

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

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LIVE

This webinar is now live.



It is being recorded.



Please remain muted.



Welcome

Central East PTTC Webinar

Incorporating Environmental Strategies into Prevention Part 2: Expanding Our Reach and Addressing Health Disparities

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Acting Executive Director

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Project Director



Central East (HHS Region 3)

PTTC

Each TTC Network includes 13 centers.*



Network Coordinating Office

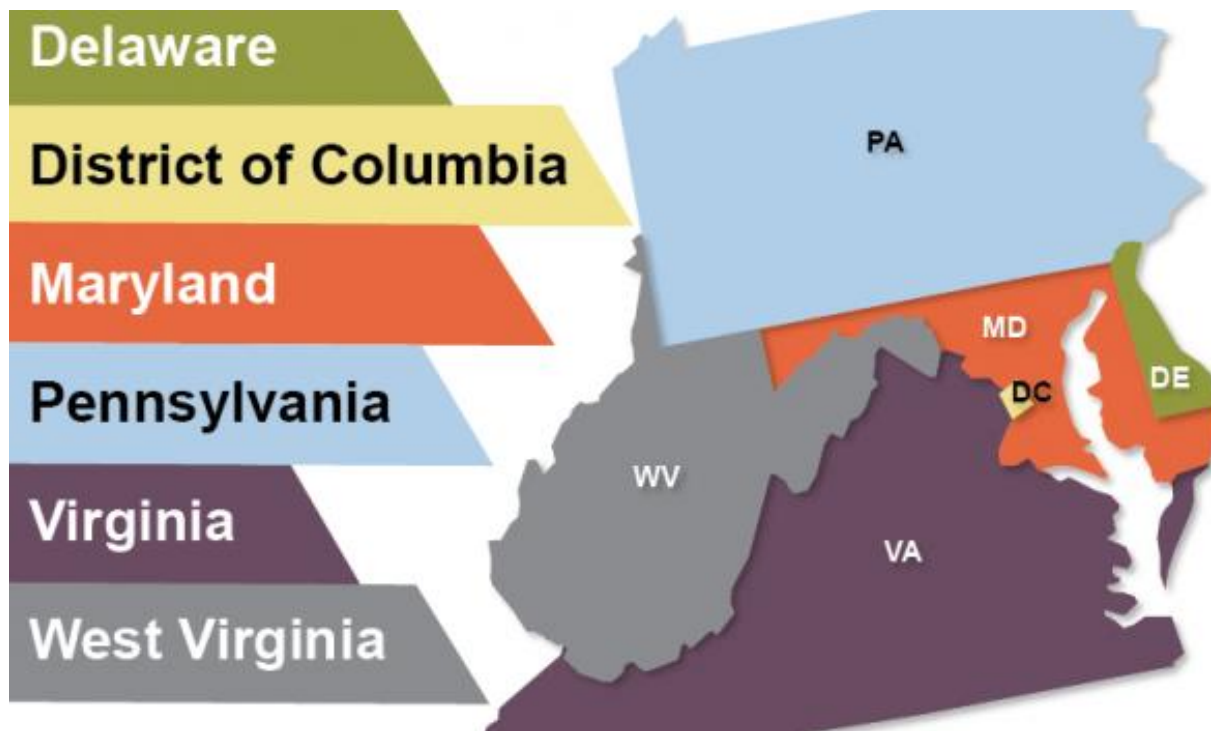
National American Indian and Alaska Native Center

National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)

