Applying Environmental Strategies to Affect Sustainable Community Change

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Shayla Bennett, MPA
CITF Coach

DBHDD

GASPS
Georgia Strategic Prevention System
WWW.GA-SPS.ORG

Georgia State University

1785
The University of Georgia

Today's Training

Share with a peer…

Two things you already know about environmental strategies.

One thing you would like to know more about environmental strategies.

Today's expectations

Today's Learning Objectives

At the end of this workshop, participants will be able to:

- Discuss the role environmental strategies (ES) play in substance abuse prevention
- List at least two ES and the risk factors each address
- Discuss the best practices for proper selection and implementation of ES
- List the 5 critical conditions that need to change for environmental change to occur
- Discuss the role that needs assessment data plays in directing the selection of the most effective
- Become familiar with the underage drinking causal model from the Pacific Institute of Research and Evaluation that demonstrates a researched approach to using comprehensive selection of strategies

Today's Agenda

- Introduction and workshop objectives
- Why are environmental approaches to prevention effective?
- Identifying and selecting environmental Strategies: the role data plays.
- Moving the process forward
- Closing and Evaluation

Why An Environmental Approach to Prevention?

Setting the Foundation

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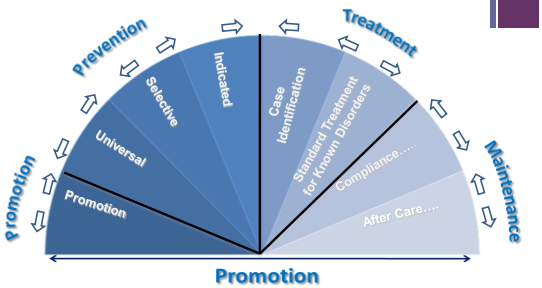
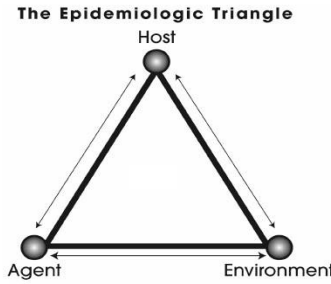
The Institute of Medicine (IOM) Continuum



Source: Committee on Prevention of Mental Disorders and Substance Abuse Among Children, Youth, and Young Adults, 2009

The Epi Triangle



Center for Substance Abuse Prevention's Six Core Strategies

1. Information Dissemination
2. Education
3. **Environmental Strategies**
4. Community Process
5. Alternatives
6. Problem Identification and Referral

Logic Model

- Prevention requires a shift from "select an intervention" to a "prevention by design" approach focused on population-level change

Substance Abuse and Related Consequences ⟷ Intervening Variables, Risk and Protective Factors ⟷ Scientific Knowledge About Prevention Strategies

SELECT SOURCES: SAMHSA/CSAP, SPF Grants, 2004 - ; Green & Kreuter, 1999

The SPF Process

Assessment
Profile population needs, resources, and readiness to address needs and gaps

Capacity
Mobilize and/or build capacity to address needs

Planning
Develop a Comprehensive Strategic Plan

Implementation
Implement evidence-based prevention programs and activities

Evaluation
Monitor, evaluate, sustain, and improve or replace those that fail

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What Are Environmental Strategies?

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Environmental Strategies

Prevention efforts aimed at changing or influencing:

- Community conditions,
- Norms and standards,
- Institutions,
- Structures,
- Systems, and
- Policies that contribute to substance use and consequences.

Environmental Strategies (cont'd.)

- Environmental strategies involve longer-term, potentially permanent changes that have a broader reach (e.g., policies and laws that affect all members of society).

Effective prevention efforts will use both environmental and individual substance abuse prevention strategies.

Environmental Strategies All Around Us

Environmental Strategies Do Not Have To Be Complex

Effect is on a population

Environmental Strategies All Around Us

What Are Some of Your Favorites?

Activity: *What Are Some of Your Favorites?*

1. Get into groups of three

2. In your small group, choose your group's two favorite environmental strategies. (They do not have to be substance abuse prevention - related strategies)

3. Be prepared to talk about:
- Why you consider each one of them as an environmental strategy.
- Why do you believe each one of them have been effective.

What Change Is To Occur and Where?

ATTRIBUTE:
A characteristic of an individual person.

CONDITION:
A characteristic of an environment.

What Are We Looking to Change?

Attributes

- Personality
- Skills
- Values
- Knowledge
- Attitudes
- Feelings

What Are We Looking to Change?

