

PRIME FOR LiFE: Other Useful Information

Best Practices

What are “Best Practices?”

Over the last decade, many professionals have started the process of identifying “Best Practices” in their respective fields. These usually represent practices that both research and “expert opinion” support as effective. In the alcohol and drug field, Best Practices are being identified for both prevention and recovery.

Does PRIME For Life use Best Practices?

PRIME For Life is designed to be delivered in a research-based persuasion protocol. The protocols used in PRIME For Life emphasize the role of empathy, specific guidance regarding personal choices, the management of resistance, support for change, and a plan for success, all protocols identified as best practices.

When co-authors **Ray Daugherty** and **Terry O’Byran** began developing **PRIME For Life** in the early 80s, they studied research on how people change their attitudes, beliefs, and behaviors. Based on their findings, they structured an approach that reflected this research including strategies articulated by early change theorists like **Kurt Lewin** and later by **James Prochaska** and **Carlo DiClemente**, widely recognized experts on the change process. Unknown to PRIME For Life developers, others in the field would later use part of this same research base to develop what would become Motivational Interviewing or Motivational Enhancement Therapy. When the substance abuse field started talking about “research-based” and “best practices,” the program developers were gratified—it was what they had been studying and practicing for many years.

Kurt Lewin's "Force Field Analysis" (p. 112) by M.S. Spier, in The 1973 Annual Handbook for Group Facilitators by J.E. Jones and J.W. Pfeiffer (Eds.), 1973, San Diego, California: University Associates. Reprinted by permission of the publisher.

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Here are the various links to research:

<http://www.primeforlife.org/homepage.cfm?CFID=133775&CFTOKEN=61171895>

<http://www.primeforlife.org/assets/GeorgiaFinalReport.pdf>