Central East Region

HHS REGION 3



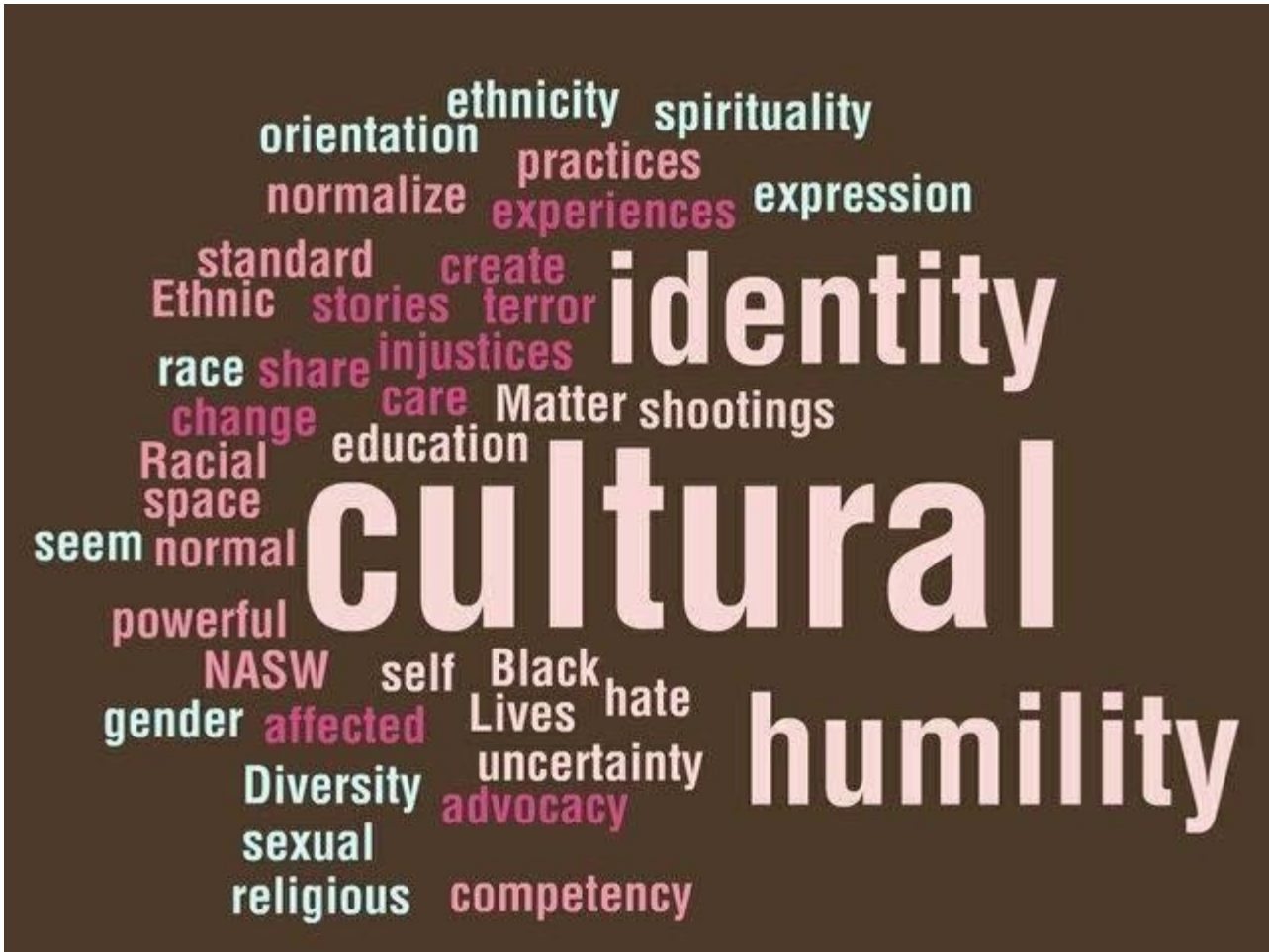
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

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



PTTC Mission

To Strengthen **the Capacity of the Workforce to Deliver Evidence-Based Prevention Strategies and Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances**



Central East PTTC Specialty Area

Engaging and Collaborating with Primary Care Providers for Substance Use Prevention



Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

Consistent with
Regional, State
and Local
Needs

No cost

Data Driven

EBPs provided
by Subject
Matter Experts



PTTC Focus Areas

- Opioid/harm reduction strategies
- Suicide prevention and substance use overdoses
- Youth vaping/tobacco
- Youth alcohol and suicide
- Health equity and the elimination of disparities
- Trauma
- Workforce leadership development series-
strategic planning/SPF; data-informed decision-
making; environmental strategies



Other Resources in Region 3



Central East (HHS Region 3)

ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Incorporating Environmental Strategies into Prevention Part 2: Expanding Our Reach and Addressing Health Disparities

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PTTC Prevention Specialist

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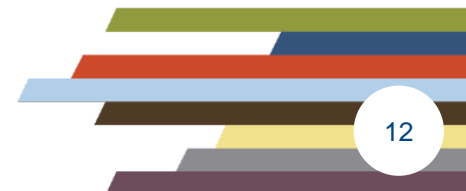
Carnevale Associates, LLC