Cultural practices

Conditions

Opportunities

Prices

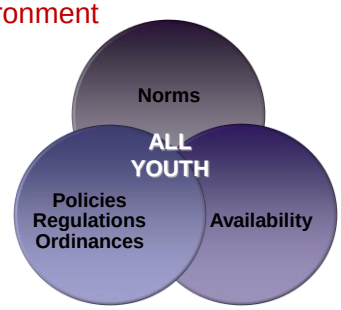
Laws and Policies

Norms

Environmental Strategies: Potential Effect

- **Changing economic conditions**
  - How much things cost; how available things are
- **Changing social conditions**
  - What people think; how people live
- **Changing media conditions**
  - What people read, watch, hear, and see
- **Changing political conditions**
  - Who has power; who has influence

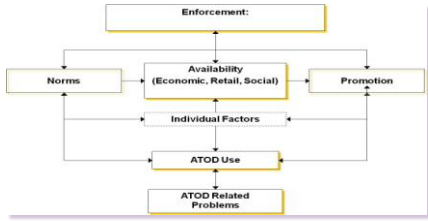
Strategies Targeting the Shared Environment



Source: New Mexico SPF SIG, Environmental Approaches to Substance Abuse Prevention. A Compendium of Model Programs and Best Practices for Use in Designing Prevention Programs in Communities

Environmental Strategies Points of Intervention

✓ A complex system of factors produces substance use and related problems.

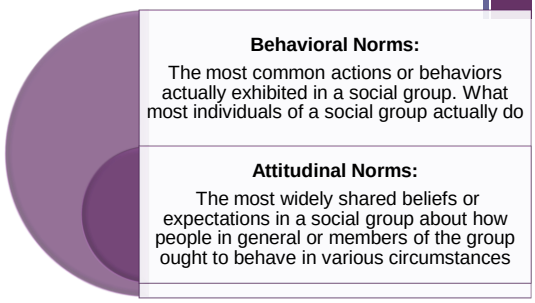


SELECT SOURCES: Birckmayer et al., 2004; IOM, 2004

Norms

- Basic orientations concerning the "rightness or wrongness," acceptability or unacceptability, and/or deviance of specific behaviors for a specific group of individuals.

Social Norms



Source: National Social Norms Institute, University of Virginia

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Availability

- Can be defined in terms of how much time, energy, and money must be expended to obtain a product (alcohol, marijuana, cigarettes). The more resources required, the lower the availability.

Regulations

- Formalized laws, rules, and policies that serve to control availability and codify norms and that specify sanctions for violations.
- May be instituted by governments, public agencies (e.g., police departments, school systems), or private organizations (include in talking points)

Policies

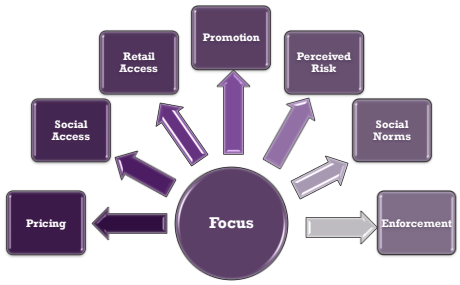
Policies codify norms and practices, thereby providing the authority to make sure norms and practices are followed.

- Public
- Local
- Institutional

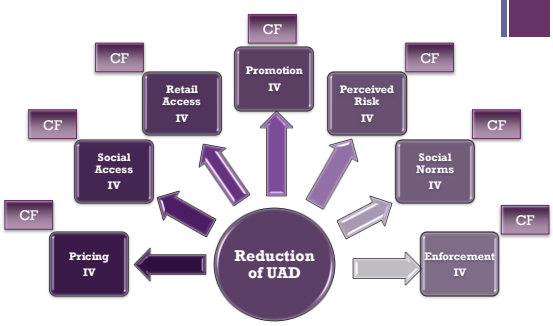
Categories of Environmental Strategies

(Klitzner, 1998)

Environmental Strategies



IVs and CFs



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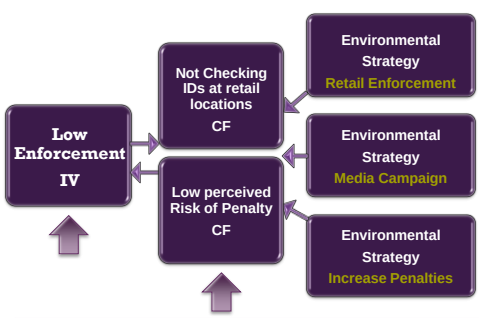


