

TTC

Technology Transfer Centers

Funded by Substance Abuse and Mental Health Services Administration



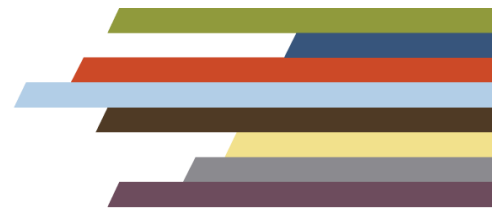
Welcome



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The Webinar Is Now Live



- This webinar is being recorded and will be available for future viewing along with a copy of today's slides.
- The slides are shared in the chat feature

Technical Information



This webinar is being recorded and archived, and will be available to all webinar participants.

This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order.
Reference # 1H79SP081018.

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Audio



- Audio will stream through your computer or device
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Chat and Q&A



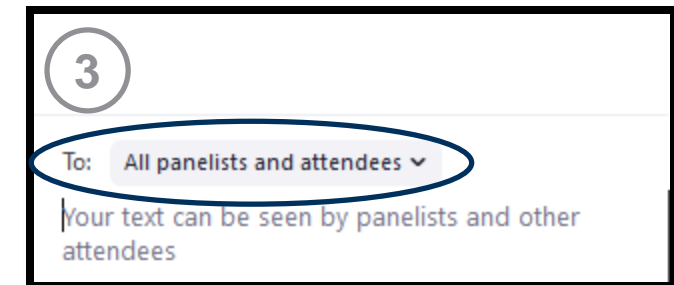
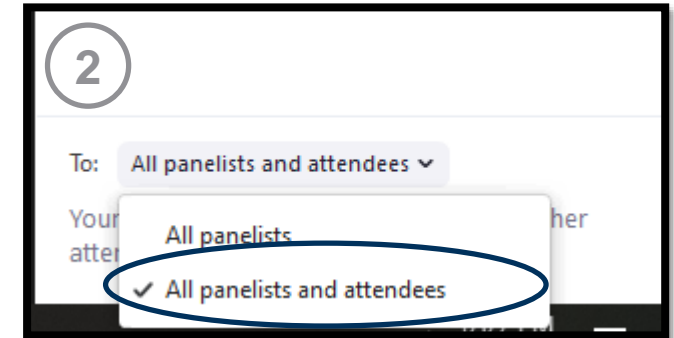
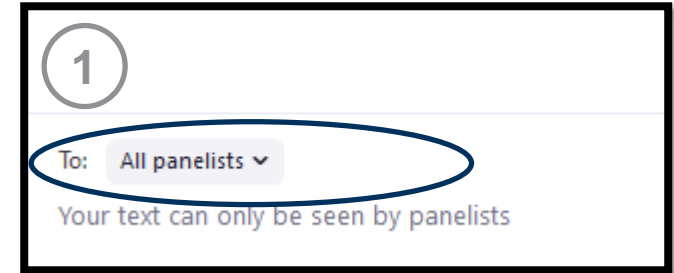
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- You may also type questions for our presenters at any time during the presentation in the Q & A feature
- We may ask our presenters to answer questions throughout the presentation, and we will host a Q & A session after the slide presentation.



Chatting in Zoom Webinar

To ensure all attendees see your comment or question please do the following:

1. Go to “To:” at the bottom of the chat feature
2. Select the down arrow next to “All Panelists”
3. **Select “All panelists and attendees”**
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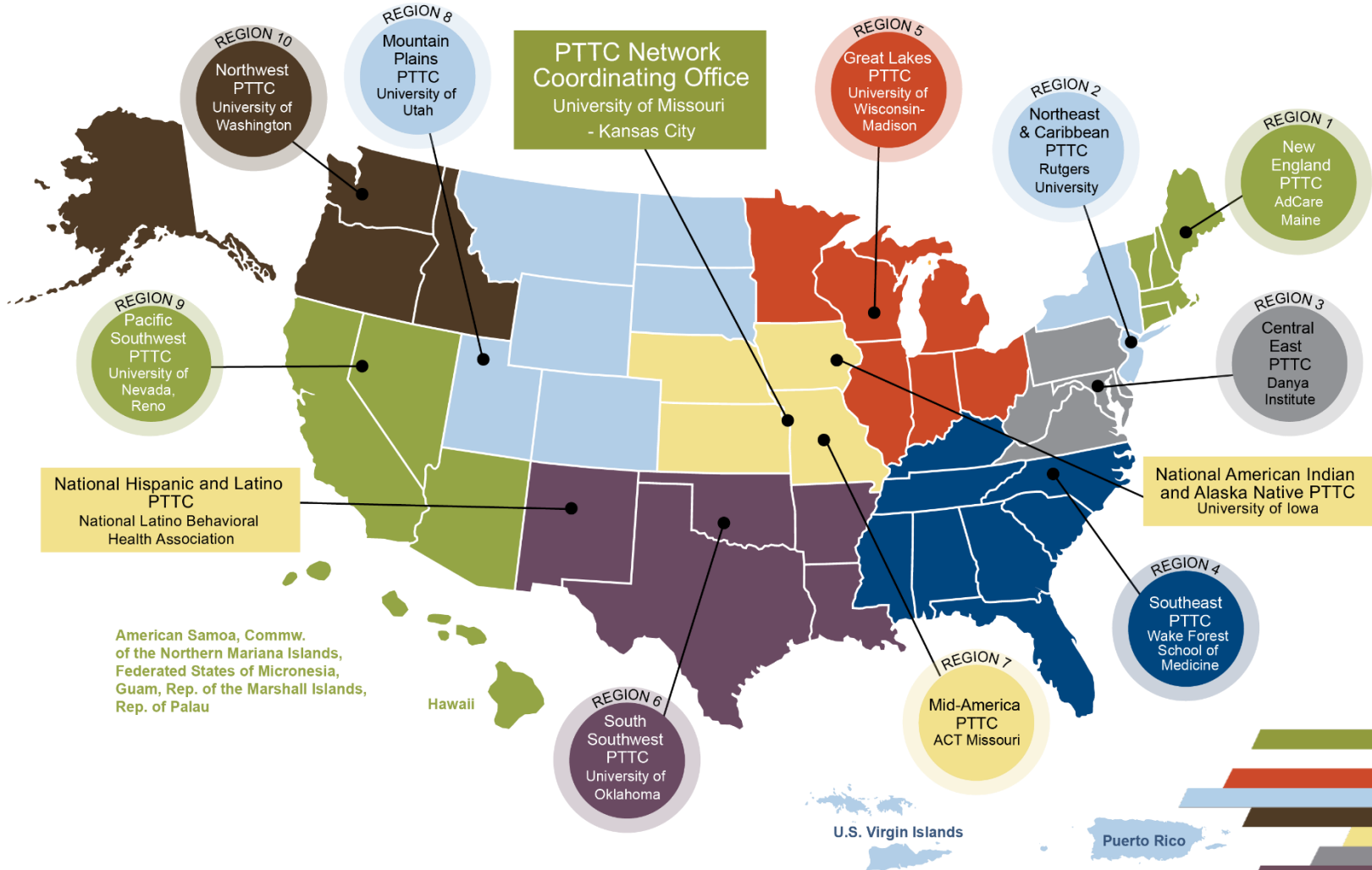


PTTC Network



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PTTC Network



Evidence-Based Intervention Work Group

- **Mission**

Promote the effective selection and implementation of evidence-based interventions for prevention professionals and stakeholders in order to provide services with fidelity that are culturally intelligent and result in positive outcomes.



Presenter



Josh Esrick
Presenter



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Using Environmental Strategies to Reduce Substance Use

July 14, 2020

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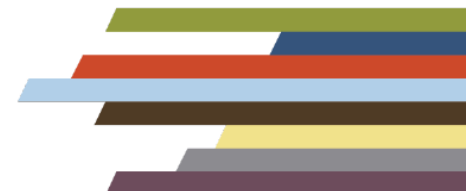
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SAMHSA

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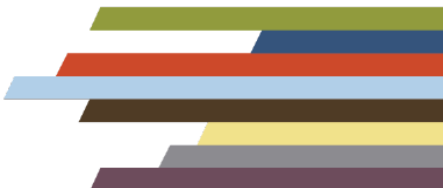
Key Objectives



- Define environmental strategies and how they differ from behavioral focused prevention programs
- Explain the importance of environmental strategies
- Walk through examples of environmental strategies
- Discuss how prevention professionals can implement environmental strategies

What Are 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 control access and availability of substances
 - 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
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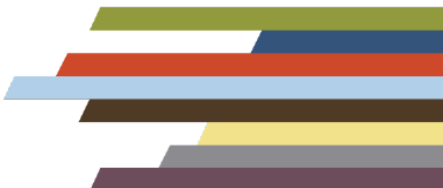
Contrast With Behavioral Strategies



