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Environmental Strategies Publication

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





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“Managing Community Alcohol Risk Environments”

(It’s about managing and reducing the risks
in Alcohol Environments)

Presenter: Michael Browning
Prevention by Design, U.C. Berkeley
www.PreventionbyDesign.org

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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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Seven Strategies for Community Change

1. Providing Information
2. Enhancing Skills
3. Providing Support

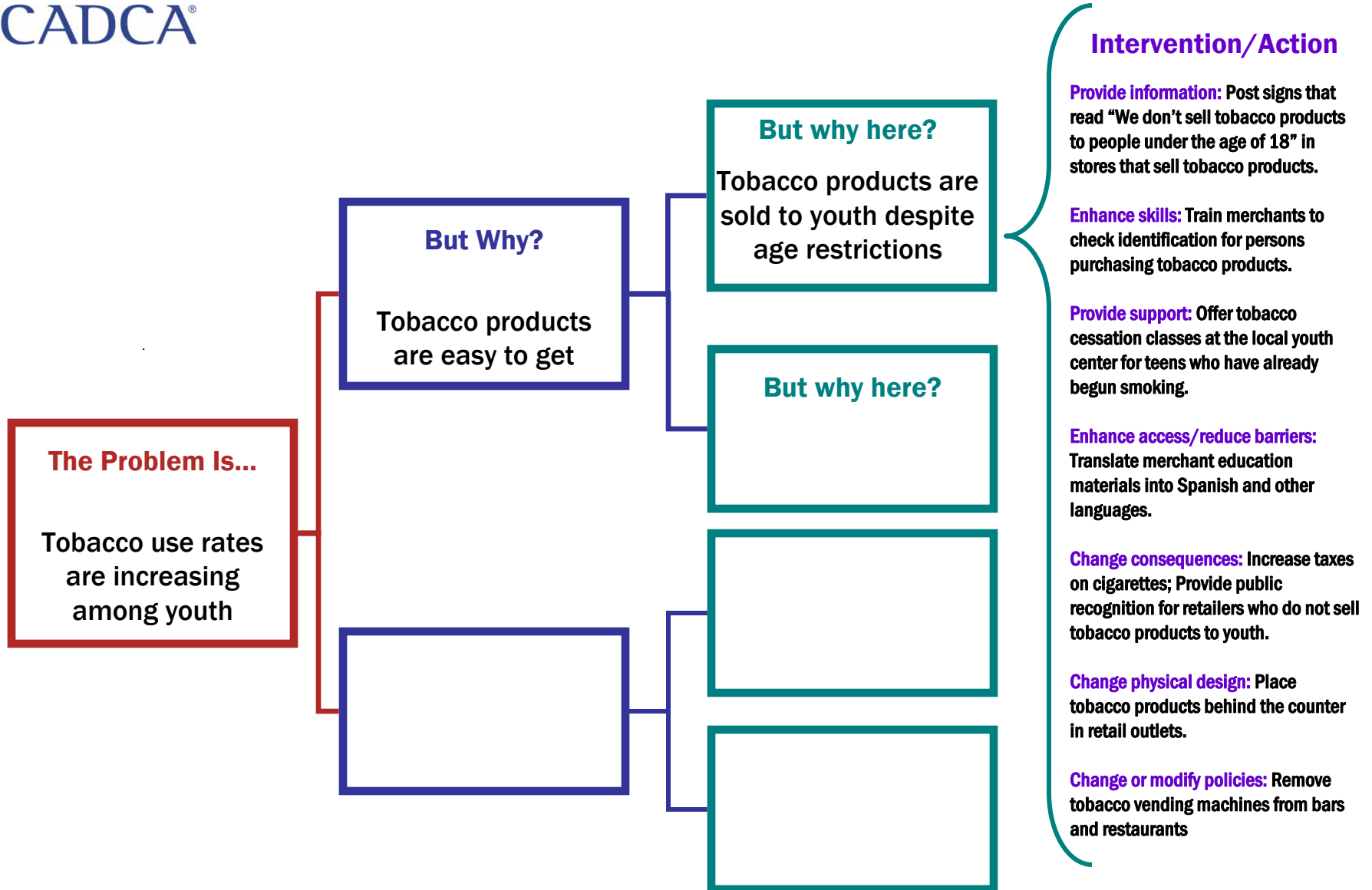
Education/Awareness
(Individual Strategies)