Underage Drinking Causal Model

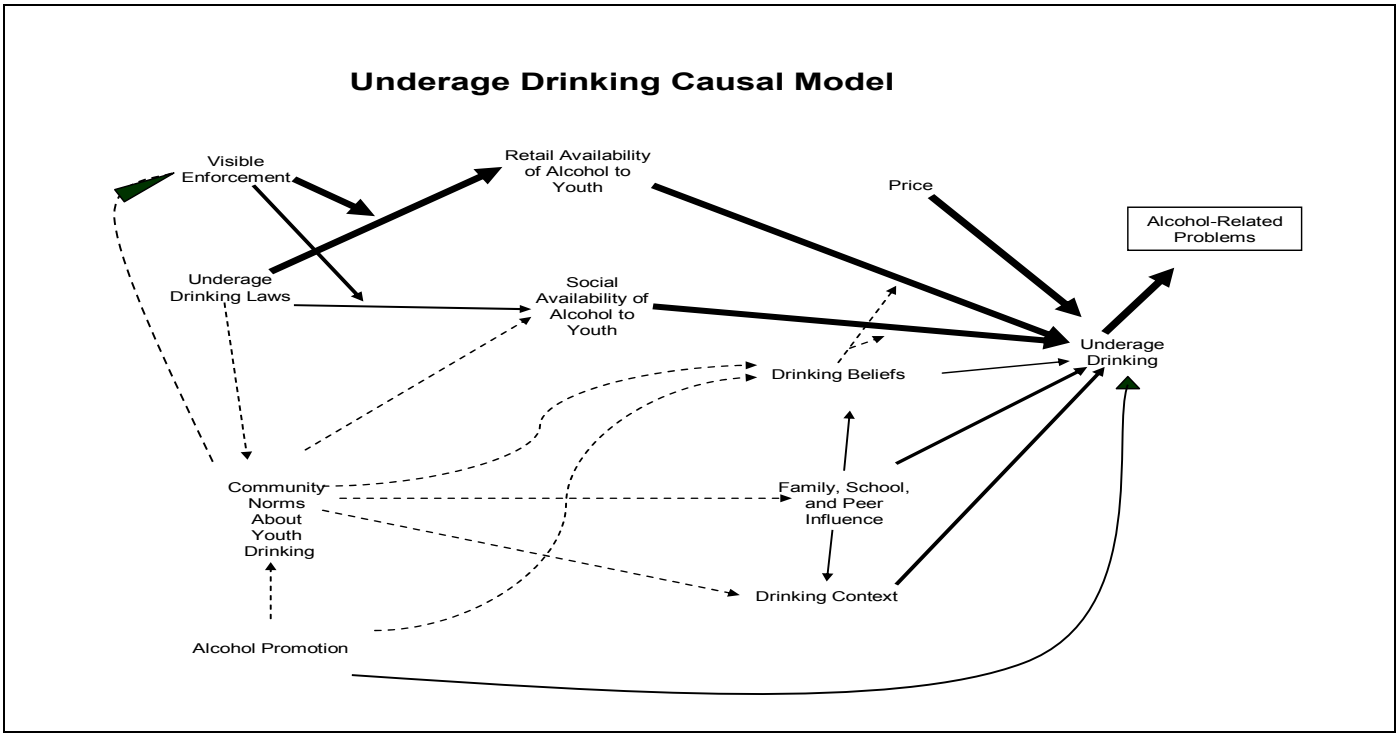


Figure 1-- Legend: Strength of (a) Evidence of relationship to underage drinking and (b) Evidence of Population-Level Effect on Underage Drinking, Alcohol-related Problems or Other Key Intermediate Variables Resulting from Prevention Interventions

Strong evidence of relationship and **strong evidence (i.e., 3 or more studies) of population level prevention effects** and/or **strong effect on other intermediate variables which have population level prevention effects.**

Strong evidence of relationship and ***moderate evidence* (i.e., 1-2 studies) of population level prevention effects** or ***moderate evidence* of effect on key intermediate variables which have population level effects**

Strong evidence of relationship but *only limited* or *no evidence of population level prevention effects* but *some evidence of target group effects.*

Theoretical, but *no empirical evidence of relationship* and therefore *no evidence of population level or target group prevention effects.*

Source: Birckmayer, J. D., Boothroyd, R. I., Fisher, D.A., Grube J. W., & Holder, H. D. (2008). Prevention of Underage Drinking: *Logic Model Documentation.* Calverton: Pacific Institute of Research and Evaluation

The Individualized and Shared Environments

Prevention professionals have become increasingly aware of the importance of using evidence-based strategies to affect change in their communities. Traditionally, these strategies involve looking at the risk and protective factors that influence the individual and impart and reinforce the knowledge and skills that will help youth make healthy drug free choices. As effective as these efforts are, often they are limited in scope.

