



Transcript:

Introduction to Environmental Strategies: Part 2

Presenter: Kris Gabrielsen
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PRESENTER: Welcome, everybody. Thank you for joining us today. We're going to get started in just a moment. We're going to let folks get in and get settled.

ANN SCHENSKY: Welcome everybody. Welcome back to the second of our two-part series, Introduction to Environmental Strategies Part 2. It is presented today by Kris Gabrielsen and Sheila Nesbitt. It is also brought to you by the Great Lakes PTTC and SAMSHA. The Great Lakes ATTC, MHTTC, PTTC are all funded under the following cooperative agreements. This presentation was prepared for the Great Lakes PTTC under that cooperative agreement, and the opinions expressed in this webinar are the views of the speakers and do not reflect the official position of DHHS or SAMSHA. The Great Lakes PTTC believes in affirming language. We use affirming language to promote the application of evidence-based and culturally informed practices.

We have a couple housekeeping details for you today. If you are having technical issues, please individually message Kristina Spannbauer or Stephanie Behlman in the chat section at the bottom of your screen, and they'll be happy to help you. If you have questions for the speakers today, please put them in the Q&A section also located at the bottom of your screen. You will be directed to a short survey at the end of this webinar. We would really appreciate it if you could complete it. It's how we report back to SAMSHA, and it really only takes about three minutes. Certificates of attendance will be sent to all who attended both sessions. They will be sent via email after this session, and it usually takes about a week. You will also have access to the recording, slides, and handouts of these webinars on our website. That usually takes us about a week as well.

If you would like to see what else we're doing, please feel free to follow us on social media. And again, we're going to start with one of our presenters today, Kris Gabrielsen. Kris has worked in the substance misuse prevention field since 1991. So you are all in great hands, and I'm going to turn it over to her.

KRIS GABRIELSEN: Great. Thank you so much. And welcome everybody. Welcome back. So great to be back with you, and I'm looking forward to spending the next hour and a half or so with you, along with Sheila. We're going to bring her back in, who was here with me last time as well. And I see a good evening. Somebody is from far away here. It's so good to have you all here. And it's good morning to me because I'm out in Oregon, so we're covering a lot of time zones today. So good to have you here.

I'm going to go ahead and switch over to my PowerPoint slide here. Just one moment. And we're going to start with a little review. So if you can get ready



to do a few polls. Stephanie, if you could go ahead and pull up the first poll. And the first one's more to check to see how many people were able to attend the training last week or watch the recorded training. Hopefully most if not all of you because we will be building on what we talked about last week.

So it's looking like right around-- we're close to 90%, kind of fluctuating back and forth. It's about 86%. OK, so for those of you who were not here last time, just know that we'll be building on last week. So if you're a little unclear at points in time, that might be why, and I would encourage you to go back and watch the recorded session so that you can get filled in on what we covered last time.

All right, well, let's go ahead for those of you who were here as well as those of you who weren't able to be but perhaps already know some things about environmental strategies. Here's a few polls to see how much we retained over the course of the week. So the first one, true or false, environmental strategies are designed to impact the host and environment from the public health triangle? True or false. True or false. Do you remember the public health triangle?

All right, and let's go ahead and end that. All right, looks like 83% of you think it's true. It's actually false. So we will review that. Make sure, because environmental strategies are designed to address the environment and the agent. So we will review that in just a minute.

All right, let's try a second one, a second true/false question. The Botvin LifeSkills program is a good example of an environmental strategy. True or false. All right. OK, let's go ahead and call that good. All right, 65% think false, which is the correct answer. Botvin's LifeSkills program is a good example of an individual strategy for substance misuse prevention. It's not an environmental strategy.

All right, let's go into the next one. Our environments are shaped by availability, norms, and regulation and enforcement. True or false. All right, let's go ahead and end that. That is true. Our environments are shaped by availability, norms, and regulation and enforcement. Well done.

All right, next one. The goal of media advocacy is to change individual behavior, true or false. All right. OK, let's go ahead and end that one. And most of you are correct. It is false. The goal of media advocacy is to change community-level policy. So that's the difference between with social norms campaigns and social marketing campaigns. Those are focused more on changing individual behavior.

And last but not least, we have one more for you. An example of a social media campaign slogan is, "9 out of 10 Anytown High School students did not vape in the last 30 days," for a social media campaign slogan.

All right, what do you think? All right, it is false. That's an example of a social norms campaign. All right, I tricked you on quite a few of those. So let's go ahead-- I'm going to go ahead and take a few minutes to review, make sure that we're back on the same page again. And then we'll move on to talking about policies and enforcement are the two topics we're going to cover today, along with how do you select an environmental strategy to implement.

So let's move forward here. So a little reminder about the public health triangle. So the three things that impact our behavior are the agent, which in



the case of substance misuse prevention, when we're looking at that, that would be alcohol, tobacco, other drugs are the agent. The environment is what's going on around us. And the host would be the individuals, the people. So individual prevention strategies focus on changing the host, whereas environmental prevention strategies work to impact the environment as well as sometimes the agent in terms of when we're talking about availability. So we are going to be talking mostly about how do we impact this? We want to impact the environment in order to break this connection between the host and the agent. So we don't want that connecting. If we can break that link, then we don't have the substance misuse problems. OK?

Reminder of the definition of environmental strategies. Environmental strategies are prevention efforts that aim to change or influence community standards, institutions, structures, attitudes that shape individuals' behaviors. So that's why we are looking at focusing on these things is because we want to impact, influence, change these things.

And we can change those things by impacting the things that form our community's climate or environment around substance misuse. And those three things are norms, availability, and regulations and enforcement. So just a reminder, norms reflect our communities, what our community thinks and does. They're often unstated.

Availability-- get out those chat boxes. What are the four types of availability? What do you think? Put in the chat box, what's at least one of the examples of-- I see retail as one. Yep, well done. I see retail, a couple folks. Social access-- yep. Economic access and-- there's one more. Social retail and-- let's see. And perceived. There we go. Thank you. Well done.

There's four types of availability. We have social, economic, retail-- I'm forgetting one-- and perceived availability. Exactly. Well done. Nicely done. And then in terms of regulations and enforcement, this is of course our laws, ordinances, policies, and how they are enforced within our community. So these three things together help shape our environments. So again, think of the bottom of that triangle. We want to impact that triangle. We impact that bottom of that triangle by addressing norms, availability, and regulations and enforcement.

And how do we do that? We do that using environmental strategies. We use communication strategies, policies, and enforcement. So we discussed last time communication strategies. We talked about media advocacy, social marketing, and social norms campaigns are three ways that we can impact our environment using communication strategies. Today we will talk about policies first in terms of how we can put policies into place that would impact our environment. And then we will talk about enforcement.

So before we move on, let's go ahead and see if you have any questions about what we talked about last time. We have just a couple minutes to look at a few questions. And I'm going to go ahead and bring Sheila in at this point. And Sheila, if you want to come on the screen to answer any questions. And I am so glad to have Sheila here as well with me. And I'm not seeing any questions. Remember to use the Q&A pod for any questions that you have for either Sheila or myself.



