

CSAP Strategies – Environmental

| | |
|--|---|
| <p>Environmental This strategy seeks to establish or change community standards, codes and attitudes, thereby influencing the incidence and prevalence of alcohol and drug abuse in the general population.</p> | |
| Enforcement Activities | <p>Activities related to increasing the enforcement of alcohol laws and policies.</p> <p><u>Examples:</u> Compliance Checks, Shoulder Taps, Party Patrols, Enforcing Impaired Driving Laws, Sobriety Checkpoints, Alcohol Restrictions at Community Events</p> |
| Modifying Alcohol/Tobacco Practices | <p>Activities intended to prevent the sale and use of alcoholic beverages and tobacco products to minors, such as placing signs in bars, restaurants and other establishments as well as efforts to educate servers, vendors and law enforcement personnel about these issues.</p> <p><u>Examples:</u> Social or commercial host training and management programs, TIPS training, vendor carding programs.</p> |
| Promoting Establishment/Review of School/Workplace ATOD Policies | <p>Activities intended to establish schools and workplaces that are free of alcohol, tobacco, and other drug (ATOD) products and use.</p> <p><u>Examples:</u> Establishment of drug-free school zones or workplaces, school use policies and procedures, or business use policies and procedures</p> |
| Public Policy Efforts | <p>Activities intended to change public policy.</p> <p><u>Examples:</u> Public policy campaigns to change product pricing, working to establish a Social Hosting ordinance, developing uniform law enforcement policies within a jurisdiction or jointly with surrounding jurisdictions in order to provide a community standard in the management of underage drinking, smoking and related behaviors</p> |
| Social Marketing Campaign | <p>This type of a campaign tells you how to adopt and sustain a certain healthy behavior, or how to change or stop an unhealthy behavior.</p> <p><u>Examples:</u> 5 A Day campaign, Parents the Antidrug campaign, Own your C</p> |
| Social Norms Campaign | <p>The social norms approach uses a variety of methods to correct negative misperceptions (usually overestimations of use), and to identify, model, and promote the healthy, protective behaviors that are the actual norm in a given population. This type of a campaign tells people what the true normative behavior is when there is perception survey data that shows a misperception around what that normative behavior is.</p> <p><u>Example:</u> Most of Us campaign</p> |
| Other Environmental Strategy | <p>Other environmental activities that do not fit into defined subcategories.</p> <p><u>Examples:</u> Price interventions, minimum-purchase-age intervention, license revocation, limitations on the location and density of retail alcohol/drug outlets</p> |