


Washington State Department of Social and Health Services

Transforming Lives

Environmental Prevention Strategies

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11AM-Noon
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Environmental Prevention Overview



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What are Environmental Strategies?

- **Environmental efforts seek to make change on the large scale of the community.**
 - Focus on policy and policy change.
 - **Individual programs seek outcomes related to individual participants.**
 - Focus on behavior and behavior change.
- **Environmental strategies reach the community at various stages of human development.**
 - **Individual programs are geared toward a specific stage of human development.**



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What are Environmental Strategies?

continued

- Environmental strategies impact more people than individual programs.
- “Norms”, “regulations”, & “access/availability” are common ways to categorize environmental initiatives.
(CSAP, 2005 and CADCA, 2008)

Community level change strategies seek to:

1. Limit access to substances;
2. Change the culture and context within which decisions about substance use are made; and or
3. Shift the consequences associated with youth substance use.

“Evidence exists that well-conceived and implemented policies at the local, state and national levels can reduce community level alcohol, tobacco, and other drug problems.” (Drug-Free Communities Support Program, Office of National Drug Control Policy (ONDCP), NFA 2015)




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Essential to Effectiveness

- “Successful prevention is inherently interdisciplinary.”
National Research Council and Institute of Medicine. (2009)
- Drawing on a variety of different strategies at multiple levels have led to effective tobacco control and reductions in underage drinking.
National Research Council and Institute of Medicine. (2009)
- “Controlling the environment around schools and other areas where youth gather helps to reinforce strong community norms against substance abuse.”
CSAP Principles of Substance Abuse Prevention. (2001)



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Just What Is Environmental Prevention, Anyway?

Environmental strategies in a community seek:


1. To bring about system-level change (including physical space, local community policies, availability of alcohol, drugs, and tobacco, etc.)

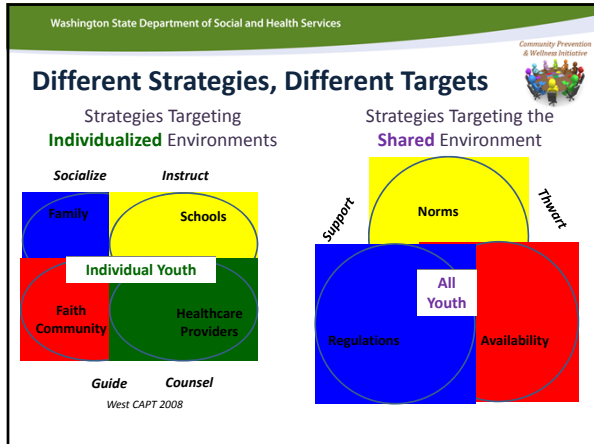
In order

2. To reduce substance abuse problems at the population level. That is **Public Health.** **

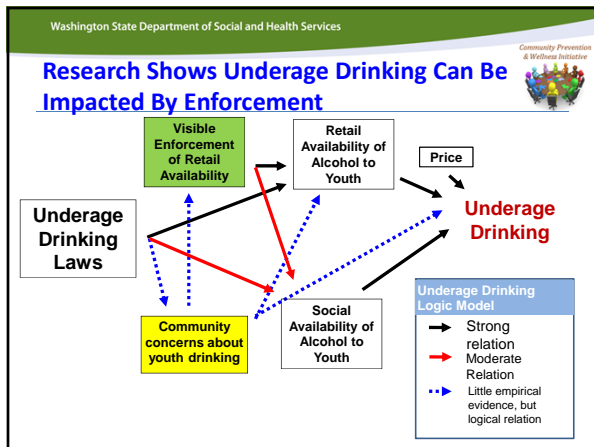
**** Both conditions must be met.**

CADCA, 2009









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Resources to guide Implementation

Environmental Strategy Implementation

For the Assessment Findings

The FBI's law enforcement training center provides law enforcement information on various topics, including compliance checks. The manual provides information on appropriate and effective ways to conduct compliance checks and offers strategies to address family safety issues when the community is responding to the quality of life.

COMPLIANCE CHECKS

Response	Weak Ability	Moderate Ability	Strong Ability	
Case Activity	Minimal or no response to calls for service and results in a high number of complaints.	Response to calls for service is prompt and results in a high number of complaints.	Response to calls for service is prompt and results in a low number of complaints.	Response to calls for service is prompt and results in a very low number of complaints.
Response	Minimal or no response to calls for service and results in a high number of complaints.	Response to calls for service is prompt and results in a high number of complaints.	Response to calls for service is prompt and results in a low number of complaints.	Response to calls for service is prompt and results in a very low number of complaints.

