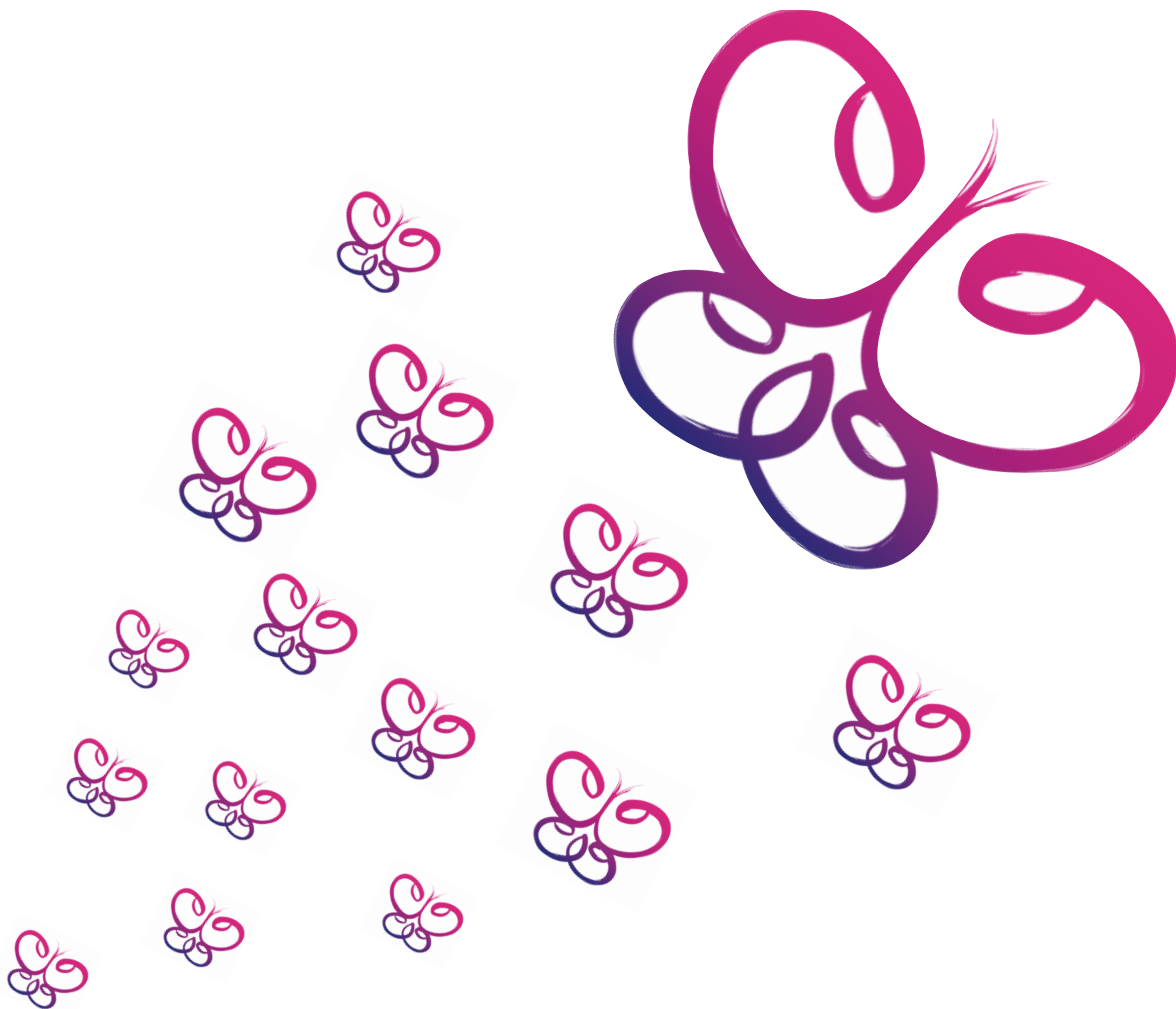


WHAT MAKES AN ENVIRONMENTAL STRATEGY EFFECTIVE?



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Webinar Overview

Webinar Goal

Participants will be able to identify the elements, in general, needed to make an Environmental Strategy effective in their community.

Objectives

By the end of this webinar, participants should be able to:

- 🦋 Describe how the environment influences substance use and abuse.
- 🦋 List community factors environmental strategies can impact.
- 🦋 Review components that contribute to a successful environmental strategy.

Intended Audience

This webinar is for people who have taken training and implemented the Strategic Prevention Framework (SPF) with a coalition or similar diverse community group with the goal of creating positive community substance abuse prevention outcomes. Participants should have a working knowledge and participated in the following SPF activities:



