



# Defining Prevention & Promotion

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# Prevention & Promotion Definitions



**Prevention**  
to stop the  
occurrence of  
undesired  
population  
outcomes



**Promotion**  
to support the  
occurrence of  
desired  
population  
outcomes

# Prevention and Promotion Outcome Examples

- **Promotion Outcome**

- High School Graduation
- Postsecondary Completion
- Child Safety & Wellbeing
- Stable Housing

- **Prevention Outcome**

- High school dropout
- Postsecondary Dropout
- Substance abuse
- Child maltreatment
- Homelessness
- Felony Conviction

The background of the slide is a dark blue gradient. On the left side, there is a large, stylized graphic of a city skyline, likely Chicago, featuring various skyscrapers and residential areas. This graphic is composed of several overlapping circular and oval shapes. Some of these shapes are filled with a bright green color, while others are in grayscale. The green shapes appear to be highlighting specific parts of the city, such as the downtown skyline and some residential neighborhoods. The overall composition is modern and visually striking.

# **The Logic of Prevention and Promotion Tiers**

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# The Logic of Prevention & Promotion Tiers

**Prevention**

**Promotion**

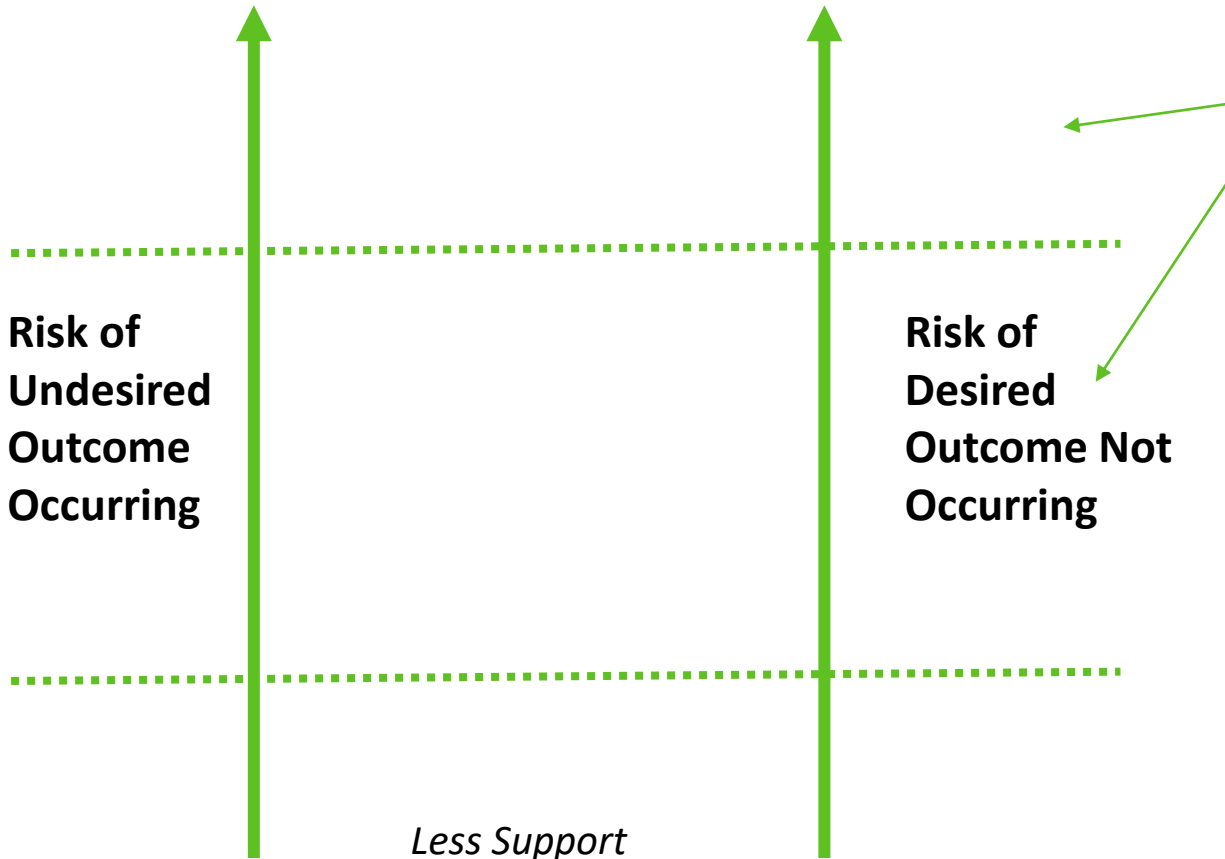
*More Support*

*Less Support*

**Risk of  
Undesired  
Outcome  
Occurring**

**Risk of  
Desired  