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

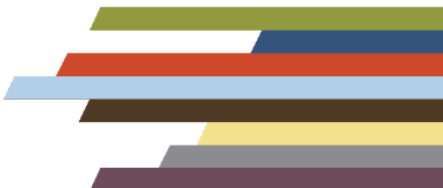
Environmental Strategies



- Environmental strategies can be found at all levels of prevention
 - Universal environmental strategies
 - E.g. Raising an excise tax on tobacco products
 - Selective environmental strategies
 - E.g. Funding temporary housing for homeless people
 - Indicated environmental strategies
 - E.g. Improving school-based access to depression treatment services
 - Though most are universal strategies
- 

Why Use Environmental Strategies?



- Evidence-based environmental strategies have several advantages over behavioral strategies
 - Broad reach
 - Easier to impact entire populations
 - Cost efficient
 - Significantly lower costs in many cases
 - Sustainable
 - Many do not require continued funding once in place
 - Enduring effects
 - Changes in underlying conditions means that future populations are also served
- 

Disadvantages of Environmental Strategies



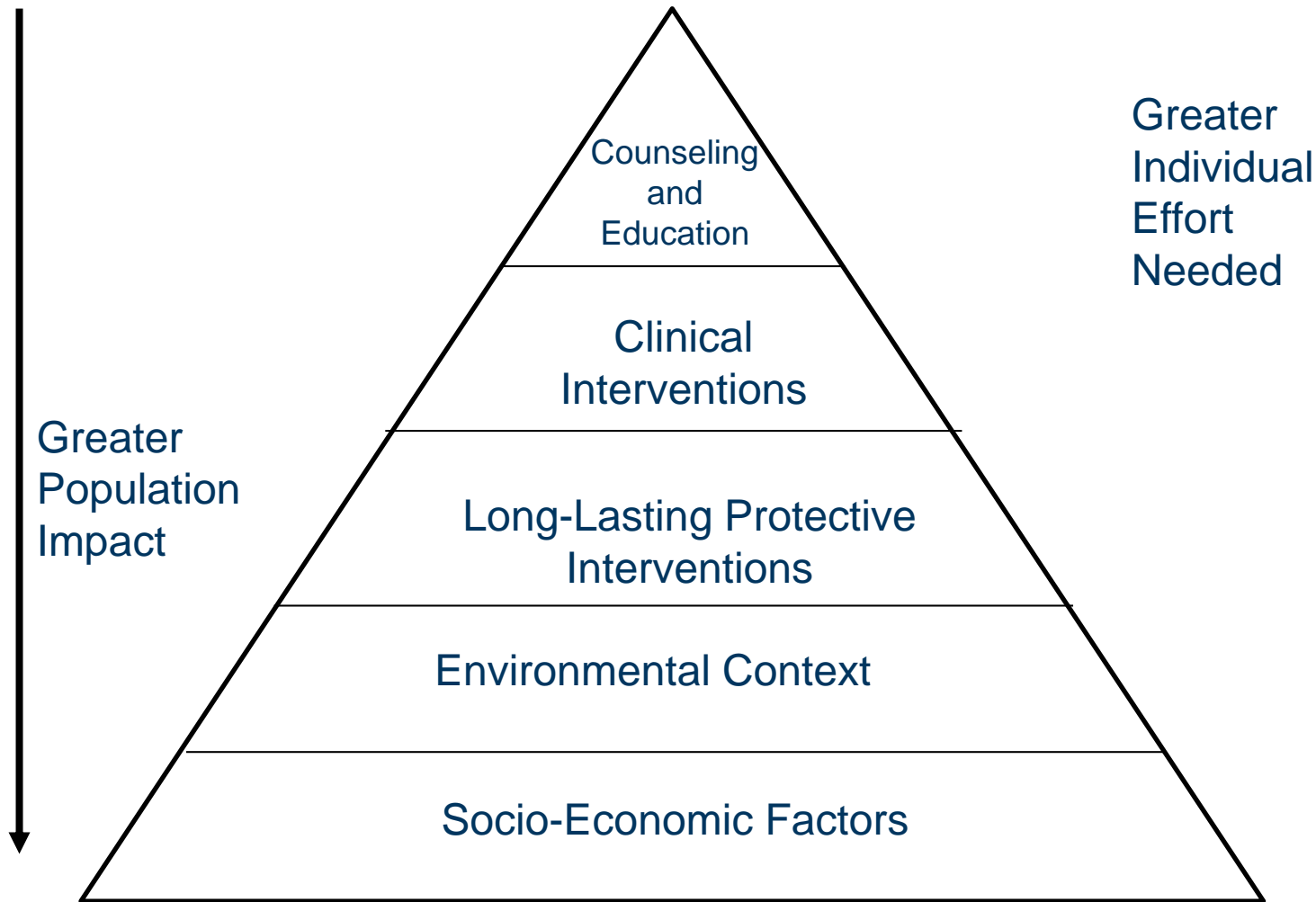
- No one type of prevention is perfect, environmental strategies can:
 - Have difficulty addressing individual needs
 - Require outside stakeholder support
 - Face significant implementation obstacles
- A comprehensive approach, where environmental strategies are used in conjunction with behavioral strategies, should be pursued.