How the Environment Influences Substance Use and Abuse

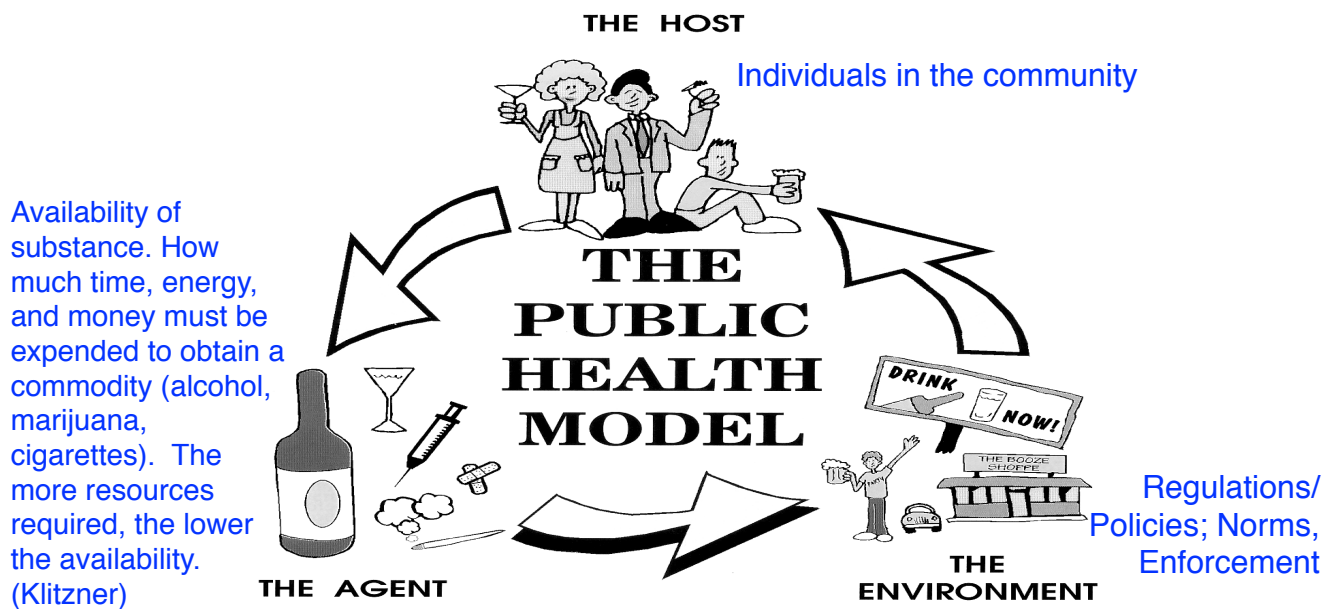
Public Health Approach

KEY PRINCIPLES

- Population level change
- Comprehensive strategies address host, environment, and the agent
- Public health's core focus is preventing rather than treating disease. The primary concern is the health of the population, rather than the treatment of individual diseases.
- Public health context: population health is understood to result from the interaction of a range of factors beyond the individual. In the case of children, youth, and young adults, a public health model would call for the involvement of families, schools, health and other child service systems, neighborhoods, and communities to address the interwoven factors.

EPIDEMIOLOGICAL TRIAD

The traditional model of infectious disease causation, which has three components: an external agent, a susceptible host, and an environment that brings the host and agent together so that disease/problems occur.



Environment from a Prevention Context

In prevention, environmental factors are derived from the Public Health Model. The following are examples of context (circumstances) in a community that can decrease or increase substance misuse and abuse. CADCA describes environmental strategies as prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies. *Getting to Outcomes* defines them as:

Strategies that are focused on the “environment” can fall within various domains, as can those that focus on individuals and families. Environmentally focused strategies address policies, norms, expectations, regulations, and enforcement within a shared environment. Such strategies tend to (1) have greater reach (affecting more individuals) and less strength (intensity per individual), (2) be longer in duration, and (3) show more rapid results.

🦋 **REGULATIONS:** Formalized laws, rules, and policies that serve to control availability and codify norms and that specify sanctions for violations. (Klitzner)

- **Formal Policies:** Declared objectives relating to the health, morals, and well being of the citizenry. They are in conformance with general accepted standards. Formalized by being written into law, regulations, policies. (Business Dictionary, 2017)

- **Informal Policies:** A policy that is not written into the law, regulations, or policies but is done to condone behavior. For example a state law states:

A driver is considered to be ‘per se intoxicated’ under the law if a chemical test (blood, breath, or urine) indicates a blood-alcohol content (BAC) of .08 percent or higher. Proof the BAC is all that is required to charge a driver with DUI (driving under the influence).

Often it is difficult for restaurant employees to know what someone’s blood alcohol level is for various reasons. A restaurant prevents over serving of alcohol by creating “house rules”. These are not enforceable by law, but are used in the restaurant as concrete guidance for responsible alcohol service.

Example of an Informal Policy



🦋 **Enforcement of policies**


🦋 **Norms:** Basic orientation concerning the rightness or wrongness, the acceptability or unacceptability, and/or deviance of specific behaviors for a specific group of individuals. (Klitzner)

🦋 **Systems change:** creating or strengthening systems that contribute to health and wellness


Example of Environmental Impact of a Substance

One of the most observable and successful environmental substance abuse prevention initiatives has been the amazing strides that have been made with tobacco, cigarettes in particular, use. You are going to be review a historical historical timeline of tobacco. As you go through this timeline, note areas of importance, especially the areas that involved changing the environment.

Environment considerations to look for and take notes of:

 Policies: What policies are identified or discussed regarding how, when, who uses or is exposed to tobacco smoke?

Notes:

 Norms: What behaviors were considered acceptable or unacceptable? How were these behaviors promoted or discourage?

Notes:

 Enforcement: How were/are policies and laws enforced?

Notes:

If you would like to review the timeline on your own, you can find it at: <http://www.rwjf.org/maketobaccohistory>

Components That Contribute to a Successful Environmental Strategy

Components

The following components have been identified from several sources as key pieces of successful environmental strategies. Like the SPF, these are not linear, they often occur at the same time. With that said, data gathering is often a starting place and can identify strengths and needs of your environmental strategies.

- 🦋 Community Mobilization
- 🦋 Data-Identify How the Environmental is Contributing to Problem Behaviors and Resources Available (usually your community assessment)
- 🦋 Capacity Building
- 🦋 Data Driven, Outcome-based Plan
- 🦋 Monitor and Evaluate the Strategy

Notes:

COMPONENT: Community Mobilization

A successful environmental strategy requires commitment from all parts of the community, often called “sectors”. One agency alone can not successfully implement an environmental strategy. Environmental strategies are implemented most effectively in the context of a community problem solving process conducted by coalitions. (CADCA) Coalitions can harness the community’s power to create behavior change through norms, policies, enforcement, politics, and or economics. These are community responsibilities that require a community approach.

Community Mobilization is a systemic process of encouraging and engaging the community to create the place they want their families to live.