Alcohol Purchase Surveys

Alcohol purchase surveys involve sending young adults who appear underage into stores to attempt to purchase alcohol. Community, social coalition, and other groups carry out the purchase survey to gather data on how easily alcohol is purchased for minors and what is being sold. The surveys provide information that can be used to strengthen targeted efforts to reduce drinking. As a strategy, alcohol purchase surveys are intended to target

Prepared by Pacific Institute in support of the OJDP Following the Underage Drinking Laws Program

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Law Enforcement Partnerships – High Visibility Compliance Checks and Purchase Surveys

Community A (n=118)	Law enforcement in this community is effective when they respond to calls and requests about underage alcohol and drug use at parties or gatherings.		Law enforcement in this community enforces underage drinking laws.		Law enforcement in this community treats youth with respect.	
	Pre	Post	Pre	Post	Pre	Post
Overall	1.31	1.49	1.11	1.32	1.26	1.25
Difference		13.7%		18.9%		—
8 th Grade (n=64)	1.13	1.50	1.03	1.23	1.57	1.13
Difference		32.7%		19.4%		-28%

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Policy Change Strategies

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Policy as an Umbrella

Policy is:

- An umbrella strategy that can be used to initiate implementation in many strategies.
- Most successful when efforts are carried out by the coalition or committee.

Today we will talk about 4 policy-related strategies:

- Alcohol Advertising Restrictions (reduce perception of availability)
- School Policy (reduce access)
- Social Host Liability (reduce access)
- Safe & Festive Community Events (reduce access and change community norms)

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Where do Local Policies Reside?

- City Hall
- Court House
- Health Department
- Other ideas

Rules
Guideline
Laws
Operations procedure
Protocols
Code
Regulation
System
Ordinance

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Know What's Going On

Washington State Community Assessment of Neighborhood Stores (CANS) Inspection Record

Store Name: _____ Date: _____ Start Time: _____
 Street: _____ Initials of inspectors: _____ End Time: _____
 City: _____ Store Type: Convenience Grocery/Supermarket Other: _____
 Nearby Landmark: _____

A. Community Environment

Can you see any of these youth-friendly places when you are standing on the store property?

School	<input type="checkbox"/> Yes <input type="checkbox"/> No	2+ youth hanging out in front of store	<input type="checkbox"/> Yes <input type="checkbox"/> No
Places of worship	<input type="checkbox"/> Yes <input type="checkbox"/> No	Graffiti or gang tagging	<input type="checkbox"/> Yes <input type="checkbox"/> No
Parks, playground or sports fields	<input type="checkbox"/> Yes <input type="checkbox"/> No	Benches or picnic tables	<input type="checkbox"/> Yes <input type="checkbox"/> No
Daycare or childcare center	<input type="checkbox"/> Yes <input type="checkbox"/> No	Bulletin boards/ads for youth events	<input type="checkbox"/> Yes <input type="checkbox"/> No
Malls or youth-focused stores	<input type="checkbox"/> Yes <input type="checkbox"/> No	Bike racks	<input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Other (please describe): _____		<input type="checkbox"/> Other (please describe): _____	

Check any situations that suggest young people "hang out" on store grounds.

B. Advertising

Does the store have ads that appeal to youth outside the store?

Soda/sweetened drinks Energy drinks Sports teams (Mariners, Seahawks)
 Candy or ice cream Other: _____

Are there family-friendly ads outside the store? "Let's Draw the Line" materials
 Stickers/signs from local youth orgs Stickers/signs for "family friendly" or similar Other: _____

Are there family-friendly ads inside the store? "Let's Draw the Line" materials
 Signs to deter illegal tobacco/alcohol sales LCB Responsible Vendor Certificate Other: _____

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Outdoor Alcohol Advertising Policy

- Outdoor advertising rules say alcohol billboards located within 500 feet (1.5 football fields) of schools, churches, government buildings or playgrounds can be removed. Do you have any of those in your community?




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School Policy

- Concrete policies which provide for sanctions against use of alcohol and tobacco use on campus.
 - Traditional sanctions of the past consist of expulsion and suspension.
 - Now the focus is turning to keeping youth engaged & alternative forms of discipline.

Pacific Institute for Research and Evaluation, Calverton, MD

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Social Host / Liability

- A strategy to reduce access.
- Social Host ordinances focus on the setting where drinking occurs regardless of who provides the alcohol.
- Provides law enforcement with additional tools that go beyond the Revised Code of Washington (RCW 66.44.270), which prohibits providing (also known as furnishing) alcohol to minors.