I'm going to give just a minute in case people are typing. I see chat box just folks introducing themselves, which is great. And it looks like we don't have questions at this time. So Sheila, you can go back to being hidden, and we'll bring you back in just a couple more minutes.

SHEILA NESBITT: OK.

KRIS GABRIELSEN: All right, thanks so much. So let's keep moving along. And let me go ahead and-- there we go. My Q&A box wouldn't disappear, and now it's gone. So let's focus first on policy strategies. So policy strategies, if we look around, we will see them all around us. Some examples are graduated driver licensing. So those things when you first get a driver's license, when you're 16 years old, you have to wait and not have any kids who are not related to you for a while. At least there are many states that have those, the graduated driver licensing. I know we do here in Oregon. Another example of a policy strategy would be the requirement of server trainings. So that would be within the law the servers of alcohol are required to attend server trainings, a different type of a policy. It could be a policy around for community fairs and festivals, that they're required to have alcohol in one certain location, in a beer tent that's fenced off, as you can see here. And IDing-- you want to prevent underage purchasing-- would be another policy or a law. As well as, again, with festivals, that could be a requirement that for anybody, that you card people when they go in, and they get a bracelet showing that they do have their drinking age verified.

So there's just a few examples of some policy strategies that you might have seen around your community or in your state or region. So I'm curious to know-- well, let me jump in here first, just make sure we're on the same page. So exactly what's the definition for what are policy strategies? Strategies that target community-level influences in order to reduce substance misuse and its associated consequences. And some examples-- we just talked about a few-- raising the minimum legal drinking age, setting lower blood alcohol concentration limits for young drivers, and limiting commercial and social access to substances. So those are a few examples of policies.

So I'm curious to know if during this pandemic, have you seen changes in policy related to substances in your community? I know I have seen several going on, both locally here in my community as well statewide. And this is an example of a statewide shift. And the communications have been sent out at our state level of about a change to being able to take out drinks from restaurants. I'd love for you to put in the chat box any examples of policy changes you've seen.

Latrice says, yes, home delivery of alcohol. Yeah, did we ever see that before? Not around here. Yep. Margaritas to go, exactly. Drinks to go-- did not have that. DORA-- I wonder what the acronym DORA means. I'm not familiar with that. Online ordering for alcohol, another change. Yep, Ricky also says drinks to go. Janet, drinks to go. Yep, who would have ever thought, right? Oh, Designated Outdoor Refreshment Area. Thank you for that DORA explanation. Drinks can be delivered, as in wine bottles. Yep. No alcohol sales on Sundays. Was that taken off, Jennifer? I'm wondering if it's no longer happening. Is that-- and alcohol delivered with meals. Yep.



So we're seeing lots of policy changes. And I have to say, it's a little disheartening to me that we've done all this work to put these policies in place to help impact availability in particular, as well as the norms in our community and enforcement. And this is something we'll want to think about. As these things have shifted in our community, can we make sure that once this pandemic is over that we get them back into place?

So that's something, as prevention professionals and volunteers, we'll want to make sure happens as we, hopefully sooner than later, are transitioning out of the restrictions that have gone on within this pandemic. So yes, sounds like a lot of you have seen changes in your communities around alcohol policy changes. Thank you for those examples of what's going on.

Let's take a look at how can we increase the effectiveness of policy strategies. So policies are more likely to be effective at preventing underage drinking. So these are specific to underage drinking. This is what the research has shown in this area. So they're more likely to be effective if they hold adults accountable. So making sure that adults are held liable if they provide alcohol to underage youth. There's that connection to, OK, you do that. You provide alcohol to minors, you will be held accountable if something happens in that situation.

Increasing the price of alcohol. We have seen that increasing the price of alcohol reduces underage consumption because it's more expensive. And also we see a decrease in motor vehicle fatalities and driving under the influence. So we definitely see a correlation, as well as some studies around causation around increasing the price of alcohol.

Providing deterrents to use alcohol or incentives for not using definitely helps increase the effectiveness of preventing underage drinking. So an example of deterrents would be, like we mentioned before, the-- or no, we haven't yet-- first time. With, for example, if underage youth are caught using or driving under the influence, anything like that, taking away their driver's license until they're age 21 has been found to be a great deterrent for underage drinking. So something like that in place is helpful.

Restricting the use and sale of alcohol. So, for example, at youth and community events, such as county fairs and sporting events, by restricting the use and sale of alcohol, we've seen it leads to less underage use with those policies in place. Restricting alcohol advertising that targets young people. This has been shown to definitely impact alcohol consumption if there's partial and/or complete advertising bans that target young people with alcohol. And last but not least, educating the public about increased enforcement efforts-- and we're going to talk more about enforcement in just a moment-- definitely can help us increase the effectiveness of our work on preventing underage drinking. So those are a few things to keep in mind as we look at implementing policy strategies. So I'm going to go ahead and bring Sheila back in for any questions folks have. I don't see any in the Q&A pod yet. As folks are typing, Sheila, I would love for you to introduce yourself briefly so people know who you are.

SHEILA NESBITT: Great. Yeah, thanks, everyone. I'm happy to be back with you again today. I'm Sheila Nesbitt, and I have at times been a local coalition coordinator. I currently have a slightly different role within the local hospital,



where I worked for a number of years, but continue involvement with our Substance Misuse Prevention Coalition. So I worked in substance abuse prevention for a little over 20 years.

KRIS GABRIELSEN: Great. Great to have you here. Sheila, thanks so much. All right, so we have a couple of questions that have come up. One is, does limiting the time you can sell alcohol help? Sheila, did you have a thought about that?

SHEILA NESBITT: I am trying to remember if I know of any specific research around that. I can say that it does have impact. I don't know if it has impact on overall consumption rates, but it certainly does change consumption patterns. So I know here in the state of Minnesota, the standard bar close time is 1:00 AM, but bars can apply for an extra license to be able to sell until 2:00 AM. Then when we host the Super Bowl, that's all out the window, and they can serve all over.

So we do see changes in patterns, obviously. Bars aren't going to stay open until 2:00 AM unless they're able to sell alcohol. If the sales weren't happening, they wouldn't apply for that license. So overall, I don't know the impacts on underage consumption, but it does increase and change adult consumption.

KRIS GABRIELSEN: And you're impacting the availability there.

SHEILA NESBITT: Yes.

KRIS GABRIELSEN: And that availability piece, when we're looking at what contributes to our environment, that kind of strategy would impact availability. Yeah. All right, a couple other really interesting questions here. One is, would those previous strategies also be applicable for other substances. So in terms of the-- I'm guessing the ones that I just talked about-- increasing the effectiveness of underage drinking, there's some questions on those in terms of in some cases, they have not done the research to verify that. However, I would say the likelihood is great that they would have a carryover effect on other substances. What's your thought on that, Sheila?