Important considerations for the systemic process of community mobilization are:

- 🌀 Bringing many diverse individuals and organizations together who care about and are dedicated to addressing the Alcohol, Tobacco, or Other Drug (ATOD) priority. Build relationships.
- 🌀 Formalize into a coalition or similar task force. Work with agencies to clarify roles and responsibilities of each individual or organization in the efforts to increase protective factors in the community.
- 🌀 Assess issues related to your priority and decide whether a policy panel is the best community mobilization strategy. (This is listed as # 2 [Data-Identify How the Environmental is Contributing to Problem Behaviors and Resources Available] in the *Components* list)
- 🌀 Ensure your coalition is a representative reflection of racial, ethnic, geographical, and other sectors of your community and that everyone participating has a meaningful decision making role.
- 🌀 Make logistical arrangements for meetings, deciding where they will occur and what the specific goals will be, and ensured adequate staffing and communication.
- 🌀 Plan for public meetings by publicizing the hearings, identifying appropriate people to discuss topics, and invite the media.
- 🌀 Planing for post-meeting discussions: narrow or expand recommendations, discuss how they will impact the community, and plan the next steps toward implementation.
- 🌀 Draft and publish a report with recommendations.
- 🌀 Disseminate the report.
- 🌀 Advocate recommendations and other follow-up strategies (e.g., evaluation).
- 🌀 Ensure that cultural competency is addressed throughout this process.

COMPONENT: Data-Identify How the Environment is Contributing to Problems

Substance abuse prevention is a data driven process. After conducting a thorough needs assessment you should identify environmental factors contributing to your priority substance abuse problem. Here is a list of common indicators environmental strategies address and areas you will want to ensure you assess in your community.

Environmental Policy Indicators

Alcohol: Public Policies
<u>Excise taxes</u> (local): How much does a 22-ounce beer cost when compared to a 12-ounce can of soda? Is alcohol less expensive in certain settings or time of day? When was the last time taxes were raised? Does this match other food or drink tax increases?
<u>Limits on hours or days of sale</u> : Restrictions on hours/days of sale exist in your community. Examples: Sunday sales, liquor not sold after a certain time
<u>Restrictions of density, location, or types of outlets</u>
<u>Mandatory server training and licensing</u> : Alcohol server training: Training programs are designed to educate alcohol servers to help prevent intoxication among patrons, prevent service to underage drinkers, and prevent intoxicated individuals from driving.
<u>Dram shop and social host liability</u> : <i>Dram Shop</i> : “A dram is a unit of either mass or volume in the apothecaries’ system of measurement. The term <i>dram shop</i> was coined to describe any place where spirits were sold to the customers by the dram, which is equal to 1/8 of a fluid ounce. Laws regarding dram shops date back to the early 19th century, having the goal of protecting the public from hazards caused by intoxicated people”. (Legal Dictionary, n.d.) <i>Social host laws</i> : laws hold noncommercial servers of alcohol (such as homeowners or parents) liable in the event that they provide alcohol to a minor or an obviously inebriated individual who later becomes involved in an accident that causes injury or death to a third party.
<u>Restrictions on advertising and promotion</u> : What Happy Hour regulations exist (i.e., time, price of alcohol, etc.)? Does the community allow “2 for 1 specials?” Are there community festivals that revolve around alcohol use?
<u>Mandatory warning signs and labels</u> : Signs posted that state it is illegal for minors to be in alcohol establishments, servers will not sale to those appearing intoxicated, or stating health consequences associated with consuming alcohol.
<u>Restrictions on consumption in public places</u>
<u>Prevention of preemption of local control of alcohol regulation</u> : state government determines the extent to which local government can adopt policies and enact legislation. The more control the state has over alcohol policies, the less local government can adopt policies to meet their specific need.
<u>Minimum bar entry age</u>

Alcohol: Public Policies

Keg registration/tagging ordinances. These laws require that kegs of beer be tagged with an identification number and information be recorded about the purchaser. Sometimes a deposit is also required as an incentive to return the keg properly tagged. These laws make it easier to track the whereabouts of kegs and the individuals using them.

Compliance checks: Used to identify alcohol establishments that sell alcohol to underage youth and/or intoxicated patrons. Compulsory compliance checks for minimum purchase age and administrative penalties for violations.

Establishment of minimum age for sellers

Graduated driver's license laws: These laws require phases in the licensing process that limit beginner drivers' experiences. These can include limits on the number of passengers allowed in cars, curfews, and zero-tolerance policies on underage drinking.

Products that appeal to certain populations (i.e., alcopops, malt liquor)? Is beer provided in single cans with a high alcohol content?

Product placement: Is beer next to soda in the cooler of local convenience stores? Do "beer caves" make large amounts of cold beer available? Are products displayed where they can be stolen easily?

Bootlegging: What are the laws regarding an unauthorized alcohol vendor? Does this occur in your community?

Alcohol: Organizational Policies

Restrictions on alcohol advertisements (media)

Restrictions on alcohol use at work and work events (businesses)

Restrictions on sponsorship of special events (communities, stadiums)

Police walkthroughs at alcohol outlets

Undercover outlet compliance checks (law enforcement agencies)

Responsible beverage service policies (outlets)

Mandatory checks of age identification (businesses)

Server training (businesses)

Incentives for checking age identification (businesses)

Prohibition of alcohol on school grounds or at school events (schools)

Enforcement of school policies (schools) *Not Zero Tolerance

Prohibition of beer kegs on campus (colleges)

Establishment of enforcement priorities against adults who illegally provide alcohol to youth

Alcohol: Organizational Policies

Sobriety checkpoints (law enforcement agencies)

Media campaigns about enforcement efforts (media)

Identification of source of alcohol consumed prior to driving-while-intoxicated arrests (law enforcement agencies)

Bootlegging: Are bootlegging laws enforced?

COMMON INDICATORS ENVIRONMENTAL STRATEGIES ADDRESS CONTINUED...

Tobacco: Public Policies (could include e-cigs)

Excise taxes (local)

Tobacco sales licensing system

Prohibition of smoking in public places

Prevention of preemption of local control of tobacco sales

Restrictions on advertising and promotion

Ban on vending machines

Compulsory compliance checks for minimum purchase age and administrative penalties for violations

Minimum age sales of age 18

Warning labels

Mandatory seller training

Ban on self - service sales (all tobacco behind the counter)

Minimum age for sellers

Penalty for underage use

*Media campaigns about enforcement efforts (media)

Do specific products appeal to certain populations (i.e., flavored e-cigs/cigarillos)?

COMMON INDICATORS ENVIRONMENTAL STRATEGIES ADDRESS CONTINUED...