A Case Study: The Drinking Age



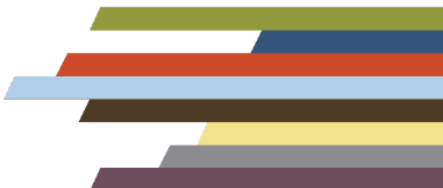
- Raising the minimum legal drinking age (MLDA) in the United States from 18 to 21
 - Primarily addressed one risk factor for youth drinking- Access to alcohol
 - Found to be significantly associated with reduced rates of youth alcohol use and connected outcomes
 - Other risk factors remain and rates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

A Comprehensive Approach (Frieden, 2010)



Looking at 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
- 

Pause for Questions



Examples of Environmental Strategies



- Numerous ways to reduce substance misuse using environmental strategies
- Includes initiatives such as targeting policies and laws, focusing on educational opportunities, communications, and modifying the social or physical environment
- Can select and implement strategies based on availability of funding and other resources

Types of Environmental Strategies



The evidence-based strategies we will cover today include

- Policy
- Infrastructure Building
- Enforcement
- Communications
- Surveillance

Policy Strategies

- These target both society and community level influences to reduce substance use (both legal and illegal)
- They seek to restrict access to substances, can mandate tracking/training/data collection activities, and work to limit distribution and promotion
- Examples of effective policy strategy elements include
 - Adults being held accountable for their purchases
 - Price increases for legal substances
 - Restrictions on use and sale (alcohol)
 - Deterrents to using or incentives for not using (alcohol)
 - Workplace and school zero-tolerance policies

Policy Strategy Example



- Beer keg registration in 30 states (as of 2019), which requires retailers to tag, sticker, or engrave an identification number on kegs that exceed a specified capacity
- This policy aims to reduce the availability of alcohol to underage youths in social settings
- States can decide how to enforce this policy but some tools for implementation include
 - Deposits on keg purchases
 - Penalties
 - Collection of purchaser information

Infrastructure Building Strategies



- They 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. individual strategies) to have a deeper impact
- Can reach different risk populations
- Encourage a shared vision and purpose of direction

Infrastructure Building Strategy Example



- Prevention Trial in the Cherokee Nation
 - Community representatives and family members participated in meetings, trainings, and the development of an action plan
 - Combined a community organizing process from an established intervention with a screening, brief intervention, and referral to treatment protocol from a newer intervention
 - Designed to be culturally appropriate for Native American (Cherokee youth) high school students
 - Focused on reducing current use, heavy episodic drinking, and alcohol-related consequences
 - Social workers, counselors, & certified staff served as coaches to the youth

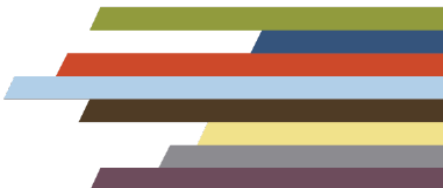
Enforcement Strategies



- Focuses on law enforcement as well as the larger community to help ensure laws and regulations are effective
 - Enforcement outside of law enforcement is also necessary
- Examples of strategies include
 - Retail Access Restrictions
 - Juvenile Diversion
 - Sobriety Checkpoints
 - Shutting down “Pill Mills”
 - Law Enforcement Training

Enforcement Strategy Example



- A 2010 initiative in Florida to shut down “Pill Mills”
 - The goal of this strategy was to prevent physician-driven diversion of prescription drugs and to limit the supply of prescription drugs available for diversion
 - The state used a wide-variety of strategies in this effort including
 - A medical examiner reporting system
 - Pain clinic regulations and certification requirements
 - Law enforcement activity against pill mills
 - Prescription drug limits of sale
 - Mandatory PDMP use
 - These initiatives led to a statistically significant decrease in FL’s prescription drug overdose rate
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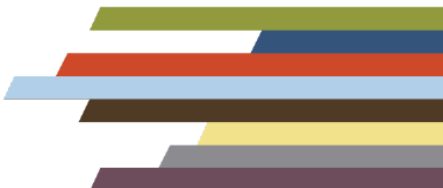
Communication Strategies



