

Lobby Poll

What are you most looking forward to learning today?



Small Pebbles, Big Waves:

Adding policy change to your substance misuse prevention work

SESSION 2

Ivy Jones-Turner, MPA, T/TA Specialist, EDC

Lauri Solomon, EdD, T/TA Associate, EDC

Technical Information

This webinar is being recorded. Following the event, we will share the recording with participants.

Please contact the facilitators if you have any concerns or questions.

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Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=295244>

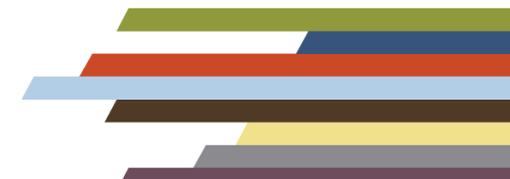


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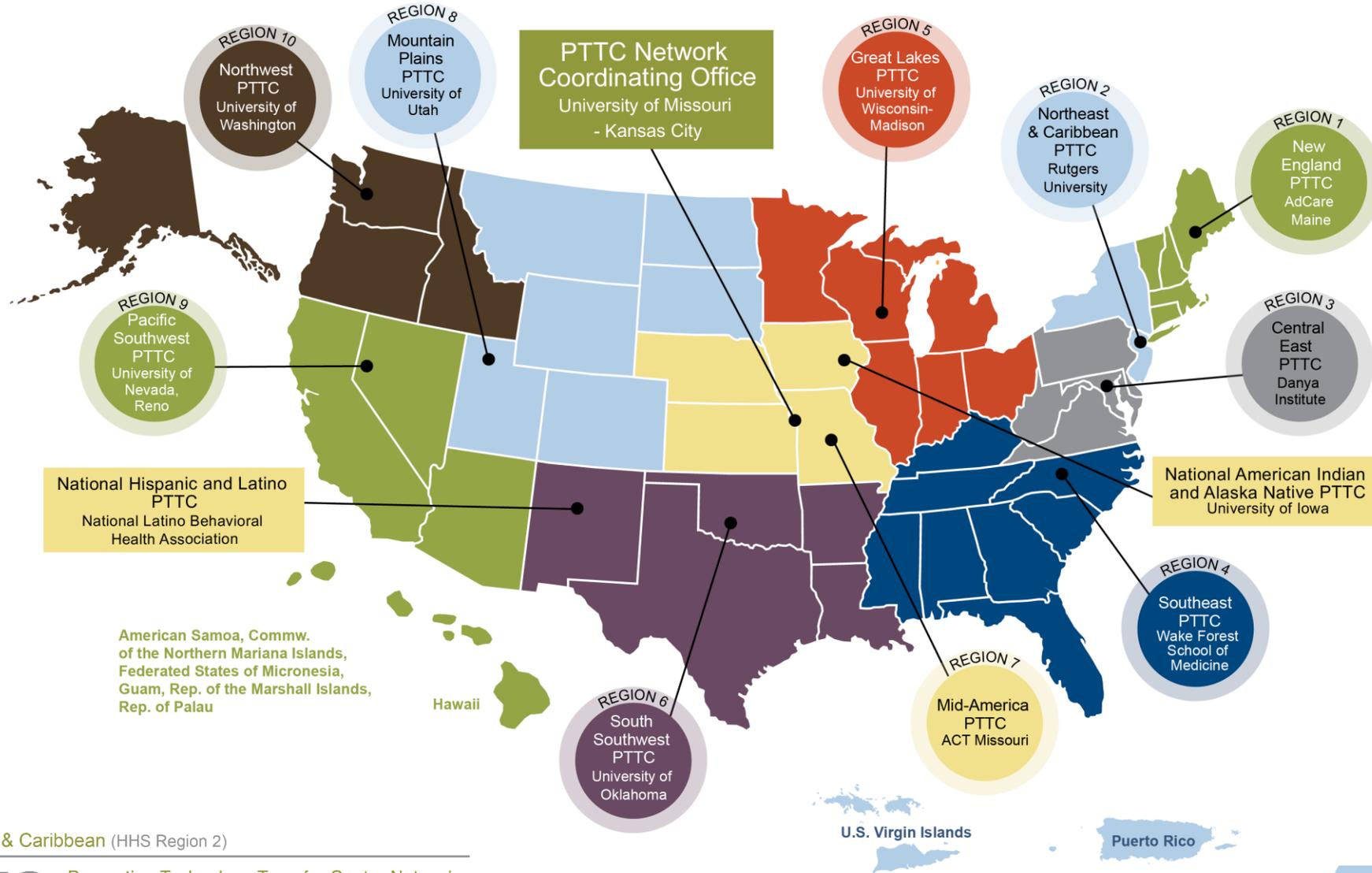




