


**Principles of the Environmental Approach
for the Prevention Workforce**

September 12, 2022

North Carolina DHHS Prevention Leaders Academy



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1

Introductions - Chatbox

Please type in the Chatbox:

- Name
- Community
- Organization
- 1 Environmental Strategy in which you are / have been involved

Press **"ENTER"** after you have entered all the information.



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2



If your dog has fleas...

Which would you do?




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3


Disclaimer

- This webinar is being recorded and archived and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions
- Please note, the views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services




4

Our presenters




Carlton Hall



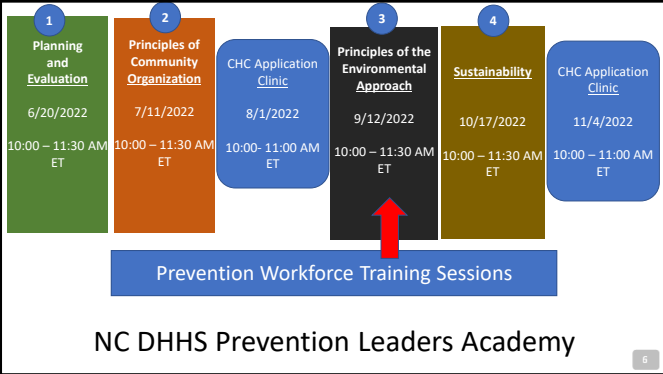
Dorothy Chaney



Dave Shavel



5



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6

Environmental Approach - Training Objectives

Participants will be able to:

- Describe why environmental strategies are important
- Understand and apply concepts of population-level change and environmental strategies
- Identify evidence-based environmental strategies that will address specific community conditions
- Explain how the SPF is used to identify and implement environmental strategies
- Network with prevention peers in community change efforts

Session 3:
Environmental Approach



7

Environmental Approach - Agenda

- I. Welcome, Introductions and Objectives
- II. What is an Environmental Approach to Prevention?
- III. Using the SPF to Select Environmental Strategies
- IV. Evidence-base for Environmental Strategies
- V. Next Steps, Evaluation, Close




Session 3:
Environmental Approach



8

Jargon Alert



Jargon is defined as:

“Special words or expressions that are used by a particular profession or group and are difficult for others to understand.”

Wherever You recognize that some words or terms used in the training may not be widely known among the general public – Ask for clarification as needed.

9

What is an Environmental Approach to Prevention?




10

Environmental Strategies

Defined by SAMHSA:

Prevention efforts aimed at changing or influencing community conditions, norms and standards, institutions, structures, systems, and policies that contribute to substance use and its consequences



11

The River Story



<https://www.dhs.wisconsin.gov/publications/p02695a.pdf>



12

Public Health Model: Epidemiological Triangle

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13

Public Health Model

Host
Agent Environment

"My Dog Has Fleas"

What can we do to address this situation?

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14

Public Health Model

Host
Agent Environment

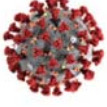
"Cocaine is being sold at a neighborhood bar"

"What can we do to address this situation?"

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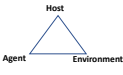
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Public Health Model



"A new COVID variant is prevalent in our community"

"What can we do to address this situation?"







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Public Health Model - Discussion

Why is the Public Health Model so important to our work in prevention?



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17

Types of Prevention Strategies

INDIVIDUAL

- Target knowledge, attitudes, skills of individuals and groups of people

ENVIRONMENTAL

- Target broader physical, social, cultural, institutional forces

Comprehensive behavior-change strategies include both.


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18

Individual-focused Strategies

- Tend to focus on single strategies
- Provided to individuals or groups
- Can provide greater dosage


Individual strategies target individuals or groups of individuals (e.g., youth, classes, families) that are intended to s the knowledge, attitudes, and skills of the individuals within the population of focus.



19

Individual-focused Strategies

<u>Examples:</u>	<u>Setting or Domain</u>
• Good Behavior Game	School
• Life Skills Training	School and Community
• Strengthening Families	Family
• Big Brothers/Sisters Mentoring	Community




20

Environmental-focused Strategies

- Have greater reach in the community
- Are longer in duration
- Can show more rapid results

Environmental Strategies: Address policies, procedures, systems, norms, expectations, regulations, conditions and enforcement in a shared community environment.



