

Changing Community Conditions through Public Policy and Environmental Strategies

JULIE STEVENS, MPS, ACPS, ICPS
JULIESTEVEN549@GMAIL.COM

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Learning objectives:

Become	Participants will become familiar with resources, training and consultation that promote environmental change.
Learn	Participants will learn how to use media strategies to support policy change efforts in the community.
Learn about	Participants will learn about enforcement initiatives that affect environmental change.

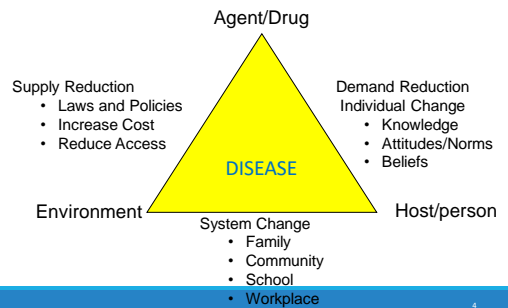
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Domain 5: Public Policy and Environmental Change

- Weight on Exam: 12%
- Associated Tasks:
- Provide resources, trainings, and consultations that promote environmental change.
- Participate in enforcement initiatives to affect environmental change.
- Participate in public policy development to affect environmental change.
- Use media strategies to support policy change efforts in the community.
- Collaborate with various community groups to develop and strengthen effective policy.
- Advocate bringing about policy and/or environmental change.

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Introduction to the Public Health Model

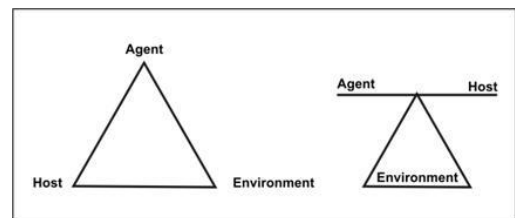


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Activity: Agent, host or environment

Turn to Page 6 in your workbook.

Decide if each of these strategies are Agent, Host or Environment strategies.



One model shows agent, host, and environment as having equal influence. The other model shows agent and host as variables that are dependent on each other and on the environment.

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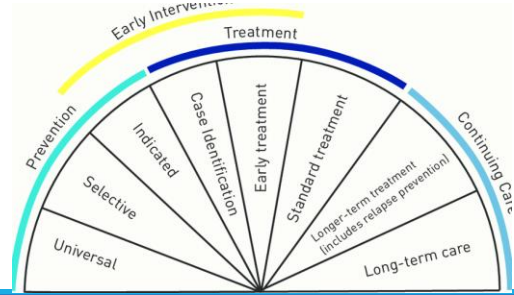
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How the Ghost Map Helped End a Killer Disease



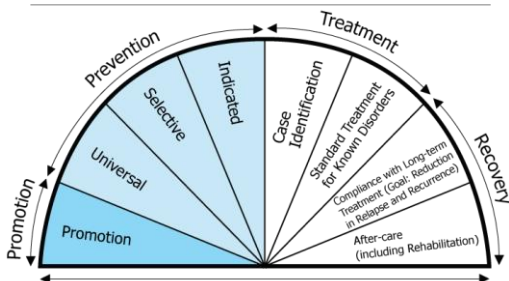
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Institute of Medicine Continuum of Care 1994



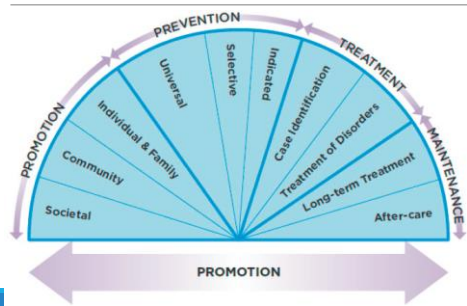
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Mental Health Intervention Spectrum 2010



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Mental Health Intervention Spectrum- Population-based, public health approach 2019



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All Environmental Strategies...

...are Universal, but not all Universal strategies are Environmental.

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What Are Environmental Strategies?

Environmental strategies incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies.

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Assessing the Environment

- Gather data at the lowest level of need – community, zip code, county.
- Conduct an environmental scan – a visible
- Use the 4 Ps to assess conditions
- Use GIS systems.
- Understand problem environments
- Involve youth.

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Build Commitment through Capacity Building

- Engage Key Stakeholders
- “Local People Solve Local Problems Best”
- “People Support what they Help Create.”
- Train your volunteers
- Develop leaders – formal and informal

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The Planning Process

- Based on your assessment, prioritize the problems
- Select an evidenced-based strategy
- What is doable? What is possible? What is pie-in-the-sky?

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Examples of Environmental Strategies

- Increasing fines for underage drinking,
- moving tobacco products behind the counter,
- not selling cold, single-serving containers of beer in convenience stores and
- increasing access to treatment services by providing culturally-appropriate counselors

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Advantages of Environmental Strategies

- Quick
- Commitment
- Long term impact
- Reach entire populations
- Reduce collective risk
- Create lasting change in norms and systems

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Bottom Line

Environmental strategies are effective in modifying the settings where a person lives, which plays a part in how that person behaves.

