



# Enhancing Environmental Prevention Efforts in Washington State

*Webinar One: An Introduction to Environmental Strategies  
and What to Expect from Future Trainings*

# Presenter



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*Transforming lives*

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**University of Wyoming**



# Learning Objectives

- To build excitement about broadening prevention efforts in Washington
- To learn the basics of how environmental, population level prevention differs from an individual level approach
- To outline the expectations for trainings this summer



# Overview of Environmental Prevention Strategies

# Mind Experiment



# What are Environmental Strategies?

Environmental Strategies are approaches that coalitions use to change the context in which substance abuse occurs.

Environmental Strategies incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies.

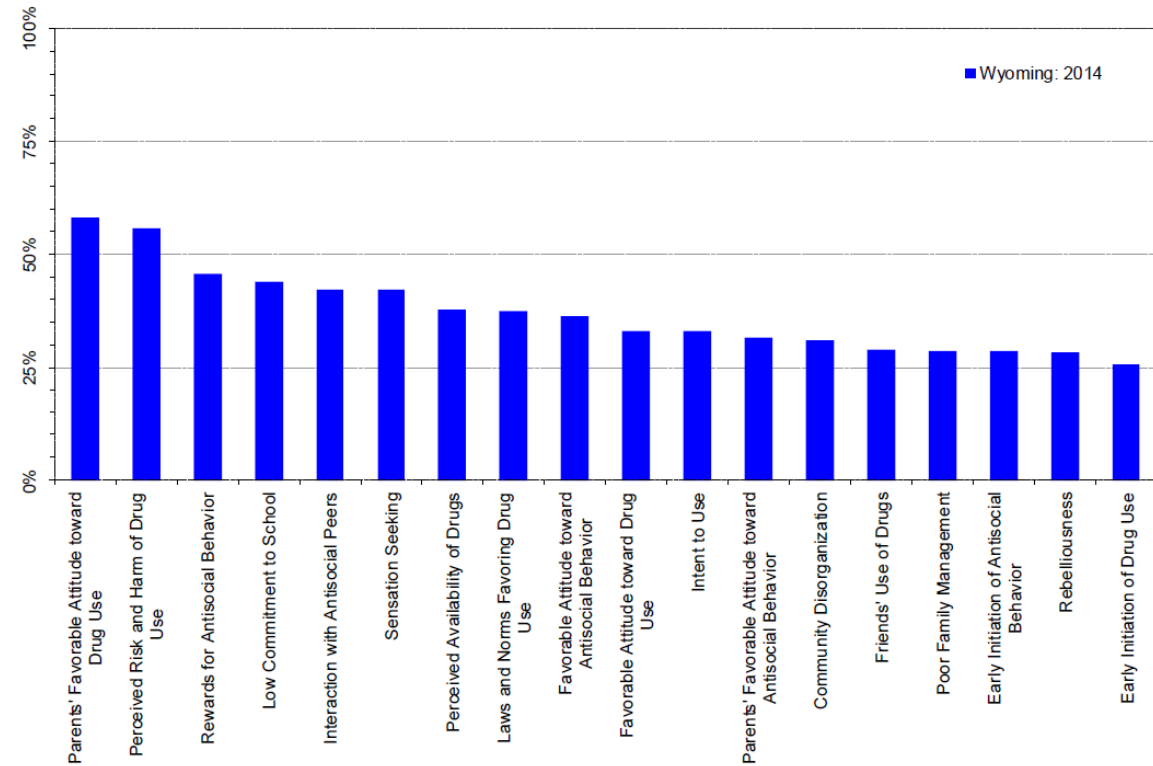
From CADCA's Primer, "The Coalition Impact: Environmental Prevention Strategies"

# If You Ever Only Read Two Articles...

Hawkins, J. D., Catalano, R. F., & Miller, J. Y. (1992). Risk and protective factors for alcohol and other drug problems in adolescence and early adulthood: Implications for substance abuse prevention. *Psychological Bulletin*, 112, 64-105.