In contrast, environmental strategies focus on changing conditions in the physical, social and cultural environment of an entire community to create a setting that discourages substance abuse. In his article "Integrating Environmental Change Theory in Prevention Theory", Michael Klitzner, Ph.D., one of the leading experts on environmental prevention approaches, contrasts the individualized and the shared environment.

Strategies Targeting Individual Environments

Socialize, Instruct, Guide, Counsel

Target for change: Individual youth

Strategies Targeting the Social Environment

Support, Thwart

Target for change: Social, political, economic and physical environment

Klitzner explains that "change agents in individualized environments may include families, schools, the faith community, and health care providers. Generally, strategies at this level seek to socialize, instruct, guide, and

counsel children in ways that increase their resistance to health risks."

These strategies provide information, skills training, and opportunities for personal development through a variety of programs, including school based curricula, mentoring, and peer education and counseling. Klitzner describes the "world in which children face and cope with health threats in the shared environment ... a neighborhood, town, city, State, or the Nation as a whole. Properly designed and managed, the shared environment can support healthy behavior and thwart risky behavior for all children, regardless of how well prepared they may be by their individualized environment." This perspective takes into account that individuals are influenced by a complex set of factors, such as the rules and regulations of social institutions to which they belong, the norms of the communities in which they live, the mass media messages to which they are exposed and the accessibility of alcohol, tobacco and illicit drugs.

Sources: New Mexico SPF SIG, *Environmental Approaches to Substance Abuse Prevention: A Compendium of Model Programs and Best practices for Use in Designing Prevention Programs in Communities, page 4. Center for the Application of Prevention Technologies.*

Discussion

Comment on the following thought: *"Properly designed and managed, the shared environment can support healthy behavior and thwart risky behavior for all children, regardless of how well prepared they may be by their individualized environment".*

Questions to guide and prompt the discussion:

1. How ready do you think your communities and key stakeholders are to embrace Klitzner's statement regarding the powerful role the shared environment plays?

2. What challenges have you faced or might face when introducing an environmental approach to prevention in communities, and to key stakeholders? What push backs/fall outs?

3. How might key stakeholder change or have to change or refocus?

4. How might needed resources change when environmental approach is introduced?

5. What are possible push backs / fall outs from making this change?

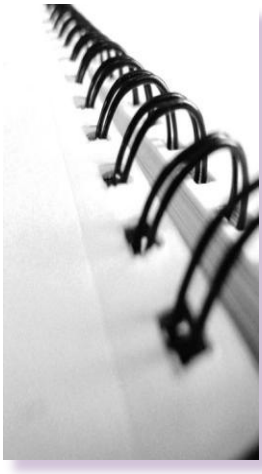
6. How can communities work to mitigate or overcome these challenges?

7. What type of assistance do you anticipate communities will need to make this change?

8. Things we should begin to take into consideration when building the case for environmental prevention. How can you increase readiness for environmental prevention? What message you would craft for each key stakeholder sector?

Activity

Case Study



Review Handout # 7: *Case Study*

ES CASE STUDY:
Appendix: B

City C is an affluent upper-middle class suburb nestled close to the coast of a Mid-Atlantic State, less than hours from DC. Its residents enjoy sprawling beaches, a beautiful town center with small but quaint shops, several parks mainly used for jogging. In addition there is an amusement center, and an award-winning, highly professional public safety works department (police and fire). City C boasts one of the nation's top public high schools, which has been awarded the coveted State's Distinguished School designation for the last three years. City C's Mayor has also been quoted as saying, "City C prides itself in its great diversity—we have top doctors, lawyers, engineers, CEOs from all walks of life."

However, all is not perfect in City C. For the past two years City C, like most of the country, has been hit hard by the recession and may be even forced to close the city run golf courses and cut its Wine at The Beach Thursdays Program, a program designed to help the city's hard working professionals unwind. (Wine at The Beach is <u>not</u> evidence based, and has been proven to increase alcohol abuse).