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Presenters



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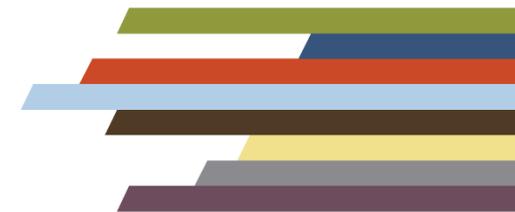
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

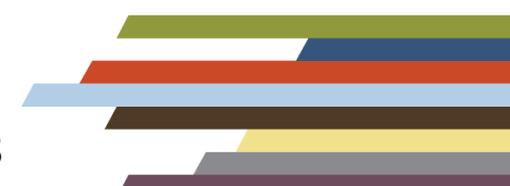
PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Learning Objectives

- Review strategies to prepare for policy implementation
- Describe components of a youth development program
- Describe strategies to involve youth and other key stakeholders in policy work



Considerations for Policy Development

Policy Development Best Practices

- Identify Risk & Protective Factors
- Assess Readiness & Will
- Engage Broad Collaboration of Partners
- Monitor & Evaluate



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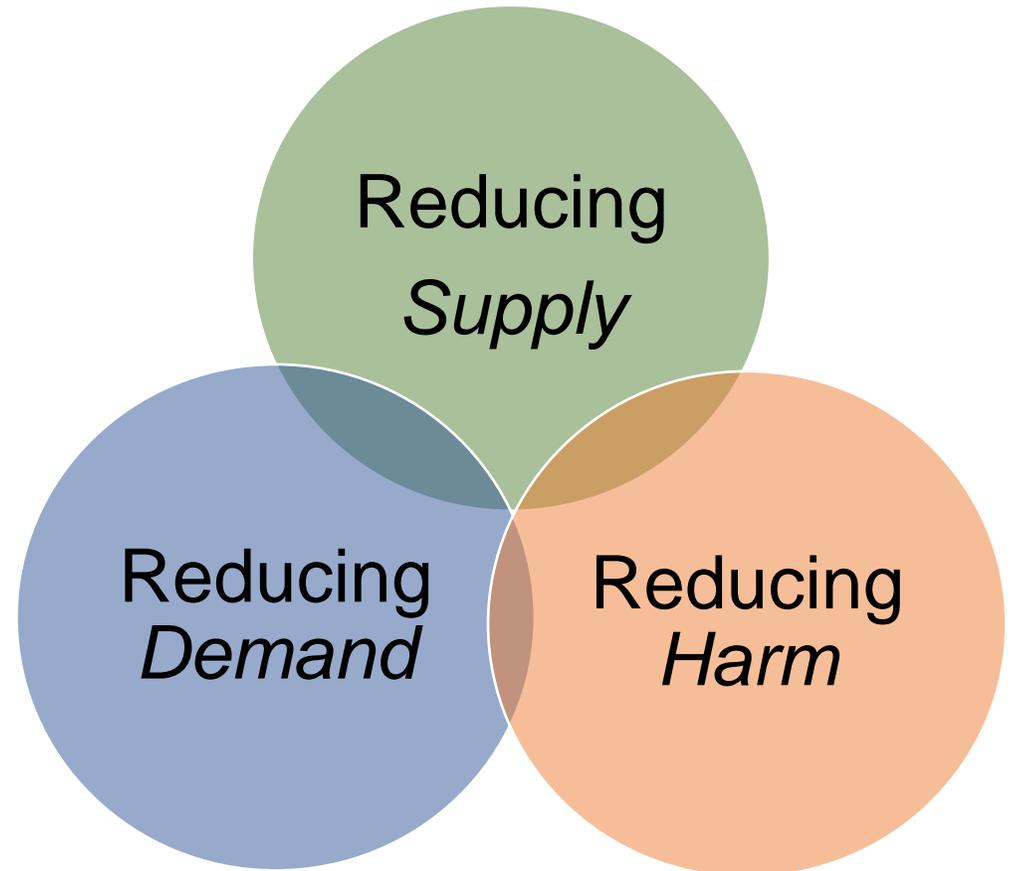
Policy Selection

- ✓ History
- ✓ Community readiness
- ✓ Political will
- ✓ Engaging the right partners at the right time
- ✓ Timing



Policy Strategies

- Retail and social (**Access**)
- Age for purchase (**Access**)
- **Price** or taxes on product
- Limits to **advertising/promotion**
- Media Literacy **education**
- **Enforcement** of laws for sales, where use, advertising



Preparing for Policy Work

Community Norms

Environmental Strategies Effect:

Regulation
(Policy)

Norms



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Chat Question

What social norms might hamper your policy and enforcement efforts?

