

Introduction to Environmental Strategies Part 1

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Quick Poll



1
Not
familiar at
all



2



3



4



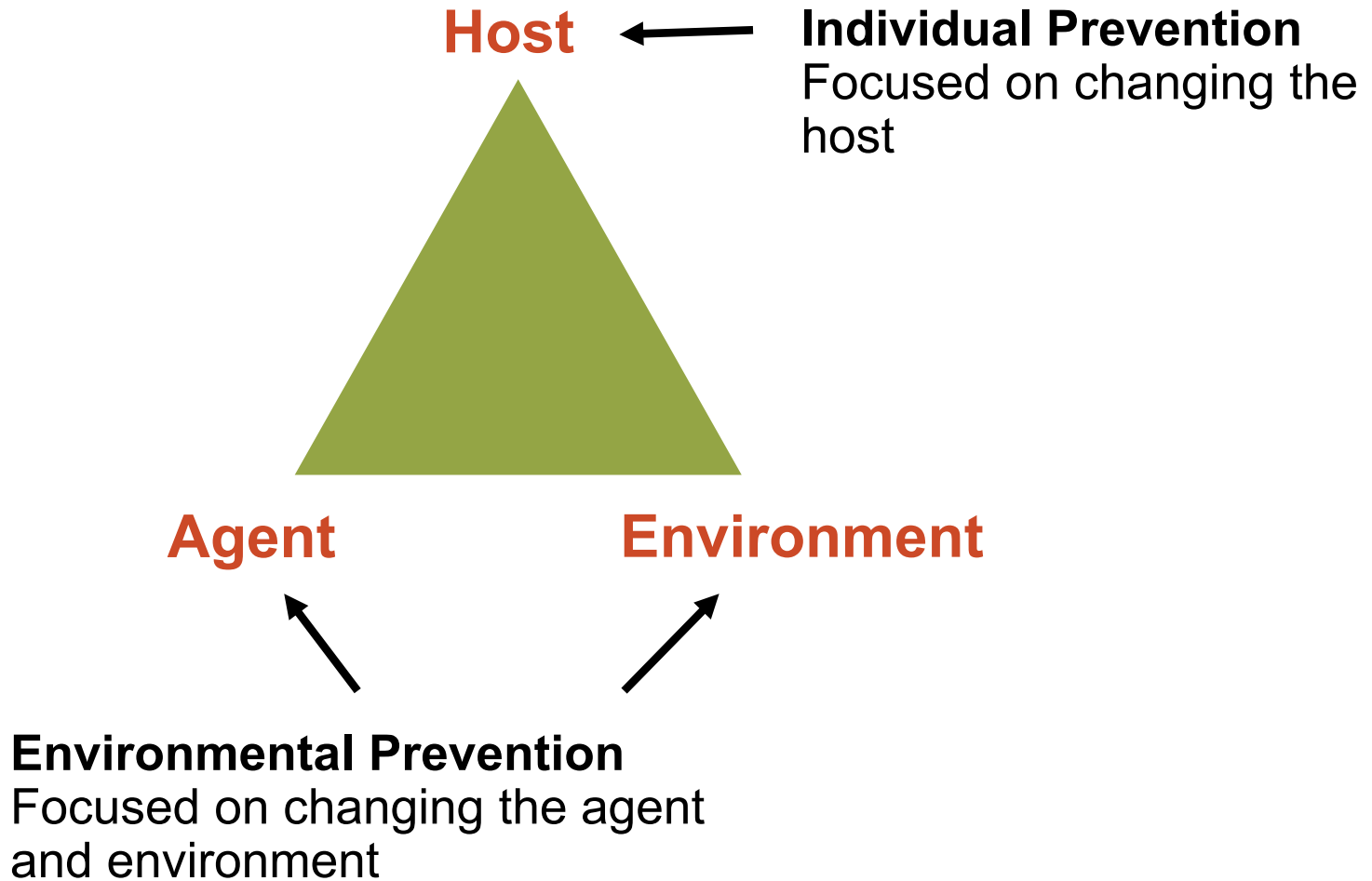
5
Very
familiar

How familiar are you with Environmental Strategies for substance misuse prevention?



Big Picture...

Public Health Triangle





Environmental Strategies Definition

Prevention efforts that aim to change or influence **community standards, institutions, structures, attitudes** that shape individuals' behavior

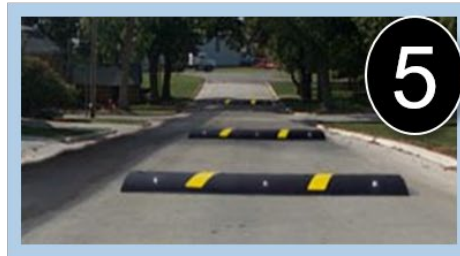


Focus of Environmental Strategies

Environmental strategies are designed to change the *context* in which substance misuse occurs.