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December 16, 2021



Presenters



Josh Esrick
Presenter



Emily Patton
Presenter

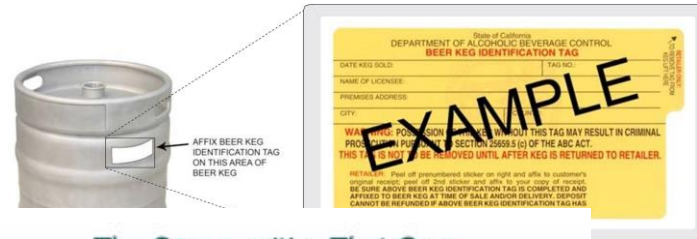


Learning Objectives

- Define environmental strategies and how they relate to the social determinants of health
- Discuss the role of environmental strategies in a public health approach to prevention
- Overview the collaborative partners that can be necessary to implement environmental strategies
- Summarize the categories of environmental strategies and provide examples



Environmental Strategies



PRESCRIPTION DRUG MONITORING PROGRAM



The Communities That Care Operating System



Social Awareness Campaign

for both Smokers (Active and Passive) and who love them



Don't kill yourself and us too.



Environmental Strategies

- Environmental strategies are population-based interventions that seek to change the context in which people make decisions (Freiden, 2010)
 - Seek to address existing structures, institutions, norms, policies, and laws that are favorable towards substance use
- Part of a public health approach to prevention
 - Working with stakeholders outside prevention
- Part of a comprehensive approach to prevention
 - Implemented in conjunction with behavioral strategies



Environmental Strategies

- Environmental strategies can be found at all levels of prevention
 - Universal
 - Selective
 - Indicated
- These types of strategies also have several advantages
 - Broad reach
 - Cost efficient
 - Sustainable
 - Enduring effects



Contrast With Behavioral Strategies

- Behavioral strategies seek to impact individuals' knowledge, skills, and behaviors related to their risk of substance use
 - E.g., A course that teaches high school students peer refusal skills to reduce underage alcohol use
- Environmental strategies seek to change the environment
 - E.g., Increased compliance checks on alcohol retailers to ensure they are not selling to youth



Remember the Social Determinants of Health?

“Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks” (HHS)

Social Determinants of Health



Social Determinants of Health
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 Healthy People 2030



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Connections to the SDOH

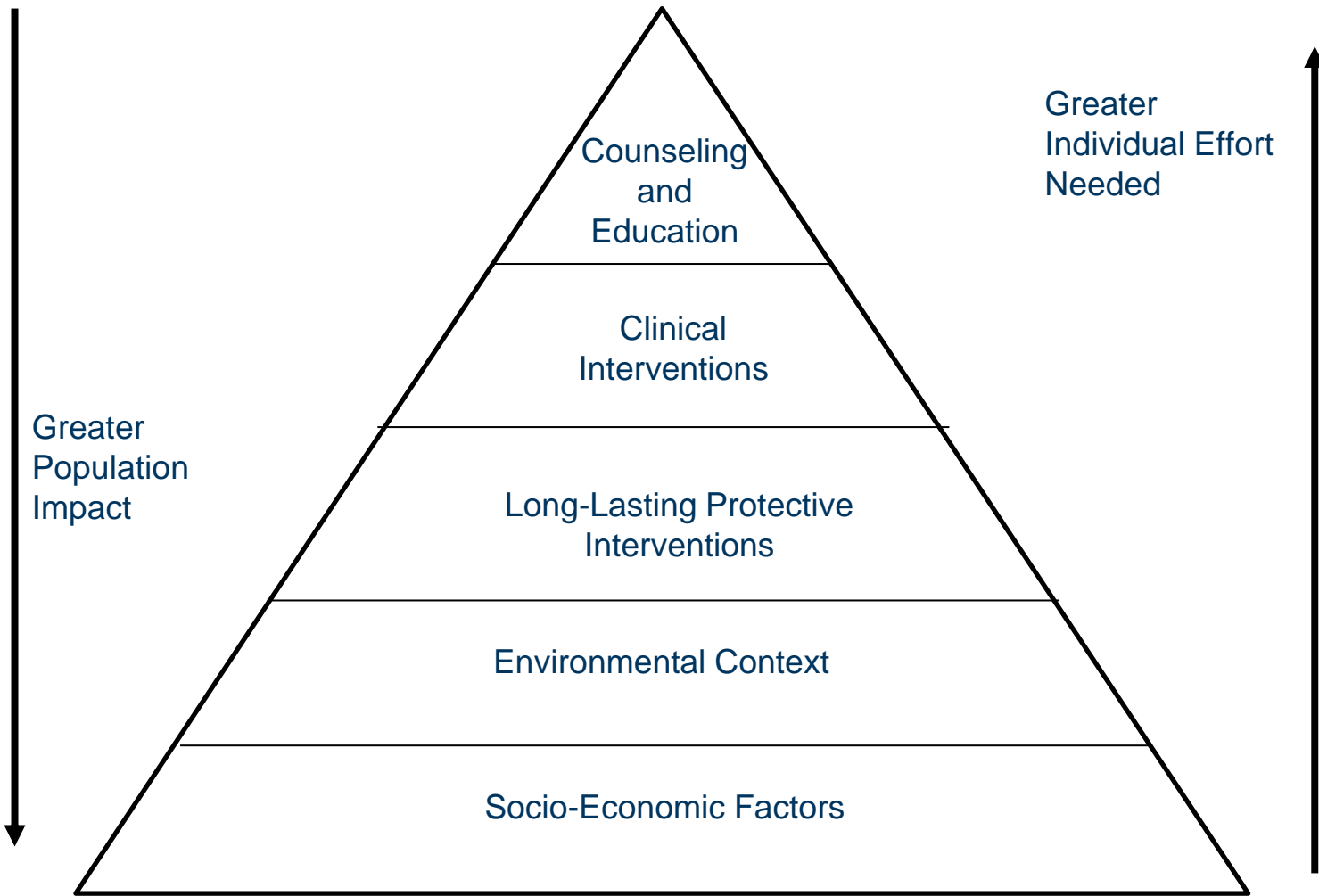
- SDOH are the conditions around us, and environmental strategies seek to change those conditions
- NOT a 1:1 all the time
 - Some environmental strategies focus on smaller scale issues (e.g., beer keg registration)
 - Some SDOH require changes so vast there are not strategies prevention can implement to address them
- However, environmental strategies often offer a way for prevention to address these bigger contexts



