

Our Mission

The Prairie Ridge mission is to reduce the impact of drug and alcohol abuse upon the affected individuals, families, and communities of North Iowa. We will fulfill our mission by providing a full continuum of effective and efficient prevention and treatment services.

Our Vision

Prairie Ridge will be a preferred source of prevention and treatment services, offering innovative and proven programs that best meet the needs of our clients and customers. We will be an asset to our community by improving the quality of life for persons receiving our services.

Our Values

*Dignity and Respect
Responsive to the Needs
Of Our Customers and Clients
Open Communication
Trust and Honesty in all Our Interactions
Professional Development
And Personal Growth of Our Staff
Continually Improving
All Aspects of Our Organization*

Prairie Ridge Prevention Services' efforts are funded by the Iowa Dept. of Public Health; United Way; Division of Criminal & Justice Planning; and federal, state, and local grants.

Who can help with substance abuse prevention?

Youth
Parents
Schools
Educators
Physicians
Legislatures
Nurses
Faith Leaders
Managers
Supervisors
Community Leaders
& most of all . . .

YOU

Be a part of prevention today!

*To learn more about our prevention services
please contact us.*



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**PREVENTION
SERVICES**

*Providing Comprehensive
Prevention to Communities
of North Iowa*

The **Prairie Ridge Prevention Services** offers quality and effective substance abuse prevention services for people of all ages using comprehensive prevention strategies. Our service area includes Cerro Gordo, Floyd, Franklin, Hancock, Mitchell, Winnebago, and Worth Counties.

Information Dissemination—

Preventing substance abuse is an important part in improving the quality of life in our community. To increase awareness of the impact of drug/alcohol abuse and the need for change, we provide information about substance abuse through health fair displays, newsletters, brochures, fliers, workshops, and speaking engagements in schools, workplaces, clubs, and other community organizations.



Education—

Through educational program sessions, we increase individuals' understanding of drug/alcohol abuse and how they can improve their well-being by making behavior and lifestyle changes. We provide educational sessions aimed to affect decision making skills, peer resistance skills, and critical analysis of messages received from our environment.

Alternative Activities—

By way of constructive and healthy activities, we can help offset the attraction to drugs.



communication skills in a substance-free environment.

Prairie Ridge provides prevention services in a variety of outside-of-school programs. We host and participate in events to help develop social, leadership, and

Environmental/Social Policy—

Community attitudes about alcohol/drugs influence the incidence and prevalence of alcohol/drug abuse. Seeking to establish or change community attitudes is part of our on-going effort. We assist workplaces, schools, and other organizations in reviewing and enhancing their substance abuse policies.



Problem Identification & Referral—

Early problem identification is an important process in effective prevention of substance abuse. The beginning of lifestyle changes can be aided by alcohol/drug abuse education. We offer operating-while-intoxicated (OWI) education programs and student assistance programs. Furthermore, we act as a resource in our service area to help individuals and families affected by substance abuse.

Community-Based Process—

Enhancing the ability of the community to provide effective substance abuse prevention and treatment services involves collaborations by all stakeholders (our whole community). We participate in many community coalitions and work in collaboration with schools, the area education agency, task forces, public health departments, and other organizations in our community.



Substance abuse has serious consequences in our homes, schools, and communities. Therefore, it is most important that these areas work together in trying to understand and prevent the onset of substance abuse. The National Institutes of Health (NIH) has studied and identified effective interventions with younger populations, older teens, and adults to help prevent high-risk behaviors before substance abuse occurs. Prairie Ridge Prevention Services utilizes effective prevention programs that help parents, educators, and community leaders to enhance protective factors while decreasing risk factors. Our prevention team also emphasizes that prevention planning and program delivery should include family, school, and the community, in which each community adapts prevention programs specific to their needs.



We offer programming that targets substance abuse risk and protective factors:

- ❖ Universal program-designed for the general population, such as all students, community members, workplace, etc.
- ❖ Selective program-targets groups that are at risk or portion of the general population such as children who have higher risk for substance abuse.
- ❖ Indicated program-designed for people who are already experimenting with substances.