SHEILA NESBITT: Yeah, I've dealt with that a bit around marijuana training. So in areas where they have legalized commercial marijuana use, what are we thinking about in terms of training? And I have thought-- and as we've kind of struggled with that a little bit, the logical basis for it is there. To me, if we know that there is some effectiveness for responsible alcohol beverage sales, we would think that that would translate into marijuana. But that's also saying the research around responsible beverage server training is minimal. It has a moderate effect for a very short period of time, and then effects decay. So to say, oh, we can open up marijuana retailers in our community as long as the servers are trained. Then it will be safe. That's an overstatement. That would be an overstatement of alcohol, of what we know of the effectiveness. So I think in a number of these things, we have to understand what the current research is on the substance. There are very few-- there are no silver bullets in our field, very few strategies that we can say, this absolutely is so incredibly effective it will solve every problem. And so then, add another grain of salt when we translate to another substance.

KRIS GABRIELSEN: Great. Thanks, Sheila. All right, one last question. And I know there's more coming in than we're going to be able to do right now. That



we have 176 people on here, so unfortunately we are-- I'd love to answer every single question whenever they come up, but we won't be able to do all of them. But let's go ahead and do one more, and then I'm going to ask Sheila some questions myself.

So Colleen says, "How can you manage fair and event policies during COVID-19?" Meaning, I guess, what other ways would you institute this? So the interesting thought around, what do we do right now during COVID-19, as well as what do we wait for later? What do you think, Sheila? Any thoughts on that?

SHEILA NESBITT: To me, I would always start with what data, what information do we have to try to help look at this issue. And we do know that during COVID-19, alcohol consumption has increased. At least in my state, we've had really troubling trends around motor vehicle crashes, some of it related to speed.

But we need to make sure that people are aware of this. I think a lot of that information is out there. It's kind of been covered and talked about in the general community. But we want to make sure that people really have access to data around what is happening. And I approach it-- I try to have empathy for small business owners, for restaurants and bars, event venues that are struggling during this time.

But I feel-- usually if I'm at the table, it's because somebody wants there to be a voice for safety, for public health at the table. So I'm going to continue to bring up, what do we know about research? Let's please remember the impact that this may have on youth, on people who are struggling. A lot of people are having mental health challenges during this time.

And so opening the door completely wide open and eliminating alcohol restrictions is probably not a good idea in terms of public safety. So I just try to keep that voice at the table. But I do think I wouldn't approach it thinking we're not going to have any changes around COVID-19. To me, I recognized that that was going to happen, but I continue to try to be a voice saying, please, let's make sure that this goes back to the way that we used to be.

And then there are guidelines out there. The National Liquor Law Enforcement Association, NLLEA, has some really good information on conducting compliance checks during the pandemic to make sure what is happening. Are they still checking identification? You can still check a photo identification even if somebody is wearing a mask. And they say, look at the hairline. Look at a few things that you can still see beyond a mask.

So it's not like we have to throw everything out just because people are wearing a mask or just because there's curbside delivery. Let's do a compliance check and make sure they're still checking identification.

KRIS GABRIELSEN: So Sheila, can you say a little bit more what that resources is? You said an acronym I wasn't familiar with.

SHEILA NESBITT: Oh, sure. National Liquor Law Enforcement Association, NLLEA. It's the national association for state alcohol control boards. Or in Minnesota, we have local control, so our local departments can be a part of NLLEA. But they really provide a lot of resources around enforcement of alcohol laws and regulations.

KRIS GABRIELSEN: Great. Do you happen to know their website?



SHEILA NESBITT: I think it's NLLEA.org.

KRIS GABRIELEN: That's what I was wondering.

SHEILA NESBITT: I can look it up.

KRIS GABRIELEN: Yeah, we'll check back. At the end, we are going to talk about resources. So for folks interested in that, we will see if we can dig that up, and we will include that at the end.

SHEILA NESBITT: OK.

KRIS GABRIELEN: All right, thanks, Sheila. So we're going to switch gears a little bit because I want to talk with Sheila a little bit more to get an example of what it looks like in real life in terms of implementing policies. So Sheila, was wondering what policy strategies have you used in your community, and why did you choose that strategy? Maybe select one strategy to focus on at the moment.

SHEILA NESBITT: Sure. So I think it's important-- and I know you're going to be talking later around selecting strategies. I think it's important that people start with the why. It's not just, hey, I heard this woman from Minnesota talking about something that she did, and I think we should try it. And so I make sure that my coalition hopefully approaches it similarly, that we start first with what is the issue in our community? What are we looking at? What are we trying to change?

So in my community, last week I had mentioned that we had some concern around prescription drug misuse and we were looking at strategies in that area. And I talked about a communication campaign that we had and that that was part of a broader effort. So as part of that, when we talk to prescribers, we have a Prescription Drug Monitoring Program that I think almost every state has.

And when we talk to prescribers around the issue of prescription drug misuse and other things going on, immediately we would hear, sometimes reluctantly, they would say, oh, yeah, the PDMP, boy, is that a pain. We like it, but it's really hard. Because they had to leave the electronic health record if they're dealing with a patient-- leave the electronic health record, go to another website, log in. Invariably they had forgotten their password. They had to request a new password. They reported to us that it took them 10 to 15 minutes to check the prescription drug monitoring program before issuing a new prescription to a patient.

So we heard that. And so we knew that we wanted to work on that and reduce that barrier to using the PDMP. So we created a way to integrate the information in the prescription drug monitoring program directly into the electronic health record.

KRIS GABRIELEN: Great. And I love this example of a policy because it's often not what we think of when we talk about policy change with addressing substance misuse. We often think of the minimum age required, or the blood alcohol level, or the restrictions of where you can have alcohol, or different things. But yet this is a policy change, right? And who did you have to involve to make this kind of policy change?

Because I'm guessing, as a prevention professional, I wouldn't have access, necessarily, to those folks in a hospital setting or even know what this system is all about that you're talking about.



SHEILA NESBITT: Right.

KRIS GABRIELSEN: How did that happen? Who did you engage?

SHEILA NESBITT: Yeah, well, I can say our coalition is housed at a local hospital, and they're our fiscal agent. They are my official employer. But I can tell you sometimes it feels like even though I technically work for the hospital, it's not like I understand what happens in that broader picture of things or even know how to make change. So I can't say that it was easy.

But really, we started-- years before we were able to do this strategy, we started by knowing that we wanted to work on prescription drug misuse, and so we reached out to the pharmacy department. We asked them, is there somebody in your department that would be willing to serve on a committee that we have looking at prescription drug misuse?

Now, remember, we didn't reach out to them specifically like, here's the strategy we want to do. We didn't reach out to them even asking them to participate in the broader coalition. Our pharmacy department, they think it's great that we're working on underage drinking, but that's not their thing. So we reached out really specifically saying, we have this committee, and would you be willing to be an advisor, be a participant, work with us on it.

And we were really lucky that they identified a pharmacist that really did care about this issue. But every time that we would praise him and say, you're such a great partner, he'd say, every pharmacist should feel this way. There's enough news out there about the opioid crisis. But yes, I do care about this. But he recognized there really was self-interest for himself and his department, his supervisor, for others to be paying attention and care about the issue.

