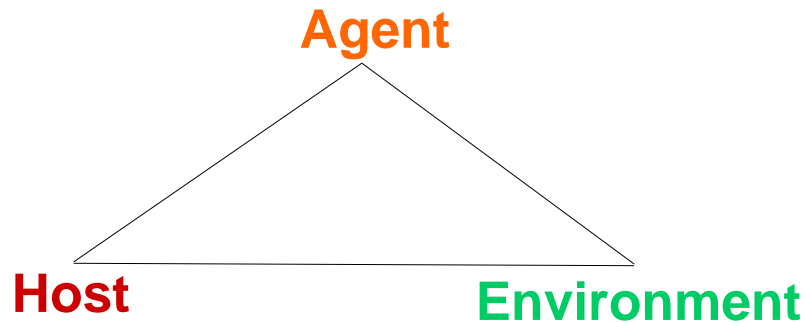




Community Coalitions of Virginia
Clearing the **Pollution Around**
Environmental Strategies



**The Roots of Environmental Strategies:
The Public Health Model**



Environmental Strategies: Definition

- Prevention efforts aimed at changing or influencing community **conditions**, **standards**, **institutions**, **structures**, **systems** and **policies** that shape behaviors



Difference Between Individual & Environmental Strategies

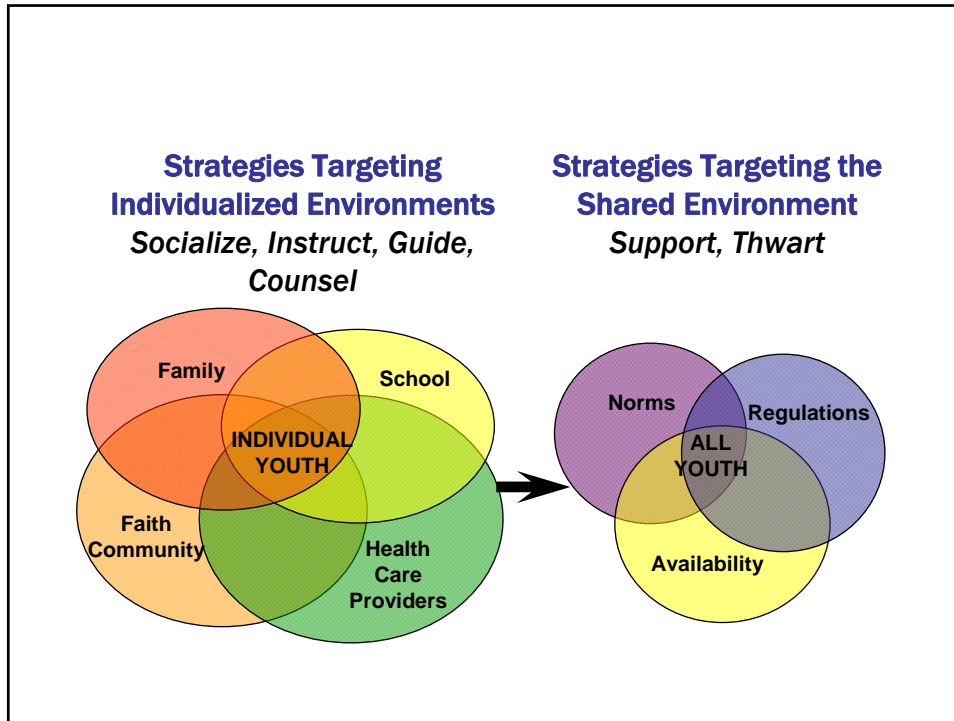
Individual Strategies

- Based on the assumption that substance abuse arises **due to deficits in knowledge** about negative consequences, inadequate resistance skills, poor decision making abilities and low academic achievement
- Think-Model Programs, classroom education, health fairs

Difference Between Individual & Environmental Strategies

Environmental Strategies

- Individuals do not become involved with substances solely on the basis of **personal characteristics**
- They are influenced by a **complex set of factors**, such as the rules and regulations, community norms, media messages, and the accessibility of ATOD
- Think-Comprehensive planning, including multiple strategies & multi-sector involvement



Advantages of Environmental Strategies

More Substantial Effects

- Environmental strategies have been shown to substantially reduce consumption & use-related problems, including traffic crashes, unintentional injuries, suicide, cirrhosis, mortality & assaults

Advantages of Environmental Strategies

Broader Reach

- The ability to reach entire populations & reduce collective risk
- Altering community system may produce widespread small changes in behavior among large populations that result in reduced problems for the entire community

Advantages of Environmental Strategies

More Enduring Effects

- Changes in the legal, economic & social contingencies surrounding substance use fosters important **shifts in attitudes** that are less supportive of use: **Community Norms change**
- **Environmental barriers, coupled with widespread normative change**, result in the creation of a changed system that offers fewer opportunities to use substances

Advantages of Environmental Strategies

Ease of maintenance & cost effective

- Benefits of being comparatively easy to maintain
- Costs associated with implementation, monitoring, and political action are considerably lower than those associated with education, services & therapeutic efforts applied to individuals through programs

7 Seven Strategies for Community Change

1. Providing Information
 2. Enhancing Skills
 3. Providing Support
 4. Enhancing Access/Reducing Barriers
 5. Changing Consequences
 6. Physical Design
 7. Modifying/Changing Policies
- Education/Awareness
(Individual Strategies)
- Environmental
Strategies
(Entire
Community)

Research-Based Practices

- Increasing **Excise Taxes**
- Increasing the **minimum purchase age** for alcohol to 21
- Controlling **Outlet Density**
- **Reducing Access**
 - Education & Enforcement & Media
- **Counter-Advertising**



Community-Based Interventions

- Hours/Days of Sale of Alcohol
- Clean Air Laws
- Happy Hour Ordinance/Laws
- Advertising Ordinance/Laws
- Land Use Ordinances
- Mandated Merchant Education
- Fake ID Enforcement
- Party Patrol/Controlled Party Dispersal
- Outlet Proximity
- Limit Retail Licenses
- Open Container Ordinance
- Festivals
 - Beer Gardens
- Third-Party Transaction
 - Shoulder Taps
 - Social Host
 - Source Investigation Programs
- Compliance Checks

Addressing Availability/Accessibility

Strategies for Affecting How, When & Where Drugs are Sold & Consumed

- **Policy Interventions:**
 - Land Use Ordinances to ban blighted/abandoned buildings (“Broken Window Theory”)
 - Proximity of outlets to schools/daycares/churches
 - Ensuring proper lighting
 - Increased/visible police patrolling
 - Rented housing inspection program
 - Restrict hours/days of alcohol sales
 - Restrict number of retail licenses



Addressing Availability/Accessibility

Promising Practice:
Affecting the Social Environment

- **Policy Intervention:**
 - Beer Gardens at Festivals
 - Restrict/ban advertising
 - Restrict Sales of Drug Paraphernalia & Promotional Items

(see case study on pg. 6 of The Coalition Impact: Environmental Prevention Strategies)



Addressing Cost

- Banning/Limiting Happy Hours
- Tax Increases (IL)
- Advertising restrictions (SC)
- Ban “2 for 1 Specials” or “Ladies Night”
- Categorizing “alcopops” as distilled spirits (CA)