21

Environmental-focused Strategies

<u>Environmental strategies</u>	<u>Type of Strategy</u>
• Restrict alcohol at community events	<i>Policy</i>
• Require permit for alcohol at city events	<i>System Change</i>
• Enforce school policies on vaping use	<i>Enforcement</i>
• Rx Drug Take Back Program	<i>Community-based Process</i>
• Public Awareness Campaigns	<i>Communication / Education*</i>
• Alcohol Warning Signs and Posters	<i>Communication / Education*</i>

* Sometimes referred to as Individual-focused strategies.

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Policy-based Environmental Strategies

<u>“Big P” Policies</u>	<u>“Little p” Policies</u>
Laws or policies voted on by an elected body such as a city council or school board that impacts an entire community.	Policies, practices, procedures adopted by organizations that affects individuals impacted by the organization.
Examples: <ul style="list-style-type: none"> • Social Host Ordinance • School Athletic Drug Policy • Drug Free Parks and Zones 	Examples: <ul style="list-style-type: none"> • Drug Free Workplace Policy • Law enforcement Party Patrols • Retailer policy to provide RBST

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Types of Prevention Strategies - Discussion


<u>INDIVIDUAL</u>	<u>ENVIRONMENTAL</u>
• Target knowledge, attitudes, skills of individuals and groups of people	• Target broader physical, social, cultural, institutional forces
	

Comprehensive behavior-change strategies include both.

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Comprehensive Strategies - CSAP



Strategy	
1	Environmental Strategy
2	Community-based Process
3	Information Dissemination
4	Problem Identification and Referral
5	Education Strategy
6	Alternative Strategies


Sources: SAMHSA / CSAP



25


25

Comprehensive Strategies – ONDCP/DFC/CADCA



	Strategy
Individual	1 Providing Information
	2 Enhancing Skills
	3 Providing Support
Environmental	4 Enhancing Access/Reducing Barriers
	5 Changing Consequences
	6 Physical Design
	7 Modify Policy

Sources: ONDCP/CDC DFC Grant, CADCA



26



26

Comprehensive Strategies - Discussion

Parents are hosting graduation parties with alcohol.


What **individual strategies** could be implemented?

What **environmental strategies** could be implemented?

27

27



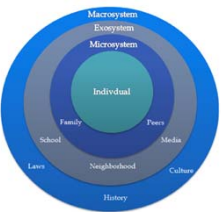
What other examples of community-wide behavior changes you have experienced?

What individual and environmental strategies were implemented to achieve the change?

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Social-Ecological Model



Macrosystem:
- Laws, History, Culture

Exosystem:
- School, Neighborhood, Media


Microsystem:
- Family, Peers

Individuals
- Youth, Adults

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29

Social-Ecological Model



Macrosystem:
- Laws, History, Culture

Exosystem:
- School, Neighborhood, Media

Microsystem:
- Family, Peers

Individuals
- Youth, Adults

Environmental

Individual

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The River Story – Disparities: Who is Downstream.... and why them?

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Health Equity

Behavioral Health Equity is the right to access quality health care for all populations regardless of the individual's race, ethnicity, gender, socioeconomic status, sexual orientation, or geographical location. This includes access to prevention, treatment, and recovery services for mental and substance use disorders.

Source: SAMHSA – Behavioral Health Equity: <https://www.samhsa.gov/behavioral-health-equity>

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Health Disparities

Healthy People 2020 defines a health disparity as “a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their:


- Racial or ethnic group
- Religion
- Socioeconomic status
- Gender
- Age
- Mental health
- Cognitive, sensory, or physical disability
- Geographic location
- Sexual orientation or gender identity
- Other characteristics historically linked to discrimination or exclusion.

Source: Healthy People 2020 – <https://www.healthypeople.gov/2020/about/foundation-health-measure/Disparities>

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Environmental Strategies & Health Equity



Well-designed strategies can include supportive activities to **address barriers or unintended consequences** underserved populations may face during implementation.

Without a deliberate focus on health equity in the strategy development process, strategies may **unintentionally widen health equities**.

