


**CADCA National Coalition Institute
Environmental Strategies for Coalitions
November 20, 2008**

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**Environmental Strategies
Publication**

<http://www.coalitioninstitute.org/EnvironStrat/EnvironStratHome.asp>

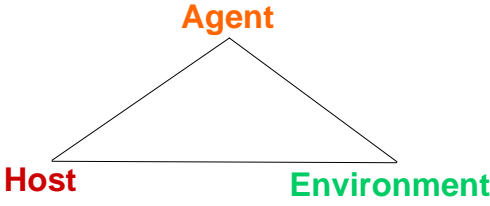


The Coalition Impact:
Environmental Prevention
Strategies

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**The Roots of Environmental Strategies:
The Public Health Model**



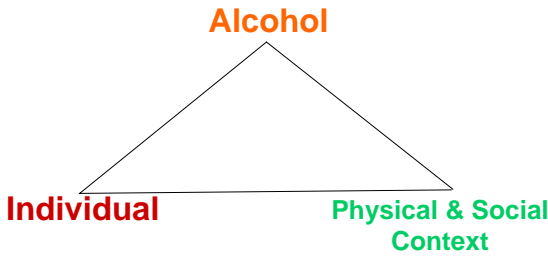
Agent

Host **Environment**

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The Public Health Model: Alcohol




Alcohol


Individual **Physical & Social
Context**

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 **Environmental Strategies: Tobacco**


- Clean Air Laws
- Raise taxes on products
- **Synar Amendment** (1992)
 - Mandated annual, unannounced tobacco Compliance Checks
 - >20% means States can lose up to 40% of their SAPT block grant funding




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 **Environmental Strategies: Definition**

- Prevention efforts aimed at changing or influencing community **conditions, standards, institutions, structures, systems** and **policies** that shape behaviors





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 **Difference Between Individual & Environmental Strategies**

Individual Strategies



- Based on the assumption that substance abuse arises **due to deficits in knowledge**
 - negative consequences
 - inadequate resistance skills
 - poor decision making abilities
 - low academic achievement
- Think-model programs, classroom education, health fairs


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 **Difference Between
Individual & Environmental Strategies**
Environmental Strategies

- Individuals do not become involved with substances solely because of **personal characteristics**
- Influenced by a **complex set of factors**, such as rules & regulations, community norms, media messages, & accessibility of ATOD
 - Think-comprehensive planning, including multiple strategies & multi-sector involvement


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 **Advantages of Environmental Strategies**

More Substantial Effects

- Reduce consumption & use-related problems including traffic crashes, unintentional injuries, suicide & assault offenses

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 **Advantages of Environmental Strategies**

Broader Reach

- The ability to reach entire populations & reduce **collective risk**
- Altering community system produces widespread **small changes in behavior among large populations** that result in reduced problems for the entire community

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 **Advantages of Environmental Strategies**

More Enduring Effects

- Changes in legal, economic & social contexts surrounding use foster **shifts in attitudes** that are less supportive of ATOD misuse/abuse
- **Environmental barriers, coupled with widespread normative change**, result in creation of changed systems that offer fewer opportunities to misuse/abuse ATOD

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 **Advantages of Environmental Strategies**

Ease of maintenance & cost effective

- Costs associated with implementation, monitoring, & political action considerably lower than those associated with education, services & therapeutic efforts applied to individuals through programs

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 **Why Community Coalitions?**

- Powerful **vehicles** for creating change
- Effective coalitions employ **multiple strategies** to reduce substance abuse
- Implementing **comprehensive community plans** will more likely achieve population-level changes
- **No single person can do environmental strategies alone because there is no one recipe**

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Coalitions Provide Support

- Coordination
- **Funding**
- Media
- Voice/Running Interference
- Educating the Community



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“It is a common **delusion** that you can make things better by **talking** about them.”
-Rose Macauley

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Capacity Building

- Assess member’s skills, talents, abilities, interests, connections and resources **regularly**
- Recruit based upon what skills are **needed** for the coalition to progress & meet goals
- **Educate/train** members in environmental strategies & why they are important

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 **Capacity Building &
Environmental Strategies**

“You can’t put a **band-aid** on every boo-boo you’ve made;
some just **need time** to heal.”
-Christina Mantano



- Building capacity for **long-term** initiatives


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 **Capacity & Training/Technical
Assistance**

- Community Mobilization
- Policy Analysis
- Media
- Government Processes
- Community Policing
- ATOD-related problems
- Power Analysis
- Communication/Facilitation Skills
- Comfort in high-dialogue environments



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 **The SPF and
Environmental Strategies**

- **Community Assessment**
 - Use **multiple sources of data** to narrow down the local conditions the coalition can change
- **Logic Model**
 - Becomes the **roadmap** to addressing local conditions
- **Intervention Mapping**
 - Use of the 7 Strategies to create a comprehensive plan for creating **population-level change**



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 **Seven Strategies for Community Change**

4 Enhance Access/Reduce Barriers

- Greater access to intervention services for indicated youth population
- Providing housing to those in re-entry programs
- Cultural/Language issues
- **Look like systems changes**


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 **Seven Strategies for Community Change**

4 Reduce Access/Enhance Barriers**

- **Increasing barriers to alcohol for underage youth** by enhancing law enforcement operations
- Increasing barriers to tobacco for underage youth by **placing all products behind the counter**
- Legislation that placed **pseudoephedrine** behind the counter in pharmacies

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 **Seven Strategies for Community Change**

5 Changing Consequences (Incentives/Disincentives)

- Creates increase/decrease of behavior that reduces risk/enhances protection by **altering the consequences for performing the behavior**
 - Public Recognition (as part of a overall effort)
 - Increase Citations/Fines
 - Increase Excise Taxes
 - Use/Lose Laws

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 **Seven Strategies for Community Change**

5 **Increase Consequences: Methamphetamine**

- Add/increase penalties for selling large quantities of medications (ephedrine/pseudoephedrine)
- Increase penalties for labs
- Increase penalties for child endangerment

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 **Seven Strategies for Community Change**

6 **Physical Design**

- Lighting in parks
- Signage
- Alcohol Outlet Density/Proximity
- Advertising (Restrictions)
- The 4 P's




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 **The 4 "P's"**

- **Product**
 - Think: Alcopops = sweet & fruity, malt liquor singles in certain neighborhoods?
- **Placement**
 - Think: Next to the milk, bread and soda? Already cold?
- **Promotion**
 - Think: Gender, ethnicity, age—is it cheaper under certain conditions? Alcohol sponsorships?
- **Price**
 - Think: Happy Hour Specials, What's the cost of a soda vs. single beer? College town?

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 **Seven Strategies for Community Change**

 **Modify/Change Policies**

- Formal/informal
- Change in written procedures, by-laws, rules or laws

- Proactive enforcement of underage drinking laws
- 24/7 Zero Tolerance policy in a school district
- State legislation to increase fines for child endangerment

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 **A Broader Look at Policy**

- Investigate current policies
 - What is in place & just needs to be enforced?
 - ALL policies (State & Local)
- Start small
 - School District
 - Police Department
- Allow for the real work to begin
 - The importance of enforcement of policy




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 **Research-Based Practices**


- Increasing Excise Taxes
- Increasing the minimum purchase age for alcohol to 21
- Restricting Outlet Density
- Reducing Access
 - Education & Enforcement & Media
- Counter-Advertising



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Contact Information

**Shannon Weatherly
Technical Assistance Manager
CADCA's National Coalition Institute
800-54-CADCA, ext. 240
sweatherly@cadca.org**
