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Transforming Lives

Environmental Prevention Strategies

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11AM-Noon

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Transforming lives

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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), RFA 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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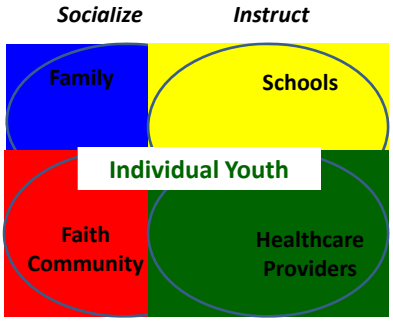
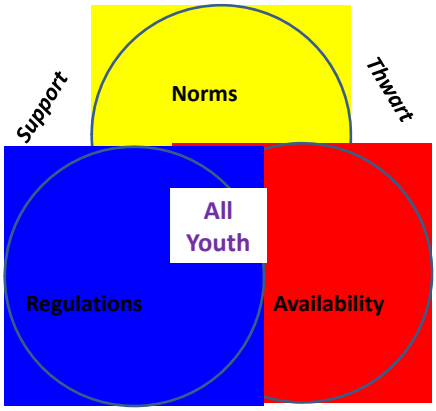
Different Strategies, Different Targets

Strategies Targeting **Individualized** Environments



West CAPT 2008

Strategies Targeting the **Shared** Environment



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High Visibility Enforcement

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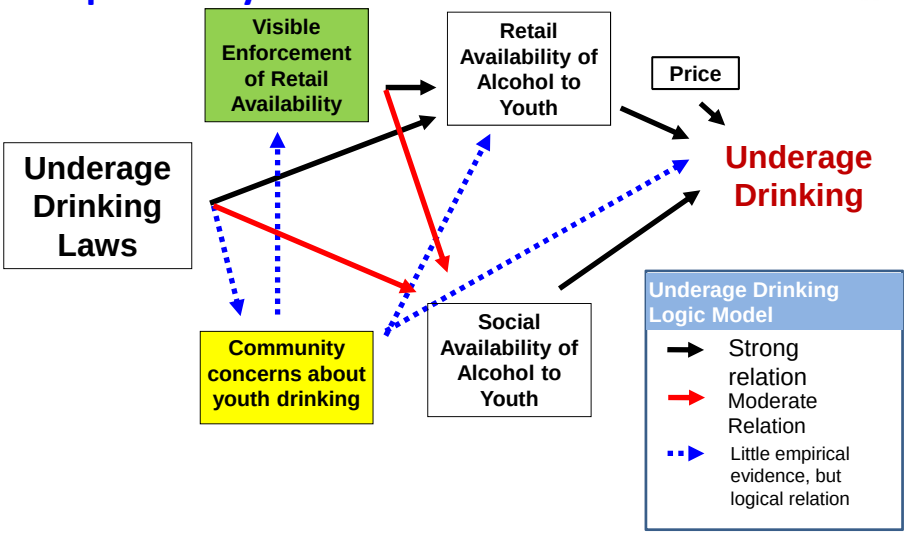
Research Shows Underage Drinking Can Be Impacted By Enforcement



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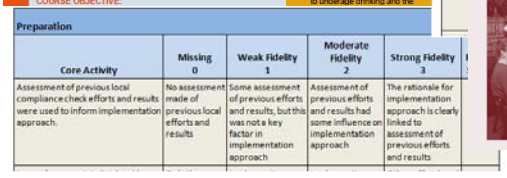
Resources to guide Implementation

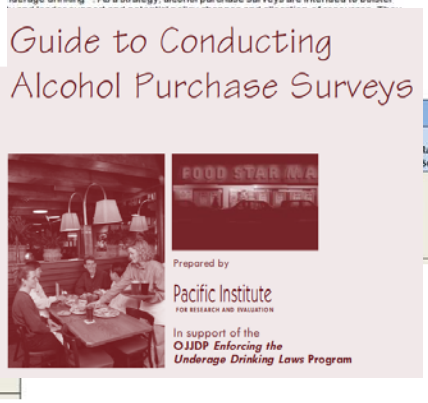
Environmental Strategy Implementation

Fidelity Assessment Guidelines



Alcohol Purchase Surveys

urchase surveys involve sending young adults who appear underage into stores to alcohol. Communities, local coalitions, and other groups carry out the purchase order to gather data on how easily available alcohol is for minors and who is selling to he surveys provide information that can be used to strengthen targeted efforts to nderage drinking[13]. As a strategy, alcohol purchase surveys are intended to bolster



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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%		---
8th 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
Ordinance
System
Code
Regulation

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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	☐ Yes	☐ No
Places of worship	☐ Yes	☐ No
Parks, playground or sports fields	☐ Yes	☐ No
Daycare or childcare center	☐ Yes	☐ No
Malls or youth-focused stores	☐ Yes	☐ No
☐ Other (please describe):		

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

2+ youth hanging out in front of store	☐ Yes	☐ No
Graffiti or gang tagging	☐ Yes	☐ No
Benches or picnic tables	☐ Yes	☐ No
Bulletin boards/ads for youth events	☐ Yes	☐ No
Bike racks	☐ Yes	☐ No
☐ Other: (please describe):		

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 parkin drinking;
  - Hire adequate security;
  - Alcohol vendor training to
  - Prevent patrons from leavi
  - Alcohol supply carefully monitored by an adult. (Toomey, T.L. ,2009)