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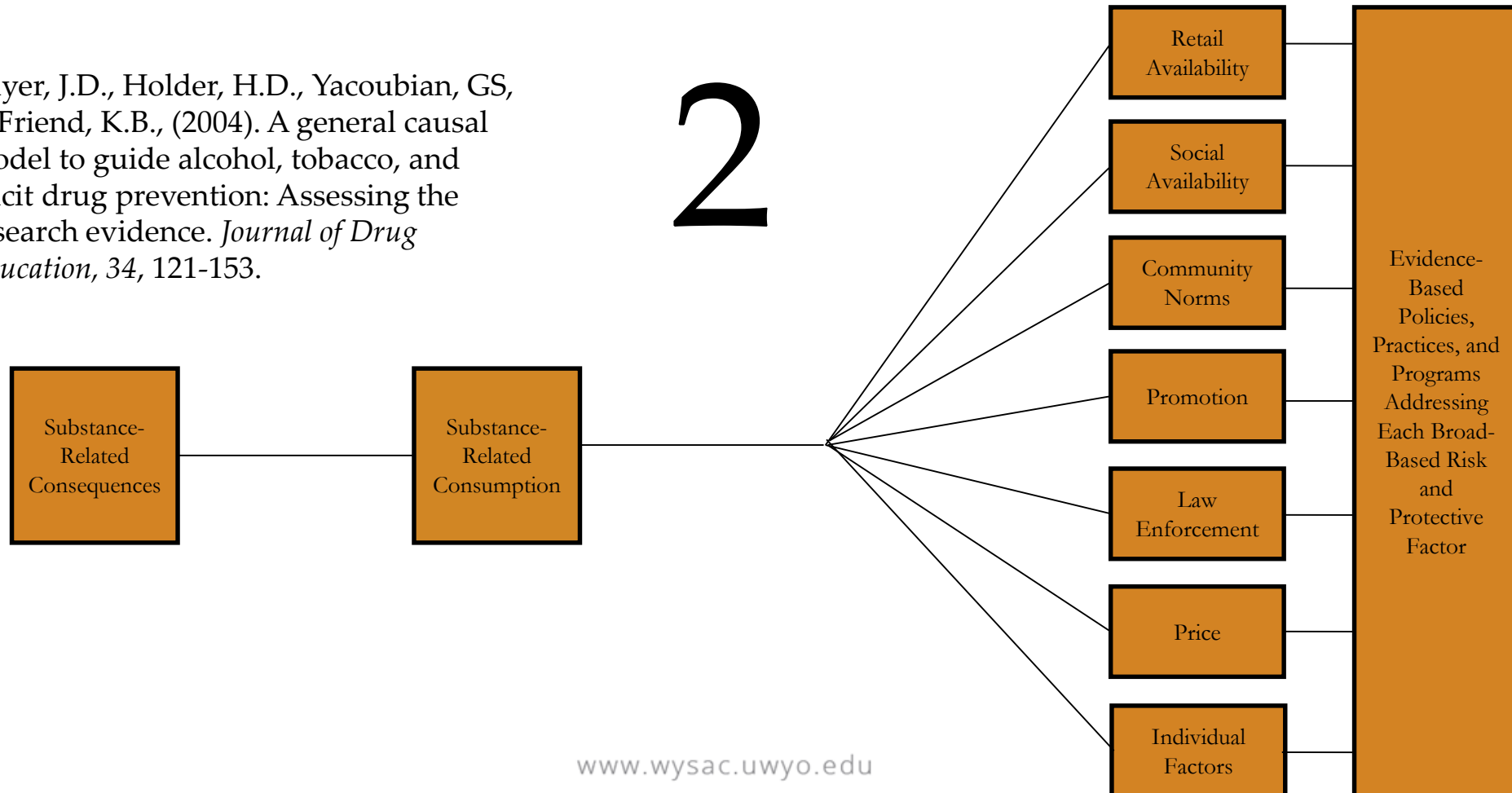
Figure 26. Risk Factor profile, 2014 PNA: Wyoming, 12<sup>th</sup> grade



# If You Ever Only Read Two Articles...

Birckmayer, J.D., Holder, H.D., Yacoubian, GS, & Friend, K.B., (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *Journal of Drug Education*, 34, 121-153.

