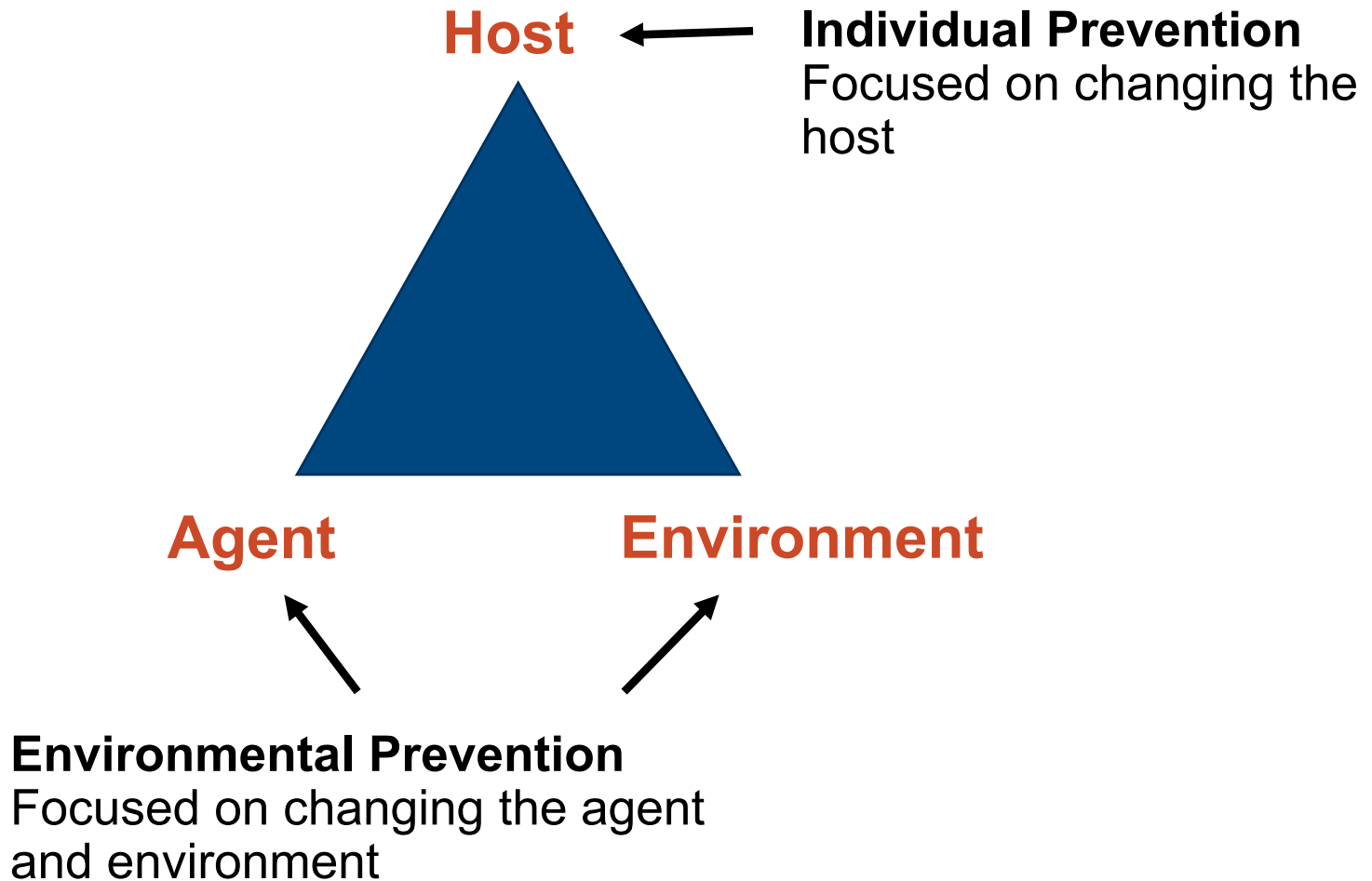


Introduction to Environmental Strategies Part 2

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Great Lakes PTTC
February 17, 2021

Time for review...