Source: CDC Health Equity Guide: <https://www.cdc.gov/ncfdehp/strategies/health-equity/health-equity-guide/>

34

Health Equity and Disparities - Strategies

Considerations when designing strategies to address Health Equity:

- Are those most affected by the issue actively involved in defining the problem and shaping the solution?
- How does this strategy improve the conditions for those communities most in need?
- What barriers or unintended consequences should be considered in impacted communities?
- How can we ensure fair and equitable implementation and enforcement of identified strategies across population groups or communities?


Source: CDC Health Equity Guide: <https://www.cdc.gov/ncfdehp/strategies/health-equity/health-equity-guide/pdf/health-equity-guide/Health-Equity-Guide-sept-1-3.pdf>

35

Environmental Strategies & Health Equity - Example



Local Condition: Retailers Selling to Minors
Policy-based Strategy: Increase fines / Require RBST



Source: CDC Health Equity Guide: <https://www.cdc.gov/ncfdehp/strategies/health-equity/health-equity-guide/pdf/health-equity-guide/Health-Equity-Guide-sept-1-3.pdf>

36

Environmental Strategies & Health Equity - Example

Local Condition: Over prescription of Rx Medications
Policy-based Strategy: Limit #s of days prescriptions

37

Environmental Strategies - Discussion

Why is it important to include both *individual* and *environmental* strategies when addressing a local condition?

How do we ensure *health equity* when developing strategies to addressing a local condition?

38

Using the SPF to Select Environmental Strategies

39

Prioritizing and Decision Making

If you were going to buy a new car...



What do you need to know?

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40

The Strategic Prevention Framework (SPF)



The SPF includes these five steps:

- 1 . Assessment
- 2 . Capacity
- 3 . Planning
- 4 . Implementation
- 5 . Evaluation

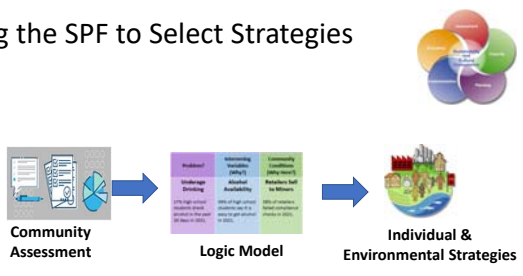
The SPF is guided by two principles:

- Cultural competence
- Sustainability

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41

Using the SPF to Select Strategies



Community Assessment → **Logic Model** → **Individual & Environmental Strategies**

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42

Planning in North Carolina

Logic Model Steps									
1. Problem? What issue are you addressing?	2. Why? Why is it a problem?	3. Why here? Why is it a problem in your community?	4. Why this population? Why is it a problem with your target population?	5. What strategy? Your overarching approach to address the problem.	6. What actions? What steps are you taking to achieve your strategy? List and to ensure evidence-based outcomes.	7. How does this population benefit? Shorter wait times, better skills, knowledge, reduced charges with your within the population?	8. Short-term outcomes? Percent change in knowledge.	9. Intermediate outcomes? Percent change in perceptions, skills, commitment or need satisfaction.	10. Long-term outcomes? Percent change in behavior.

Logic Model Steps are categorized into three main areas:

- Logic Model** (Steps 1-3)
- Strategies & Action Plans** (Steps 4-6)
- SMART Objectives** (Steps 7-10)

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43

Using the SPF to Select Strategies

Community Assessment

Problem

Underage Drinking

- 17% of 10th graders report using alcohol within last 30-days

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44

Using the SPF to Select Strategies

Community Assessment

Problem → **But Why?**

Underage Drinking

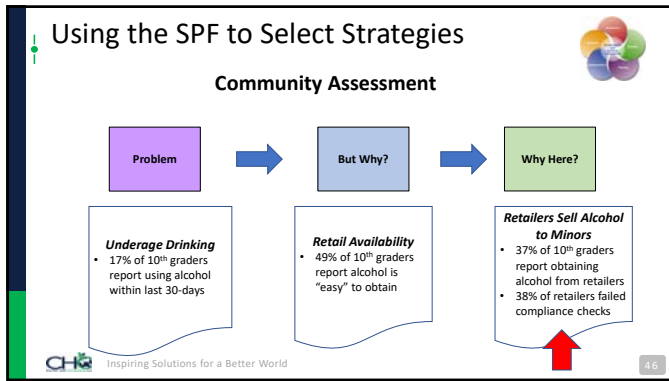
- 17% of 10th graders report using alcohol within last 30-days