Outcome Not  
Occurring**

Tiers

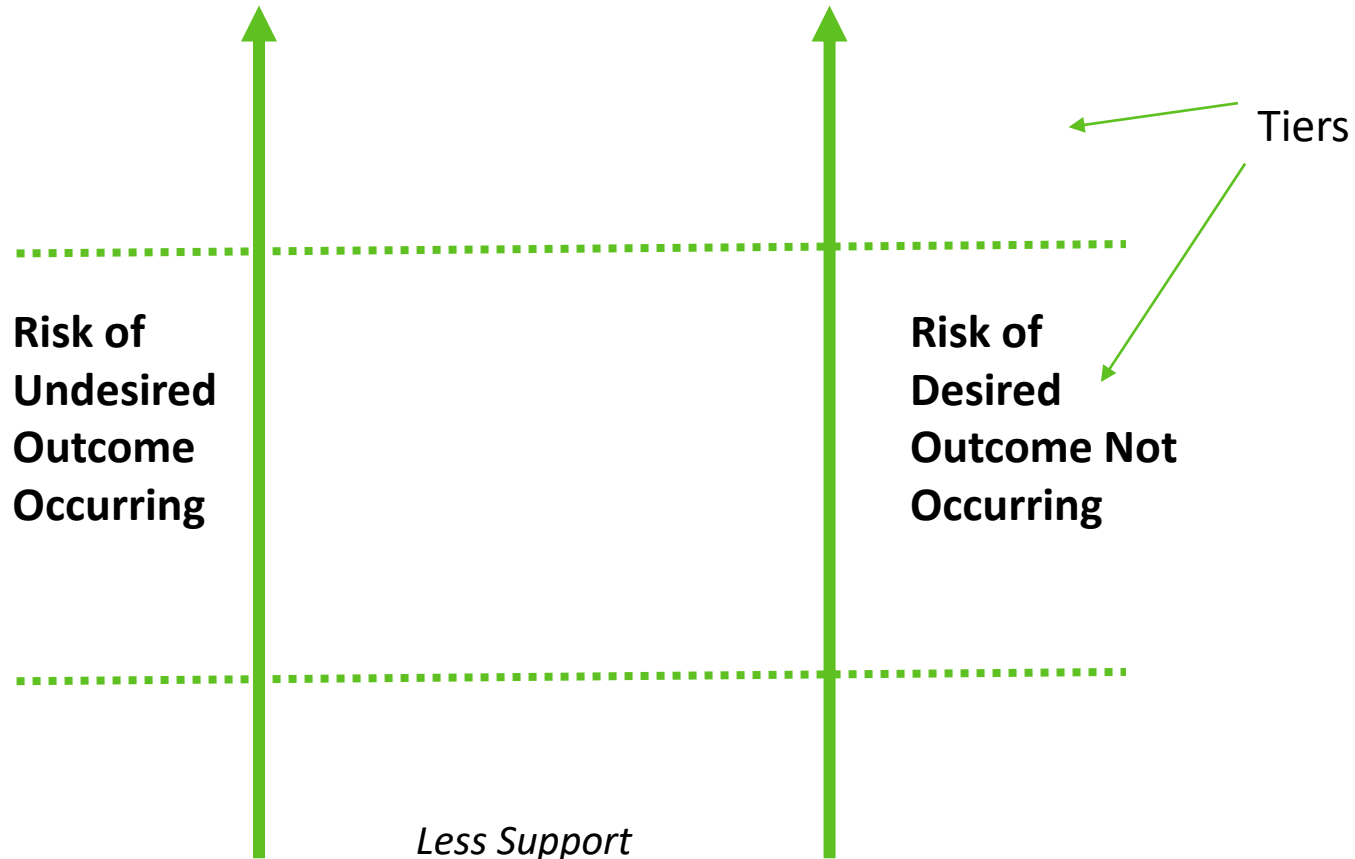


# The Logic of Prevention & Promotion Tiers

Prevention

Promotion

*More Support*



**What is the value of a tiered prevention model?**

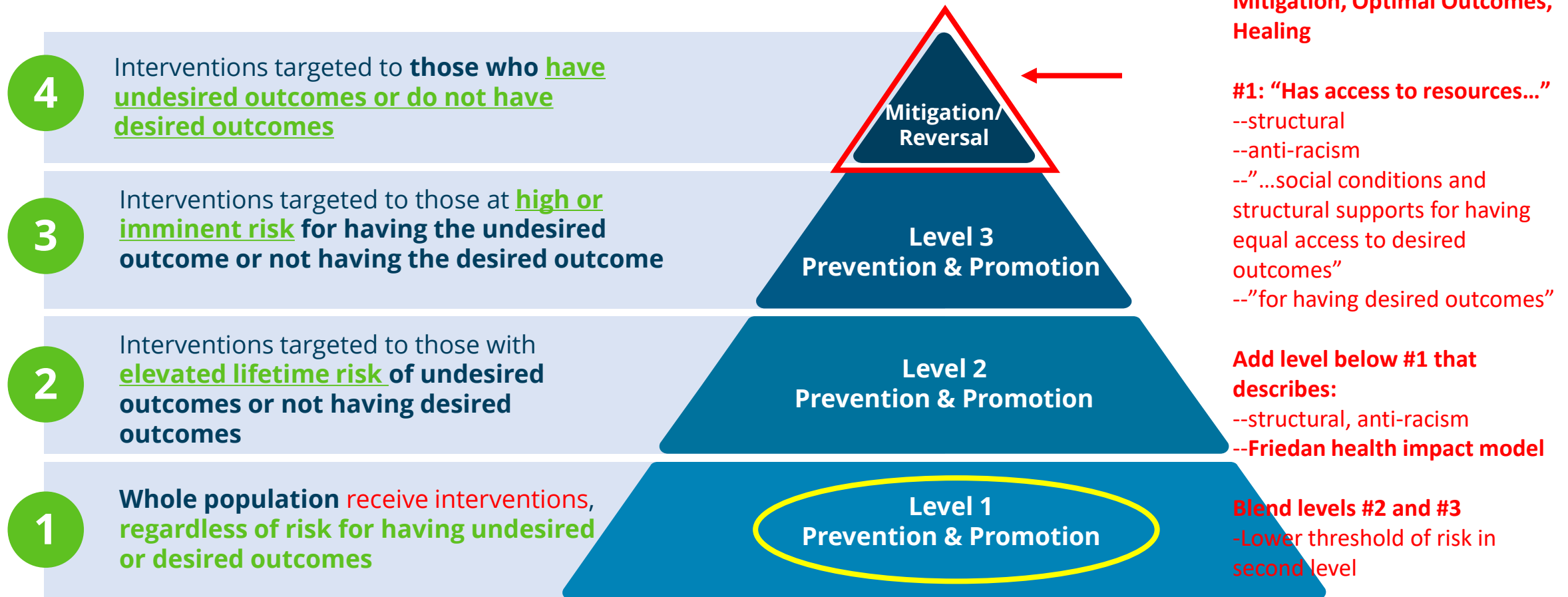
- To ensure we **allocate scarce resources to those with the highest risk** of having undesired outcomes or not having desired ones



# Selecting Prevention & Promotion Tiers

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# The Number and Meaning of Prevention/Promotion Tiers



Language of "Interventions"

Move away from pyramid



# **Naming Prevention & Promotion Tiers**

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# Naming Convention for Prevention/Promotion Tiers