Tobacco: Organizational Policies
Establishment of smoke-free settings (restaurants, workplaces, hospitals, stadiums, malls, day care facilities)
Counter advertising (media)
Restrictions on sponsorship of special events (communities, colleges, stadiums)
Prohibition of tobacco use on school grounds, in buses and at school events
Enforcement of school policies (schools)
Mandatory checks for age identification (businesses)
Seller training (businesses)
Incentives for checking age identification (businesses)
Undercover shopper or monitoring program (businesses)

Other Drug: Public Policies
Control of production and distribution
Zoning and building codes that discourage drug activity and penalties for property owners who fail to address known drug activity
Mandated school policies (*e.g., in school suspension, indicated prevention services: not zero tolerance)

Other Drugs: Organizational Policies
Employer policies (businesses)
Surveillance of high-risk public area (law enforcement agencies, neighborhood watch groups)
Enforcement of zoning and building codes (law enforcement agencies, building authorities)
Appropriate design and maintenance of parks, streets, and other public places (e.g., lighting, traffic flow) (city agencies, housing authorities)
Enforcement of school drug policies (schools; e.g., in school suspension, indicated prevention services: <u>not</u> zero tolerance)

CONSIDER DEMOGRAPHIC AND GEOGRAPHIC FEATURES WITHIN THE ENVIRONMENTAL CONTEXT ALSO (CADCA, PG. 13-14):

Demographic/ geographic feature	Sample Indicators
Lakes and rivers	Are youth allowed to use their parents' boats on the water with little or no supervision? Are boat patrols a regular part of enforcement activities?
Homes with large land areas	Are these areas ideal for underage drinking parties?
Homes with basements:	Can youth easily conceal a party from negligent adults?
Youth with working parents	Is supervision an issue?
Rural communities	Are the driving distances long and do they contribute to driving under the influence? Are open fields or wooded areas common gathering spots for youth?
Economically disadvantaged communities	Are abandoned buildings used for drug sales or use?
Major highways/ports	Does your city have a major highway or port that becomes part of the trafficking issue and increases the local supply of illegal drugs?

Source: Community Anti-Drug Coalitions of America. The Coalition Impact: Environmental Prevention Strategies Beyond the Basics: Topic-Specific Publications for Coalitions and Aromaa, S., Guckenbug, S., Rosenbloom, D., Edwards, E.. (2005)

*Inserted by Paula Feathers, not included in cited material

COMPONENT: Capacity Building

Environmental Strategies required knowledge, experience, and expertise in many areas that are often new to many or most people in coalitions. It is not ordinary for everyday citizens, or even professionals for the matter, to know the ins and outs of: laws, norms, enforcement. Here are the different ways capacity can be developed in a community:

- 🌸 Training that develops the skills required to plan and implement your specific environmental strategy/ies and other relevant skill sets that will move the coalition forward. For example knowledge of:
 - 🌸 how local, state and federal government processes operate;
 - 🌸 community policing efforts;
 - 🌸 alcohol and other drug-related community problems
- 🌸 Analyzing and developing effective, enforceable policies
- 🌸 Appropriate engagement and use of media
- 🌸 Town hall meetings
- 🌸 Networking opportunities
- 🌸 Support credentialing efforts of staff, coalition members, and volunteers. (e.g., Certified Prevention Specialist, Certified Event Planner)
- 🌸 Access and use of technical assistance
- 🌸 Institutionalize, support, and train inclusiveness of multiculturalism
- 🌸 Leadership and ensuring that all key process functions are maintained. (e.g., consensus-building, creating shared ownership, leveraging resources)
- 🌸 Knowledge of how local decisions are made and who makes them
- 🌸 Monitoring and realistically appraising the progress of the plan
- 🌸 Stay connected to others who can identify potential funding sources to address your community priority
- 🌸 Internet access to information (books, articles, videos) that provides knowledge about evidence based strategies for prevention
- 🌸 Evaluate efforts and ensure the coalition is comfortable with evaluation and monitoring and are an active part of the evaluation process
- 🌸 Fiscal system development, implementation, and monitoring.
- 🌸 Partner with other institutions (e.g., universities, businesses) that can assist you in developing needed technical capacities
- 🌸 Cultivate new leaders and champions among partners so that they can help expand and integrate prevention efforts into deeper community levels

COMPONENT: Data Driven, Outcome-based Plan

Community groups with a written strategy are more likely to report greater citizen involvement, more influence on public policy change, better access to treatment, and increased diversity of funding sources. (Aromaa, S., et al. , 2005)

DATA DRIVEN STRATEGIC PLAN

For this section of the webinar we are going to use the resource *Preventing Underage Drinking Using Getting To Outcomes™ with the SAMHSA Strategic Prevention Framework to Achieve Results* (Imm, P., et al., 2007) Environmental strategies require long term commitment. Having a clear strategic plan that identifies indicators you can monitor and measure in regular intervals will make the path to change more clear.

DEFINITION OF DESIRED OUTCOMES

SOURCE: GETTING TO OUTCOMES

When specifying your desired outcomes, consider how the target population should change as a result of your environmental strategies. Typically, desired outcomes are related to changes in:

- Knowledge: what people learn or know about a topic (e.g., knowledge of laws about hosting parties where alcohol is available to minors; effective ways for setting limits on adolescents). This is usually a **short term outcome**.
- Attitudes: how people feel toward a topic (e.g., attitudes of law enforcement officers toward enforcing underage drinking laws, merchants' attitudes toward selling alcohol to minors) This can be a **short or medium term outcome**.
- Skills: the development of skills to prevent underage drinking (e.g., ability to correctly "ID" any person; law enforcement's ability to effectively control and disperse an underage drinking party). This is usually a **short term outcome**.
- Behaviors: changes in behavior (e.g., reduced use of alcohol among high school youth increased frequency in "carding" those who attempt to buy alcohol). This can be a **medium or long term outcome**.