Using marketing principles to shift community norms



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Product Marketing

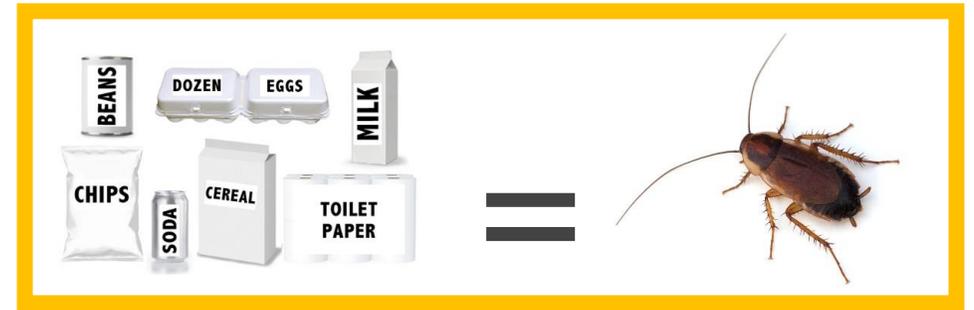
Creates an association between



Product

=

Something the focus audience wants
– fantasies or hopes



Competitor's product

=

Something the focus audience doesn't want



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Chat Question

What are the common fantasies or hopes associated with the product?

Social Marketing

Creates an association between



Healthy

=

**Something the focus audience
wants – fantasies or hopes**



Unhealthy

=

**Something the focus audience
doesn't want**



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Poll

In substance misuse social marketing, what kind of associations do you see most often?



Association: Enrolling in PeachCare and being able to care for one's family

PeachCare for Kids

Social marketing campaign promoting subsidized health insurance to working-class families.

“Healthcare we can afford”

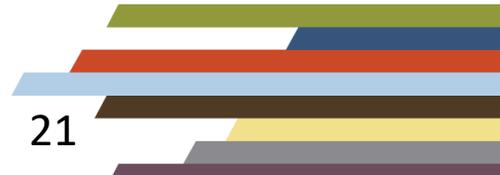
Calls to info. line before campaign: 50/day

Calls to info. line after campaign: 1,300/day



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Association: Parents caring for their family without being the villain of the story



Kansas “Take It Outside” Campaign

The campaign encouraged smokers to smoke outside and support initiatives that limited environmental tobacco smoke in public indoor facilities.



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Smokers who agree with the statement:

Smokers should be able to smoke in their own homes

Pre-campaign 99%

Post-campaign 42%

I'm in favor of banning smoking in all public places

Pre-campaign 20%

Post-campaign 40%



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Social Norms Marketing

Creates an association between



**Healthy = Normal
(normative, fitting in)**



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Normative behavior?



- People overestimate unhealthy behavior and underestimate healthy behavior
- Youth AND adults overestimate peer substance use
- Overestimation is associated with more use
- Reducing misperceptions of use reduces use
- Implications for policy change efforts



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Association: Carding customers and “being the good guy” in the community

**Thank you
Franklin County bars,
restaurants and package stores:
CARDING shows
you care about our kids!**



Brought to you by the **Community Coalition for Teens**
In collaboration with the **Communities That Care Coalition**



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SE MA - Social norms marketing helped lead to smoke-free bars and restaurants statewide



- City-by-city approach
- Survey of recent voters: Attitudes toward making bars and restaurants smoke-free
- Gap between actual and perceived attitudes (norm vs. perceived norm)
- Data persuaded lawmakers that most voters supported smoke-free bars and restaurants
- Contributed to statewide domino effect



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Possible policy applications



Sample social norms marketing message

- Most Holyokers support limiting cannabis advertising
- Most parents in the Holyoke School District support drug and alcohol prevention education
- Most Dean Tech parents think alcohol has no place at school events
- Most New Yorkers support enforcement of drinking and driving laws
- Most residents of the Commonwealth think there's too much cannabis advertising (aimed at lawmakers)



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Policy Work as a Youth Development Strategy



Protective Factors

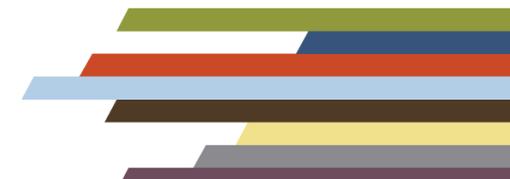
- [Social Development Strategy](#) (SDS)
- SDS without healthy beliefs
- Young Entrepreneurial Society



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thetruth.com



“This is us together. Working to get the facts out about smoking, vaping, and opioids. *And to keep the industries that make them in check.*”

Truth Campaign:

