



OMNI

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Environmental Strategies



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Learning Objectives

- ✓ Define environmental strategies
- ✓ Describe the public health model
- ✓ Review how the Strategic Prevention Framework informs environmental strategy selection and implementation
- ✓ Provide examples of environmental strategies



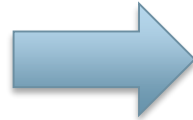
Environmental Strategies

consist of long-term approaches that focus on changing conditions in the shared social environment that contribute to, or protect against, problems and consequences (e.g., social norms, ATOD availability)



Environmental Checklist and Assessment; Adapted from SAMHSA CSAP Environmental Technical Assistance Document and the Centers for Disease Control and Prevention CHANGE tool

The Public Health Model



The Public Health Model:
Alcohol Use Example



Figure 2. The Public Health Model

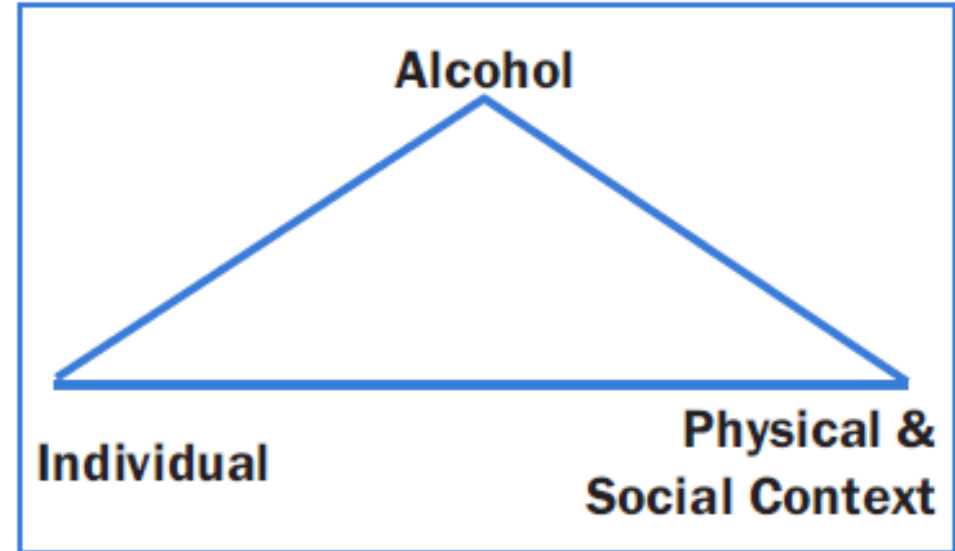
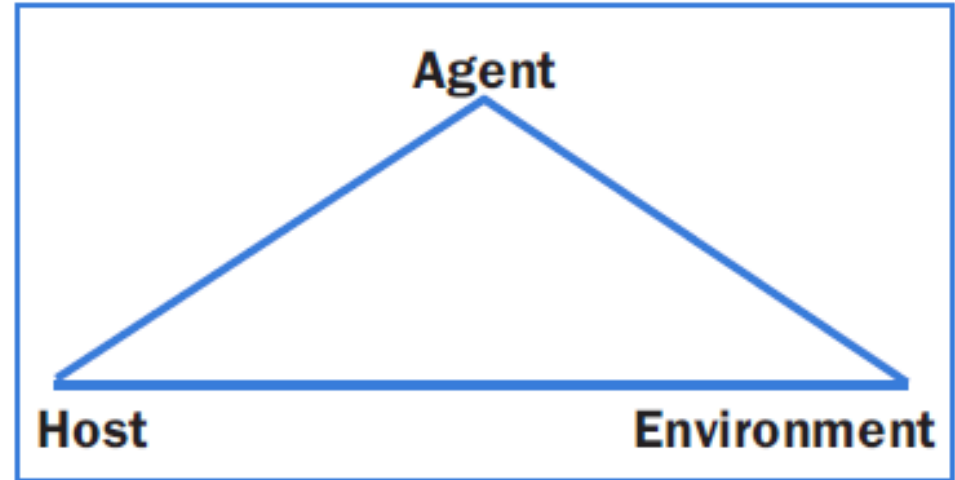
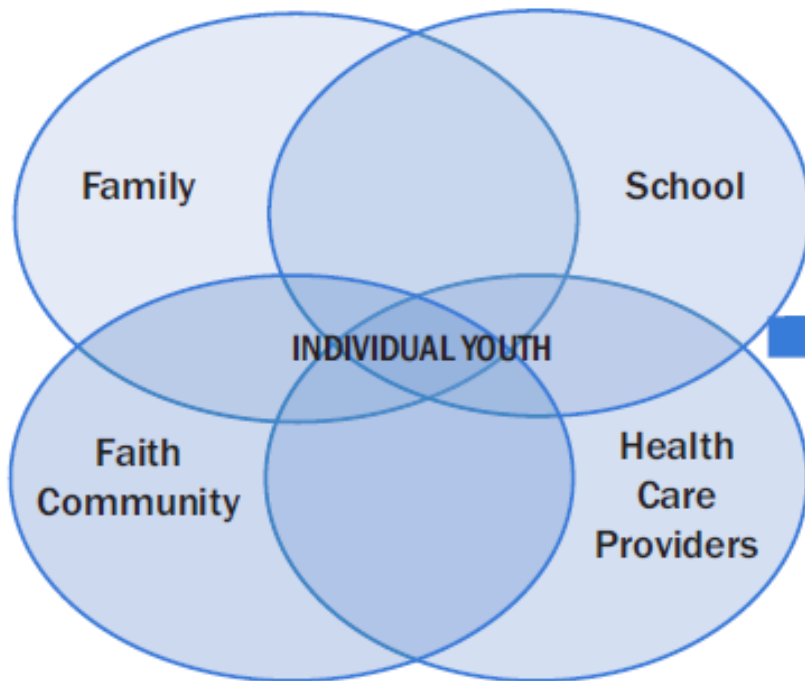