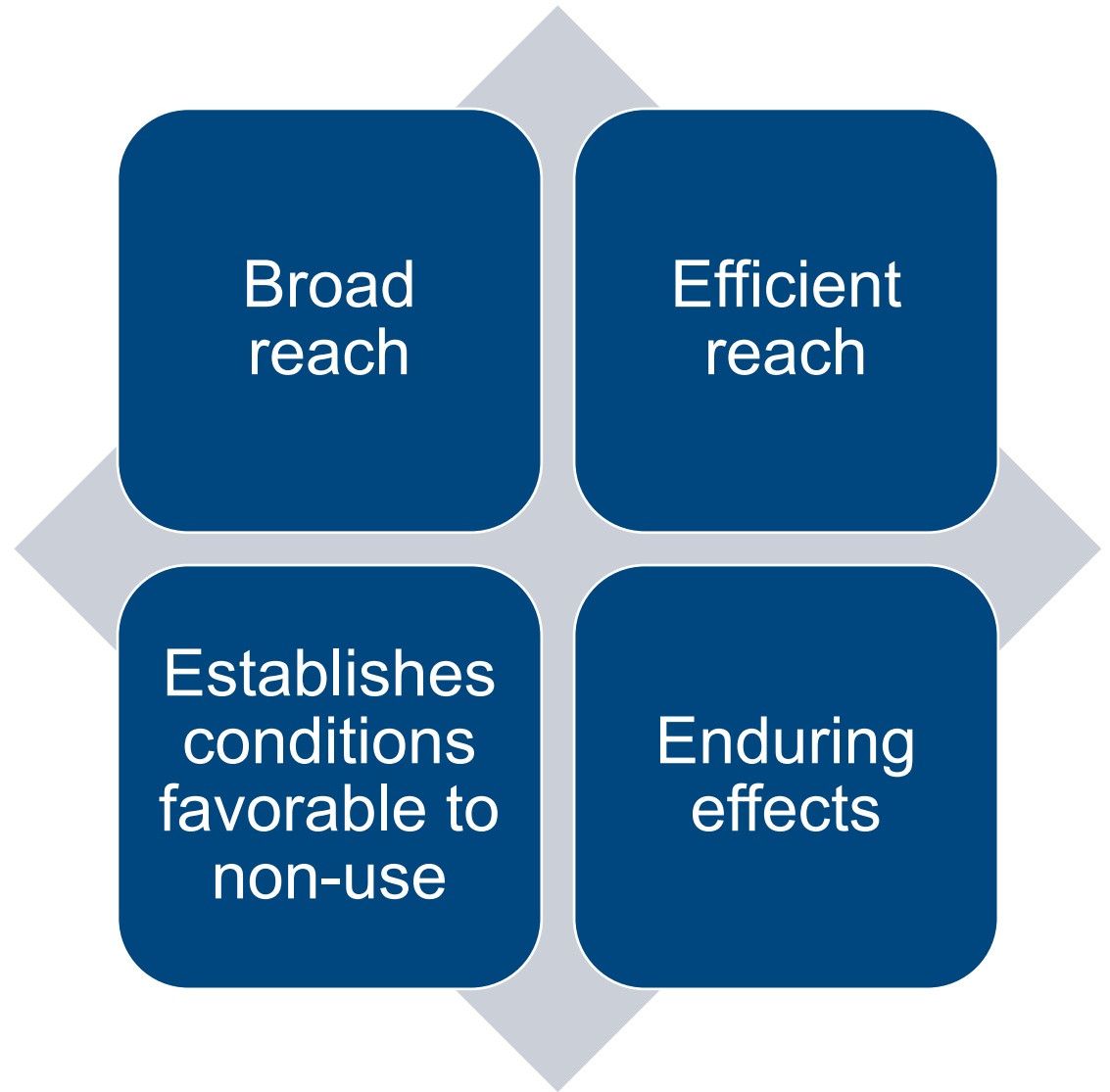
All Around Us

Which of These Have You Seen in Your City



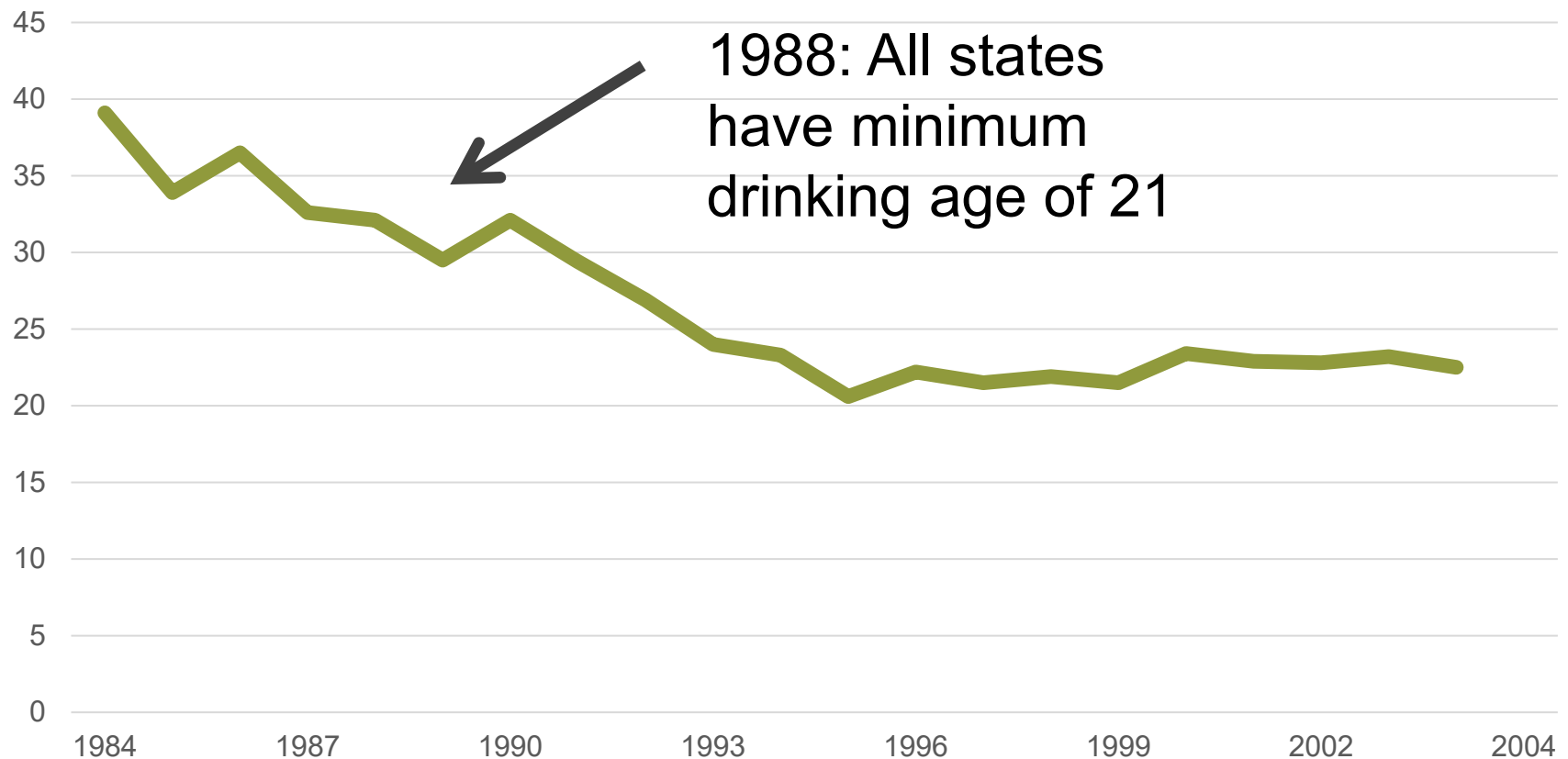