So make sure that when you reach out to people, that hopefully there is some self-interest. I mean, it's great if we're altruistic and we all want the world-- we believe in world peace and ending world hunger. But finding partners that can connect with, this really makes sense because this is part of my job. This is something I should be doing. And I care about it, so I'm going to be here, is important.

But really in the first year that we worked with him, I think we started on the communication campaign. We listened to him, talked with him. We all learned more. In the second year, the idea of this PDMP integration came about, but it really wasn't completed until the end of the third year. So it's not like I knocked on-- even though I work at the local hospital-- it's not like I knocked on his door and we had PDMP integration done a few weeks later.

This really was a long-term vision. We knew we wanted to work on this topic, and we reached out to people who made sense, who cared about the issue along with us.

KRIS GABRIELSEN: Yeah, fantastic. Thank you. So I'm curious, what were the outcomes that you saw with this shift in policy around this?

SHEILA NESBITT: Yeah, so, first off, we had successful implementation, so, again, those process measures and process outcomes. So we went from at least the perception among prescribers that it took 15 minutes to check the PDMP down to literally it being one click. And I see our health record. I don't necessarily go into the PDMP because of HIPAA, but I can see where it is. And it's truly, it's one click, and then it comes up.



So yes, so as we talk to prescribers-- I work within a team at the hospital. I work in the trauma department. So my coworkers are prescribers themselves. They knew we were working on this. And I can tell you, from the moment that we started talking about this idea, they were on board. They were thrilled. They wanted to use the PDMP, but realistically when they're in a busy hospital setting, it was hard for them. So they were thrilled at something that would make their job easier and something they knew they should be doing. So then when we instituted the change, yes, we heard kind of universal appreciation for the work that had been done. So kind of in evaluation speak, we had user satisfaction and intention to adopt the change. So our prescribers reviewing the PDMP before providing a prescription, that increased. And I kind of made this point last week, but as we get further down the road into the intermediate and long-term outcomes, then I really credit that to the comprehensive effort that we had. It wasn't just PDMP integration that led to a reduction in opioid prescriptions given, in the number of youth reporting less prescription drug misuse. We had a communication campaign. We have medicine drop boxes. We have targeted prescriber education. We had PDMP integration. So we had a number of strategies that came together to achieve those outcomes.

KRIS GABRIELSEN: Great. Yeah, and we're going to talk a little bit later about the importance of having multi-component strategies to address an issue. That, like you said, there's no silver bullet in prevention. There's no one thing we can do and it's going to make everything better. But put together, we can have a lot of success. So thank you.

All right, a question has come up. Sheila, it says, "Sheila, did you say the hospital integrated the PDMP into the EHR? And did they build it themselves, or is there an Electronic Health Record company that has built and that we could encourage?" I'm guessing maybe Engage?

SHEILA NESBITT: Yeah, so yes, you're right. We integrated the PDMP into our EHR. The EHR that my hospital uses is Epic, which is a pretty large, well-known EHR. So I can say what I love about this strategy is I was there and I was a cheerleader, but you better believe it was IT people and not me that did the heavy lifting. So it was between pharmacy and our IT Epic team that took care of exactly how they did it.

But I think this is a growing thing. We are not the only health system that has done this. So if that's a strategy you're interested in, reach out to your local hospital. Do some research to figure out what electronic health record are they using. And then know that that company or the hospital's IT can do some work and figure out exactly how it happened.

To me, I think, in addition to some of the staff time, I think there was a little over \$10,000 in charges that happened. I don't know exactly where all that was incurred. Our pharmacy paid for that. And that was just considered part of doing good business, being a responsible health care system.

KRIS GABRIELSEN: Great. Great. All right, let's take one more question, and then we're going to switch back to make sure we have time to talk about enforcement strategies. Chad asks, "Are you familiar with research related to availability changes and any impact on opioid misuse?" I assume that's what your strategy was all about, right, Sheila?



SHEILA NESBITT: Yeah, that's really what we are all about. So there is a lot of research out there. To summarize it, it's basically some of the points that Kris has been saying. Reducing availability can reduce misuse. With opioids versus other substances, some of the specific things to look at are unintended consequences. So opioids, prescription drugs, really do have a purpose in society.

To me, I've worked in alcohol for a long time. And so if somebody said, ooh, the unintended consequence is that there are some adults who might not have as much access to alcohol, I'd say, woo-hoo, that's fine by me. But in terms of opioids, really making sure that we're sensitive to the fact that there are appropriate times to use opioids. There are people who need opioids. But there are still conversations to have around availability.

And to me, it is kind of nice. It's real job satisfaction to work within the trauma system at my hospital because I can hear the conversations that our prescribers are having with each other, and to know they're really trying to make good decisions. If somebody has been in a motor vehicle crash and they have multiple broken bones, they are probably going-- or they're going to have surgery-- they're probably going to get an opioid.

But our prescribers are talking about, which kind? How much? Have you had the conversation? Let's make sure that their family is involved in that and understands. Let's talk with them about the impact, the concerns we have for misuse. Let's make sure we're talking about multimodal pain control.

So it's kind of going off topic, a little bit of a tangent there in terms of the research around availability. But just know that to me, it's a little more nuanced around opioids and prescription drugs than it is around alcohol or tobacco or some other things.

KRIS GABRIELSEN: Great. All right. Thank you, Sheila.

SHEILA NESBITT: Yeah.

KRIS GABRIELSEN: And we will have Sheila back here in just a couple minutes. Thanks. I'm going to go ahead and share my screen again with my PowerPoint slides. And let's move on to environmental strategies. With environmental strategies, we are-- again, a reminder here. I'm going to get my spotlight out. Here we go.

We have talked about communication and policies, and now we are going to be moving into this section of the types of strategies that can impact our shared environment, just to bring us back to what we're big picture talking about. So then thinking about what those enforcement strategies look like around us, of course we automatically think of what's going on in the judicial system, what's going on retail wise. Is there underage buying going on? Sobriety checkpoint ahead is an enforcement strategy, party patrol.

This person is checking their ID and then, of course, getting a ticket. So these are often what we think of with enforcement strategies and are great examples of enforcement strategies. What's important here to remember is that we can have the best policies in place, the best laws that have been shown to be effective, and they've written well. They're designed to address the problems within our community or our state, whatever area we're covering.



But if they aren't enforced, they really don't do us any good. So we can have policies, but we have to have the enforcement there to work hand in hand with the policies we have in place. So you think about it-- for example, like if, for speeding, the tickets were only \$5 and the police officers don't even have access to radar guns, what do you think the likelihood would be that there would be a lot more speeding going on in our cars around our town? So we have to have penalties that actually have an impact. That \$5 versus a \$200 speeding ticket is very different.

You have the ability to enforce, to actually have the police officers around to use their radar guns to catch speeding, that enforcement, and that people know that that enforcement is going to happen. The perception is the police are going to be out there doing that. Those kind of things are so important when we're talking about successfully implementing policies within our communities.

