INTRODUCTION
Substance abuse and addiction are two of the largest healthcare issues confronting the world today. They cause devastating impact on abusers, their families, communities, and society. People of all ages everywhere suffer due to the harmful effects of substance abuse and addiction. Substance addicted adolescents suffer from poor academic performance, high drop-out rate, and contracting infectious diseases. Addiction inflicted homes experience increased chances for child abuse, neglect and problems with the legal system (Benegal et al., 2007; Henningfield, Santora, & Bickel, 2007; Isralowitz, 2004; Lal, 2005; NIDA, 2010; Williams, 1996). Substance abuse and addiction are directly linked to violence in intimate partner relationships (Crane, Oberleitner, Devine, & Easton, 2014), elderly abuse, family disruptions, marital disharmony, parent absenteeism, problems in child development, and major deprivation in affected families (Benegal, et al 2007; Lal, 2005).

RESULTS (cont’d)
Creating-Awareness-Programs in Employment Settings (n=56; 50%)
- Organizing seminars and workshops to create awareness in work settings;
- Establishing employee assistance programs;
- Providing psychoeducation to supervisory staff on substance use disorders;

Creating-Awareness-Programs in Religious/Spiritual Settings (n=55; 49%)
- Training and educating religious/spiritual professionals to be allies in prevention efforts;
- Using religious/spiritual professionals as teachers to educate in religious domains;
- Using religious/spiritual professionals as referral-sources.

Creating-Public-Awareness in Local Communities (n=59; 53%)
- Educating communities through mass media;
- Educating stakeholders;

Creating-Public-Awareness at State and National Levels (n=65; 58%)
- Establishing consistent national policies on treatment;
- Consulting with treatment professionals when making national policies;
- Enforcing stricter border-control to prevent drug-trafficking.

METHODS
Research Design: Mixed methods with a focus on concurrent strategies;
Research Participants: 112 substance addiction treatment professionals in Indian context; 75.3% were males, and 24.7% were females; from a total of 26 Indian states and 4 union territories in India. Participation in this study was voluntary
Survey Instrument: total of 44 questions; developed specifically for this research and tested for social appropriateness and cultural relevancy for India.
IRB Approval: received by the appropriate Institutional Review Board (IRB).

RESULTS
This study emphasized the importance of creating public awareness campaigns against substance abuse for the entire population of India, and in important social sectors such as schools, employment settings, religious/spiritual settings, local communities, state and national levels.
Creating-Awareness-Programs in School Settings (n=94; 94%)
- Mandatory inclusion of prevention education in high school curriculum;
- Training school teachers to be advocates of prevention awareness in school settings;
- Designing creative educational formats to engage students.

DISCUSSION AND CONCLUSION
This study is the first of its kind focusing on substance abuse prevention programs in a developing country. It emphasizes the importance of integrating prevention efforts in every segment of Indian society. Prevention strategies need to be drawn from ecologically grounded perspectives and delivered in authentic ways from relatable and credible sources (Reid, et al. 2014). Indian treatment professionals were able to identify what these authentic sources were in their socio-cultural settings, and to suggest ways to do that. Future researchers will investigate and articulate optimal ways to engage the entire society in prevention efforts.

LIMITATIONS
The inclusion-exclusion criteria for this research were limited to those treatment professionals, who were proficient in English and capable of completing the survey instrument online.

REFERENCES

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