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Tips for Social Host / Liability Efforts



<http://theathenaforum.org/sites/default/files/SocialHostHandbookAppendix2011.pdf>

Drafting A Social Host Ordinance

A How-To Guide For Washington State Communities

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Safe & Festive Community Events

- Various efforts and policies to consider if involved in planning community events, including:
 - Establish non-drinking areas for families and youth.
 - Ban consumption in parking
 - Hire adequate security;
 - Alcohol vendor training to
 - Prevent patrons from leaving
 - Alcohol supply carefully monitored by an adult.

Restrictions at Community Events

Alcohol restrictions at community events include policies that control the availability and use of alcohol at public venues, such as concerts, street fairs, and sporting events. Such restrictions can be implemented voluntarily by event organizers or through local legislation. These restrictions may reduce risks to underage purchasers and are also intended to reduce alcohol-related problems such as traffic crashes, vandalism, fighting, and other public disturbances. Alcohol restrictions at these events can range from a total ban on alcohol consumption to the posting of warning signs that alert the risks associated with consuming alcohol. Examples of restrictions include non-drinking areas for families and youth, limiting alcohol consumption, prohibiting driving to venues, limiting bar sales, limiting the number of servings per person, or requiring responsible beverage service training.

Fidelity Rubric for Alcohol Restrictions at Community Events

Preparation	Mitigating	Weak Fidelity	Moderate Fidelity	Strong Fidelity	Rating
Assessment of current local and state laws, policies, and ordinances related to alcohol consumption and public safety; assessment of gaps in current local and state laws, policies, or ordinances related to alcohol consumption and public safety.	The assessment of current local and state laws, policies, and ordinances related to alcohol consumption and public safety.	Assessment of current local and state laws, policies, and ordinances related to alcohol consumption and public safety.	Assessment of current local and state laws, policies, and ordinances related to alcohol consumption and public safety.	Assessment of current local and state laws, policies, and ordinances related to alcohol consumption and public safety.	The assessment of current local and state laws, policies, and ordinances related to alcohol consumption and public safety.

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Advocacy and Public Health

- Advocacy is used to promote an issue in order to influence policy-makers and encourage social change.
- Advocacy in public health plays a role in educating the public, swaying
- Advocacy assumes that people have rights, and that those rights are enforceable.
- Public opinion or influencing policy-makers. *

* There are restrictions for people who receive federal funding. Persons paid with federal funding cannot advocate for a specific policy or change. They can provide information about policy options and they can recruit their volunteer coalition members to advocate.

Retrieved from: Media Advocacy Manual, American Public Health Association, <http://www.apha.org/NR>, August 30, 2014

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Media & Community-based Strategies

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Media

- **Social Norms Marketing** – specifically designed media effort to change perceptions of norms or to create public support for

Social Norms Marketing

- **ONLY** considered Social Norms Marketing if individuals are designing

The social norms approach to prevention gathers credible data from a target population and then, using various health communication strategies, consistently tells that population the truth about actual norms of health, protection, and the avoidance of risk behaviors. With repeated exposure to a variety of positive, data-based messages, misperceptions that help to sustain problem behavior are reduced, and a greater proportion of the population begins to act in accord with the more accurately perceived norms of health, protection, and safety. Misperceptions of peer norms have consistently been shown to be correlated with individual risk behavior. Research shows that correcting these misperceptions, to be in line with current actual behaviors, results in decreased risk behavior among target audiences* – especially college students! A recent study evaluating a statewide campaign for young adults found the social norms marketing campaign to be effective at reducing drinking and driving!

Fidelity Rubric for Social Norms Marketing Campaigns

Preparation	Mixing #	Weak Fidelity 1	Moderate Fidelity 2	Strong Fidelity 3	Rating Score
Baseline survey data that describes the attitudes and behaviors of the target population was collected.	No baseline data collected.	Some data were used, but did not reflect the attitudes and behaviors of the target population.	Surveys did include perceived norms, attitudes and behaviors of the target population, but quality could be improved.	A recent survey collected up-to-date data on attitudes and behaviors of the target population.	

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Media



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Questions about Environmental Prevention

- What are some challenges to implementing these strategies?
 - What are some strategies for overcoming those challenges?
- Which of these approaches could be appropriate for communities you work with?