Benefits of Environmental Strategies



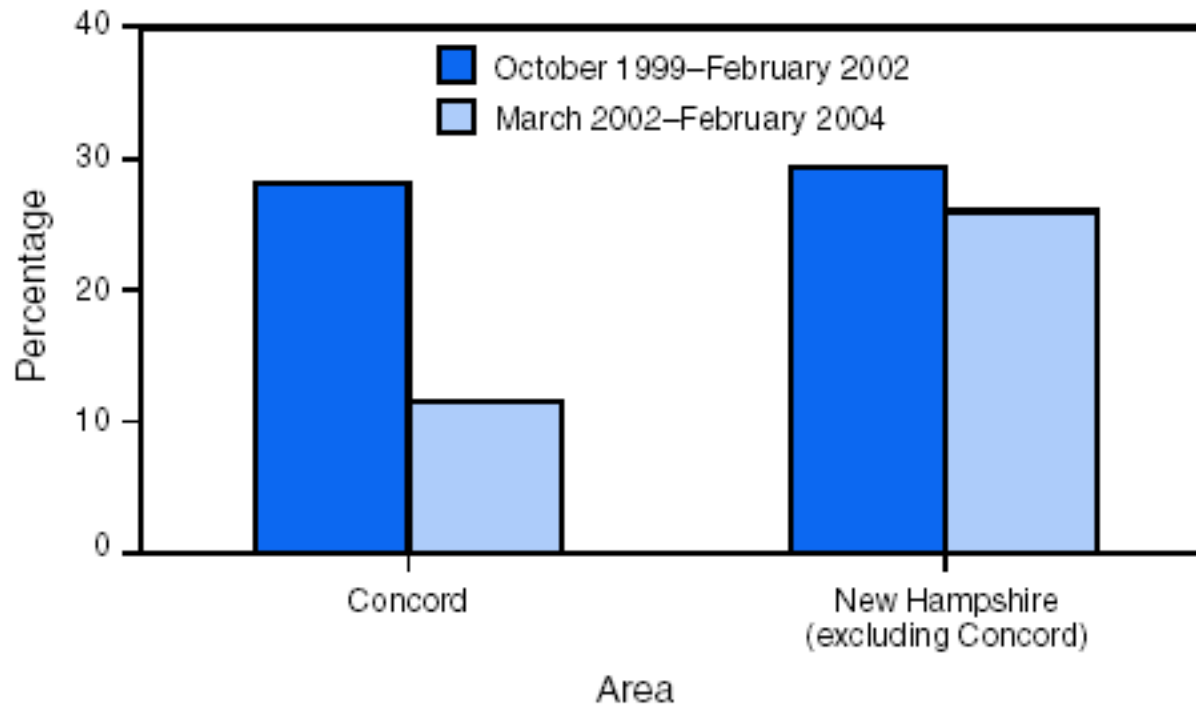
Example of Outcome of Environmental Strategy