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Alcohol taxes and other price controls

Theoretical Assumption: Best Practice:

Increasing economic cost of alcohol relative to alternative commodities will reduce demand

Alcohol taxes

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Regulating physical availability through restrictions on time and place of sales and density of alcohol outlets

Theoretical Assumption: Best Practice:

Restricting physical availability will increase effort to obtain alcohol, and thereby reduce total volume consumed as well as alcohol-related problems

Ban on sales, minimum legal purchase age, rationing, government monopoly of retail sales, hours and days of sale restrictions, restrictions on density of outlets, different availability by alcohol strength

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Altering the drinking context

Theoretical Assumption: Best Practice:

Creating environmental and social constraints will limit alcohol consumption and reduce alcohol-related violence

Enhanced enforcement of on-premises policies and legal requirements

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Drink-driving countermeasures

Theoretical Assumption Best Practice

Deterrence, punishment and social pressure will reduce drink driving

Sobriety checkpoints, random breath testing, lowered BAC limits, administrative license suspension, low BAC for young drivers ('zero tolerance'), graduated licensing for novice drivers

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Education and persuasion: provide information to adults and young people especially through mass media and school-based education programs

Theoretical Assumption Best Practice

Health information that increases knowledge and changes attitudes will prevent drinking problems

None

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Regulating alcohol advertising and other marketing

Theoretical Assumption Best Practice

Reducing exposure to marketing which normalizes drinking and links it with social aspirations will slow recruitment of drinkers and reduce heavier drinking by young people

Legal restrictions on exposure

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Conduct screening and brief intervention in health care settings; increase availability of treatment programs

Theoretical Assumption

Alcohol dependence will be prevented by motivating heavy drinkers to drink moderately; various therapeutic interventions will increase abstinence among people who have developed a dependence on alcohol

Best Practice

Brief interventions with at-risk drinkers, detoxification, talk therapies, mutual help/self-help organization attendance



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Examples of environmental policies to limit access to alcohol, tobacco and illicit drugs

Strategy	Alcohol	Tobacco	Illicit Drugs
Environmental policies to limit access			
Purchase laws	Compliance Checks: Minimum Purchase age laws actively enforced	Removal of cigarette machines	Laws prohibiting sale, possession and distribution
Price controls	Excise tax: Ban on "2 for 1" drink specials	Excise tax: No free tobacco samples on military bases	Increase supply reduction to raise prices
Restrictions on retail sales or sellers	Limit number of sales stores within a county/city/town	Synar checks: Limit number of sales licenses; Fines for selling to youth	Land use ordinances enforced on blighted/abandoned properties; physical design changes (increase lighting; plant shrubs, etc.); restrictions on sale of pseudoephedrine and ephedrine and other meth precursor chemicals



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Examples of environmental policies to influence norms about alcohol, tobacco and illicit drugs

Strategy	Alcohol	Tobacco	Illicit Drugs
Environmental policies to influence norms			
Legal deterrence	Zero Tolerance laws for youth under 21 years; You Use/You Lose laws; Social Host Laws; Source Investigation Programs	Fines for selling tobacco to youth	Workplace initiatives; Asset forfeiture laws
Counter-advertising	Ban alcohol sponsorship; Advertising restrictions	Surgeon General's Warning/The Truth Campaign; Restriction on samples and coupons; Ban television advertising	National Anti-Drug Youth Media Campaign ads/ websites



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The Policy Arena

Alcohol policies are developed and implemented at many different levels of government.

- National level
- Local level
- School level
- Community Level

Public interest groups contribute to the policy-making process in many countries. More recently, alcohol issues have become increasingly the concern of health professionals.

In many nations there is a vacuum in advocacy for the public interest



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Media Strategies

Social Marketing is the process of applying basic (commercial) marketing techniques to social issues in order to create behavior change

Media Literacy involves learning what to look for, what to ask, and how to question the media.

Media Advocacy is the strategic use of media as a resource for advancing a social or public policy initiative



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Media Advocacy

The strategic use of media as a resource for advancing a social or public policy initiative

Specific tools exist for advocating for social initiatives using media



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Media advocacy is a way of advancing environmental strategies such as changes in:

- Availability of ATOD
- Laws
- Rules
- Regulations
- Policies
- Norms

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Media Advocacy Tools

Research

Creative use of epidemiology and statistics

Issue framing

Gaining access to media outlets



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Activity

Refer to the participant workbook page 10.

Read the Media Advocacy Case study and work in your group to answer the questions at the end of the worksheet

Select a reporter to deliver a short statement to share with the group

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Seven Strategies for community Change

Provide Information

Enhance skills

Provide support

Enhance access/reduce barriers

Change consequences

Change physical design

Modify/change policies

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And finally

An appreciation of the various players in the alcohol/drug policy arena can heighten our understanding of the following fundamental conclusion: alcohol and drug policy is often the product of competing interests, values and ideologies.

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Two Questions for You

Something you learned or re-learned

An action you will take as a result of this Ethics Refresher



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Your Trainer

JULIE STEVENS, MPS, ACPS, ICPS

JULIESTEVEN549@GMAIL.COM

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