SUGGESTIONS FOR CHOOSING ENVIRONMENTAL STRATEGIES

(Imm, P., et al., pg. 33-34. Mostly from, but adapted)

1. Ensure the coalition accurately understands the current laws and ordinances already in place. For example: do they exist; how strong are they and how well are they enforced? This will help to inform which strategies are likely to be most necessary for your target area.
2. Monitor the political processes that are necessary for your potential environmental strategies. For example, if the state has no political will for a state wide alcohol tax, consider variables when deciding on your strategies. Perhaps a local option for a tax increase is possible. One reason to have diverse representation on the coalition is to keep abreast of specific conditions (e.g., political processes, potential barriers) that can impact the success.
3. Determine what factors are a major source of serious consequences. Data gathered and analyzed about the severity of these factors (causal, intervening variables, risk, etc.) in your community will help determine the specific goals, desired outcomes, and, ultimately, the choice of an environmental strategy. Be strategic when deciding on strategies. The depth of strategies are more important than width (number of strategies).
4. Do what is changeable within the timeframe and budget. Examine which factors may be the most easily modifiable and still will make a positive difference in the community. Community support and capacity to address these potential causes is important and is a necessary consideration. If law enforcement is a strong contributor to your coalition, consider choosing strategies that are law enforcement–oriented (compliance checks, sobriety checkpoints).
5. Ensure your factors are measurable. With your selected strategy, ensure the coalition is able to document outcomes and impacts based on that strategy. Data sources available can defiantly impact your strategy selection. For example, if law enforcement agencies will not readily provide their data on alcohol-related incidents, selecting a law enforcement–oriented strategy (compliance checks, sobriety checkpoints) may not be the best choice. Another consideration is the resources needed to show outcomes and impacts. Not having an evaluator or money for a community wide survey can limit what you measure.
6. Use environmental strategies that show the greatest likelihood for positive results. Research studies examining the effectiveness of environmental strategies are important to review. The factors that are the most linked to your priority vary from community to community. It will be important to do a thorough job in your assessment to get the most accurate picture of the priority in your community and use the data to develop the best plan for the community.
7. Identify factors that are not being addressed effectively with other initiatives (determined by the resources assessment). Identify similar efforts that are taking place in the community to determine if your proposed strategy would duplicate or enhance and complement those efforts.

EXAMPLES OF ENVIRONMENTAL POLICIES FOR ALCOHOL, TOBACCO AND ILLICIT DRUGS

Examples of environmental strategies for alcohol, tobacco and illicit drugs:	
Regulations/ Policy	<ul style="list-style-type: none">• Enforcement of regulations/policy (e.g., compliance checks, sobriety check points, saturation patrols, minimum age purchase laws)• Development of regulations/policy (e.g., working with schools to develop policies with positive impacts for students caught using)• Deterrence (states or communities establish parameters or standards for appropriate behavior then tie certain penalties or consequences to violating these standards.)• Restrictions on use (e.g., two drink maximum at sporting events/ restaurants)• State alcohol control systems• Bans on Alcohol sales• Alcoholic Beverage Commission present, functional, adequately staffed• Dram shop liability laws (alcohol establishments are liable for damage when they serve an obviously intoxicated person or minor)• Alcohol consumption restricted in public• Sale and service to intoxicated patrons prohibited• Local authority to regulate retail alcohol availability• Local option available• Lowering Blood alcohol content (BAC) to .05• Social host laws• Public consumption laws• Public intoxication prohibited• Sobriety check points• Retail alcohol license policy• Administrative license revocation• Credit card sales of alcohol prohibited• Place of last drink information collection and reporting

Examples of environmental strategies for alcohol, tobacco and illicit drugs:

Availability: Regulations/ Policy	<ul style="list-style-type: none"> • Retail <ul style="list-style-type: none"> • density (limit number of sales licenses within a defined geographical area) • days/hours of sales • proximity to schools or other safety zones, • high strength alcohol, alco-pops • Social <ul style="list-style-type: none"> • consequences for adults purchasing for youth • social host laws/enforcement • compliance checks (sales to minors and/or intox, shoulder taps) • party patrols • Controlled Party Dispersal • Designated drinking areas • Removal of cigarette vending machines • Limit number of sales • Only ticket holders allowed • Keg bans • Consolidation of sales • Marginalize sales location • Bootlegging • Restrictions on sale of precursor chemicals • Open container ordinances • Source investigation
Pricing	<ul style="list-style-type: none"> • Taxation: increasing prices • Reducing discount drink specials (e.g., happy hours, all you can drink, two for one, single unit sales [if so, know what is the most popular in your community]) • Whole sale price restrictions
Norms	<ul style="list-style-type: none"> • Changing misperceptions about substance use behaviors • Promote healthy behaviors as the norm (e.g., most adults drink responsibly, most adults use a designated driver) • Encouraging and normalizing drug/alcohol free celebrations (e.g., high school graduations, baptisms, births/funerals, festivals/fairs, sporting events) • Availability of spontaneous alcohol-free social and recreational options • Supporting positive behavior: Alcohol-free drinks provided

Examples of environmental strategies for alcohol, tobacco and illicit drugs:

Media messages	<ul style="list-style-type: none"> • Advertising Ordinance/Laws • Marketing consistent policies and procedures • Marketing checkpoint/consequences (e.g., TV/radio notices about DWI check points, number of people arrested) • Adds on radio • Billboards • Store fronts • Community events • Sporting events • Newspaper • TV commercials • Warning signs (e.g., minors not allowed in certain areas, providing to minors or intoxicated patrons) • Counter marketing campaigns for alcohol
Establishment Environment	<ul style="list-style-type: none"> • Nuisance abatement <ul style="list-style-type: none"> • exterior • interior • Land use ordinances enforced on blighted/ abandoned properties; physical design changes (increase lighting; plant shrubs, etc.) • Clean Air Laws
Enforcement	<ul style="list-style-type: none"> •Consistent enforcement of regulations and laws
Promotion	<ul style="list-style-type: none"> • Limit or eliminate industry sponsored community and sporting events • Limit or eliminate promotions such as merchandise giveaways—T-shirts, caps, and posters bearing brand names and logos; free product samples at group-sponsored events; entertainment by mascots such as the Budweiser Clydesdales or Bud Light Daredevils • Workplace initiatives

STRATEGIC PLANNING TEMPLATE

Priority:

Long Term Indicators:

.