Percent alcohol involvement among young drivers under age 21 in fatal traffic crashes, United States, 1982–2004³



Example of Outcome of Environmental Strategy (cont'd)

Percentage of licensees selling alcohol to persons less than 21 years old during compliance checks before and during enhanced enforcement.





Questions?



Individual vs. Environmental Strategies

Types of Strategies Defined

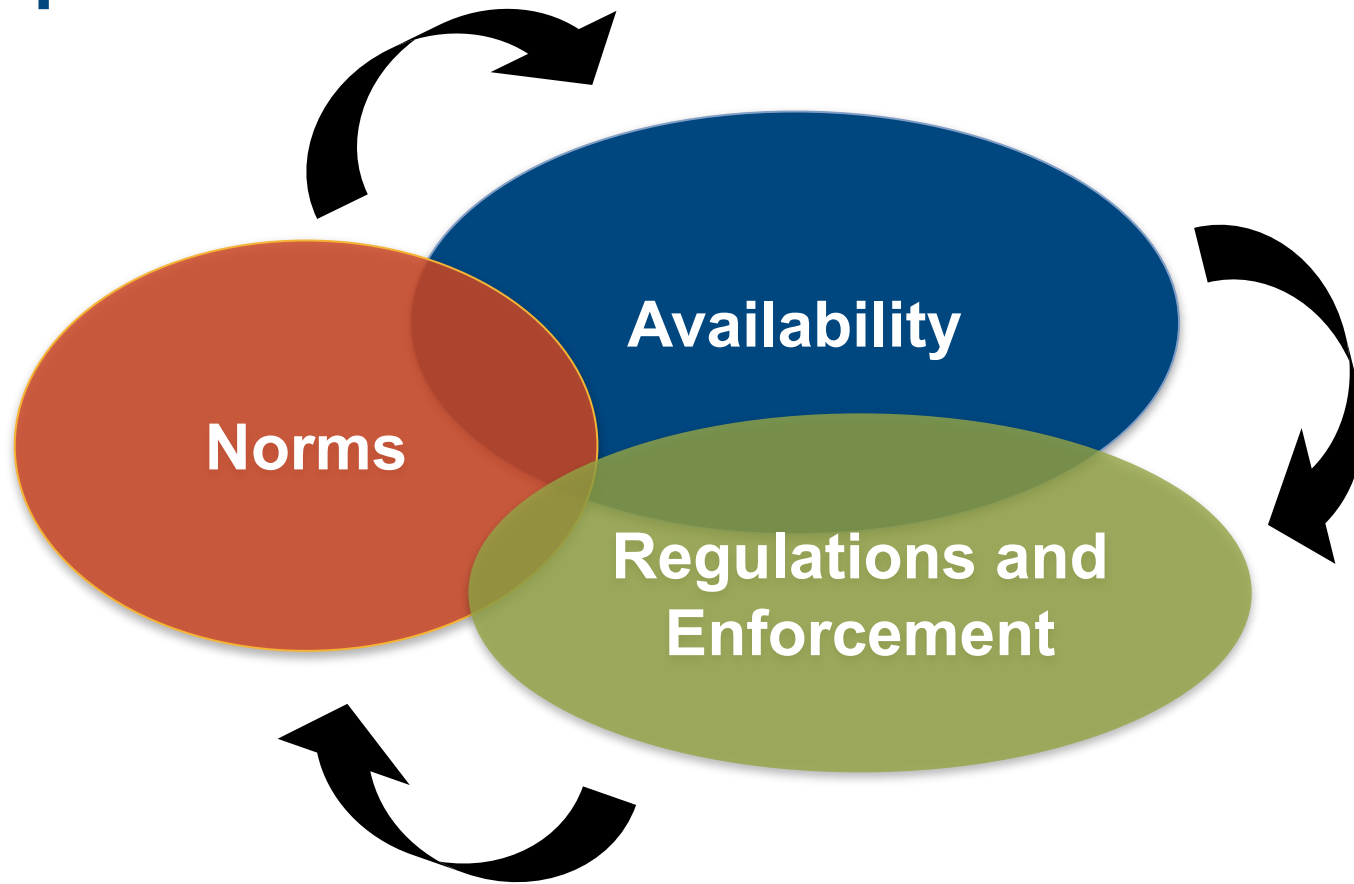
Individual-focused strategies are designed to help individuals develop the intentions and skills to act in a healthy manner

