

Center for Substance Abuse Prevention (CSAP)  
Center for the Application of Prevention Technologies

## Environmental Prevention: Implementation Challenges and Lessons Learned from California

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U.S. Department of Health and Human Services

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### Overview

Center for the Application of Prevention Technologies

- Overview of SIG EP Implementation Efforts
  - Challenges
  - Lessons Learned
- Overview of County SPF Environmental Prevention (EP) Implementation Efforts
  - Challenges
  - Lessons Learned

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### Focus of SIG

Center for Substance Abuse Prevention (CSAP)  
Center for the Application of Prevention Technologies

To reduce binge drinking and other related problems among youth and young adults ages 12-25 by:

- 1) Developing statewide policies and plans (GPAC, Binge Drinking Strategic Plan, SIG Workgroups)
- 2) Implementing evidence-based community prevention projects (SIG County Grants)

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### SIG EP Implementation

Center for Substance Abuse Prevention (CSAP)  
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- Communities Mobilizing for Change on Alcohol (CMCA)
- Community Trials Project to Reduce High Risk Drinking (RHRD)
- Challenging College Alcohol Abuse (CCAA)

**Most grantees adapted models—blended strategies to meet local needs**

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### SIG EP Implementation

Center for Substance Abuse Prevention (CSAP)  
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- Media Campaigns—Social Norming
- Responsible Beverage Service (RBS and RBSS) training and mandatory policies
- Social host training
- Retailer compliance checks
- Limiting number of alcohol outlets

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### SIG EP Implementation

Center for Substance Abuse Prevention (CSAP)  
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- Enactment & enforcement of ordinances
- Campus policies
- Lease & rental housing policies
- Special event policies / policies for public facilities with standard conditions for sales/service of alcohol
- Media campaigns to advance policy goals

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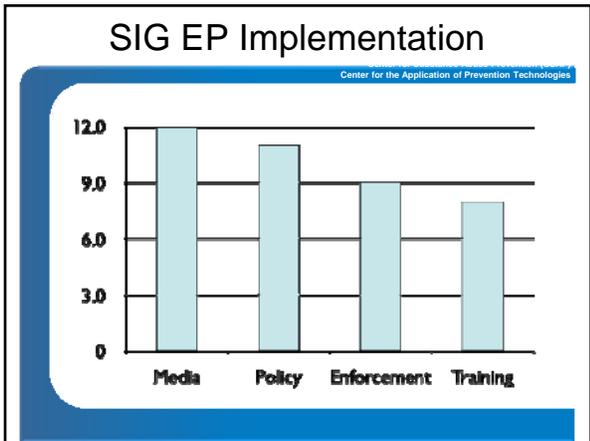
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### SIG Implementation Challenges

Center for Substance Abuse Prevention (CSAP)  
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- Limited / varied levels of experience in environmental strategies, policy approaches & related skills
- Keeping other partner agencies engaged with limited funding
- Keeping focus on changing environment, rather than individuals
- Broad scope of target community

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### SIG Implementation Challenges

Center for Substance Abuse Prevention (CSAP)  
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- Well-entrenched social & economic factors, and local norms that hinder effective prevention efforts
- Lack of understanding / support for environmental public policy strategies
- Engaging & sustaining participation from a diverse representation of the community, including residents
- Local data sources limited & inconsistent across targeted populations / communities

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### SIG Evaluation Challenges

Center for the Application of Prevention Technologies

- Due to time constraints most projects were still implementing policy changes at the conclusion of funding
- Changes in binge drinking could not be assessed (at the statewide level)
- Changes in alcohol incidents reflected initial enforcement changes or problems in implementation

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### SIG Local Findings

Center for Substance Abuse Prevention (CSAP)  
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- Increases in community awareness and ID of problem
- Changes in community norms and acceptance
- Adoption and enforcement of city and county-wide ordinances including: Social Host, Deemed Approved, Conditional Use Permits
- Increases in merchant compliance and RBS training and practices
- Reductions in binge drinking rates

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### Lessons Learned

Center for Substance Abuse Prevention (CSAP)  
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- 100% data driven processes are hard to achieve in real world settings
- Allow for flexibility of implementation strategies (not pre-determined)
- Finding the balance between fidelity and adaptation of EP models is critical for meeting local need
- Policy change takes time
- Focus on community, not county--scope is critical

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### Lessons Learned

Center for Substance Abuse Prevention (CSAP)  
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- Coalition members played a critical role to success of project
- Importance of community organizing skills
- Environmental measurement techniques
  - Police incidents
  - Observational surveys
  - Party patrols
  - Place of Last Drink Surveys

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### Lessons Learned

Center for Substance Abuse Prevention (CSAP)  
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- Policy adoption doesn't equal policy awareness
  - Build in awareness strategies
- Policy adoption doesn't equal policy enforcement
  - Treat enforcement as a core strategy in and of itself
  - Build in fees to support long-term enforcement

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### Lessons Learned

Center for Substance Abuse Prevention (CSAP)  
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- Expect the unexpected after policy adoption, awareness, and enforcement is achieved.
  - May see increases in # of incidents immediately following enforcement
  - May see changes in consumption, access patterns after enforcement (e.g. after Social Host Ordinances may see increase in parties in outdoor settings)

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### Lessons Learned

Center for Substance Abuse Prevention (CSAP)  
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- Knowledge dissemination is on-going process that requires multiple transfer mediums
- Sustainability is about more than funding-- partnerships, systems, and infrastructures are valuable components
- EP approaches inherently foster long-term sustainability
- When funding innovative grant initiatives, integration of technology transfer should be formally integrated

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### EP Knowledge Dissemination

Center for Substance Abuse Prevention (CSAP)  
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- Documentation of SIG tools, instruments, best practices, and learnings
- Resources are disseminated through:
  - SIG Resource CD
  - SIG Project Website
  - Field presentations (e.g. CPC, CFNLP)
  - CPI TA services
  - Evaluation reports (local and state)
- Fostering linkages between grantees and non-grantees to facilitate sharing of information

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Center for Substance Abuse Prevention (CSAP)  
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- Broader County EP Adoption and Implementation

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### County EP Adoption

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- Historically, California has had early adoption of EP strategies
- SIG was additional catalyst for wider scale adoption
- SIG Learning Community event was before counties submitted SPF Plans
- Majority of counties have adopted some level of EP strategies into their SPF Plans

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### County Implementation Challenges

Center for Substance Abuse Prevention (CSAP)  
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- While county may be ready, community and providers may not be
- Traditional prevention service providers may not have interest, skills, or experience with EP strategies
- Mapping EP strategies into pre-existing individual/school based services is challenging

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### County Implementation Challenges

Center for Substance Abuse Prevention (CSAP)  
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- Identifying data to support “community” level problems is difficult
- Tendency to default to county level data and scope of services
- Some level of confusion around role of EP relative to IOM Universal, Selective, and Indicated populations and approaches

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### Lessons Learned

Center for Substance Abuse Prevention (CSAP)  
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- Counties may need to revise contracting procedures and/or expand past traditional providers
- Using collaborative relationships to gain access and/or to collect local level data is critical
- Universal, Selective, and Indicated populations and approaches can complement and enhance impact

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### Questions

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