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[15]. These restrictions may reduce sales to underage purchasers[16] 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 posters that detail the risks associated with consuming alcohol. Examples of restrictions include: non-drinking areas for families and youth, limiting alcohol sponsorships, prohibiting drinking by servers, limiting cup sizes, limiting the number of servings per person, or requiring responsible beverage service training.[17]

Fidelity Rubric for Alcohol Restrictions at Community Events

Preparation					
Core Activity	Missing 0	Weak Fidelity 1	Moderate Fidelity 2	Strong Fidelity 3	Rating Score
Assessment of current local and event-specific policies/practices were used to prioritize restrictions to implement (e.g., assessment of gaps in current local ordinances or event policies, or degree of enforcement of existing policies)	No assessment made of local policies and practices	Some assessment of local policies and practices, but this was not a key factor in prioritization	Assessment of local policies and practices had some influence on prioritization	The rationale for prioritization is clearly linked to assessment of local policies and practices	

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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 f
- ***ONLY*** considered Socia individuals are designi

Social Norms Marketing

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[1]. 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 peers' actual behaviors, results in decreased risk behavior among target audiences[2] – especially college students[3]. A recent study evaluating a statewide campaign for young adults found the social norms marketing campaign to be effective at reducing drinking and driving[4].

Fidelity Rubric for Social Norms Marketing Campaign

Preparation					
Core Activity	Missing 0	Weak Fidelity 1	Moderate Fidelity 2	Strong Fidelity 3	Rating Score
Baseline survey data that describe 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	Survey data mostly reflected recent attitudes and behaviors of the target population, but quality could be improved	A recent survey collected high quality, up-to-date data on attitudes and behaviors of the target population	

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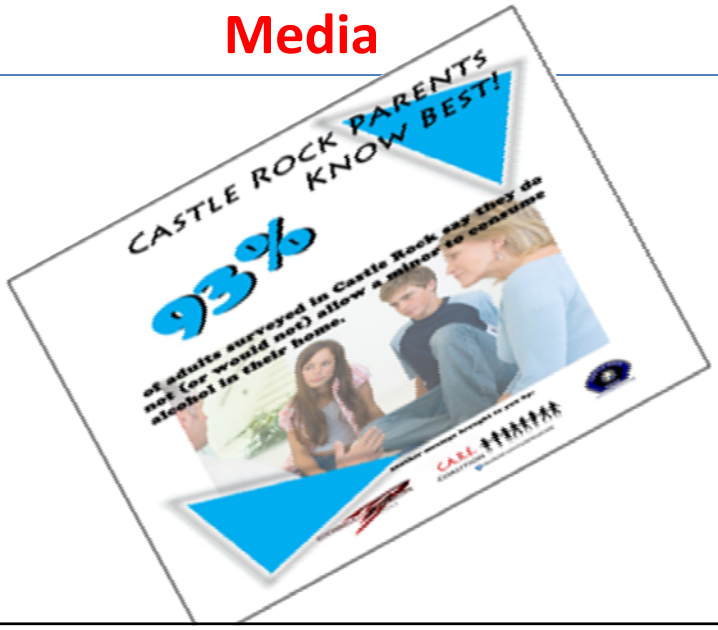
Media



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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

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

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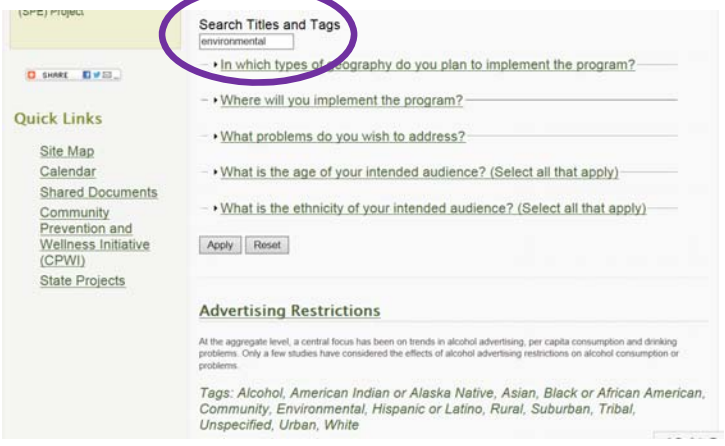
Excellence in Prevention Strategy List



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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 assisting 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.

Tags: 13-17 (Adolescent), 18-25 (Young adult), 26-55 (Adult), 55+ (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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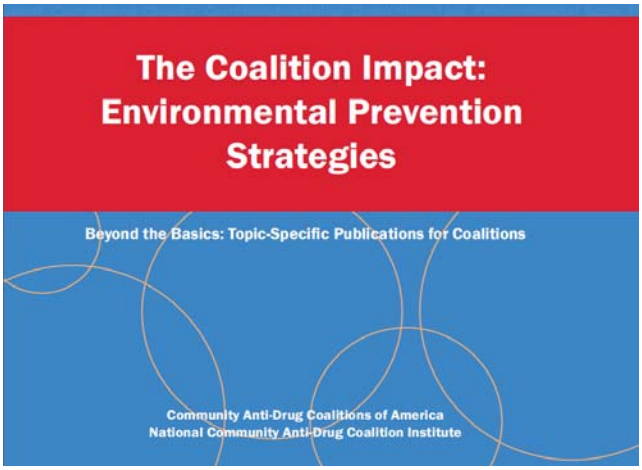

http://www.cadca.org/files/resources/Beyond_the-Basics-Environmental_Strategies-11-2010.pdf

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Resources

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Thank you for participating!

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