4. Enhancing Access/Reducing Barriers
5. Changing Consequences
6. Physical Design
7. Modifying/Changing Policies

Environmental
Strategies
(Entire
Community)



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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

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



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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Advantages of Environmental Strategies

**ALCOHOL IS NOT GOING
AWAY COMPLETELY!**

**LET'S MANAGE AND
REDUCE THE
ASSOCIATED RISKS!**





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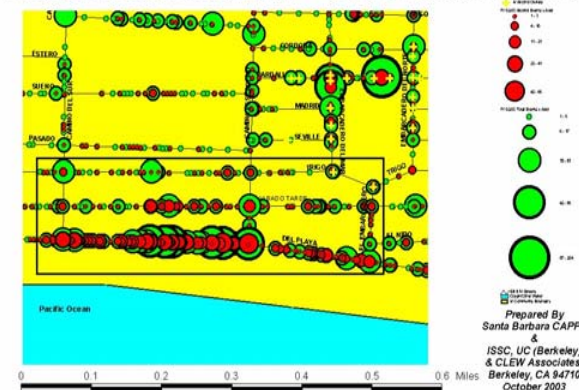


It's about managing and reducing the risks in Alcohol Environments in Cities or other Municipalities.....

Cities and Municipalities:

1. Have legal powers
2. Are allies with state and federal agencies that address alcohol issues
3. Have capacity to address enforcement, maintain polices, & evaluate effectiveness
4. Elected officials can be community allies

ISLA VISTA ASIPS/GIS - "Party Area" FY 7/01/02 - 6/30/03
Party Area has 2,148/5,942 = 36% of all IV Events;
Alcohol-Specific is 1,241/2,148 = 58% of all Party Area Events;
Party Area Alc-Specific is 1,241/1,847 = 67% of all Alc-Specific IV Events





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Partners in Community Safety: Managing Alcohol Risk in ABC City; A Policy Panel.

What is a policy panel?

A policy panel is a time-limited process that produces a report with a set of principles and recommendations, which can be implemented through advocacy. Whether it is at the community, state, or national level.

A policy panel:

- 1. verifies key problems;**
- 2. reviews alternatives solutions;**
- 3. develops a consensus of action steps to be taken by panel members;**
- 4. works under a framework;**
- 5. sets measurement targets.**

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Why should our community conduct a policy panel?

To mobilize community members, builds social capital, and strengthens the community. The process provides a forum to discuss local issues and engages community members in the issues that impact them and the community as a whole through testifying and participating in public hearings.



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- **To influence community norms. By acting as visible, concerned public figures, panelists can influence community members' attitudes and collective social norms. Implementation of the recommended policies may also lead to environmental change.**

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- To help form alliances. The outcome can be a powerful consensus report that is strengthened by the alliances of individuals who would not normally work together.





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- To promote collaboration. By uniting as a co-sponsor or partner with an organization that has mutual interests, the sponsoring group can add value and authority to the entire panel process and outcome.





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Action Steps

1. Select and describe the topic
2. Research the issue and create briefing papers
3. Recruit a Chair and panelists
4. Information Packet
5. Develop a media strategy
6. Begin panel discussions with a reception
7. Hold panel meetings
8. Hold public hearing (s)
9. Hold post hearing meetings with panel members
10. Write the panel's recommendations in a report format
11. Disseminate the report widely
12. Advocate for implementation of recommendations
13. Celebrate successes

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Panelists

Although the panelists should be able to offer insights on the specific issue, they do not need to all be directly involved with your issue. Recruit members whose institution or personal involvement is needed to achieve the policy panel's goals. Your choice of panelists should represent a range of perspectives on the issue. Choose panelists who are held at a certain level of prestige in the community and may have a significant stake in the issue.



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The panel may be composed of prominent researcher in the field, grassroots activist, policy maker, current or former government official, member of the consumer group (e.g. MADD, SADD), member of an affected group, such as a liquor outlet owner, police chief, student leader, parent, school superintendent, and the district attorney.





