ethics violations.

All requests for reinstatement must be put in writing to the Executive Director of ICB. Telephone inquiries will not be accepted. A written response will be sent to the member.

APPEAL PROCESS

When an applicant is denied certification, questions the results of the application review, questions examination results or is subject to an action by ICB that the applicant deems unjustified, he or she has the right to inquire and appeal. If, after having been provided an explanation or clarification of the action of ICB, the applicant (complainant) still thinks that an action taken is unjustified, he or she may appeal. The complainant may appeal any decision within 30 days of receipt of the notice by sending a certified letter to the Executive Director of ICB, 401 East Sangamon, Springfield, IL 62702.

If applicants wish to appeal their examination scores, they must submit a written request to ICB within 30 days of the postmark of the examination score report. Applicants will be required to pay a fee to re-score the examination. Applicants should be aware that examination security and item banking procedures does not permit them to have access to examination questions, answer keys or other secure materials.

DISCIPLINARY REVIEW PROCESS

Certified Prevention Specialists hold a unique position of trust and responsibility and must be aware at all times of the ethical requirements imposed on them as a result of this special position.

ICB has established a disciplinary review process that provides an avenue through which complaints can be filed about ethical conduct of an ICB Certified Prevention Specialist or an applicant to the ICB certification system.

If it is suspected that a breach of the code of ethics has occurred, it is suggested that this be brought to the Certified Prevention Specialist's attention first. If this does not result in a satisfactory outcome, the Certified Prevention Specialist's supervisor should be informed. If this action still does not result in a satisfactory outcome, an ethics complaint should be made to ICB.

The complainant will send a written request for an ethics complaint packet to ICB, 401 East Sangamon Avenue, Springfield, IL 62702.

The complainant will complete the packet and submit it to ICB. Once the ethics complaint packet is received by ICB the complaint will be investigated resulting in one of three findings:

- Dismissal of the complaint
- Return of the complaint to the Executive Director for further investigation; or
- Imposition of disciplinary action.

The complainant may appeal any decision within 30 days of receipt of the results of the complaint by sending a certified letter to the Executive Director of ICB.

PREVENTION PERFORMANCE DOMAINS

The 2013 Prevention Specialist Role Delineation Study identified six performance domains for the prevention specialist. Within each domain are several identified tasks that provide the basis for questions in the examination. Following is a listing of those domains, associated tasks.

Domain 1: Planning and Evaluation

- Determine the level of community readiness for change.
- Identify appropriate methods to gather relevant data for prevention planning.
- Identify existing resources available to address the community needs.
- Identify gaps in resources based on the assessment of community conditions.
- Identify the target audience.
- Identify factors that place persons in the target audience at greater risk for the identified problem.
- Identify factors that provide protection or resilience for the target audience.
- Determine priorities based on comprehensive community assessment.
- Develop a prevention plan based on research and theory that addresses community needs and desired outcomes.
- Select prevention strategies, programs, and best practices to meet the identified needs of the community.
- Implement a strategic planning process that results in the development and implementation of a quality strategic plan.
- Identify appropriate prevention program evaluation strategies.
- Administer surveys/pre/posttests at work plan activities.
- Conduct evaluation activities to document program fidelity.
- Collect evaluation documentation for process and outcome measures.
- Evaluate activities and identify opportunities to improve outcomes.
- Utilize evaluation to enhance sustainability of prevention activities.
- Provide applicable workgroups with prevention information and other support to meet prevention outcomes.
- Incorporate cultural responsiveness into all planning and evaluation activities.
- Prepare and maintain reports, records, and documents pertaining to funding sources.

Domain 2: Prevention Education and Service Delivery

- Coordinate prevention activities.
- Implement prevention education and skill development activities appropriate for the target audience.
- Provide prevention education and skill development programs that contain accurate, relevant, and timely content.
- Maintain program fidelity when implementing evidence-based practices.
- Serve as a resource to community members and organizations regarding prevention strategies and best practices.

Domain 3: Communication

- Promote programs, services, activities, and maintain good public relations.
- Participate in public awareness campaigns and projects relating to health promotion across the continuum of care.
- Identify marketing techniques for prevention programs.

Apply principles of effective listening.
Apply principles of public speaking.
Employ effective facilitation skills.
Communicate effectively with various audiences.
Demonstrate interpersonal communication competency.

Domain 4: Community Organization

Identify the community demographics and norms.
Identify a diverse group of stakeholders to include in prevention programming activities.
Build community ownership of prevention programs by collaborating with stakeholders when planning, implementing, and evaluating prevention activities.
Offer guidance to stakeholders and community members in mobilizing for community change.
Participate in creating and sustaining community-based coalitions.
Develop or assist in developing content and materials for meetings and other related activities.
Develop strategic alliances with other service providers within the community.
Develop collaborative agreements with other service providers within the community.
Participate in behavioral health planning and activities.

Domain 5: Public Policy and Environmental Change

Provide resources, trainings, and consultations that promote environmental change.
Participate in enforcement initiatives to affect environmental change.
Participate in public policy development to affect environmental change.
Use media strategies to support policy change efforts in the community.
Collaborate with various community groups to develop and strengthen effective policy.
Advocate to bring about policy and/or environmental change

Domain 6: Professional Growth and Responsibility

Demonstrate knowledge of current prevention theory and practice.
Adhere to all legal, professional, and ethical principles.
Demonstrate cultural responsiveness as a prevention professional.
Demonstrate self-care consistent with prevention messages.
Recognize importance of participation in professional associations locally, statewide, and nationally.
Demonstrate responsible and ethical use of public and private funds.
Advocate for health promotion across the life span.
Advocate for healthy and safe communities.
Demonstrate knowledge of current issues of addiction.
Demonstrate knowledge of current issues of mental, emotional, and behavioral health.