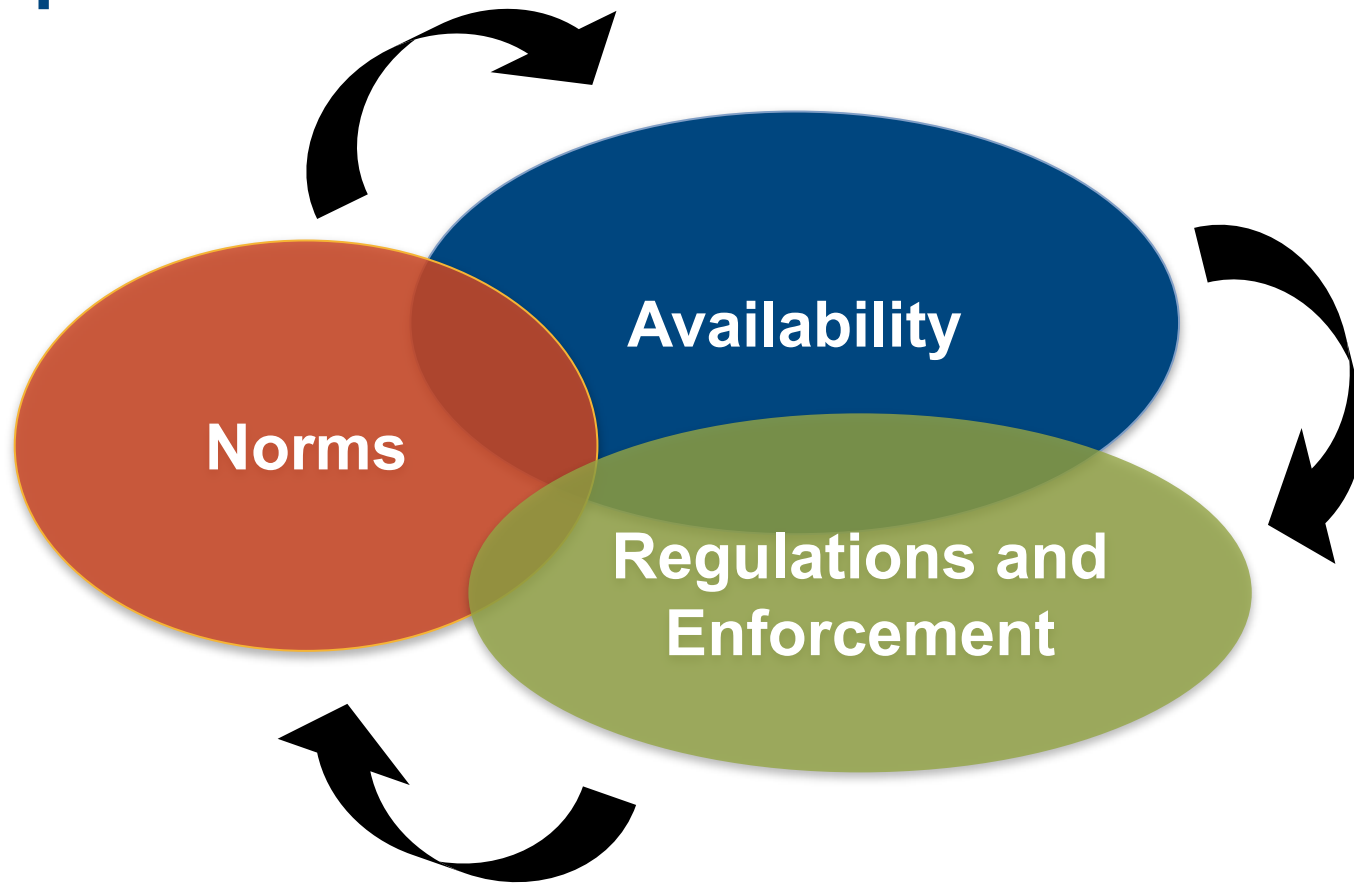
Public Health Triangle



Environmental Strategies Definition

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

How Our Environments Are Shaped



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

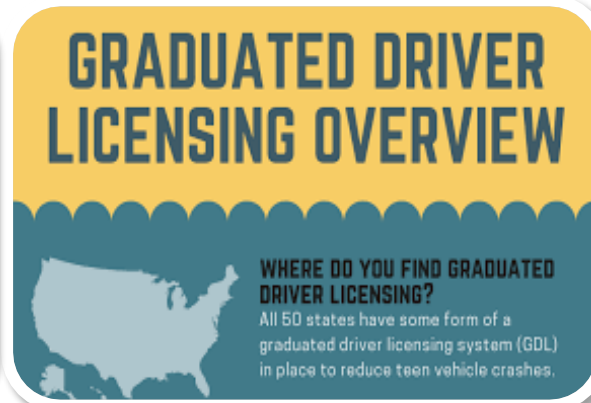




Policy Strategies

All Around Us...