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# Tectonic Shift in Thinking



Serving People



Changing Communities

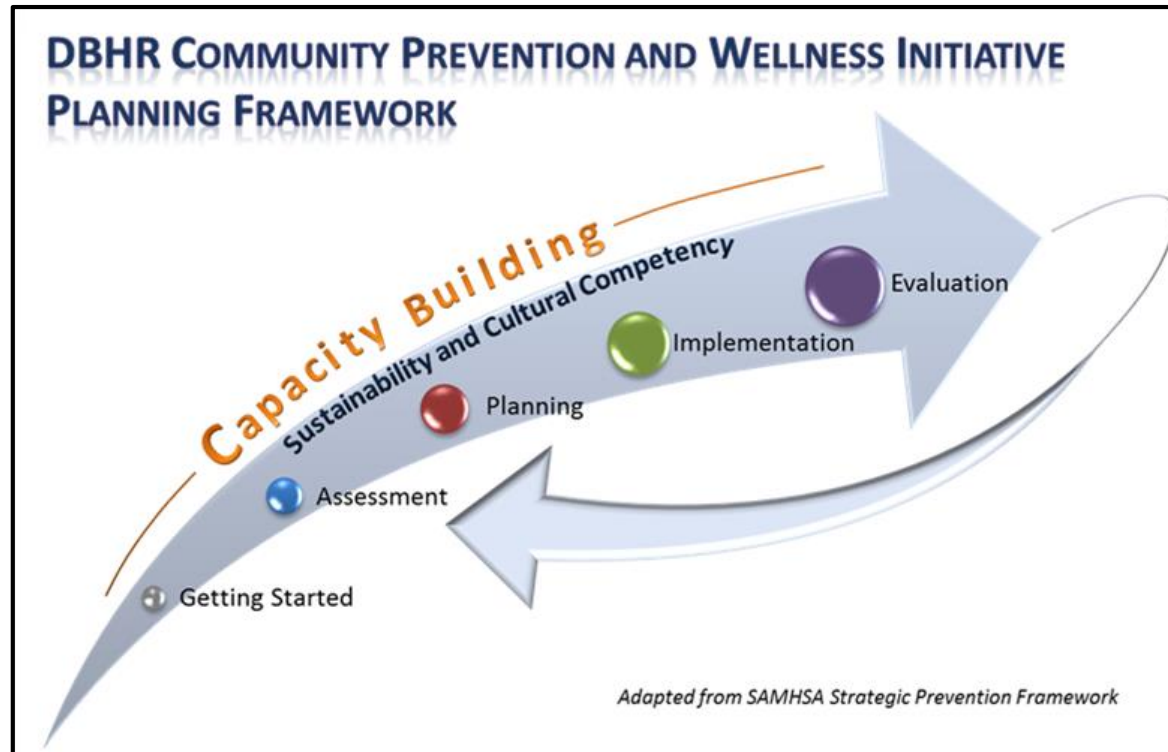
# Questions & Answers





# Different Approaches to Choosing and Implementing Environmental Strategies

# Pairing an Environmental Approach with the CPWI Planning Framework

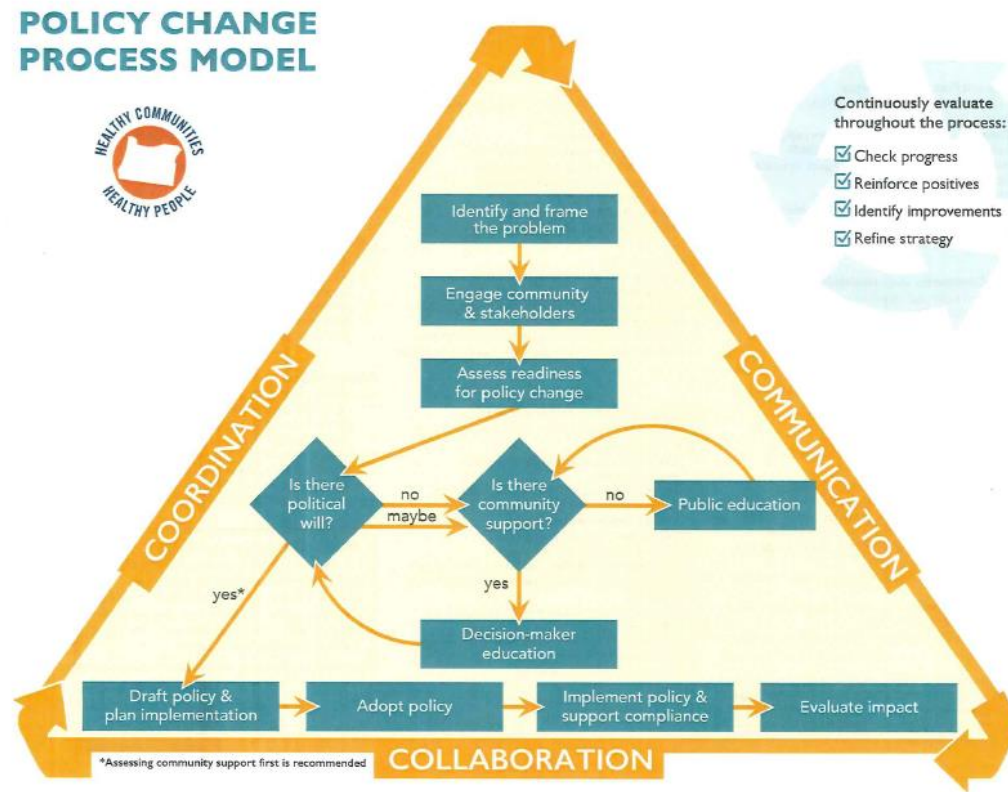


# The Community Anti-Drug Coalitions of America's (CADCA) Seven Strategies to Affect Community Change

- Provide Information
- Enhance Skills
- Provide Support
- Enhance Access/Reduce Barriers
- Change Consequences
- Change Physical Design
- Modify/Change Policies



# A Public Health Policy Change Model



# Playing the Short and Long Game



# The Clackamas River in Oregon

**“For 30 years there was a problem and increasing concern regarding alcohol use and related consequences. The community has now embraced this change, families have returned to the park in record numbers. Last year, the parks were closed 6 times due to over-capacity, and there were no drownings for the first time in 10 years the summer of 2014.”**