City C is famous for its tolerance toward alcohol use among its youth populations. High school administrators have a regular saying when asked about alcohol use by high school students: "it's better to drink a little then use drugs, right?" This attitude is especially pervasive during City C's annual City Beach Days—a weeklong event that attracts visitors from around the county, and around the world, to indulge in a city-sanctioned four day party. City Days started out as a one day family-oriented beach neighborhood celebration, but now with the support of alcohol distributors, has grown into a four-day citywide event attracting thousands of youth and young adults around the world. The City Days event has even been featured in youth magazines like *Teen Vogue*, *Cosmo Girl*, and *Seventeen*.

City Days brings in millions of dollars in alcohol tax revenue and attracts "youth-oriented businesses" like Big Box Electronics, Rock N Roll Video Games, and International Shipping, Inc. With the recession on the minds of the City Council, City C is wary about using city funds to pay for the clean up, the increasing police presence and the emergency hospital admissions that have been steadily rising, stemming from alcohol related injuries. The party itself has been sponsored by major alcohol distributors, who donate beer, liquor, DJs and speakers, and pay for a modest private security force. These donations help to keep the per-drink price to a minimum, generally one quarter the price of the drink's normal cost. The City Days planning committee and the Mayor maintain that the City Days event "more then breaks even." In fact, last year's event brought in twenty nine million dollars in revenue for the city, through tax, fees, and permits. The Mayor also proudly states that, for the previous five years, three hundred thousand dollars of the revenue from City Days has been earmarked to implement the Drink Milk not Beer Program, an intervention program for young adults aged 18 - 25 that have been diagnosed with alcohol dependency. This program is in collaboration with City C's dairy farmers and the organizers of City Days.

As City Days has gotten larger, both in terms of visitors and the hundreds of thousands of dollars invested in keg, cocktail and dance parties, so have the amount of problems associated with the weeklong event. An alcohol, tobacco, and other drugs needs assessment was conducted last year by the **Coalition for the Reduction of Underage Drinking (CRUD)**. This comprehensive report on priority areas for City C revealed marginal increases in underage alcohol possession arrests for eighteen to twenty year old event participants over a four year period. According to the report there was a six-fold increase in emergency room admissions due to alcohol related fights and accidents.

The lead author of the needs assessment report, Nancy Caldwell, said, "The event is even showing up in our City C Youth Health Survey." The City C's Youth Health Survey is conducted yearly at all middle and high schools in City C to better assess the rate of use and abuse of ATOD in City C schools. Caldwell is an epidemiologist with ten years of experience who volunteers on the data gathering subcommittee of the coalition. She has stated that even though the schools have refused to give CRUD official transcripts for the last five years of the report, there has been talk of more than twenty instances of high school youth reporting that they had their first drink at City Days.

Moreover, police records indicate that a group of three underage women were found unconscious on the beach at last year's event, and had to be rushed to the hospital on suspicion of alcohol poisoning. A few years before that, a man fell to his death from a platform that was supposed to be safe for public use. He was later found to have a .10 BAC.

As a result of these tragedies and the findings of the needs assessment, a small, but determined community protest against City Days has been forming. The protest is led by members of the public health department, teachers, concerned parents and CRUD. They take pictures of partygoers during the most extreme behavior—vomiting and urinating in the street, partial nudity, and even defacing public property. They plan to present their case at City Council, arguing that the event permit for City Days should be revoked on the grounds that it is dangerous and possibly illegal. The City Days planners and the mayor recently implemented a new responsible drinking ordinance for the City Days event that requires all City Days event guests to demonstrate "responsible and prudent behavior at all times."

ACTIVITY: Small group analysis of the case study and development of proposed environmental strategies to address the problems and consequences identified.

In your small group you will play the role of the committed and concerned members of CRUD. As a group you will explore the potential use of environmental strategies in an effort to stem and reduce the consequences of alcohol use at this event.

The objective is to IDENTIFY at least one Environmental Strategy to **achieve change in two of the four conditions** that affect community use of alcohol.

PROCESS:

1. Individually or as group review the case study provided.
2. As a group, discuss the guiding questions below:

A. What are some of the consequences /costs of substance use/abuse in this community?

B. What is the use that is driving these consequences?

C. What might be causing the use that is causing these consequences? (i.e. cultural norm)

D. Briefly describe the context (economic, social, political, media, and policy) of use at the City Days event.

STOP HERE LETS CHECK IN!

- What is one **social condition** that could be changed to positively impact the costs and consequences of the substance use/abuse in this community?