Policy Strategies



What Are Policy Strategies?

- Strategies that target community-level influences in order to reduce substance misuse and its associated consequences
- **Examples:**
 - Raising the minimum legal drinking age
 - Setting lower blood alcohol concentration
 - Limits for young drivers
 - Limiting commercial and social access to substances



Alcohol Policy Changes During Pandemic?



What to Know About Drinks-to-Go



Delivery requires container card or sticker – "Contains alcohol: deliver only to a person age 21 years or older"

Container with a cap or lid covering the opening, sealed in a way to make evident when removed or broken

Alcohol drinks to-go order must include substantial food item



No alcohol consumption in public or in motor vehicles



Must have solid lid - no holes

Must be sealed - tape allowed

No straws or sippy-type lids

Increasing Effectiveness of Policy Strategies

Policies are more likely to be effective at preventing underage drinking if they:

- Hold adults accountable
- Increase the price of alcohol
- Provide deterrents to using alcohol or incentives for not using
- Restrict use and sale of alcohol
- Restrict alcohol advertising that targets young people
- Educate the public about increased enforcement efforts

A “Real Life” Example of a Policy Strategy





Questions?



Enforcement Strategies

All Around Us...

Enforcement Strategies



What is Enforcement?

- Surveillance
 - Sales to minors using compliance checks
- Penalties, fines, and detention
- Community policing
 - Party patrols, party-buster hotlines, controlled dispersal and noisy assembly
- Incentives



Enforcement Strategies: Keep in Mind...

- Laws and regulations must be enforced in order to be effective
- Police are not the only ones who are key to enforcement in the community
- Prevention practitioners can educate law enforcement about the effectiveness of existing enforcement strategies and key elements



Enforcement Strategies

Enforcement strategies are likely to be effective if they include:

- Enforcement of minor-in-possession and minimum-age-of-purchase laws using undercover buying operations
- Limits on driving privileges for those who violate minimum-age purchase and minors in possession laws
- The pairing of enforcement of laws against sales to minors with server training
- Education for the public about increased enforcement efforts
- Enforcement of impaired driving laws



Key to
Success with
Enforcement?

Visibility

The Relationship Between Enforcement and Policy

- **Policy alone** does not imply enforcement
- **Enforcement alone** won't work if the policy isn't appropriate or isn't accepted by community
- Policy and enforcement are designed and implemented by **two different systems**

A “Real Life” Example of an Enforcement Strategy





Selecting Environmental Strategies to Implement

Criteria for Selecting Environmental Strategies



Effective and
evidence-based

Addresses
priority problem
in community

Resources
available to
implement with
fidelity

Culturally
appropriate for
population

Sufficient level
of community
readiness

Sustainable over
the long-term

Key Considerations in Implementing Environmental Strategies



Effective Multi-component Strategies...



Include	Include complimentary strategies
Coordinate	Coordinate with other community efforts
Reach	Reach different populations at risk
Recruit and involve	Recruit and involve community members whose positions, expertise, or skills match the purpose and plan of the program
Use	Use media and community education strategies
Possess	Possess a shared vision of purpose and direction

Examples of Multi- Component Strategies

- Border Binge-drinking Reduction Program
- Midwestern Prevention Project
- Project Northland
- Community Trials Intervention to Reduce High-risk Drinking
- Enforcing Underage Drinking Laws (EUDL)

Striking the Right Balance



Questions?





Resources

Resources on Environmental Strategies

- Prevention First's Alcohol Policy Resource Center
 - <https://www.prevention.org/alcohol-policy-resource-center/>
- Prevention Solutions@EDC
 - Environmental Strategies to Prevent Underage Drinking
<https://preventionsolutions.edc.org/services/resources/environmental-strategies-prevent-underage-drinking>
 - Environmental Strategies to Prevent the Non-medical Use of Prescription Drugs
<https://preventionsolutions.edc.org/services/resources/environmental-strategies-prevent-non-medical-use-prescription-drugs>

Resources on Environmental Strategies (cont'd)

- Environmental Strategies Toolkit, NE and Caribbean PTTC
 - <https://pttcnetwork.org/centers/northeast-caribbean-pttc/product/environmental-strategies-toolkit>
- Wyoming Survey and Analysis Center (WYSAC), University of Wyoming
 - <https://www.wyomingpreventiondepot.org/strategies/>

Evaluation Form

Thank you!



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