Figure 1: Prevention Strategies Attempt to Alter Two Kinds of Environments

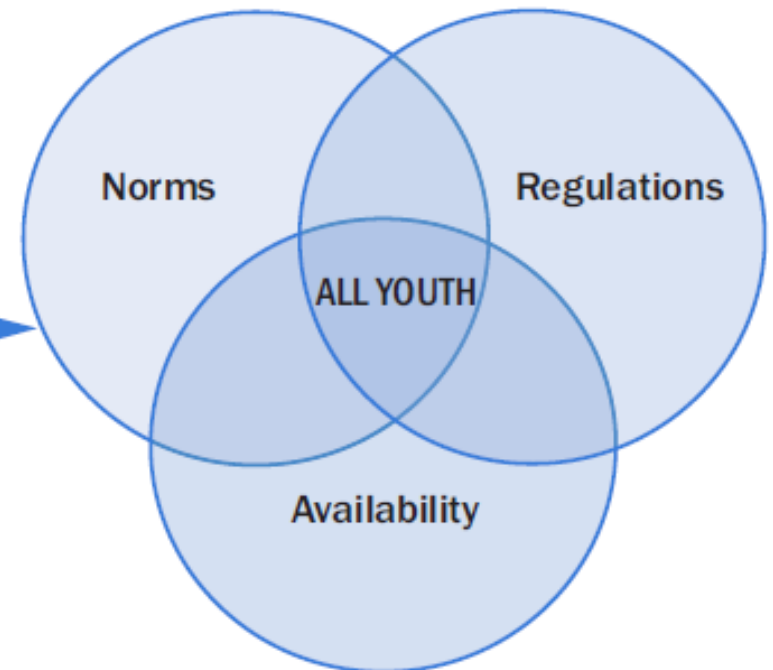
Strategies Targeting Individualized Environments

Socialize, Instruct, Guide, Counsel



Strategies Targeting the Shared Environment

Support, Thwart



CSAP's Centers for the Application of Prevention Technologies (CAPT), West CAPT. *Environmental Prevention Strategies: Putting Theory Into Practice Presentation*, retrieved from Web, <http://captus.samhsa.gov/western/resources/ppt/index.cfm>, March 2008.