A Comprehensive Public Health Approach



Modeling An Approach (Frieden, 2010)



Case Study: Tobacco Prevention (Frieden, 2010)

- **Socio-Economic Factors**
 - High poverty rates associated with higher smoking rates
- **Environmental Context**
 - Excise taxes; smoke-free workplaces
- **Long-Lasting Protective Interventions**
 - Graphic anti-smoking ad campaigns created a “social immunization” against the idea of smoking
- **Clinical Interventions**
 - Smoking cessation medications; encourage healthy diet and exercise to reduce stress
- **Counseling and Education**
 - Education about the risks of smoking



Case Study: The Drinking Age

- Raising the minimum legal drinking age (MLDA) in the United States from 18 to 21
 - Primarily addressed one risk factor for youth drinking- Access to alcohol
 - Found to be significantly associated with reduced rates of youth alcohol use and connected outcomes
 - Other risk factors remain and rates of youth alcohol use are not at 0%
 - Other strategies can cause additional success



Collaborative Partners



Let's
Work
Together!



Why Do We Need Partners?

- Environmental strategies often require actions that we can't do on our own
 - School administrators and teachers are needed to improve school climate
 - Legislators are needed to change laws
 - Law enforcement are needed for enforcement activities
 - Employers are needed for workplace prevention
 - And so on!
- They can also require expertise or resources that we lack



Who Should You Partner With?

- Need to consider the issue you want to address and ask yourself (CADCA):
 - Who is being directly affected by this?
 - Who else wants to address this?
 - Who benefits from resolving this?
 - Who can resolve this?
- The answers to these questions will determine the universe of people and organizations you should investigate as potential partners
- **HINT: Don't answer "Everyone!"**



Look at Local Coalitions

- Coalitions must have at least 1 representative from each of 12 sectors to qualify for Drug Free Communities (DFC) funding (CDC):
 - Youth, Parents, Business Community, Media, Schools, Youth-Serving Organizations, Law Enforcement, Religious or Fraternal Organizations, Civic Groups, Health Care, Government Agencies
- If you're not in a coalition, reaching out to a local one can be good first step to finding partners!
- And if you are in a coalition, you've got some leads already!



