



# A DAY FOR PREVENTION

Effective Policy & Enforcement Strategies

April 11, 2018

R. J. Elrick

F<sup>4</sup> I<sup>1</sup> R<sup>1</sup> S<sup>1</sup> T<sup>1</sup>

T<sup>1</sup> H<sup>3</sup> I<sup>1</sup> N<sup>2</sup> G<sup>3</sup> S<sup>1</sup>

F<sup>4</sup> I<sup>1</sup> R<sup>1</sup> S<sup>1</sup> T<sup>1</sup>

# 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 ?

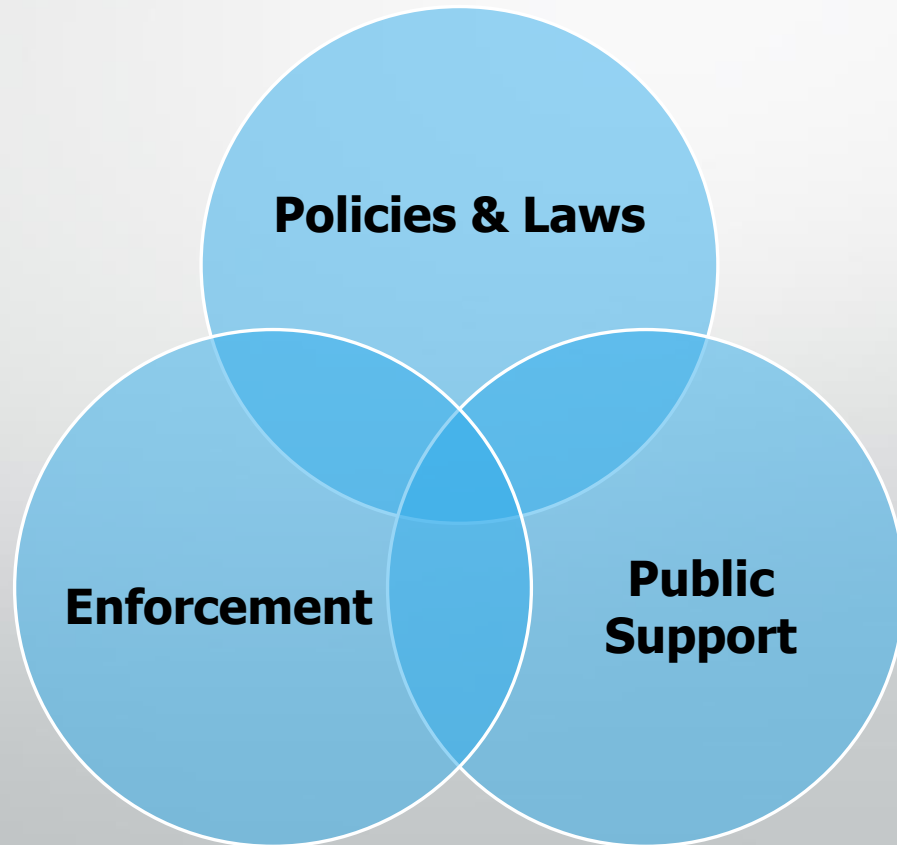
**ENFORCEMENT → DETERRENCE**



**PREVENTION**

# Essential Elements of Effective Prevention of ATOD Problems

*Overlap of Prevention Components*