Environmental strategies focus on creating an environment that supports healthy behavior

Individual and Environmental: Core Differences

	Individual	Environmental
Focus	Individual Behavior	Policy, Laws, Norms
GOAL	Personal control of alcohol/other drugs	Community control of alcohol/other drugs
TOOLS	Education, support, small group activities	Media and policy advocacy, social pressure
WHO	Educator & student; professional & client	Coalitions, stakeholders, community organizers

How Our Environments Are Shaped



Activity: Looking at Our Environment

- What are two **individual** factors that influence what we eat?
- What are two **environmental** factors that influence what we eat?

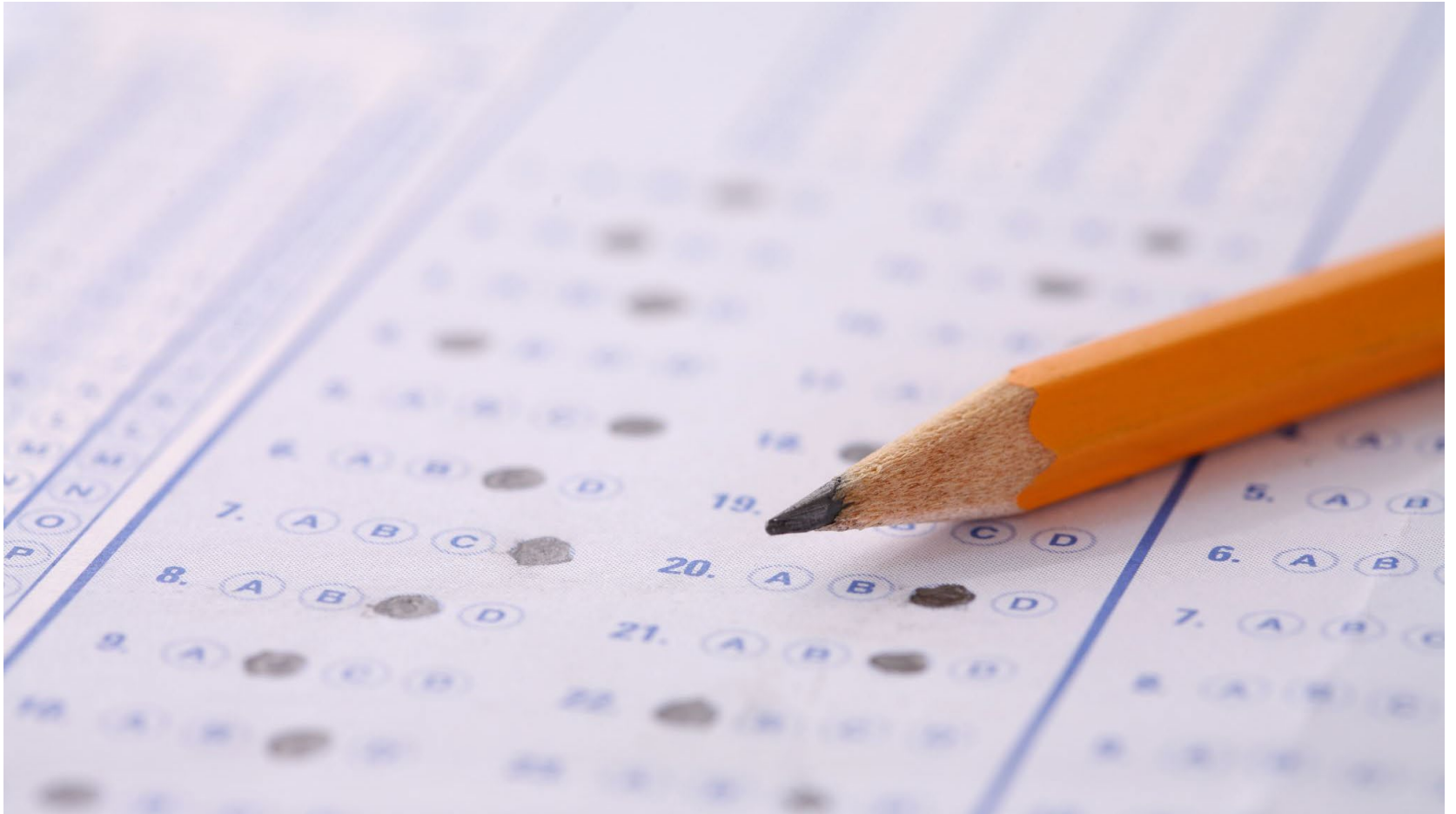




Environmental Strategies to Impact Shared Environment

- **Communication**
 - Communicating positive health
- **Policies**
 - Promoting policies, laws, and regulations
- **Enforcement**
 - Enforcing new and existing policies, laws, and regulations

Quiz...





