

INFORMATION DISSEMINATION	ENVIRONMENTAL STRATEGIES
GOAL: increase awareness and knowledge of the problem, its effects, and the resources available to address it	GOAL: create an environment that makes it easier for people to act in healthy ways by establishing or changing community contexts
Characteristics: <ul style="list-style-type: none"> ✓ One way communication ✓ Does not make a specific behavioral “ask” ✓ As a stand-alone strategy, not sufficient to create lasting change → recommended as one part of a comprehensive prevention plan ✓ May or may not be designed to reach the entire population 	Characteristics: <ul style="list-style-type: none"> ✓ Reduces collective risk ✓ Creates lasting change in community attitudes, conditions, standards, practices/policies, and/or systems ✓ Requires community organizing and involvement of diverse sectors ✓ Specifically designed to reach the entire population
Examples: <ul style="list-style-type: none"> - Brochures, resource directories - Health fairs, hotlines - Media campaigns, PSA’s - Speaking engagements, school assembly 	Examples: <ul style="list-style-type: none"> - Review, monitor and enforce policies and laws in communities or schools - Keg registration, compliance checks, server training - Product pricing strategies - Social marketing or social norms campaign, Media advocacy campaign

Problem: Prenatal Substance use	Questions to ask to move us towards environmental prevention work	Goal: Create an environment where every woman seeking pre-natal care is asked about substance use and provided with any needed supports
INFORMATION DISSEMINATION STRATEGY: Brochures about the risk of pre-natal substance use and where to get help are included in brochure racks in health care provider’s offices	<ul style="list-style-type: none"> - How do we ensure that every pregnant woman is asked about substance use and not just those who happen to pick up a brochure? - How can we use different avenues to reach out to different people? - How do we ensure that the changed environment will be sustained long-term? 	ENVIRONMENTAL STRATEGY: In addition to the brochures, providers receive training and follow up on how to use a specific screening tool, integrate use of the tool into clinic practice and policy, and develop relationships with referral treatment providers
Problem: Youth access to prescription drugs from friends and family	Questions to ask to move us towards environmental prevention work	Goal: Create an environment where illegal access to prescription drugs by youth is limited
INFORMATION DISSEMINATION STRATEGY: Media campaign describing the increase in the problem and the legal penalties for mis-use	<ul style="list-style-type: none"> - What specific action do we want people to take to prevent the problem? - How can we make it easy for people to dispose of expired medications? - Which stakeholder in our community is best suited to sustain this effort long-term? 	ENVIRONMENTAL STRATEGY: Social marketing campaign specifically asking parents and family members to lock up medications in the home and bring expired medications to the local biannual Take Back event, combined with MOU between the local coalition and law enforcement to ensure sustained financial and staffing support
Problem: High rates of suicide among veterans	Questions to ask to move us towards environmental prevention work	Goal: Create an environment where lay people are comfortable offering support to veterans, and professional help is easy to access
INFORMATION DISSEMINATION STRATEGY: Wide distribution of veteran’s crisis line phone number through a variety of media formats	<ul style="list-style-type: none"> - How can we change the culture surrounding veterans to be more open about suicide risk? - How can we ensure easy access to information and services for veterans and those who care about them? 	ENVIRONMENTAL STRATEGY: Social marketing campaign using internet, video, text, and a variety of social media to share the veteran’s crisis line phone number, connect to local resources, and specifically ask friends and family to reach out