Intervening Variable:

Medium Outcome Indicators to Monitor:

Indicator	2014	2015	2016	2017	2018	2019

Strategy:

Goals	Outcomes Questions	Outcomes Answers	Target Population (Who & how many?)
	What will change?		
	For whom?		
	By how much?		
	When will the change occur?		
	How will it be measured?		

Objective 1:

Component	Actions Taken	Anticipated Outputs (#)

PLANNING FOR EACH COMPONENT

COMPONENT 1: MEDIA AWARENESS				
KEY ACTIVITIES	DATES	RESPONSIBLE	RESOURCES NEEDED/ MATERIALS TO BE PROVIDED	LOCATION

COLLABORATION

Collaboration Partner	Role of Partner

STRATEGIC PLAN MONITORING

COMMUNITY CHANGE EVENT

Date (m/d/y) Was this the first time this event happened?	Description of Change: Describe the change in detail. Include: Why is it important? What happened as a result? Who was involved? What organizations were collaborators?	Linked to which outcome? Does this change link to a specific desired outcome of the initiative? Which one?	Cause of the change? How did your initiative help create this change?

COMMUNITY CHANGE SUMMARY

Month	# of changes = ____; Brief Description of Community Changes
June	# of changes = ____;
July	# of changes = ____;
August	# of changes = ____;
September	# of changes = ____;
October	# of changes = ____;
November	# of changes = ____;
December	# of changes = ____;
January	# of changes = ____;
February	# of changes = ____;
March	# of changes = ____;
April	# of changes = ____;
May	# of changes = ____;

STRATEGIC PLANNING EXAMPLE: SOCIAL HOST

Priority: Binge drinking among high school students

Long Term Indicators:

- Percentage of students who ever had a drink of alcohol, other than a few sips (6-8 grade)
- Percentage of students who had at least one drink of alcohol on one or more of the past 30 days (high school)
- Percentage of students who had five or more drinks of alcohol in a row, that is, within a couple of hours, on one or more of the past 30 days (high school)
- During the past 30 days, what is the largest number of alcoholic drinks you had in a row, that is, within a couple of hours? (high school)

Intervening Variable: Social Access

Medium Outcome Indicators to Monitor:

Indicator	2014	2015	2016	2017	2018	2019
YRBS % high school students that report someone gave it to them	n/a	55%	n/a	57%	n/a	
*CYS: % middle school students reporting house parties	20%	19%	22%	20%		
CYS: % high school students reporting house parties	78%	77%	79%	77%		
**ACS: Attitudes toward social host liability laws	–	–	–	TBD		
ACS: Awareness of social host liability laws	–	–	–			
ACS: Support for social host liability laws	–	–	–			
Guardian Police: Place of last drink on a DUI arrest form	–	–	–	–		
Guardian Police: # of adults arrested for violating social hosting liability laws	–	–	–	–		

*CYS=Community Youth Survey (Local Instrument)

**ACS=Adult Community Survey (Local Instrument)

Strategy: Social Host Law (Partial Examples)

Goals	Outcomes Questions	Outcomes Answers	Target Population (Who & how many?)
To reduce the use of alcohol by Guardian High School students through the reduction of social access	What will change?	Adults will not provide alcohol to people under 21 in their homes	adults in our community
	For whom?	Adults in the community	
	By how much?	10% decrease	
	When will the change occur?	1 year after social host ordinance is approved	
	How will it be measured?	YRBS and CYS surveys	

Objective 1: Guardian youth who self report that adults provide them alcohol in their homes on the YRBS and CYS will be reduced to 67% by June 30, 2020.

Component	Actions Taken	Anticipated Outputs (#)
Component 1: Capacity Development	Social Host Coalition Training	10 members
	Social Host Policy Brief	1
	Draft law	1
Component 2: Media Awareness	One-on-one meetings	
	Present to existing groups about the problems of easy access for high school students and share problems that have happened as a result	
	Create FaceBook page aimed at adults	
	Town hall meetings about passing a social host liability law	
	Press releases issued	
	Letters to the editor written	
	PSAs aired on 3 local radio stations	
	Advertisements placed	
	Materials distributed	
	Press conferences held	
Number of media personnel contacted		

PLANNING FOR EACH COMPONENT

COMPONENT 2: MEDIA AWARENESS				
KEY ACTIVITIES	DATES	RESPONSIBLE	RESOURCES NEEDED/ MATERIALS TO BE PROVIDED	LOCATION
Gather and update media contact lists.				
Contact community groups to present to				
Identify community leaders to meet with				
Create FaceBook page				
Update Facebook page every week				
Select dates and places for any news conferences planned: 1. Have one describing the data collected about alcohol-related problems especially those relating to adults providing alcohol to minors. 2. Have a second news conference if social host liability laws are changed or better enforced.				
Contact and meet with those responsible for establishing, maintaining, and enforcing social host liability laws including a. The state office which regulates alcohol sales licenses b. Police department c. Planning department d. Elected officials e. Parents and merchant groups f. Alcohol policy organizations g. Organizations influenced by alcohol availability, such as neighborhood organizations				

COLLABORATION

Collaboration Partner	Role of Partner
Local MADD chapter	Provide Social Host Law training to coalition
Guardian High School	Facilities for community meetings

STRATEGIC PLAN MONITORING

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November	# of changes = ____;
December	# of changes = ____;
January	# of changes = ____;
February	# of changes = ____;
March	# of changes = ____;
April	# of changes = ____;
May	# of changes = ____;

SOCIAL HOST LIABILITY LAWS

SUMMARY

The proposed ordinance holds adults responsible for underage drinking at parties on their property or on premises under their control. This ordinance applies to parties at hotels and motels, as well as at private homes, in meeting rooms or other rented facilities.

This ordinance is based on a Farmington Hills, MI Ordinance §80.455.

SECTION 1. Definitions

“Adult” - A person 18 years of age or older.

“Alcoholic Beverage” - Any beverage containing more than one-half of one percent alcohol by volume.

“Residence or Premises”- A hotel or motel room, home, yard, apartment, condominium, or other dwelling unit, or a hall, meeting room or other place of assembly, whether occupied on a temporary or permanent basis, whether occupied as a dwelling or specifically for social functions, and whether owned, leased, rented or used with or without compensation.