So let's think about, what do we mean when we are talking about enforcement? Enforcement strategies can be broken down into four different areas. One is surveillance. So an example there, sales to minors using compliant checks, or people often call them sting operations. So that's one area of enforcement. Another area of enforcement are penalties, fines, and detention.

A third area is community policing. So some examples here, if you aren't familiar with that term, are party patrols or party-buster hotlines, or noisy assembly laws in place that people can call in on if there's excessive noise.

And last but not least are incentives. So these are things like save driver credits for insurance that you can earn to reduce your insurance costs. So those kinds of things would fall into incentive category. So four areas of enforcement-- surveillance, penalties, community policing, and incentives.

Some things to keep in mind when we are looking at enforcement strategies. I already mentioned this. Laws and policies must be enforced in order to be effective. Secondly, police aren't the only ones who are key to enforcement in the community. We also need to look at the community as a whole, especially when we're talking about the community policing strategies that would involve those beyond police.

And last but not least, let's keep in mind that prevention practitioners can educate law enforcement about the effectiveness of existing enforcement strategies and key elements that need to be implemented. So this is a piece that we-- often as prevention professionals, we're like, well, how do we get the police involved? We can't engage them. What are we going to do? How can we be involved in enforcement?

Well, this is something that often has to be done over time. And it's similar to what Sheila was talking about with the pharmacy, getting the pharmacist involved, is finding that champion within law enforcement, to engage them and to work with them over time. Sheila talked about even in her case, it was over the course of several years before they accomplished what they set out to do with the opioid misuse prevention strategies. So working on that collaboration. And collaborate with businesses, with law enforcements, with criminal justice to get those relationships really solid and involved so that you



can be successful in really making sure that enforcement strategies are in place and are actually enacted.

So I'm going to go ahead-- yeah, let's go ahead and move on a couple more thoughts about enforcement strategies. Then, in order to be effective, these are some things that can be helpful to have included. So they're more likely to be effective if they include enforcement of minor in possession and minimum age of purchase laws. Using undercover buying operations. Like I mentioned, they're often called sting operations. So if that's included in your community, if the minors in possession law and minimum age of purchase laws are actually happening and taking place, they're enforced, that can be extremely helpful. Limits on driving privileges for those who violate minimum age purchase and minors in possession laws. That's why I mentioned a little bit earlier that for those who are under age 21, if they are caught violating minimum age purchase or minors in possession laws, then they can lose their driver's license until age 21. It can have a great impact.

The pairing of enforcement of laws against sales to minors with server training. So with that, increasing the effectiveness of the training programs can-- so by having-- let me start that thought over. By having both the enforcement of laws against the sales to minors with the server training, having both of those together has a synergy to increase effectiveness. So we need to make sure that the servers and the retail clerks know what the laws are, how to enforce those laws, strategies for enforcing them, along with the pairing of the laws that actually exist for sales to minors. Having both of those in place increases their effectiveness.

Education to the public or with the public about increased enforcement efforts. This is where we pair enforcement strategies often with the communication strategies, so the ones we talked about last week. By increasing the communication strategies about what's going on with enforcement as well as the policies-- we can kind of tie all of these together-- we can increase our effectiveness. So it could be through media advocacy, or social marketing campaigns can be really useful strategies in the education for public about our enforcement efforts.

And last but not least, enforcement strategies are likely to be effective if they include enforcement of impaired driving laws. So this is something like sobriety checkpoints are an example of how to do this, of showing the public perception of that this is going on. It's like, oh, they're really doing this. They really are enforcing these laws. That can have an impact on our effectiveness. And the ultimate key to success with enforcement, what it really boils down to, visibility. The key to effective enforcement is its visibility. I can say that word, right? Visibility. People need to see that substance misuse prevention is a community priority and that violations related to laws and policies won't be tolerated.

So if enforcement is going on but community doesn't really know that it's going on, we have policies in place, but people don't really know those policies exist, we aren't going to have an impact. So we have to have that visibility of what's going on, which, again, can tie into our communication strategies.



So a couple reminders. Policy alone does not imply enforcement. Just having policies on the books isn't going to do it. Enforcement alone won't work if the policy is inappropriate or isn't accepted by the community. Example of this, I've heard of many communities of they all have laws on the book about minor in possession, especially around alcohol. And then the sheriff catches some kids with alcohol, just simply pours out their alcohol and sends them on their way.

That policy, having that in place really is not going to have an impact in that case. So we have to make sure it's accepted by our community in order to have the enforcement actually happen and work. Policy and enforcement are designed and implemented by two different systems, which is why it's so important to look at the two separately. Often legislative branch or governmental organizations involved with creating policy are separate from law enforcement and judicial system that are involved with the enforcement. We have time for a few minutes before I'm going to have Sheila share some examples around enforcement, talk about what they've done in their community coalitions with enforcement. So I'm going to go ahead and stop sharing. Sheila, if you'd like to join me again, that would be great. So any questions folks have around enforcement?

And I'll take a minute. I know I sprung that on you all really quickly. I just want to comment back to our last set of questions. Colleen commented, I think, a follow-up on her questions around what do we do about fairs and events. She said, "Hard to get event coordinators engaged when we are essentially still locked down on gatherings." Absolutely. Absolutely. We're going to have to pick and choose what we can effectively work on during this time. So excellent point, Colleen.

SHEILA NESBITT: I'll say I shared in the chat information about that resource that I talked about around alcohol sales and compliance during COVID.

KRIS GABRIELSEN: Great, thank you. And this isn't related to enforcement, but we'll go ahead and tackle this question of, "What is your take on this change being an answer to harm reduction for those dealing with addiction? What else could be done?" So, "What is your take on this change being an answer to harm reduction?"

Latrice, I'm sure the comment at that point-- I'm not quite getting the context of this. So if, Latrice, you can tie it back to remind me where we were at with things during that time, that would be great.

SHEILA NESBITT: And one piece I'll throw in-- I don't know if it's helpful to Latrice-- but one of the things that we have seen where there's a really nice connection between the prevention and treatment world is recognizing the importance of environmental strategies in terms of those who are in recovery. If people have identified an issue, they've worked on it, they're working through treatment, they're in recovery, and they come back to the same community, a whole part of treatment is that after care planning to figure out, where are you going to go? Who are you going to be with? What are some of the situations that are hard for you to deal with?

We're really providing a lot of environmental support to people in recovery if we're creating a community where it's harder to get, where it's less promoted,



where other things come along to support those people who are in recovery. So I don't know if that gets at your harm reduction and those in addiction.

KRIS GABRIELSEN: She did comment that it was regarding when we were talking about alcohol.

SHEILA NESBITT: OK.

KRIS GABRIELSEN: I think that hopefully answers that question. Let us know, Latrice, if we didn't answer your question, though. So Gina says, "How do we change law enforcement perception when they mention social hosting is not a top priority of enforcement?" Aha, great question. Any thoughts about that, Sheila?

SHEILA NESBITT: Yeah, so I deal with this. I have dealt with this. So we have worked on social hosting and social host ordinances, particularly in, as I had said last week-- I don't think I mentioned it this week, but my coalition serves nine cities, just northwest of Minneapolis. And most but not all of my cities have a social host ordinance.