Policy work as a youth development strategy

- Communicates clear standards and healthy beliefs about nicotine use
- Provides opportunities, skills, and recognition
- Appeals to teens’ developmentally appropriate desire for independence i.e., the way nicotine addiction and the nicotine industry try to control them - Identity and autonomy
- Overall campaign is saved from being a fear-based campaign because of its focus on resisting coercion by big business



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**Strategies for Policy
Advocacy and Enforcement:
Youth, Coalition, and
Stakeholder Involvement**



Sample Strategies

- [Alcohol purchase surveys](#)
- [Rewards and reminders](#)
- [Shoulder tap operations](#)
- [Sticker shock operations](#)
- Advertising scans
- Vectors for social norms messaging

**If you didn't win media coverage,
it didn't happen**



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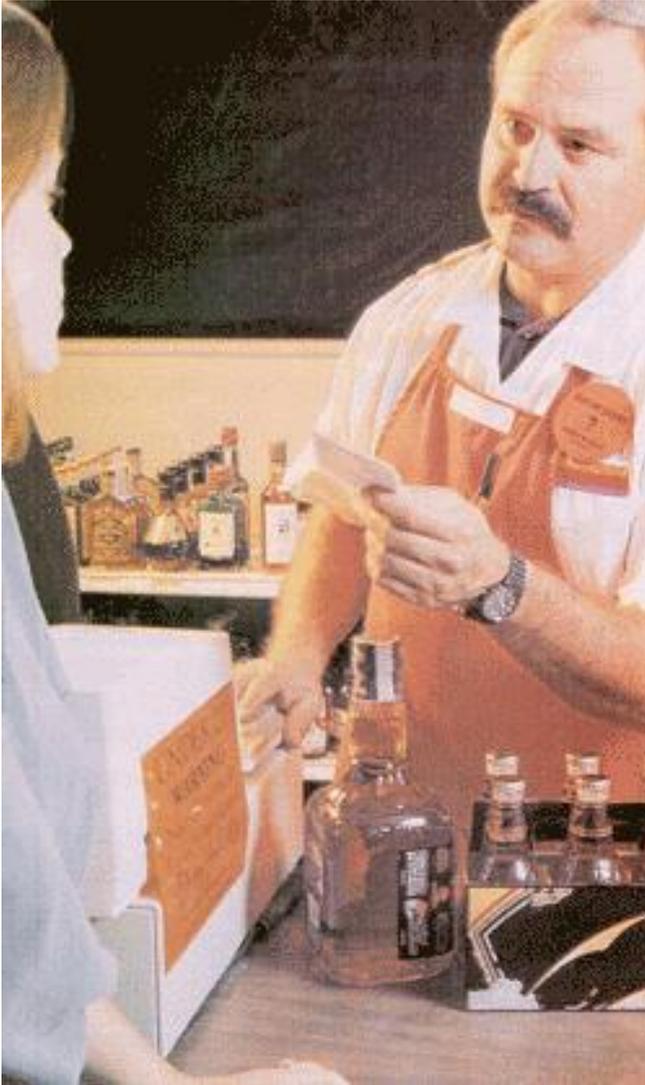
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Chat Poll

**Who are key partners to
engage in your policy
efforts?**

Key Partnerships

- Find people who are passionate about substance misuse prevention to join you in policy work
- Thinking together about the policy or enforcement practice, identify who could be your champion(s)
- Consider who will derail your policy or enforcement efforts and design a preemptive approach



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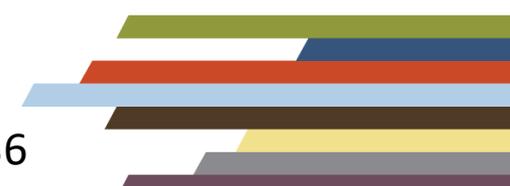
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Questions



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Resources

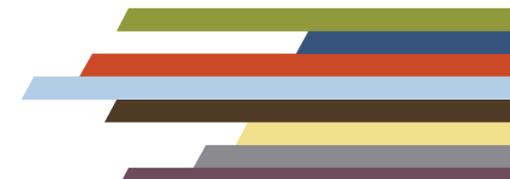
1. [Not Your Mother's Scare Tactics: The Changing Landscape of Fear-based Messaging Research](#)
2. [Truth Campaign](#)
3. [Alcohol purchase surveys](#)
4. [Rewards and reminders](#)
5. [Shoulder tap operations](#)
6. [Sticker shock operations](#)



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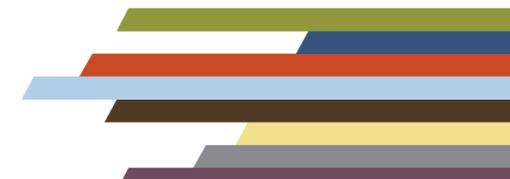
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Thank You!

If you have questions or comments, don't hesitate to contact:

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