“Open House Assembly” - A social gathering of three (3) or more persons at a residence, other than the owner or those with rights of possession or their immediate family members.

“Control” - Any form of regulation or dominion including a possessory right.

SECTION 2. Prohibition

1. No adult having control of any residence or premises shall allow an open house assembly to take place or continue at this residence or premises if:

a. at the open house assembly any person under the age of twenty-one (21) years possesses or consumes any alcoholic beverage, in violation of Minnesota Statute section 340A.503,

b. the adult knows or reasonably should know that a person under the age of twenty-one (21) years will or does possess or consume any alcoholic beverage at the open house assembly, in violation of Minnesota Statute section 340A.503, and

2. the adult fails to take reasonable steps to prevent the possession or consumption of the alcoholic beverage by such persons under the age of twenty-one (21) years in violation of Minnesota Statute section 340A.503.

SECTION 3. Presence of Adult

Whenever an adult having control of a residence or premises is present in that residence or premises at the time of the violation of Section 2, it shall be prima facie evidence that such person knew of this violation.

SECTION 4. Protected Activities.

The provisions of this section shall not apply to legally protected religious observances.

SECTION 5. Repealer.

All ordinances or parts of ordinances are repealed only to the extent necessary to give this ordinance full force and effect.

SECTION 6. Penalties.

The penalties for violation of this section shall be as follows:

1. For the first violation, a fine not exceeding fifty dollars (\$50).
2. For subsequent violations a fine not less than one hundred dollars (\$100) and not exceeding seven hundred dollars (\$700).

This ordinance shall take effect immediately.

Overview of Evidence-Based Environmental Strategies from *Getting to Outcomes*

Strategy	Description	
Responsible Beverage Service (RBS)	Responsible Beverage Service (RBS) is one type of merchant education program that can help generate public and business support for enforcement of laws to prevent sales to minors. As with all environmental strategies, RBS should be conducted as part of a larger comprehensive plan to reduce alcohol related problems. RBS programs target both on-sale and off-sale alcohol retailers and are designed to reduce sales to minors and intoxicated adults.	
	Required Components 1. Media advocacy to promote policy change 2. Manager training 3. Server/seller training	Examples of Short and Medium Outcome Indicators to Monitor <ul style="list-style-type: none"> • The presence of an in-store (or off-premise) policy consistent with RBS. • Signage posted about the store’s policies. • Improved law enforcement activities to target businesses that sell to minors or intoxicated patrons. • Reduced rates of DUI in the targeted area (e.g., neighborhood). • Retailer violation rates. • Awareness of impaired driving and zero tolerance laws. • Improved merchants’ skills about how to check for proper identification. • “Place of last drink” on a DUI arrest form. • Knowledge of basic laws and regulations that govern the sale of alcohol.
Alcohol Compliance Checks	Compliance checks are thought to be most effective when they are frequent, well-publicized, well-designed, solicit community support, and involve penalties to the licensed establishment, rather than just the server. Applying penalties to the licensed holder will stimulate managerial changes to support a working culture and environment that abides by alcohol sales laws. By decreasing alcohol availability, compliance checks are believed to also reduce alcohol-related problems and crime among youth.	
	Required Components 1. Compliance Checks 2. Media Awareness & Advocacy	Examples of Short and Medium Outcome Indicators to Monitor <ul style="list-style-type: none"> • Rates of youth DUI arrests and convictions • Place where alcohol was last bought on a DUI arrest form • Degree of support from merchants

Strategy	Description	
Happy Hour Restrictions	<p>Research shows that as the price of alcohol decreases, alcohol consumption, intoxication, and drinking/driving increases (Chaloupka, et al., 2002), especially among minors (Grossman, et al., 1998; Chaloupka, et al., 2002). Promotions such as happy hours, drinking contests, and “all you can drink” specials encourage over-consumption by reducing prices.</p>	
	<p>Required Components</p> <p>1. Media Awareness & Advocacy</p>	<p>Examples of Short and Medium Outcome Indicators to Monitor</p> <ul style="list-style-type: none"> • Attitudes toward happy hour restrictions • Awareness of happy hour restrictions • Awareness of impaired driving and zero tolerance laws
Controls on Alcohol Outlet Location and Density	<p>Areas with higher alcohol outlet density have higher levels of heavy drinking and alcohol-related problems, including violence, crime, alcohol-involved traffic crashes, and injuries. More than any other environmental factor, alcohol outlet density appears to be connected to location-specific violent crime. Thus, reducing the density of alcohol outlets should result in less drinking-related problems.</p>	
	<p>Components</p> <p>1. Media Advocacy and awareness around:</p> <ul style="list-style-type: none"> • Geographic buffer zones • # of alcohol outlets • distance between alcohol outlets • promote conditional use permit • Protest issuance of alcohol licenses 	<p>Examples of Short and Medium Outcome Indicators to Monitor</p> <ul style="list-style-type: none"> • Decreased # of alcohol outlets in a given area. • Increased distance between each alcohol outlet and between an alcohol outlet and a youth-related facility or area. • Decreased # of new alcohol licenses issued. • Reductions in number of alcohol-related crimes and other problems (e.g., alcohol-related crashes) in targeted area. • Decreased number of calls to law enforcement complaining of incidents related to specific alcohol outlets or near alcohol outlets.