So I say, in some ways, when I'm dealing with a population of almost 400,000 people, I think, why in the world is my coalition so big? But other times, when I have nine law enforcement agencies and I can say, who is interested in social host? And we start there and then work to others, it's kind of nice. I don't have one and only. So there's pros and cons there.

But we had some agencies that really saw this right away. One of our communities, the mayor was actually really on board, and that had a big influence on the police department. And so then, I think, look at, share with them. Why are you concerned about this? So do you have a student survey data that shows that students are getting access at house parties? Do you have information? Are students reporting?

Have you done any focus groups, or do you have ways that youth can provide feedback to you around what it's like for house parties? Look for the story when it happens in your community. Is there a big party around homecoming? Are there a lot of kids there that point out the issue around social hosting? Have parents speak out and share information about what would it be like if somebody else decided they were going to have a party and allow underage drinking and my kid was there?

You don't ever want to be the parent who does that to me. I can say that. So talk with law enforcement about some of that. But it isn't-- to me, again, I have nine departments. So this isn't our only strategy, and we have worked on it with a number of them. So those are some of the things we talk about. But I can say one of my communities does not have a social host ordinance.

And the chief there said other places have it. They aren't enforcing it all that much. So we've told him, that's good news. It's not like we're going to tie up your officers every Friday night processing social host and having to deal with something like that. But it allows us to also then have that parallel communication strategy so we can communicate to parents in the community. One of the examples that we shared last week around a communication strategy is parents who host lose the most. I have to say, I like that campaign. I think that's a really important message to get out there. But there has to be something behind that. So in your community, are parents being charged with hosting underage drinking parties? Is there a concern about that? Is there any



enforcement? Or is your local sheriff pouring out the beer if they find an underage drinking party?

So the enforcement has to be there, along with the communication strategy. But if we have that policy on the books, I can talk about that policy. So we've had that conversation with law enforcement. So I can say I haven't completely solved the issue. I still have one city that doesn't have a social host ordinance.

KRIS GABRIELSEN: All right, thanks, Sheila. One other question, and then we're going to switch over a little bit. I want to hear more about what Sheila's done locally. So Lauren says that they have had sobriety checkpoints, and they're required to report to the public when they are having one. And so she said, "I know of several instances where people have posted on social media exactly where the checkpoint is so others can avoid it. Have you come across this issue and maybe have some ways to address it?"

SHEILA NESBITT: So I'll say first, I'm glad that you're able to have sobriety checkpoints. In Minnesota, they're considered unconstitutional. So we don't have them in our entire state. But I am familiar from working with other communities around this. So number one, let's remember what Kris said. So if you're going to have a sobriety checkpoint on Highway 10 and that starts flying around social media, it's reminding people. It still is getting the message out. It is part of that visibility.

If there was a sobriety checkpoint and 10 people were stopped in a period of time, and hopefully none of them were drinking, but maybe one of them was, and they were the only ones who knew that that was happening, probably not very effective, even if you caught somebody who had been driving after drinking. But if the 10 people who had to go through the sobriety checkpoint put it out there and other people are reminded about, no, enforcement is happening, it can still have a deterrent effect, even though it can be frustrating.

But I know a lot of law enforcement, when they set up a sobriety checkpoint, are actually really smart about the fact that, hey, if somebody hears about this and they don't want to drive on Highway 10, and instead they're going to take this other county road or they're going to take that, they're also going to have people checking and able to at least do stops. Maybe not a full sobriety checkpoint, but they'll have officers there. So if you're seeing this on Facebook and getting upset or seeing these messages out there, know that it might actually be a bit effective, and your enforcement may have some things that they're doing to try to counter that.

KRIS GABRIELSEN: Great.

SHEILA NESBITT: So I don't know if you want to add anything, Kris.

KRIS GABRIELSEN: Nope. I think that's exactly what I was thinking. I was like, yep, hey, that's going around social media. That's great. And then maybe you can even start adding in some other things during that time too about it, and maybe you can feed off of that and build off of that. So that's good. I want to switch gears a little bit to hear a little bit more about what you've done, Sheila. So what enforcement strategies did you use in your community or with your coalitions, and why did you choose that strategy? So maybe narrow it down to one.



SHEILA NESBITT: Yeah. Yeah, we've done a variety of different enforcement strategies. So one that I can talk about-- again, I'll start first with the why. And, well, I chose it because it's a strategy that some people have heard of, but not everybody has heard of. But in our community, when we were taking a look at this, we were concerned not only with underage drinking but also young adult alcohol abuse.

So depending on what your focus is and your target population, that really helps determine what strategies you might be working on. So our coalition was also interested in addressing above legal age drinking. So we had collected information about that. And we also-- sorry, I just flipped away from my little notes here. So we looked at some of the data and understood better of what was happening in our community.

So we took a look and recognized that especially for that young adult population, when they turned 21, they were really excited to go to bars and restaurants and clubs and that there was a lot of binge drinking happening, which, when it's happening in a licensed facility, that's overservice of alcohol, and it's illegal. So we had a particular concern around retail overservice of alcohol. So we selected a strategy called Place Of Last Drink, or POLD. And that collects information about where people consumed alcohol before getting involved in an alcohol-related incident.

So it takes a look at DUI, assault, even a medical call if somebody is struggling based on their intoxication. And we then use that data. We watch for trends, and we can identify problem retailers or things that we need to address.

KRIS GABRIELSEN: Great. And so say again, how are you able to collect that data? Where did you get that data from?

SHEILA NESBITT: So we collect the data at the time of the incident through law enforcement data. So--

KRIS GABRIELSEN: Do you have access to their data?

SHEILA NESBITT: Our local law enforcement, we actually created an online system for them to report this information. Because, again, I have nine departments. They are on three different records management systems that don't talk to each other. So here it was kind of like creating a PDMP. Separate from their records system, we created a website that collects that information, and it reports. So we can pull that data into Excel. Also the website is set up that it has charts and graphs and certain things in a heads-up display that you can see immediately when you go to that website to look at, who are the top retailers that are appearing? What are the top causes of alcohol incidents?

KRIS GABRIELSEN: Great. Oh, I bet that's really valuable data. That would be amazing to have.

SHEILA NESBITT: It is. It's been super helpful in our community. And I can say law enforcement, one of the questions I often get is, how do you get law enforcement to do this? And most officers, when we talk to them, they say, this is not necessarily something new to them. When they approach a scene, if they believe somebody has been drinking-- so if they approach a car that they've pulled over, if they come up to two people who've been fighting, it's a pretty common question for them to say, hey, buddy, where have you been tonight? Where are you coming from?



So they kind of have this information, but it just floats around in their head. Maybe they wrote it into their police report, but they weren't necessarily doing anything with it. So by being able to set this up where they can say, here's my incident. Here's where they were drinking. Here's the time. Here's their blood alcohol level and a little bit of information, we're able to take a look at that. And they've said that by having this as data where they can really pull this together and do a report has changed the conversation. So in their community and particularly with their city council-- again, we're a local control, so alcohol licenses are issued by a city council or potentially by a county board, so local authority. So they're going to their city council.