Retail Availability

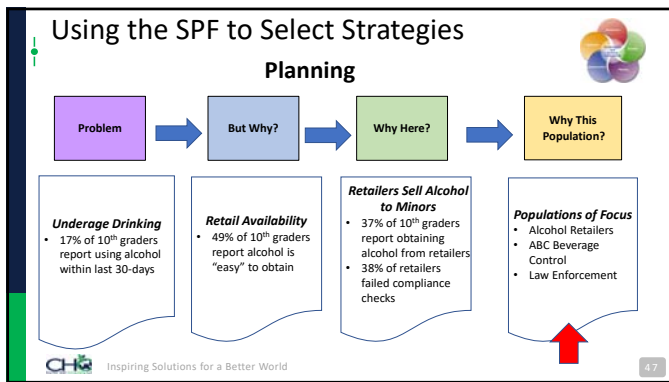
- 49% of 10th graders report alcohol is "easy" to obtain

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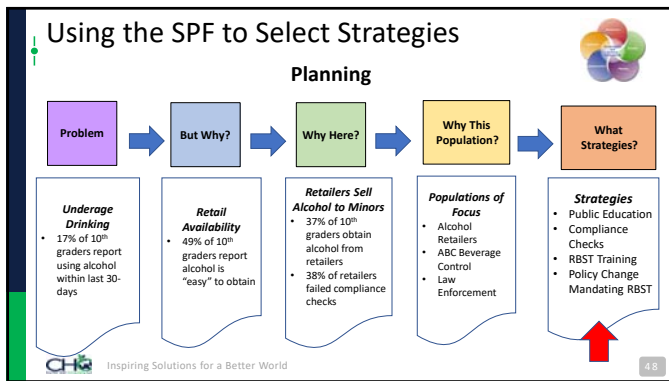
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46



47





48

Comprehensive Strategies

Community Condition:
Local retail stores sell to minors without checking ID

- Providing information-** Provide information to store managers on consequences of selling to a minor
- Enhancing skills-** Provide training class to clerks on civil liability or selling alcohol to a minor
- Enhancing services and support-** Provide point-of-sale materials to retailers / increase \$\$ for compliance checks
- Modify access, barriers-** Utilize point-of-sale software at check-out; conduct RBST Training at on-site at retailers
- Change the consequences-** Institute tiered sanctions for non-compliant retailers
- Change the physical design-** Signage "We Card"
- Modify policies-** Pass local ordinance mandating RBST






49

49

Example

Rx Drug Misuse





50

50

Define the Problem / Root Causes

Problem	<p>Prescription Drug Misuse among High School Students in ABC County</p> <ol style="list-style-type: none"> 11.2% of high school students and 4% of middle school students have used prescription medication without a doctor's order (ABC County Youth Survey). 15% of teens report that they used prescribed medication after the prescribed time frame for other injuries, pain, or for nonmedical purposes (Youth Focus Groups).
But Why?	<p>Availability of Prescription Drugs</p> <ol style="list-style-type: none"> 63.2% of teens report that prescription medications are "fairly easy" or "very easy" to get (ABC County Youth Survey). 66.7% of adult and youth participants believe that easy access to prescription medications is one of the main reasons that youth misuse substances. (ABC County Community Wide Forum).



51

51


Identify Local Conditions

Problem: Rx Drug Misuse Among Youth
But Why? Availability

Why Here? Teens prescribed Rx medications for sports injuries share with friends

1. 30.2% of teens report being prescribed medication by a doctor for a sports injury and 20.9% of parents report that their child has been prescribed medication by a doctor for a sports injury (ABC County Youth Survey, ABC County Parent Survey).

2. School personnel interviews indicated that athletes are getting prescribed medications for injuries and are misusing and sharing them (Interviews with ABC High School Nurse, Resource Officer and Coaches).



