

# 7 Strategies for Community Change



## Providing Information

Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements brochures, community meetings).

## Enhancing Skills

Workshops, seminars or other activities designed to increase these skills of participants, members and staff needed to achieve population level outcomes (e.g., training, curricula development).



## Providing Support

Supporting people in activities that reduce risk or enhance protection (e.g., mentoring, support groups).

## Enhancing Access / Reducing Barriers

Improving systems and processes to increase utilization of systems and services (e.g., assuring education, special needs, safety).



## Changing Consequences (Incentives / Disincentives)

Changing the consequences for behavior that reduces risk or enhances protection against substance misuse (e.g., citations, fines, revocations / loss of privileges).

## Physical Design

Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, lighting).



## Modifying / Changing Policies

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., law enforcement procedures, public policy actions).