Assess Your Community

• First, collect the data
  • Consumption rates
  • Attitudinal info
  • Learn your laws and where there might be gaps
  • Violations /Historical enforcement data
  • All available data!

• Know what’s happening on the landscape of your community and state
  • Who are the players?
  • What are the issues within the community generally?
  • Anecdotal info/stories helpful
Identify Stakeholders

• Include them from the start
• Set ground rules for respect of differences
• Commit to compromise
• Assume NOTHING (knowledge of problem, training on strategies)
Community/Enforcement Partnerships

• Tackling substance abuse without enforcement is not just difficult, it’s impossible

• Enforcement should be the cornerstone of your community efforts – but it cannot stand alone
Where does enforcement fit into the “prevention” picture?
ENFORCEMENT ➞ DETERRENCE

PREVENTION
Essential Elements of Effective Prevention of ATOD Problems

Overlap of Prevention Components

Policies & Laws

Enforcement

Public Support
Three Key Prevention Principles

• People support what they help create
• Science matters
• Local people solve local problems best
2 Ways To Make Change

1. We can focus on what’s going on inside a person (i.e. feelings and individual choices).

2. We can focus on what’s going on around a person (i.e. conditions in the environment).
Prevention too often becomes a battle between “Individualists” and “Environmentalists.”

- Individualists: “Change or protect the person and you can reduce risks and dangers.”
- Environmentalists: “Change the conditions around the person and you can reduce the risks and dangers.”
The “Battle” is a losing fight for everyone

- Both strategies have some benefits.
- Risks are individual and environmental.
- “Thou Shalt Do only Individual or Environmental” is a great way to alienate people from the field.
Individual Strategies

• Focused on changing people, usually one at a time or for short periods
• Education programs
• Marches/Rallies
• Peer-to-Peer programs
• Mentoring
Challenges of Individual Strategies

√ There are A LOT of individuals!

√ Do we want more resilient individuals or a better all-around environment?
An individual’s environment helps shape decisions.

None of Us Lives in a Vacuum
The “Flea” Theory
Environmental Prevention
A New Way of Thinking About Youth Alcohol Use

Environmental prevention removes the focus from individual behavior and attempts to impact the larger environment.
Once in place, many environmental strategies can have immediate effects and impact:

- Policies/Laws
- Taxation
- Limits on vendor licenses
- Keg registration
- Restrictions on happy hours
Basic Concepts of Environmental Change

• Establishes or changes community standards
• Policy-oriented
• Addresses physical, social, legal, & economic factors
• Involves and engages citizen participation
• Involves partnerships with law enforcement, the legal system, community groups, and community leaders
Sustainable

• Unlike programs, policy changes don’t depend on a constant influx of dollars to keep them going.
• Changes in the legal, economic and social structures that affect substance use foster shifts in both individual attitudes and community norms.
• Local people solve local problems best
• People support what they help create!
Challenges with Environmental Prevention

• Individual strategies have been around longer

• Individual strategies often come in pre-packaged curricula

• Environmental strategies require challenging the existing power structure

• Environmental strategies implicate all of us in the problem
Overcoming the Challenges

• Prevention has moved to a community-based style of program planning, development and implementation due to funding & resource limitations

• Community Mobilization/Coalition Support

• Partnerships/Collaborations
Identifying Strategies

After you have played detective . . .

- Enforcement
- Policy
- Media Advocacy
- Education/Awareness

Many strategies can overlap. To make a larger impact, work at connecting multiple strategies at the same time.
Examples of Environmental Strategies (policies and enforcement)

Impaired Driving

- Lower BAC limits, including zero tolerance for minors
- High visibility sobriety checkpoints
Examples of Environmental Strategies (policies and enforcement)

Retail Access
- Minimum drinking age
- Restrictions on hours/days of sales
- Density of outlets
- Responsible beverage server training
- Liability for alcohol sales
- Compliance checks
Examples of Environmental Strategies (policies and enforcement)

Social Availability
- Underage drinking party dispersal
- Social host ordinance
- Party patrols
- Shoulder taps

Price
- Taxes
- Limits on discounts (e.g., happy hours)
Examples of Environmental Strategies (policies and enforcement)

Promotion

• Public advertising restrictions
• Alcohol sponsorship restrictions at public events
• Restrict alcohol merchandise sales at public events
Examples of Environmental Strategies (policies and enforcement)

Community Norms

- Public availability and alcohol use
- School substance use policies
- Workplace substance use policies
- Alcohol use restrictions at public events
Not just alcohol….

Marijuana Use
• Environmental strategies could be similar to those used for alcohol (e.g., taxation, minimum age laws, retail licensing and compliance checks, DUI laws and sobriety checkpoints, social host liability)

Prescription drugs/opioids
• Limits on prescription amounts and refills
• Mandatory use and monitoring of PDMP, with sanctions for physicians out of compliance
• Requirements for prescriber training
Review/Assess/Evaluate

Evaluate

Assess the problem

Implement the program

Analyze your options
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