- Can be used to help change or reinforce community norms about substance use
- Increases public awareness about specific issues and problems
- Examples of effective communication strategy elements include
 - When they are combined with more intensive and interactive prevention approaches
 - They present messages that appeal to people's motives for and perceptions of substance use
 - Messages are tailored to the audience
 - Messaging is placed where people are likely to see and hear them

Communication Strategy Example



- Social norms campaign at a liberal arts university that focused on underage drinking
 - Used research to understand the scope of the problem and help develop a social norm strategy for more effective targeting
 - Project used five activity categories: (1) data collection, (2) print media campaigns, (3) electronic media campaign, (4) curriculum development, (5) campus presentations, staff development, and cocurricular activities
 - Outcomes included decreases in misperceptions about their peers' use of alcohol as well as declines in actual drinking behavior
- 

Epidemiological Surveillance Strategies



- These types of strategies help inform incidence and prevalence of targeted issues
- Generates information for decision-makers and community members that is easily understandable and readily usable
- Can provide timely data about trends and risk and protective factors that predict outcomes
- Guides priority setting and decision-making regarding choice of programs, policies, and practices to improve well-being
- Incorporating a feedback loop is important for continuous intervention evaluation and monitoring

Epidemiological Surveillance Example



Nova High School Implementation Plan

- Developed and implemented a survey to identify risk and protective factors as well as substance use rates among students
- Used the data to develop desired outcomes which included
 - Decreasing 30-day alcohol use
 - Decreasing favorable attitudes towards substance use
 - Increasing peer-individual social skills
- Tested an effective program to target these behaviors and norms

Implementing Environmental Strategies



- Environmental strategies are prevention, which means the best practices of prevention implementation remain the same
- The Strategic Prevention Framework! (SPF)
 - Needs Assessment
 - Capacity Building
 - Planning
 - Implementation
 - Evaluation

Using the SPF for Environmental Strategies



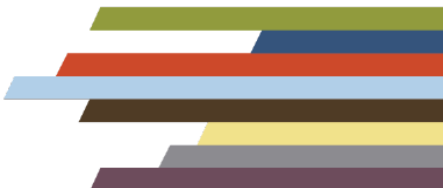
- Needs Assessment
 - Collect additional information on the environmental context surrounding substance use
- Capacity Building
 - Focus on the stakeholders necessary to pursue environmental strategies
- Planning
 - Identify what environmental strategies exist; plan for how they fit into an overall approach

Using the SPF for Environmental Strategies, 2

- Implementation
 - May primarily consist of education, advocacy, and persuasion targeting the stakeholders who can enact the environmental change
- Evaluation
 - Process and Outcomes
 - Outcomes measurement can face challenges; how do you isolate the impact of an environmental strategy from the comprehensive approach?

Tips for Identifying Contexts (CADCA)



- Environmental Scanning
 - Identify the environmental contexts making a substance more appealing or available
 - The Four Ps
 - Price
 - Product
 - Promotion
 - Place
 - Geographic Information Systems mapping
 - Identifying problem environments
- 

Other Tips for Environmental Strategies



- Identify the necessary stakeholders
 - Law enforcement can expand enforcement
 - State legislators can change laws
 - Local councils can change ordinances
 - State agencies can change regulations
 - Alcohol and tobacco retailers can make voluntary changes
 - Employers can change workplace rules

Other Tips for Environmental Strategies, 2



- Identify how best to approach different stakeholders
- Plan for how to synergize in a comprehensive approach
- Plan for how to deal with negative effects
- Remember that environmental strategies can take a long time to implement
 - The Tobacco 21 push took five years, built on decades of prior work, and still isn't fully in effect

Questions?



Webinar Information



- In approximately one week, you will receive an email that will contain instructions on how to download and print your **certificate of attendance**.
- Please click on the **evaluation link** in the chat feature, your response helps drive the work of the PTTC Network, we appreciate your time and value your opinion.
- The webinar recording and slides will be made available on the PTTC website: **PTTCnetwork.org**.

GPRA Survey

- Please complete our GPRA survey sent out in chat!
- You may also see this survey when you close out of the webinar

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