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Problem:

**Problems Associates with the
Oversaturation of Alcohol
Outlets in an Area of Town**





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Pasadena Policy Panel Members:

1. Neighborhood Association Member
2. County Commissioner's Health Deputy
3. Member of Ecumenical Council
4. Beer Distributor
5. Police Lieutenant in charge of Alcohol offenses
6. State Beverage Control
7. Bar Owner
8. Tournament of Roses President
9. Resident
10. Health Officer at the School District
11. Restaurant Owner
12. County Official in charge of Alcohol and Drug Prevention Services
13. Editor of Weekly Newspaper

14. NO ONE FROM THE COALITION STAFF ON THE PANEL



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Partners in Community Safety: Managing Alcohol Risk in Pasadena Policy Panel Recommendations: Examples

City:

- Develop a consistent review and inspection process during the initial six-month or one year issuance period for alcohol-related CUP recipients. Direct City Staff to amend the General Fee Schedule to increase the inspection fee for monitoring of special conditions on alcohol-related CUPs from ^\$631 to \$900 to cover the cost of the increasing inspections to monthly during the first six months.



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- Develop a consistent set of criteria to guide planning department staff in developing staff for alcohol-related CUPs. This should include the development of a standard set of questions to be asked to insure that all staff reports and recommendations include the same elements and are consistent.



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- Review the development and growth of potential alcohol outlets in the New Playhouse District and New Stadium District areas, to determine whether or not it would be beneficial to apply overlay districts to those areas. (only recommendation that had one dissenting vote and the City choose not to accept the recommendation because they said there was no problems there.)



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Partners in Community Safety: managing Alcohol Risk in Pasadena Policy Panel Recommendations: Examples

Merchants:

Establish a policy that encourages all commercial alcohol servers and sellers to be trained in responsible beverage sales and service

Neighborhoods:

The local coalition will work with the city officials, law enforcement and residents to find ways to help residents who are heavily impacted by problem alcohol outlets. This should include the formation of neighborhood task forces and education of community residents in using available prevention and enforcement tools effectively.

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Problem: Overwhelming Alcohol-related Problems at Outdoor Events on County Property





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DATA COLLECTION: (There is no Problem if you cannot prove it!) Examples

ASSESS ALCOHOL SERVICE

- Youth Purchase Attempts
- Test ID Checking System
- Test Wristband/Ticket System
- How many beverages can One person purchase at a time?
- Are intoxicated people being served?
- Overall, how is alcohol being served? (Beer tent, what types, what serving sizes, what containers, any free pouring etc.)

What are the Related Problems?

- Photos of alcohol situations
- Law enforcement data: calls for service, DUI, violence, underage drinking, public intoxication, contributing the delinquency of a minor, sexual assault, harassment, etc.
- Drug sales/use
- Parking area
- Kids' area
- Advertisement/Marketing



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Policy Options and Recommendations

Examples:

City Ordinance: No alcohol use or sale on County Property without a permit

- Require that all persons 21 and older wear plastic nontransferable wristbands
- Utilize an official ID scan device to verify age and the authenticity of IDs.
- Post alcohol policies and make sure they are consistently enforced



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- Have security/volunteers posted at beer garden entrances/exits to enforce rules and regulations
- All service staff should receive Responsible Beverage Sales and Service (RBSS) training
- Service staff and vendors should not be allowed to consume alcohol beverages during assigned shifts
- Have alcohol purchase limits and post signs



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- Limit the number of servings per person per purchase to one (one ID, one or two beers)
- Reduce beer serving size to 12oz: Limit cup size to 12 ounces for beer and wine coolers and 5 oz. for wine
- Use Distinguishable Cups: Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups



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- Restrict all alcohol availability and consumption to the official Beer Garden
- Restrict alcohol availability to the sole alcohol sponsor (no outside alcohol allowed in the event)
- Restrict alcohol that is brought in from the outside to one area that is confined and monitored
- Stop alcohol service one hour before the scheduled end of the event



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- Conduct alcohol purchase attempts
- Provide medical staff on-site
- Post a sign that says: shoulder tapping is illegal and punishable by law. (Shoulder-tap programs are designed to discourage adults from buying for youth and to discourage young people from asking adults to buy for them.)
- Conduct random id checks in all areas
- Restrict alcohol sales to a designated location where underage youth are not allowed
- Absolutely no alcohol sales to anyone appearing obviously intoxicated



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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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How to Do a Policy Panel Join Together Resource

[http://www.jointogether.org/
resources/how-to-do-a-policy-panel.html](http://www.jointogether.org/resources/how-to-do-a-policy-panel.html)



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“Managing Community Alcohol Risk Environments”

(Free: Taking Charge Planning Materials)

Prevention by Design, U.C. Berkeley
www.PreventionbyDesign.org



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Contact Information

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