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Resources

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Excellence in Prevention Strategy List

The screenshot shows the Athena Learning Library interface. The main heading is "Excellence in Prevention Strategy List". Below the heading, there is a navigation menu with "Home" selected. The page content includes a welcome message and a list of strategy categories such as "Introduction to the Field of Prevention", "Definitions and Foundations", "Planning Frameworks", "Community Prevention and Wellness Initiative (CPWI)", "Statewide Projects", and "State Prevention Enhancement (SPE) Project".

http://www.theathenaforum.org/learning_library/ebp

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Excellence in Prevention Strategy List

Search Titles and Tags

• In which types of community do you plan to implement the program?

• Where will you implement the program?

• What problems do you wish to address?

• What is the age of your intended audience? (Select all that apply)

• What is the ethnicity of your intended audience? (Select all that apply)

Apply Reset

Advertising Restrictions

At the aggregate level, a search filter has been set on items in alcohol advertising, on-venue consumption and driving problems. Only the studies have considered the effects of alcohol advertising, on-venue or on-site consumption or on-site.

Tags: Alcohol, American Indian or Alaska Native, Asian, Black or African American, Community, Environmental, Hispanic or Latino, Rural, Suburban, Tribal, Unspecified, Urban, White

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Excellence in Prevention Strategy List

Community Trials Intervention to Reduce High-Risk Drinking

Community Trials Intervention To Reduce High-Risk Drinking is a multi-component, community-based program developed to alter the alcohol use patterns and related problems of people of all ages. The program incorporates a set of environmental interventions that assist communities in (1) using zoning and municipal regulations to restrict alcohol access through alcohol outlet density control; (2) enhancing responsible beverage service by training, testing, and assessing beverage servers and retailers in the development of policies and procedures to reduce intoxication and driving after drinking; (3) increasing law enforcement and sobriety checkpoints to raise actual and perceived risk of arrest for driving after drinking; (4) reducing youth access to alcohol by training alcohol retailers to avoid selling to minors and those who provide alcohol to minors; and (5) forming the coalitions needed to implement and support the interventions that address each of these prevention components. The program aims to help communities reduce alcohol-related accidents and incidents of violence and the injuries that result from them.

Page: 13-17 (Abstract), 18-25 (Young adult), 26-33 (Adult), 35+ (Older adult), Alcohol, Black or African American, Community, Crime, Delinquency, Environmental, Hispanic or Latino, Rural, Suburban, Unspecified, Urban

Compliance Checks (Environmental)

The systematic checking by law enforcement of whether a licensed establishment actually sells alcohol to underage persons or "underage looking persons".

Tags: Alcohol, American Indian or Alaska Native, Asian, Black or African American, Community, Environmental, Hispanic or Latino, Rural, Suburban, Tribal, Unspecified, Urban, White

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Excellence in Prevention Strategy List

**The Coalition Impact:
Environmental Prevention
Strategies**


Beyond the Basics: Topic-Specific Publications for Coalitions

Community Anti-Drug Coalitions of America
National Community Anti-Drug Coalition Institute

http://www.cadca.org/files/resources/Beyond_the-Basics-Environmental_Strategies-11-2010.pdf

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Resources

- Substance Abuse Mental Health Services Administration's Center for Substance Abuse Prevention. (2005). Environmental Strategies for Prevention A Guide To Helping the Prevention Professional Work Effectively in the Community.
- Center for Substance Abuse Prevention. (2001) Principles of Substance Abuse Prevention. pp.12-21. Substance Abuse and Mental Health Services Administration. www.samhsa.gov
- National Research Council and Institute of Medicine. (2009). Preventing Mental Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities. National Academy of Sciences. <http://www.nap.edu/catalog/12480.html>
- University of Minnesota. Alcohol Epidemiology Programs. 2009 Policies to Reduce Youth Access to Alcohol. <http://www.epi.umn.edu/alcohol/policy/access/shtm>
- Community Anti-Drug Coalitions of America (CADCA) National Coalition Institute. (2008).The Coalition Impact: Environmental Prevention Strategies.
- Tri Ethnic Center for Prevention Research. (2005). Community Readiness: A Handbook for Successful Change. Community Readiness Model.
- Office of National Drug Control Policy <http://www.whitehousedrugpolicy.gov/index.html>
- Tereno, A.J. and Lee, J.P. Approaching Alcohol Problems Through Local Environmental Interventions. National Institute on Alcohol Abuse and Alcoholism, 2002.
- Seven Causal Factors in the Prevention of Underage Drinking. Pacific Institute for Research and Evaluation, Calverton, MD.
- Washington State Liquor Control Board, Notice of Rule Change- Explanatory Statement, Advertising. March 2010.

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Thank you for participating!

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