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52

52

Develop Comprehensive Strategies

Problem: Rx Drug Misuse Among Youth
But Why? Availability
Why Here? Teens prescribed Rx medications for sports injuries share with friends

Individual Strategies:

-
-
-

Environmental Strategies:

-
-
-



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53

53


Student Athletes Sharing Their Rx Drugs

Sample Evidence-based Strategies:

- Presentations on recommended prescribing practices to Health Care Workers
- PDMP (Prescription Drug Monitoring Program) use by Prescribers
- Media Campaign: "Use Only As Directed"
- School Curriculum (e.g., Project Success)
- Family Focused Intervention (e.g., Preparing for the Drug Free Years)
- Community -School Partnerships (e.g., PROSPER)



Source: SAMHSA: Strategies to Prevent the Non-Medical Use of Prescription Drugs
https://www.samhsa.gov/media/files/strategies-to-prevent-nmud-04-12-14_0.pdf



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54

54

Knowledge Check – Chatbox Poll

Which strategies are environmental-focused (list all that apply):

- a. Adopt a teen party ordinance
- b. Implement an education/awareness campaign within a school or district
- c. Reinstate or maintain Friday classes to shorten the elongated weekend
- d. Restrict alcohol on public property
- e. Hang posters that warn of the dangers of underage drinking

55

55

Evidence-base for Environmental Strategies





56


Evidence-based Environmental Strategies

Evidence-based practices (EBP) generally refer to approaches that are validated by documented evidence. Evidence is generally based on:

- Research design
- Internal validity
- Independent replication.
- External and ecological validity



Source: SAMHSA: Selecting Best-Fit Programs and Practices: Guidance for Substance Misuse Prevention Practitioners
https://www.samhsa.gov/sites/default/files/ebp_prevention_guidance_document_281.pdf



57

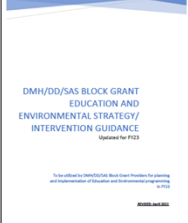
57

NC Evidence-based Environmental Strategies

UTILIZING THIS GUIDANCE DOCUMENT:
This guidance document is designed for Block Grant providers to plan/implement education and environmental strategies/interventions beginning in FY21.

The document features:
A listing and definition of each DMH approved environmental or prevention strategy/intervention with additional information about:

- Substances addressed
- Target population/context
- General Capacity and Readiness Considerations:
 - Fiscal
 - Human
 - Organizational
- Best Practice Steps for each strategy/intervention to be integrated as ECCO Action Steps and utilized to explain work completed toward each intervention.
- ECCO Process Data and Documentation to collect per strategy/intervention



Source: <https://www.waqa.com/newsroom/nc-articles/3609089372-dmh-sas-block-grant-education-and-environmental-strategy-intervention-guidance-revised-aug-2022>

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58

NC Evidence-based Environmental Strategies

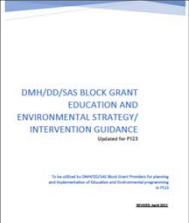


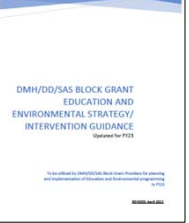
Table of Contents	
Choosing The Guidance Document	4
Education and Environmental Strategy/Intervention Overview	4
Multi-Substance Interventions	4
Tobacco Interventions	4
Prescription Drug Interventions	7
Alcohol Interventions	8
Multi-substance strategies	9
Youth and Sexual Health Education	9
Community-wide Campaign (Social Norms/Support for Prevention)	10
Trans-Environmental Management Strategies	11
Policy Strategies	11
Research, Review or Change Based ATOD Policies	11
Environments, programs or change messages and/or workplace ATOD policies	17
Parent/Child Relationships	20
Safe Schools (Target for Policy)	22
Tobacco Strategies	22
Youth Community Education and Mentoring	23
Youth Mentor Education	23
Youth Life Skills-based Education	23
Youth, Media and Public Relations	23
Prescription Drug Strategies	24
Lock Your Kids	24
Screen Medication Storage and Take Disposal	24
Safe Prescription Storage	24
Alcohol Education Enhancement Strategies	24
Social Norms	24
Publicized Tobacco Checkpoints	24
Random Alcohol Checkpoint Details	24
Responsible Beverage Service Training	24
Take-It-Home Locks or Tips	24
Alcohol Use Storage Initiatives	24
FY22 CC Program Chart	24
Case Closing Bench	24

Source: <https://www.waqa.com/newsroom/nc-articles/3609089372-dmh-sas-block-grant-education-and-environmental-strategy-intervention-guidance-revised-aug-2022>