Environmental Strategies

Produce quick wins

Instill commitment to long-term impact

Reach entire populations

Reduce collective risk

Create lasting change

The Coalition Impact: Environmental Prevention Strategies: Community Anti-Drug Coalitions of America; National Community Anti-Drug Coalition Institute (2008)

Environmental Strategies

Policies

- » Formally codified rules, regulations, standards, or laws
- » Informal and unwritten standards and norms

Practices

- » Activities that are based on implementing policies designed to prevent problems and consequences

Environmental Checklist and Assessment; Adapted from SAMHSA CSAP Environmental Technical Assistance Document and the Centers for Disease Control and Prevention CHANGE tool

SAMHSA Strategic Prevention Framework



Environmental Assessment

- » Identify which policies & practices are currently in place
- » Identify which policies & practices are being enforced
- » Identify gaps in policies & practices



■ Environmental Scans

- » GIS mapping
- » Photo voice
- » Counter Tools

Activity



With your CSB group, review the Environmental Checklist & Assessment.

1. Mark items you know exist in your community
2. Identify 3 strategies that could be a fit for your community.
3. List the risk and/or protective factors associated with those strategies

Building Capacity for Environmental Strategies

- » Engaging Stakeholders
- » Organizational & coalition infrastructure
- » Collaboration
- » Skill Building



SAMHSA CSAP Strategies

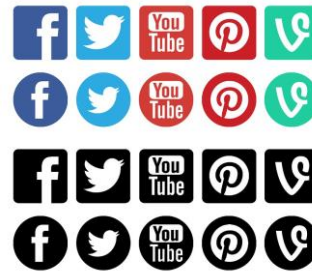
- » Information Dissemination
- » Prevention Education
- » Alternative Activities
- » Community Based Processes
- » Environmental Strategies
- » Problem Identification and Referral



Selecting Environmental Strategies



Policy



Media



Enforcement

Policy

Retail & social access restrictions

Drug-free workplaces

Alternatives to suspension

Zoning restrictions

Media

Social marketing

Positive community norms

Media advocacy

Media Literacy

Enforcement

Sobriety checkpoints

Minor in possession

School discipline related to
ATOD use

Compliance checks

ENVIRONMENTAL STRATEGIES SELECTION GUIDE

Environmental Strategy	General Description Provided	Implementation Guidelines Available	Output Measures Defined	Effectiveness Assessed	Evidence-Based				Substance		Appropriate Populations
					Journal article	NREPP or other list	CAPT	Other	Targeted	Other Substances Could be Applied to	
RETAIL ACCESS											
Minimum age of purchase for alcohol and tobacco	✓			✓	✓				A, T		<21
Limit and restrict the location and density of retail alcohol outlets				✓					A		All
Conditional use permits/land use ordinances for alcohol outlets	✓	✓						✓	A		All
Regulations or bans on home delivery of alcohol	✓	✓						✓	A	T, Rx	<21
Responsible beverage service training	✓	✓	✓	✓	✓		✓	✓	A		<21
Checking age identification for alcohol and tobacco	✓	✓	✓	✓				✓	A, T		<21

Activity



Implementing Environmental Strategies

- » Action Plan & Timeline
- » Celebrate success along the way
- » Acknowledge stakeholder involvement
- » Fidelity (when applicable)
- » Ongoing recruitment and training