- What is one **economic condition** that could be changed to positively impact the costs and consequences of the substance use/abuse in this community?

- What is one **media condition** that could be changed to positively impact the costs and consequences of the substance use/abuse in this community?

- What is one **political condition** that could be changed to positively impact the costs and consequences of the substance use/abuse in this community?

- What is one **policy condition** that could be changed to positively impact the cost and or consequences of the substance use/abuse in this community?

- Which of the five conditions would the key stakeholders in the community be most likely to support change? Why? Explain.

- What are some potential challenges about implementing your ES?

BONUS QUESTION:

- Describe your plan here. Be as specific as you can about the costs and consequences of substance use/abuse, and how your environmental strategy plan will enact change in two of the four conditions.

- How will you get key stakeholders ("champions") to use their influence to enact change?

- What challenges exist to implementing your environmental strategy, and how will they be overcome?

Where Do We Start?

Our first question… what is our data telling us?

Look at your community data…

What is the data saying about:

•The substance abuse problem(s),
• Related consequences?
•What is causing these problems?

Moving the Process Forward

Coalitions link and CPAW Primary Vehicles for Implementing Environmental Strategies

Why Coalitions / CPAW

- Community-based problems require community-based solutions
- One agency/organization is not responsible for the problem or the solution
- There is strength in numbers
- Collaboration is effective at promoting long-term change
- Mutual commitment, benefit, risks

What Makes Coalitions / CPAW Strong

- Clear understanding of the community/setting in which they work
- Representative membership and staff (including diverse partners)
- Professional development/capacity building opportunities
- Defined organizational structure
- Strategic planning (including evaluation)

What Makes Coalitions / CPAW Strong

- Strong, sustained leadership
- Multiple strategies across multiple sectors
- Diversified funding
- Access to community leaders (advocacy)
- Up-to-date technology

Key Principle

✓ Prevention requires a shift from "select an intervention" to a "prevention by design" approach focused on population-level change

SELECT SOURCES: SAMHSA/CSAP, SPF Grants, 2004 - ; Green & Kreuter, 1999

Describe the Program

- Identify **what activities you will do** based on the needs identified from the data
- Clearly **outline what the activities will accomplish** immediately
- Clearly outline the **impact the activities will have** in the longer term

Evaluation of Environmental Strategies

- The Process
  - Tracking the steps involved in preparation and implementation (e.g. Number of Responsible Beverage Server/Retailer Trainings provided)
- Extent
  - Assessment of reach or penetration into the community (e.g. percent of restaurants completing merchant education, percent or alcohol outlets that display "We card" signs etc.)
- Success
  - Was the strategy effective? Did it achieve the purpose for which it was intended? (e.g. merchant education implemented communitywide, what percent of restaurants pass compliance checks within a specified time period)

Focus Evaluation Design

- Guiding Question: How will this Evaluation balance the fidelity of implementation with the adaptations made to make the program fit the community needs?

Focus Evaluation Design

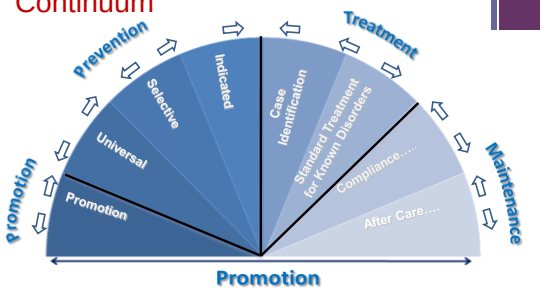
We will focus on Evaluation Questions now

GOALS	INTERVENING VARIABLES	FOCUS POPULATION	STRATEGIES	"IF-THEN" STATEMENTS	SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES
A. To address this substance abuse or related problem:	B. By addressing these intervening variables (e.g. risk and/or protective factor):	C. For these people:	D. We will do the following program activities/strategies (what, where, and how much):	E. We expect that this activity will lead to changes in these risk/protective factors, which in turn will lead to our program goal:	F. We will know these changes have occurred if:	G. We will know we are reaching our goals if:
1. Logic Model:						
FILL THIS OUT						
2. Evaluation Questions:						

Focus Evaluation Design

- The community should have the Logic Model from Module 4 (Planning and Implementation)
- Now, you will design the questions to ask to determine the effectiveness of strategies implemented

The Institute of Medicine (IOM) Continuum



Source: Committee on Prevention of Mental Disorders and Substance Abuse Among Children, Youth, and Young Adults, 2009