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59

NC Evidence-based Environmental Strategies



EDUCATION AND ENVIRONMENTAL STRATEGY/INTERVENTION OVERVIEW	
Strategy/Intervention	Description
Multi-Substance Interventions	
Education	Education for youth and parents aimed at decreasing ATOD use by youth by increasing refusal/refusal skills of youth and increasing parental communication and monitoring.
Community Campaign	Campaign designed to utilize marketing techniques to change perceptions toward the audience base by creating behavior by communicating accurate group norms of a specific targeted audience.
Support for Prevention and Treatment of Policy	Campaign designed to support the creation, enhancement or enforcement of policy.
Trans-Environmental Management Strategies	Health-related interventions on program enhancing data-driven decision making through implementation of EPA, including policies, planning and implementation of ATOD prevention strategies and best practices.
Policy Work	Business who agree to sign a pledge not to sell alcohol or tobacco to youth by having the proper identification, training employees, and creating follow-up policies with consequences for violations.
Establish, Review or Change Based ATOD Policies	School policies present and/or decrease the use of ATOD on school property and/or during school sponsored events and promote fair consequences for all persons who violate policies.
Research	Research of community events including children access to alcohol availability and use of alcohol or tobacco at public venues such as concerts, beachfront and sporting events.
Establish, Review or Change Workplace Policies	Workplace policies to prevent the use and misuse of ATOD at the workplace during work time and/or during workplace sponsored events.

Source: <https://www.waqa.com/newsroom/nc-articles/3609089372-dmh-sas-block-grant-education-and-environmental-strategy-intervention-guidance-revised-aug-2022>

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60

EBPs: Prevention for Young Adults

Substance Misuse Type	Number of EBPs Referenced
Alcohol Misuse	59
Marijuana Misuse	14
Tobacco Misuse	5
Prescription Drug Misuse	3
Illicit Drug Use	7
Summative Substance Misuse	7

Source: SAMHSA. Substance Misuse Prevention for Young Adults
<https://store.samhsa.gov/product/Substance-Misuse-Prevention-for-Young-Adults/2EP19-PI-Guide-1>

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67

EBPs: Opioid Overdose Prevention

Evidence-Based Strategies

- Targeted Naloxone Distribution
- Medication-Assisted Treatment (MAT)
- Academic Detailing
- Eliminating Prior-Authorization Requirements for Medications for Opioid Use Disorder
- Screening for Fentanyl in Routine Clinical Toxicology Testing
- 911 Good Samaritan Laws
- Naloxone Distribution in Treatment Centers and Criminal Justice Settings
- MAT in Criminal Justice Settings and Upon Release
- Initiating Buprenorphine-based MAT in Emergency Departments
- Syringe Services Programs

Source: CDC. Evidence-Based Strategies for Preventing Opioid Overdose: What's Working in the United States
https://www.cdc.gov/drugoverdose/pdf/publn/2018_evidence-based-strategies.pdf

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68

EBPs: What doesn't work...


These strategies have been shown to be ineffective, or even to cause harm:

- Fear Arousal – Scary Images and Scare Tactics
- One-time Assemblies and Events
- Personal Testimony from People in Recovery
- Mock Car Crashes
- Reinforcing Exaggerated Social Norms
- Myth Busting
- Drug Fact Sheets and other Knowledge Based Interventions
- Role Play that Conditions Youth to be Drug Users or Dealers
- Moralistic Appeals
- Grouping At-Risk Youth Together


Source: Reducing Teen Substance Misuse: What Really Works
<https://www.fhfh.org/report-details/reducing-teen-substance-misuse-what-really-works/>

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69

 Summary – Discussion

Why is it important to refer to evidence-based strategies when developing comprehensive strategies to address local conditions?

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70

Q & A


Next Steps


Workshop Evaluation



71

Q&A



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72

1 Planning and Evaluation 6/20/2022 10:00 – 11:30 AM ET

2 Principles of Community Organization 7/11/2022 10:00 – 11:30 AM ET

CHC Application Clinic 8/1/2022 10:00 – 11:00 AM ET

3 Principles of the Environmental Approach 9/12/2022 10:00 – 11:30 AM ET

4 Sustainability 10/17/2022 10:00 – 11:30 AM ET

CHC Application Clinic 11/4/2022 10:00 – 11:00 AM ET

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73

73

Course Evaluation

Quick link to Evaluation

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74

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75

75

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76
