Environmental Prevention Strategies

April 30, 2015
11AM-Noon
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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.

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)
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)

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
Different Strategies, Different Targets

Strategies Targeting Individualized Environments
- Socialize
- Instruct

Strategies Targeting the Shared Environment
- Support
- Norms
- All Youth
- Regulations
- Availability

Different Strategies, Different Targets

High Visibility Enforcement
Research Shows Underage Drinking Can Be Impacted By Enforcement

Underage Drinking Laws

Visible Enforcement of Retail Availability -> Retail Availability of Alcohol to Youth

Underage Drinking

Community concerns about youth drinking

Social Availability of Alcohol to Youth

Visible Enforcement of Retail Availability

Retail Availability of Alcohol to Youth

Price

Underage Drinking Logic Model

Strong relation

Moderate Relation

Little empirical evidence, but logical relation

Resources to guide Implementation

Environmental Strategy Implementation

Alcohol Purchase Surveys

Guide to Conducting Alcohol Purchase Surveys

Prepared by Pacific Institute
### Law Enforcement Partnerships – High Visibility Compliance Checks and Purchase Surveys

<table>
<thead>
<tr>
<th>Community A (n=118)</th>
<th>Law enforcement in this community is effective when they respond to calls and requests about underage alcohol and drug use at parties or gatherings.</th>
<th>Law enforcement in this community enforces underage drinking laws.</th>
<th>Law enforcement in this community treats youth with respect.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
<th>Pre</th>
<th>Post</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>1.31</td>
<td>1.49</td>
<td>1.11</td>
<td>1.32</td>
<td>1.26</td>
<td>1.25</td>
</tr>
<tr>
<td>Difference</td>
<td>13.7%</td>
<td></td>
<td>18.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8th Grade (n=64)</td>
<td>1.13</td>
<td>1.50</td>
<td>1.03</td>
<td>1.23</td>
<td>1.57</td>
<td>1.13</td>
</tr>
<tr>
<td>Difference</td>
<td>32.7%</td>
<td></td>
<td>19.4%</td>
<td></td>
<td>-28%</td>
<td></td>
</tr>
</tbody>
</table>

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### Policy Change Strategies
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)

Where do Local Policies Reside?

• City Hall
• Court House
• Health Department
• Other ideas
Know What’s Going On

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

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Date</th>
<th>Start Time</th>
<th>End Time</th>
<th>Store Type</th>
<th>Nearby Landmark</th>
</tr>
</thead>
</table>

#### A. Community Environment

- Can you see any of these **young-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: [ ] Yes [ ] No
  - Graffiti or gang tagging: [ ] Yes [ ] No
  - Benches or picnic tables: [ ] Yes [ ] No
  - Bulletin boards/stands 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: [ ]
  - LCD Responsible Vendor Certificate: [ ]
  - Other: [ ]

### 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?
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.

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.
Tips for Social Host / Liability Efforts


Drafting A Social Host Ordinance
A How-To Guide For Washington State Communities

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 lots.
  - Hire adequate security.
  - Alcohol vendor training to prevent patrons from leaving with alcohol.
  - Alcohol supply carefully monitored by an adult.

(Toomey, T.L., 2009)
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 public opinion or influencing policy-makers.
- Advocacy assumes that people have rights, and that those rights are enforceable.

* 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.


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Media & Community-based Strategies
Media

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

- **ONLY** considered Social Norms Marketing if trained individuals are designing and implementing.

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**Fidelity Rubric for Social Norms Marketing Campaign**

<table>
<thead>
<tr>
<th>Preparation</th>
<th>Missing</th>
<th>Weak</th>
<th>Moderate</th>
<th>Strong</th>
<th>Rating Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Activity</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baseline research that describes the attitudes and beliefs of the target population was collected</td>
<td>No baseline data collected</td>
<td>Some data collected, but did not reflect the attitudes and behaviors of the target population</td>
<td>Some data accurately reflected current attitudes and behaviors of the target population, but possibly not the baseline</td>
<td>Accurate and complete, high quality, etc.</td>
<td></td>
</tr>
</tbody>
</table>
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?

Resources
Excellence in Prevention Strategy List

http://www.theathenaforum.org/learning_library/ebp
Excellence In Prevention Strategy List

The Coalition Impact: Environmental Prevention Strategies

Resources

- Seven Causal Factors in the Prevention of Underage Drinking. Pacific Institute for Research and Evaluation, Calverton, MD.

Thank you for participating!

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