Strategy	Description	
Sobriety/ Traffic Safety Checkpoints	<p>Approximately 13 states in the United States do not conduct these checkpoints due to the prohibition of them or other policy issues. While the effects of sobriety/traffic safety checkpoints specifically for youth are largely unknown, the effects appear to be powerful at a community-wide level.</p>	
	<p>Components</p> <ol style="list-style-type: none"> Sobriety Traffic Safety Check Points Media Advocacy and awareness 	<p>Examples of Short and Medium Outcome Indicators to Monitor</p> <ul style="list-style-type: none"> Rates of motorists detained for field sobriety testing Rates of traffic stops and traffic safety checkpoints Rates of DUI arrests and convictions Number and types of arrests Changes in number of impaired driving arrests Average time delay for motorists at checkpoints Degree of support from motorists for the checkpoints Perceived likelihood of being caught driving with an illegal level of blood alcohol concentration Awareness of impaired driving laws
Graduated Drivers' Licensing Laws	<p>One evaluation of six states showed at least some crash reduction among teen drivers following graduated licensing implementation.</p>	
	<p>Components</p> <ol style="list-style-type: none"> Media Advocacy and awareness 	<p>Examples of Short and Medium Outcome Indicators to Monitor</p> <ul style="list-style-type: none"> Rates of compliance and/or noncompliance with the graduated licensing law Self-report of violations of the various aspects of the current graduated license law (e.g., how many times in the last month did you drive without an adult after 9 p.m.?) Attitudes towards graduated license laws Awareness of the restrictions imposed by the current graduated license laws Level of enforcement of graduated licensing laws

Strategy	Description	
Keg Registration	<p>Beer kegs are a popular source of alcohol at teen parties. Kegs provide a cheap, convenient source of alcohol for youth and are often purchased by friends or relatives over 21. Keg registration policies are viewed as most effective when they are part of a comprehensive plan that includes a myriad of environmental strategies. Two examples of keg registration: 1. ordinance requires permanent marking on each keg that identifies where and when it was purchased; 2. requires keg delivery requests be made in person at the store. The buyer must show two forms of ID at the store and be present at the delivery address to sign a receipt upon delivery. Records of all keg purchases are required to be kept by the stores for two years.</p>	
	Components 1. Media Advocacy and awareness	Examples of Short and Medium Outcome Indicators to Monitor <ul style="list-style-type: none"> • Rates of adults arrested for serving alcohol to youth via kegs of beer • Rates of alcohol-related crimes and other problems (e.g., youth alcohol-related crashes) in the targeted area • Attitudes toward keg registration laws • Awareness of keg registration laws • Merchant support for keg registration laws • Place of last drink on a DUI arrest form
Restricting Sales of Alcohol at Public Events	<p>Alcohol restrictions at community events include policies that control the availability and use of alcohol at public events, such as concerts, street fairs, and sporting games. Restrictions can be voluntarily or mandated by local legislation. There is some evidence to show that these restrictions may reduce alcohol-related problems, such as traffic crashes, vandalism, fighting, and other public disturbances. One example at a college addressing football games included: in collaboration with campus police, a committee banned alcohol advertising and sponsorships, mandated that tailgating tents hire bartenders who were trained, required liability insurance for tent owners, banned the display or consumption of alcohol on parade floats, and used the local media to publicize, and the police to strongly enforce all of the above policies. The results indicated reduced availability of alcohol, elimination of beer kegs, more food and non-alcoholic drinks, greater presence of bartenders, and fewer complaints from the surrounding neighborhoods. This strategy has also been shown to reduce alcohol related fatalities.</p>	
	Components 1. Media Advocacy and awareness	Examples of Short and Medium Outcome Indicators to Monitor <ul style="list-style-type: none"> • Rates of complaints from neighborhoods about the public event. • # of event-specific law enforcement actions. This could include verbal warnings for alcohol violations, ejections from sporting events, disorderly conduct and other alcohol-related arrests (e.g., assault, etc). • Enforcement of DUI laws.

Strategy	Description	
Increasing Taxes on the Sale of Alcohol	Like many products, the overall price of alcohol affects how much people will consume, which in turn, affects the level of alcohol-related problems. The primary way to make alcohol more expensive, and therefore discourage consumption, is through increasing taxes on the sales of alcohol. Although somewhat simplified, the more alcohol costs, the less people will drink, thereby reducing alcohol-related problems.	
	Components 1. Media Advocacy and awareness	Examples of Short and Medium Outcome Indicators to Monitor <ul style="list-style-type: none"> • Actual price of alcohol • Rates of DUI arrests and convictions • Number and types of arrests for alcohol-related violations • Attitudes towards increased taxes on alcohol • Awareness of increased taxes on alcohol

CADCA ADVICE ABOUT ENVIRONMENTAL STRATEGY IMPLEMENTATION

- Focus on local policies first. You do not have to change state laws or create ordinances to make environmental changes.
- Businesses also have the power to change policies.
- Monitor enforcement of policy. Once a policy change is made, the work is not over because having a policy in writing, does not guarantee enforcement! Your coalition may have to take responsibility for such surveillance to guarantee compliance. Law enforcement in communities often is stretched very thin and they appreciate assistance.
- Take advantage of windows of opportunity for change. It often is difficult to mobilize people around a particular issue unless a significant event is involved. These events can be great levers for changing community norms and attitudes and to get people on board with your coalition's proposed strategies.
- Document it. Take pictures and share them with your community through Web-based or social media platforms.
- Make it easy for partners to get on board.
- Offer support to partners. Business people will be more willing to agree to your terms if it does not seem like an extra burden for them.
- Do your homework. Coalitions that are planning to implement environmental strategies must do a considerable amount of investigation to learn what formal and informal policies exist that influence environmental factors. For example, not knowing local ordinances related to alcohol and tobacco will hinder progress. Coalitions should learn about state and local laws related to the sale of alcohol and tobacco products. In other words, coalitions must do their homework. It becomes the coalition's job to know everything that might be helpful. Examples of homework for coalitions:
 - Locate and read your state's alcohol/tobacco laws
 - Locate and read local alcohol/tobacco ordinances/policies
 - Understand the process for obtaining an alcohol/tobacco retail license
 - Understand the process for enforcement of alcohol/tobacco retail licenses
 - Understand the process for creating and modifying local land use regulations, i.e., zoning
 - Learn about local law enforcement agencies and their roles within your community (i.e., jurisdictions, current efforts)
 - Learn about the roles and responsibilities of judicial officers (i.e., magistrates, judges) in your community
 - Learn the political process in your community (i.e., election cycles, who is currently serving and their agendas, etc.)
 - Conduct a local/state policy analysis (what already exists)
 - Conduct a power analysis in your community (who has the power to change policy)
 - Determine what other local agencies are doing to address the problem your coalition is concerned about

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