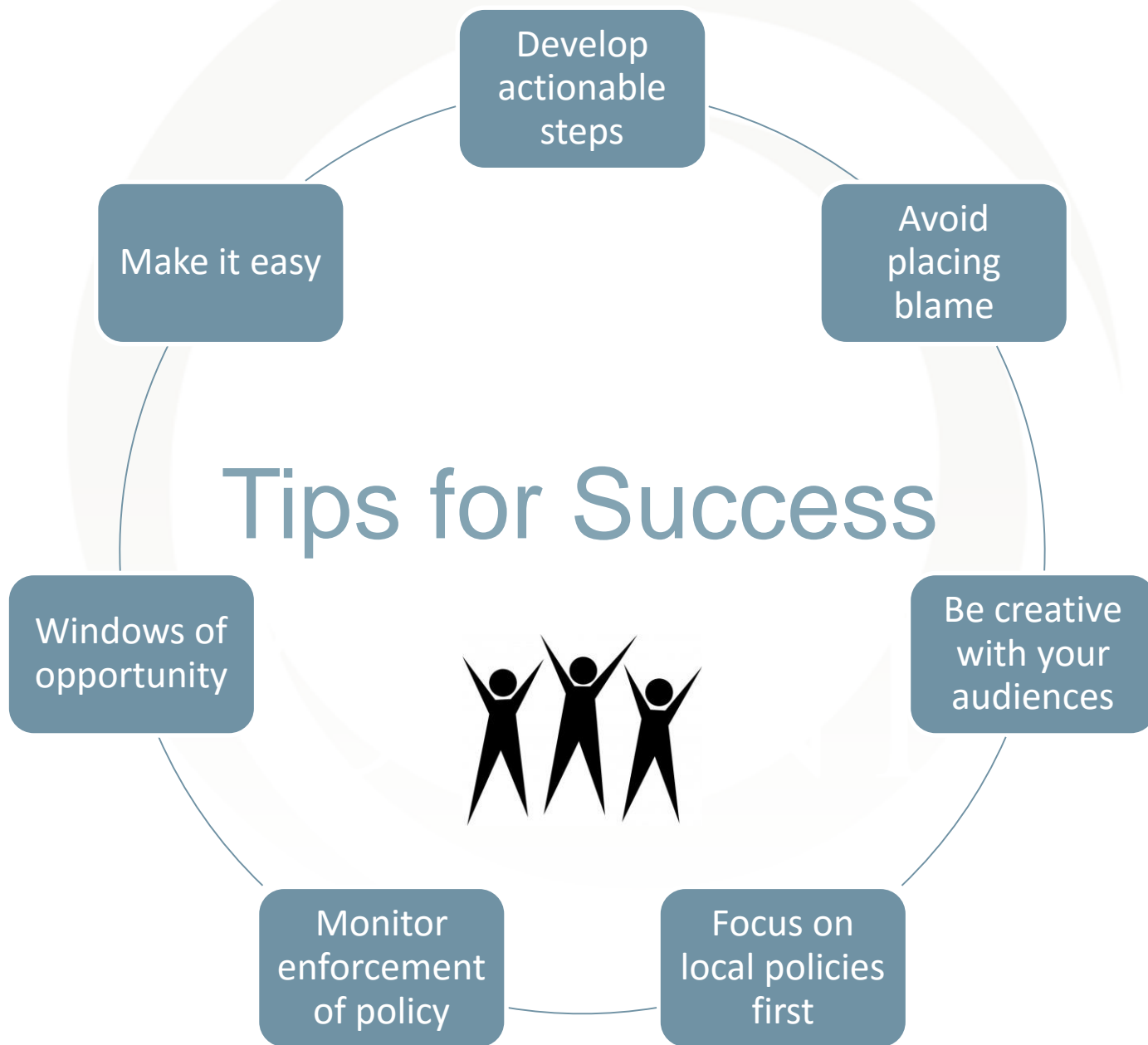
Evaluating Environmental Strategies

PROCESS

SATURATION

SUCCESS

Tips for Success



Wrap-Up

Questions or Comments?

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Thank you for your participation.