Questions
Answers

A “Real Life” Example





Communication Strategies

All Around Us... Communication Strategies



Why Use Communication Strategies?

- **To help change** or reinforce community norms concerning tolerance of alcohol sales to, and use by, minors
- **To increase** a community's understanding of the problem
- **To accept, promote, and enforce** a policy or regulation by increasing understanding of the problem
- **To increase a community's readiness** to change based on that understanding



Types of Communication Strategies

- Media advocacy
- Social marketing
- Social norms campaign

Media Advocacy

- The strategic use of mass media to apply pressure for changes in policy to promote public health goals
- Provides a framework for moving the public health discussion from a primary focus on the health behavior of the individuals to the behavior of policy makers and corporate executives.
- Objective: To balance media coverage by emphasizing the social and economic, rather than personal and behavioral, roots of health

Goals of Media Advocacy



- Agenda setting
- Shaping the debate
- Advancing a policy

Traditional Media

Focuses only on attitudes

Responds/reacts to media inquiries

Views media as a threat

Responds passively to media framing

Defines problems from an individual perspective

Strategic Media Advocacy

Focuses on shaping attitudes, affecting policy, and building social movements

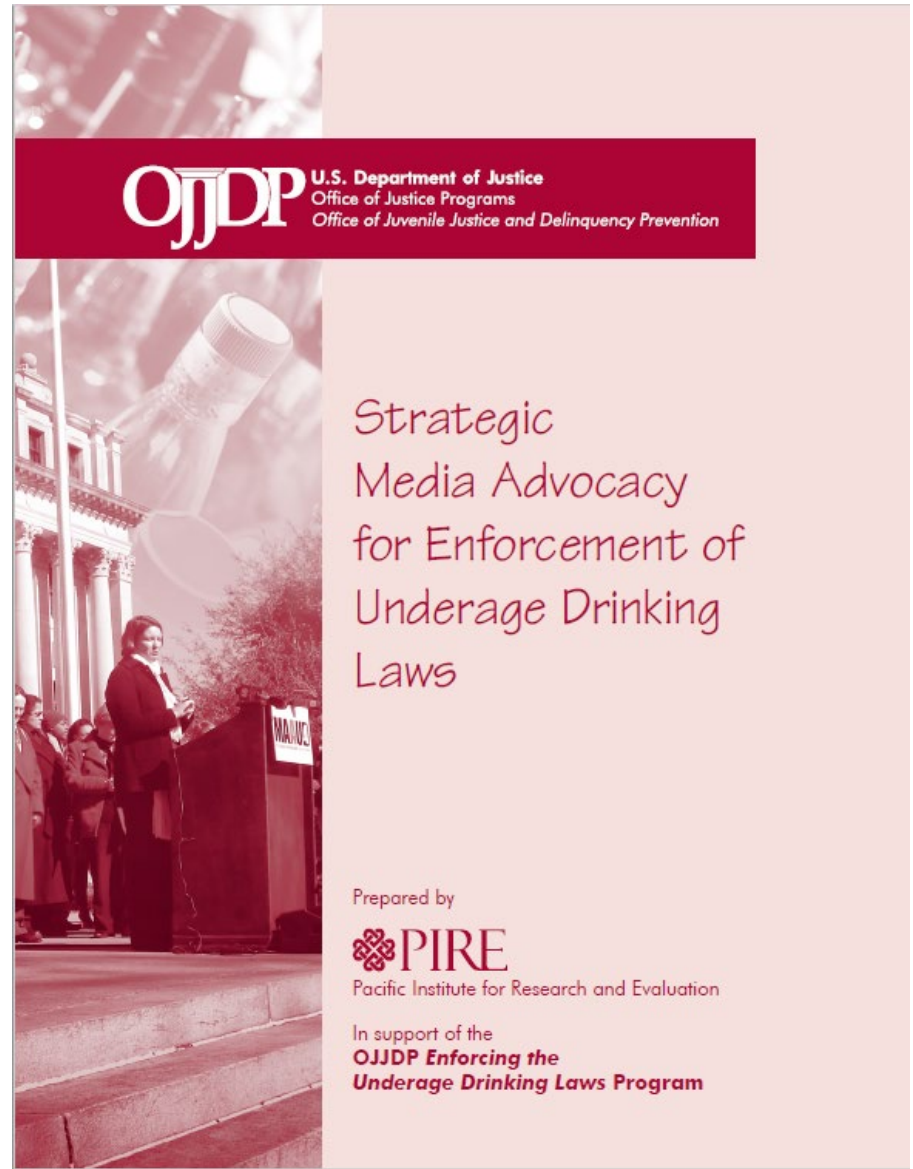
Proactively seeks media attention

Views media as a useful tool

Works to shape media coverage

Defines problems from a policy perspective

More Information on Media Advocacy



<https://bha.health.maryland.gov/MSPF/Documents/mediaadvocacy.pdf>

Social Marketing

- Disseminating messages that reinforce the benefits of engaging in a behavior while minimizing the perceived negative consequences associated with behavior change
- Objective: To influence community attitudes and norms about substance misuse