# Questions & Answers



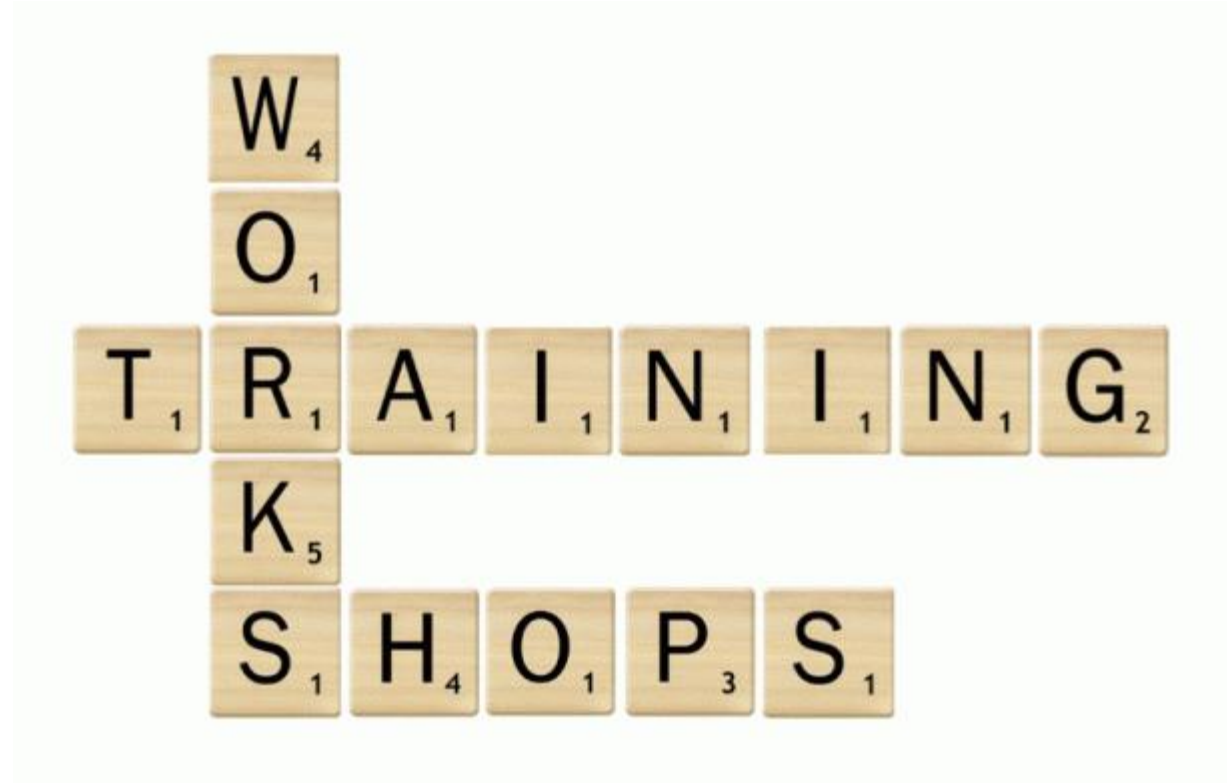


# Future Trainings

# June 28<sup>th</sup> at the Summer Coalition Leadership Institute

In-person training to develop plans for shifting to a broader prevention approach.

Includes resources for choosing the right strategies and playing the short and long games.



# July Webinar Two



**Online training in July on successful implementation of environmental strategies.**

**Includes resources for planning and implementing environmental strategies with fidelity.**

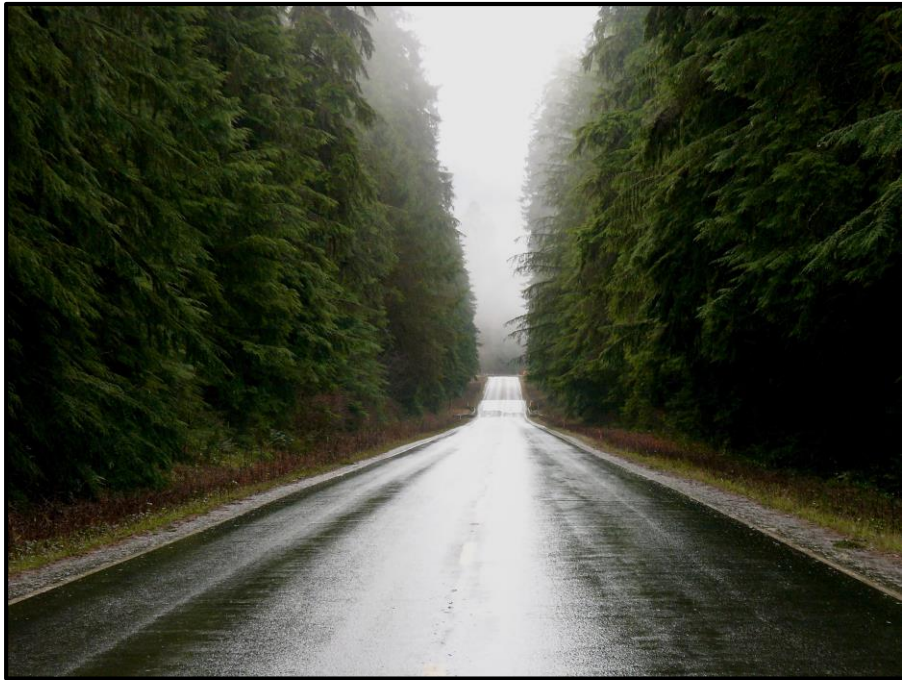
# August Webinar Three

**Online training in August on evaluation environmental strategies.**

**Includes resources for designing an evaluation of environmental prevention efforts with a population level unit of analysis.**



# Regional or Local Trainings



**Poll: Would you be interested in broadening the perspective of local stakeholders by having Rodney Wannocam provide a training/presentation at one of your regional/local events? The June Coalition Leadership Institute.**

# Questions & Answers





Wyoming Survey & Analysis Center  
UNIVERSITY OF WYOMING

# Thank You!

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