And instead of saying, hey, we're telling you Sheila's bar is a problem. We have a lot of trouble coming from Sheila's bar, they're able to say, here are the number of incidents we've had in the last month or six months. Here are the days of the week. Here are the times of day. Here are the blood alcohol levels. Here are the types of incidents that we're getting from there.

A lot of places that implement place of last drink, when we heard about this other places-- sometimes it's called last drink analysis-- a lot of other places have collected it later in the process. So they may collect it after somebody has pled guilty or been adjudicated for a crime like drinking and driving. They also more often tend to focus specifically on driving-related incidents. But ours is a little more broad. We focus on all alcohol-involved incidents that law enforcement respond to.

KRIS GABRIELSEN: Great. OK, so who did you have to engage to get this done?

SHEILA NESBITT: Yeah. So, again, one thing we do really well in my coalition is engage our partners from the beginning. I will tell you, when I talk with other coalitions or coordinators, when they're struggling to get a strategy going, it's often because they've picked a strategy. And now they're saying, I'm bringing it. I'm knocking on somebody's door with this strategy, and they don't want to do it.

I can say if somebody comes knocking on my door with a strategy, unless I'm already interested in doing it, it's going to be hard to convince me. I have my plan. I know the direction I'm going in. And law enforcement or pharmacists or others are the same way. So involve them earlier in the process would really be our recommendation.

So we had collected data about our community. We knew some of the issues that were going on. We did have a good law enforcement champion who served on our coalition. And he gave me specific advice. And I love getting specific advice. He said, you need to meet with the chiefs of police. I'm a ding dong. It doesn't matter that I'm at your table, so you have to go to the chiefs of police because law enforcement is very hierarchical. It has to come from the top down.

And have a luncheon because they like getting together with their peers from other departments. I said, oh, that's going to be hard to schedule and get everybody together. Should I just go meet with them individually? He said, absolutely not. Pull them together because you need them to talk and figure out what they want to do.



So we had a luncheon. We presented some of our data so they would understand where we're coming from. These are our concerns in the community. Here are some things we want to look at-- young adults, alcohol. Some driving-related data was a concern, but that retail access and over service. And then we asked them what they thought, and we got that conversation going. And then we shared some information around strategies that we had explored.

So we didn't come to them with one strategy saying POLD is what we want to do. We actually had kind of a list and said, is there something we can do in this area? What do you think about that area? And they were the ones who really told us that POLD was the direction they wanted to go.

KRIS GABRIELEN: Great. The importance of those champions, pulling in those relationships and finding somebody who knows that system. It's basically knowing that culture is so important.

SHEILA NESBITT: Yeah.

KRIS GABRIELEN: Great. OK, and then what was the outcome of this? So what were the results of doing this?

SHEILA NESBITT: Yeah. So first off, I'd say we had outcomes just simply from the fact that we were listening to our partners. And if you're going to work in a coalition structure, if you're going to work with community partners, if you're going to work on environmental strategies, there really are outcomes to look at around how you do that. The fact that we had set up an opportunity to have our partners really weigh in on what we were doing.

I can say when we had that police chiefs luncheon, I had taken a look at place of last drink in a few other places, but everywhere I had looked, it was solely DUI. And that was my idea when I came to that luncheon. And we had a police chief who said, why do I only care where somebody was drinking if I pull them over on the side of the road? Don't I care about that if I've got two guys fighting in an apartment parking lot? Don't I care about that if I'm arresting somebody for criminal sexual conduct?

So if you can imagine how frightening that was for me to hear. Whoa, I thought it was a big enough deal to collect this data on DUI. Now you're saying every alcohol-involved incident? OK, Chief Benner. We'll see what we can do. So it's not always easy to listen to a partner, but I can say a ton of our effectiveness really comes because we do listen to our partners and really try to take that into account in the direction that we go.

The same for-- I don't know how we were going to collect the data. And I literally sat at one of our first task force meetings, and I said, well, that's what I'm hoping you'll help me decide. Is it paper, pencil? I want to do what's easy for you and what's effective. And one of the sergeants looked at me and said, I am not submitting paper and pencil reports to you. I'm not going to email an Excel file.

If you want this strategy, you need to create an online, real-time system that talks between departments. And it's not going to be for nine cities that you care about. It needs to be for the state of Minnesota.

KRIS GABRIELEN: Oh, goodness.

SHEILA NESBITT: Yeah. OK. But the idea that if you're going to work on environmental strategies, you're going to work with partners. There really are



outcomes around partners being able to report that they feel comfortable sharing ideas and that they feel heard. So we do have a coalition functioning survey that we conduct every year, and we do see really strong outcomes in that area around how our coalition functions and how we work together as partners. And so I think this is a good strategy because, believe me, I would not have necessarily taken on the huge beast that this strategy is, except that that's what our partners wanted, and they had reasons why it would be more effective for us to do that.

But certainly in terms of the specific strategy and outcomes there, we have collected a huge amount of data around alcohol involvement and its impact in our communities that we use beyond POLD. We also have been able to confirm our assumption that most retailers are selling responsibly. So we were able to focus our attention on a small number of retailers that really were the issue.

I mentioned earlier the fact that most alcohol licenses are till 1:00 AM. It's a special license to be able to serve until 2:00 AM. Guess what? There's a really strong correlation between those with a 2:00 AM license more likely to have a higher number of alcohol-involved incidents. And so that's part of our conversation with the city councils as well. And we've been able to provide additional education for retailers.

One retailer was brought in front of the city council at the time of license renewal and was very directly told, you won't have a license more than three months if this doesn't improve. And we saw a huge improvement. And they looked at their own policies. They extended their-- they used to serve alcohol till 2:00 AM. Guess what time their kitchen closed? 11:00 PM.

KRIS GABRIELSEN: Oh no.

SHEILA NESBITT: Three hours of alcohol sales without food. They changed that. They decided, OK, we aren't going to have the full restaurant, but we're going to make a late-night food menu. A smaller number of things so we don't have to fully staff a kitchen, but we're still going to have some food available. They did a number of things around their own training of staff and holding people accountable.

KRIS GABRIELSEN: Great. That's wonderful. All right, thank you, Sheila, for sharing that. We are going to need to move on to the next section, so I'm not going to go to Q&A right now, but hopefully we'll have time for a couple more questions and answers at the end. So thank you, Sheila.

All right, I'm going to share my screen back to the PowerPoint slides. Let's talk about selecting environmental strategies to implement. Sheila's done a great job of outlining and talking about how they got to which strategies they needed to implement within their communities. But let's boil these down to six criteria.

One is, we want to look for evidence-based and effective strategies. So what do we know through research is effective and evidence-based? We want to make sure we're addressing a priority problem in the community. So not just, oh, this other community did this strategy, and it was helpful. No, what do you need for your community? What are the problems and what are the risk factors that are elevated within your community? What needs to be specifically addressed within your community?