Examples of Social Marketing



Video: Alcohol Awareness Campaign PSA - Sleepover



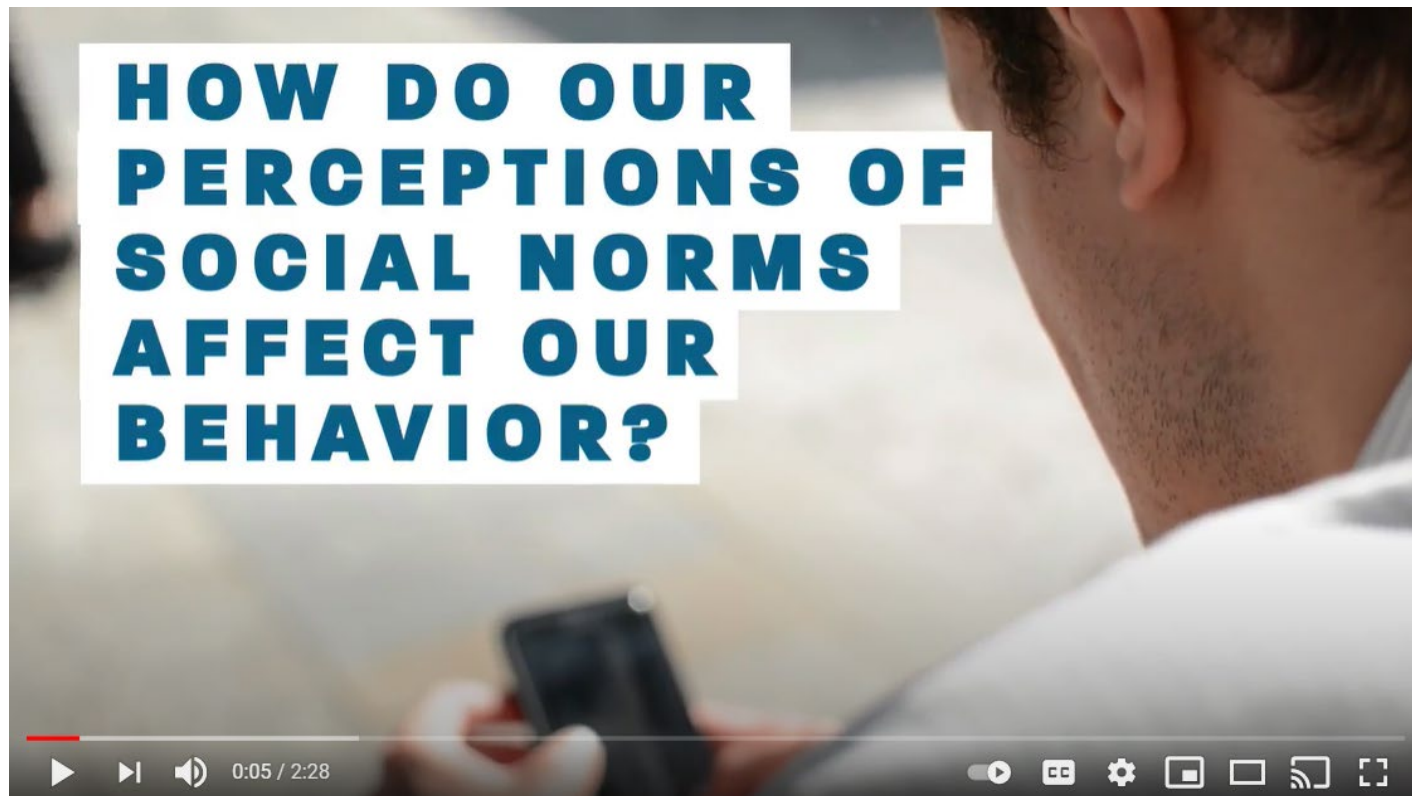
<https://www.youtube.com/watch?v=1-a42czMNCU>

Social Norms Campaign

Use of scientific evidence to promote accurate, healthy norms about alcohol use

Objective: To correct misperceptions regarding substance misuse by modeling and promoting healthy protective behaviors that are the actual norm

Video: How Do Perceptions of Social Norms Affect Our Behavior?