More Examples of Potential Partners

- Primary care providers
- Hospital systems
- Behavioral health providers
- County public health agencies
- Churches, mosques, synagogues, and other faith-based entities
- Local newspapers
- Youth sports leagues
- Parent-teacher Associations
- Local Chamber of Commerce
- Alcohol, tobacco, or (legalized) marijuana retailers and producers
- State and local law enforcement agencies



Types of Environmental Strategies

The strategies we will cover today include

- Policy
- Infrastructure Building
- Enforcement
- Communications
- Surveillance



Policy Strategies

- Target both societal and community level influences to reduce substance use
- Seek to restrict access to substances, can mandate tracking/training/data collection activities, and work to limit distribution and promotion
- Under the Social Determinants of Health (SDOH) framework, it's important to understand how policies can target multiple areas of a person's life
 - Healthcare, education, social/community, economic stability, neighborhood and built environment
- Developing policy requires a diverse network of stakeholders



Policy Strategy Example

- **Restricting Happy Hours/Price Promotions**
 - Prohibits or restricts drink specials that encourage customers to drink more
 - Can restrict time when drinks can be sold, limit vendor discounts, ban flat fee drink promotions
- When happy hour restrictions have been combined with other laws and policies targeting underage drinking, they have been associated with reductions in
 - Binge-drinking among underage youth on campuses
 - Drinking and driving among college-aged students
 - Alcohol use among college students



Infrastructure Building Strategies

- Focus heavily on collaboration, which is essential for success
- Involve implementing more than one strategy simultaneously or in tandem (should be complementary strategies) to develop a new enhanced infrastructure
- The new infrastructure can further expand and incorporate additional strategies (e.g., behavioral strategies) to have a deeper impact
- Can reach different risk populations
- Encourage a shared vision and purpose of direction



Infrastructure Building Strategy Example

- CDC-led National Diabetes Prevention Program (National DPP)
- Public/Private Partnership offering communities evidence-based, cost-effective interventions to help prevent type-2 diabetes
 - Evidence-based Lifestyle Change Program
 - Appalachian Diabetes Control and Translation Project
 - Native Diabetes Wellness Program



Enforcement Strategies

- Focuses on law enforcement (LE) and the larger community to help ensure laws and regulations are effective and help identify people who may benefit from treatment for addiction
- Examples of strategies include
 - Retail Access Restrictions (e.g., alcohol, tobacco, vape products)
 - Juvenile Diversion
 - Sobriety Checkpoints
 - Disruption of illicit drug supply chains (e.g., methamphetamine, cocaine)



Enforcement Strategy Example

- **Naloxone and Overdose Prevention Training**
 - Prepares LE to better respond to & prevent drug overdoses
 - Teaches officers to recognize and reverse active opioid overdoses using naloxone
- LE outnumber other first responders in the U.S. and typically arrive first at the scene of an overdose
 - Several states have enacted laws that require first responders to carry naloxone
 - More than 2,400 police departments nationwide equip LE officers with naloxone



Communication Strategies

- Used to help change or reinforce community norms about substance use
- Increase public awareness about specific issues and problems
- Effective strategy elements include:
 - Present messages that appeal to people's motives for and perceptions of substance use
 - Tailor messages to your audience
 - Combine with more intensive prevention
 - Place messages where audience is likely to see and hear them



Communication Strategy Example

- **Montana Statewide Drinking and Driving Campaign**
 - High-intensity social norms media marketing campaign
 - Sought to reduce the prevalence of drinking and driving among young adults
 - Included television, radio, print, theater ads, posters, and promotional gifts
 - Reduced harmful misperceptions, increased the use of designated drivers, and decreased drinking and driving



Epidemiological Surveillance Strategies

- Help inform incidence and prevalence of targeted issues
- Generates data for decision-makers and community members
- Can provide timely data about trends and risk and protective factors that predict outcomes
- Guides priority setting and decision-making
- Incorporating a feedback loop is important for continuous intervention evaluation and monitoring



Epidemiological Surveillance Example

- CDC's Childhood Lead Poisoning Prevention Program (CLPPP)
 - Works to eliminate childhood lead poisoning
 - Blood lead testing, data reporting, surveillance, linkage of services, and population-based interventions
 - Blood Lead Surveillance Data
 - Compiles blood lead surveillance data for children <16 years of age who were tested at least once since January 1, 1997
 - National system using data from state and local health departments



Conclusion

- Environmental strategies are an approach prevention professionals can use to better address SDOH
- Collaborative partners are often needed to address these "big picture" issues
- Many types of environmental strategies exist, including smaller scale strategies dealing with more specific issues
- Prevention professionals can draw ideas and lessons learned from other areas of public health



Contact Us



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

a program managed by



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