You need to take a good look at what resources are available so that you can actually implement the strategy as intended, So. With fidelity. You need to make sure it's culturally appropriate for the population that you are looking to address and engage, so ensuring that cultural appropriateness. Making sure there's a sufficient level of community readiness. And then, of course, want to make sure that it's sustainable over the long term.

Now, for those of you who use the SPF process, the Strategic Prevention Framework, you will find all these concepts very familiar. And again, just making sure you're doing those needs assessment, looking at capacity in terms of resources and readiness, doing good planning with selecting the appropriate interventions to implement, implementing them with fidelity. And then what's not on here but could be added is, of course, evaluation, so making sure we're doing comprehensive prevention, planning, and implementation and evaluation.

So when we look at multi-component strategies, this is a little bit of what Sheila touched on, that we can implement our environmental strategies, but just one environmental strategy implemented within a community is likely not going to do it. You aren't going to see the outcomes that you're wanting to happen within your community. So you're going to want to include complementary strategies, so those that work together to create that synergy. You're going to want to coordinate with other community efforts. Make sure that these current strategies aren't already being implemented by others or other complementary strategies that are going on within your community. You're going to want to make sure to reach different populations at risk. It's helpful to look at, OK, who do we need to work with immediately on this problem? But if you're only working with one small part of your overall population, again, likely not to see the impact that you will want. So work on reaching those different populations within your community that are at high risk.

You're going to want to recruit and involve community members whose positions, expertise, or skills matched the purpose and plan of the program. Sheila highlighted this really well of who was pulled in to their coalitions to work on these different issues. And with the pharmacist, remember, they pulled them in to this specific project but not the overall coalition because that wasn't going to meet the pharmacist's needs. That wasn't going to engage the pharmacist. So how do we involve community members in the different parts of the strategies that we are wanting to implement in order to create multi-component strategies within our community?

We want to be sure to use media and community education strategies. We've talked about that a few times. And last but not least, we need to possess a shared vision of purpose and direct it through cross-sector collaboration. We can't be sitting here in our own room in our own little isolated task forces or coalitions or organizations. We need to get broader, across the community, across-sector collaboration going on in order to have the greatest effectiveness.

Some examples, if you aren't familiar with them already, of multi-component strategies that include environmental strategies are these five programs listed on the screen, Border Binge-Drinking Reduction Program, Midwestern



Prevention Project, Project Northland, Community Trials Intervention to Reduce High-Risk Drinking, and EUDL laws, Enforcing Underage Drinking laws. So if you're looking to get some examples of what multi-component strategies look like, you might want to look into these different programs or strategies.

But of course, it comes down to-- we talked about this last week-- striking the right balance between individual strategies and environmental strategies. We need both. So we don't want to just have individual strategies. We don't want to just have environmental strategies. We want to work on having the right balance between those.

And why do we need to do that? Remember back to the public health triangle. We want to address all three points of the triangle. So the individual strategies address the host, so meaning the people, while the environmental strategies look at addressing the environment and also at times the agent.

Let's see. I'm going to go ahead and go on to resources. So there are handouts for each of the three areas of the strategy, so communication strategies handout, policies handout, and enforcement handout. For those of you who attended the first session last week, those were emailed to you, so you should have those already. The link's also being put in the chat box for those, so you can look at that there. So be sure to go look at those handouts as nice summaries of these three different areas of strategies to address the environment.

A few more great resources that I'm hoping you will explore and see what will be most useful for you as you take this information from these webinars and apply them to your commandee. One is Prevention First Alcohol Policy Resource Center. That's their website address. And you will also be emailed this PowerPoint presentation. You should have gotten it. If you attended last week, you were also emailed that. If you weren't here last week, you will get it after the session.

Prevention Solutions@EDC has a couple of great websites. One is on preventing underage drinking. The other is on preventing the non-medical use of prescription drugs. Fantastic resources on those websites. There's also a new toolkit that the Northeast and Caribbean PTTC put together that's a whole environmental strategies toolkit. I recommend checking that out. And last but not least, this Wyoming Survey and Analysis Center, WYSAC, at the University of Wyoming has a fantastic website with all these different environmental strategies on it. And I am going to go ahead and I'm going to stop sharing because I want to show this briefly to you. I'm going to share my other screen here. I'm going to go to-- I believe it's this one. Nope, one more over.

So this is the Wyoming website. And what you can do is you can search for environmental strategies here. If you know the name of one and want more information, you can go there. Or you could also go to View All Strategies. Or you can look at it by the topic of tobacco, alcohol, or other drug by clicking on those. Or you can look at the tobacco goals, causal domains, or study effectiveness.

So, for example, if I went to view alcohol prevention strategies, you get the summary right here, and you get a quick look at what's effective and what's



not. If there's a green circle, it shows that research has shown that that is an effective environmental strategy. If there's a red dot, research has not supported the effectiveness of it. Yellow is there's some uncertainty there. So if you click on that strategy, then, you get information about the description of it, the discussion of effectiveness, references, including the evidence base, as well as further reading on that. And in some cases, they've also directed you to websites where there's more information.

So as you're looking at exploring and implementing environmental strategies, I highly recommend going to this website to check out what you can find out about the strategies-- research behind the strategies is what I'm trying to say. And then I'm going to go ahead and stop sharing here.

I am going to pull up my PowerPoint slides one more time. Sorry to switch back and forth on you here. Just a reminder that the evaluation form will pop up right as you close out of this webinar. And if you could just take the three minutes or so to fill it out, it's extremely helpful for us. So if you can do that, that would be fantastic.

I just want to thank you greatly for your involvement, attention, and your interest in this subject. It's so important to look at both the environmental strategies as well as the individual strategies which we're often already implementing within our community. So thank you for your time in doing that. And I wondered if you could, in the chat box, go ahead and type in what was most helpful for you to learn through this webinar, either how you learned in terms of the structure of this webinar, or the topic information that was most helpful.

This just gives us a snapshot of what worked well and to help us guide us for future webinars. It says, "Can you post links to the resources for part one?" Those will be emailed to you. So Judy, those will come in the email. The handouts and PowerPoint slides will be emailed to after this session, so you will get those through email.

And I see folks putting that in the chat box. Thank you so much. And I also want to say a big thank-you to Sheila for sharing all of her expertise and experiences within her community and her coalitions. It was invaluable. So thank you, as well as thank you to the folks at the Great Lakes PTTC who worked behind the scenes. We have Stephanie, Ann, Kristina, who were incredible supports for us. So thank you to those three for your magnificent work, as always.

So with that, we'll say thank you. If you can, Stephanie, not turn it off, as people are still writing in the chat what was helpful for them. We'll go ahead and wait to close it out for just about 30 more seconds. So thanks again, everyone.

ANN SCHENSKY: Thank you, Kris. Again, a fantastic presentation. And Sheila, we are happy to have you on board as well. So, again, thank you, everyone, for your time, and we look forward to seeing you again.

KRIS GABRIELSEN: And just a reminder, the evaluation will pop up in just a few more seconds. So hang on, and it will pop up automatically once this is closed out.