<https://www.youtube.com/watch?v=65vp8c4aIZc>

9 OUT OF 10
TMS STUDENTS
DID NOT
drink alcohol
in the past
30 days



Source: 2018 TMS
Student Social
Norms survey

99% OF YOU
HAVE NEVER BEEN
ARRESTED
FOR DWI/DUI

SOME-
TIMES
YOU
WANT
TO
FIT
in

watkinscollege
of art, design & film



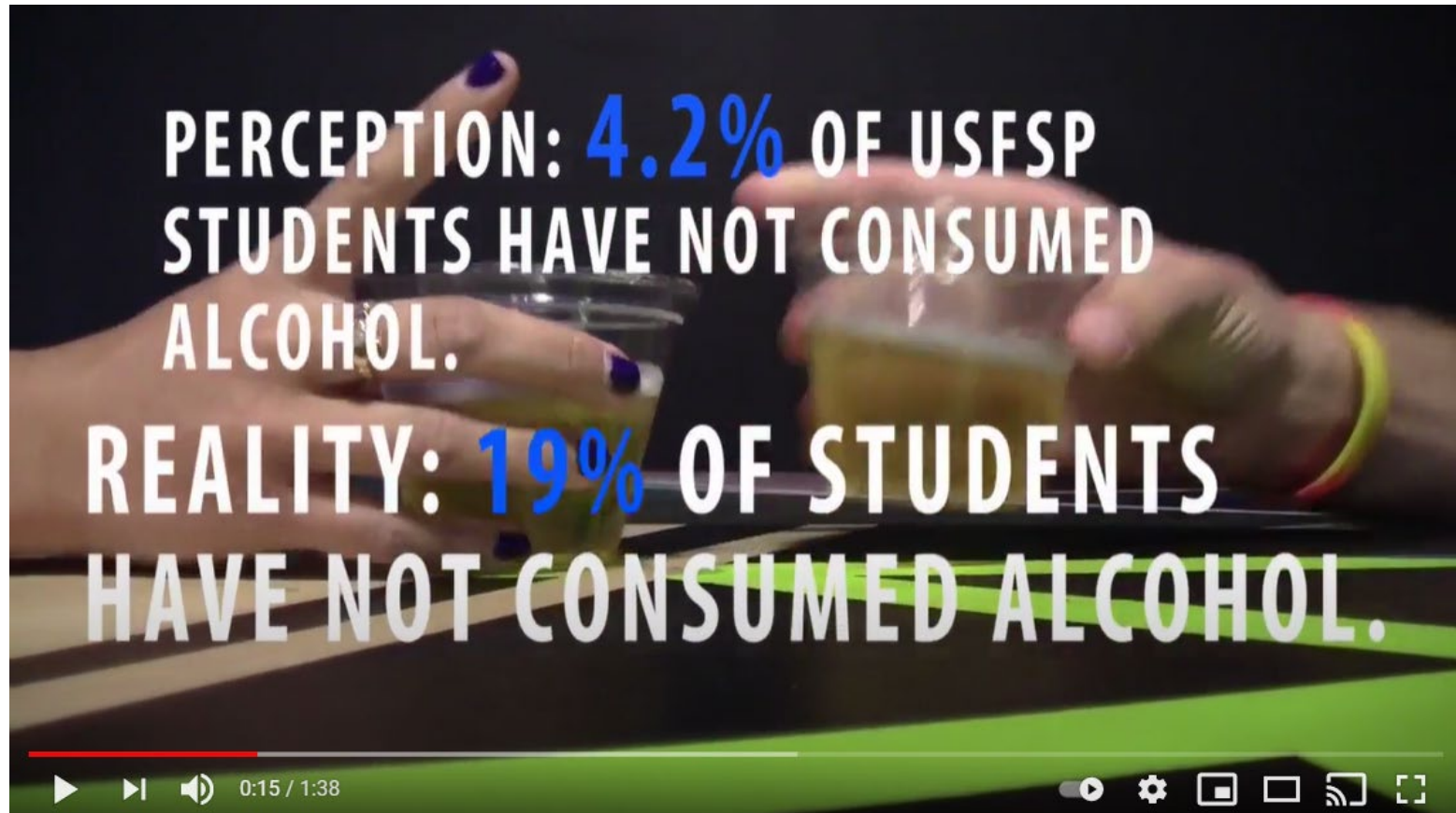
90% OF THIS STUDENTS
DO NOT DRINK
WHEN HANGING
OUT WITH FRIENDS

Beating
Perceptions

Source: 2018 THIS Student Social Norms survey

Examples of Social Norms Marketing Campaigns

Video: Perception Vs. Reality: USFSP Alcohol Social Norms



<https://www.youtube.com/watch?v=HVRyoFzpmTo>

Strategy Differences

- Social Marketing

- Uses commercial marketing strategies to influence behavior
- Goal: **Individual** behavior change

- Social Norms Campaign

- Uses data to correct a misperception about a positive norm in your community
- Goal: **Individual** behavior change

- Media Advocacy

- Uses media strategically to gain public and policymaker support for policy goals
- Goal: **Community** level change through policy

Increasing Effectiveness of Communication Campaigns

Communication campaigns are more effective when they:

- Are combined with more intensive and interactive prevention approaches
- Present messages that appeal to young people's motives for and perceptions of misusing substances
- Tailor messages to the audience
- Place messages where young people are likely to see and hear them



A “Real Life” Example of a Communication Strategy



Preview of Part 2



HAVE A GREAT DAY



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