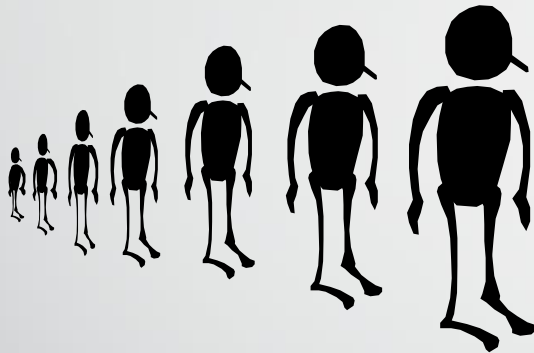




# Three Key Prevention Principles

- 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.*

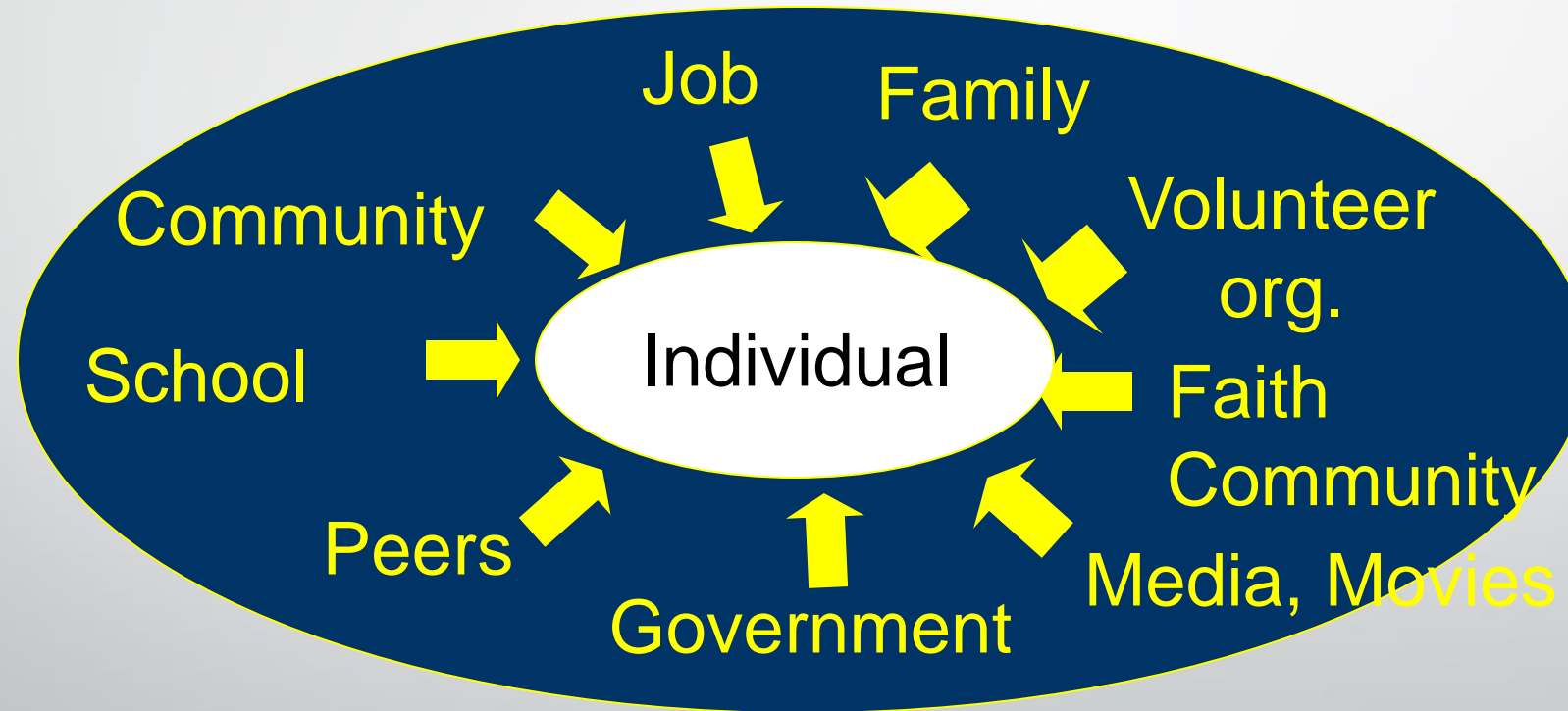
# Individual Strategies

- 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.*



# Environmental Strategies

## What's So Great About Them?

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....

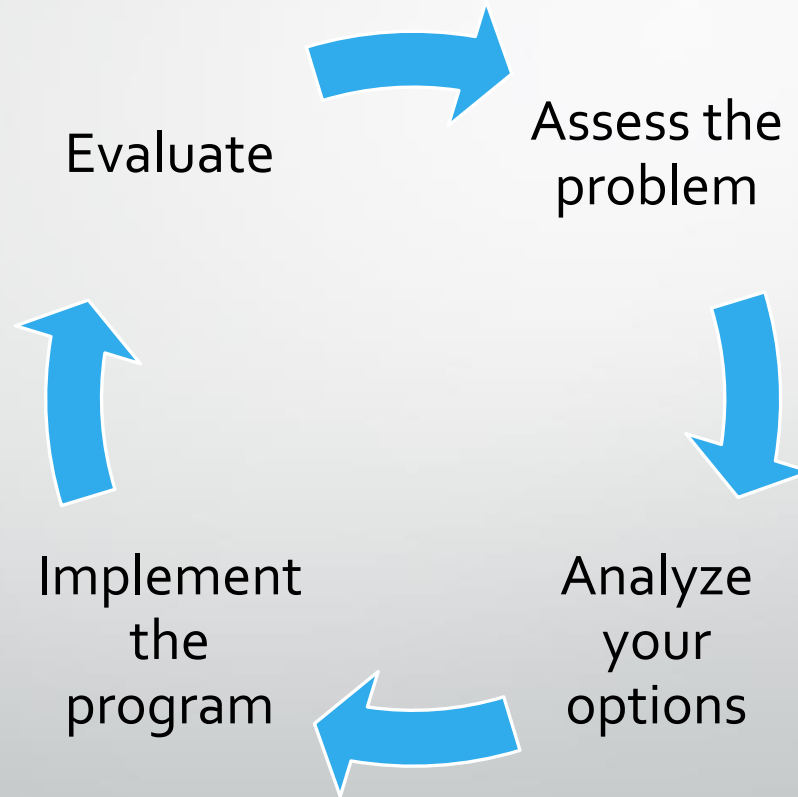
### Marijuana Use

- 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





## Contact info:

**R. J. Elrick**

Phone: 802-855-1873

E-mail: [elrickrj@gmail.com](mailto:elrickrj@gmail.com)