

# Environmental Prevention Practices

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## Environmental Prevention Practices

This webinar is designed to increase your understanding of environmental prevention practices and share effective strategies for Universities and/or communities to address alcohol and other drug problems with an environmental approach.



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## Environmental Prevention



What is it?  
Everything that affects the decision to not use alcohol and other drugs.  
Removes the focus from individual behavior and attempts to impact the larger environment.



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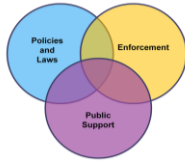
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## Environmental Prevention

Essential Elements of Effective Prevention of ATOD Problems




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## Environmental vs Individual Strategies

### ENVIRONMENTAL

- Focus on population level change
- Focus on the social, political, legal and economic context of alcohol related problems
- Long term focus on policy development

### INDIVIDUAL

- Focus on behavior and behavioral change
- Focus on relationship between the individual and alcohol related problems
- Short term focus on program development




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## Environmental vs Individual Strategies

### ENVIRONMENTAL

- People gain power by acting collectively
- Professionals help create avenues for citizens to develop and express their voice
- Individual as advocate

### INDIVIDUAL

- Focus on behavior and behavioral change
- Focus on relationship between the individual and alcohol related problems
- Short term focus on program development




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## Examples of Environmental Strategies

- Taxes
- Restrictions on happy hours
- Minimum legal drinking age
- Outlet density
- Ban on home delivery
- Keg registration
- Restrictions on advertising
- Zero tolerance
- Bar entry age / Compliance Checks
- Party Patrol

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## Effective and Efficient

- Traffic Crashes
- Unintentional Injuries
- Assaults
- Suicides



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## Mixed Messages from the Environment

Will they say no to underage drinking when their environment says yes?



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## Environment and Behavior Change

### Assumption

Changing environmental contributors to alcohol and other drug problems will result in individual behavior change.



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## Key Components

### Essential Elements



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## Challenges



- Community Support
- Mobilization

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## Changing Social Norms



- Raise societal awareness and concerns
- Educate the community that these problems can be prevented
- Inform the community about the specific policy controls and deterrence strategies
- Publicize successes

**POLICY  
UNPACKED**

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## The Media and Public Support



Media Advocacy: strategic use of media to advance a social policy goal



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## Three Keys to Prevention



- Local people solve the local problems best
- People support what they help to create
- Science matters



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## Environmental Change

- Physical
- Social
- Political
- Legal
- Economic factors



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## Social Norms

### Media Advocacy

- "If you're not in the news, you don't exist"
- Strategic use of media to advance a social or policy goal
- "Earned media"



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## Changes through Policy



- Data can guide the change
- Comprehensive community effort
- Promote effective enforcement
- Local, state, or federal
- Focus on availability and promotion
- Address
  - Price
  - Place
  - Product
  - Promotion

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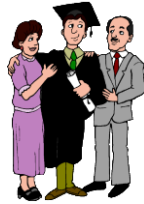
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## The Power of Parents

- Alcohol Specific Communication
- Parental Monitoring
  - Perceived Parental Knowledge



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## Environmental Strategies for Colleges



- Campus Specific Issues
- Three Spheres of Action



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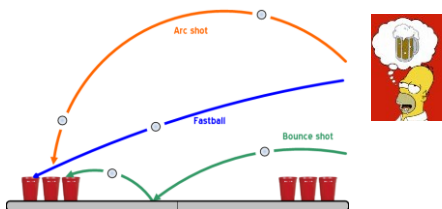
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## The College Environment



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## High Risk Populations

- Freshmen
- Greeks
- Athletes
- Veterans

*Each year promising students with promising futures die in alcohol related incidents.*



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## What do the Students Say?

- Drink to get drunk
- Everyone's doing it
- Can't have a good time without it
- Nothing else to do
- Ladies night
- Happy hour
- Power hour
- Bar crawl
- Beer breakfast



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## Problems in the College Environment

- Students have too much free time and too few alcohol free options
- Society and culture promote the belief that underage and heavy drinking is a normal part of campus life
- Alcohol is available and inexpensive
- Promotions target underage and college drinkers
- Laws and policies are not consistently enforced

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## Strategies for Colleges

1. Develop and consistently enforce campus policies and local, state and federal laws
2. Limit alcohol availability and access
3. Restrict marketing and promotion of alcoholic beverages
4. Create an environment that supports health promoting norms
5. Offer social, recreational, public service and other alcohol free extracurricular activities

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## Laws and Policy

- DFSCA, biennial review, Clery Act
- Effective Sanctions
- Social Host



**Success Stories**

Office of Justice Programs

**Kentucky's Youth Specialist Policy Change and Pilot Program in Social Host Offenses**

January 2015

On September 28, 2012, the Kentucky State Police (KSP) issued a report to the Kentucky State Police (KSP) regarding the issue of social host offenses. The report noted that the KSP had received numerous complaints regarding social host offenses. The report also noted that the KSP had received numerous complaints regarding social host offenses. The report also noted that the KSP had received numerous complaints regarding social host offenses.

Accepted with relevant information, the KYD group formed a team to identify the issues that were the most significant to the problem. The team identified the issues that were the most significant to the problem. The team identified the issues that were the most significant to the problem.

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## Combination

- Aggressive, consistent enforcement in the first 6 weeks of school
- Residential life involvement
- Enforcement collaborations




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### Limit Availability

- Athletic events
- Resident Halls
- Outlet location
- Responsible Beverage Server Training
- Drink Specials



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### Marketing and Promotion

- Advertising on campus
- Low price bans
- Happy Hours



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### Social Norms

- Social marketing campaigns
- Enforcement to change the norms



Only A Few at EIU

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### Social and Recreational Options

- Keep substance free recreational facilities open after hours
- Service learning opportunities
- Alternative spring break




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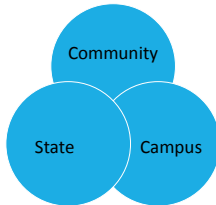
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### Three Spheres of Action




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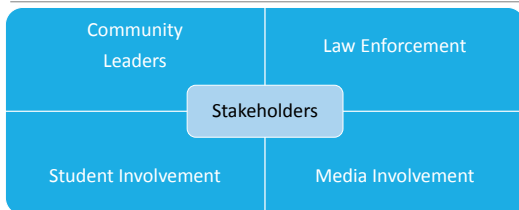
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### Stakeholders




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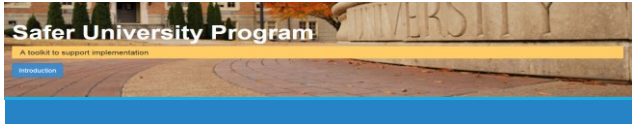
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### Evidence

- 14 large public universities in California
  - Shown to reduce
    - Intoxication at off campus parties, bars and restaurants
    - 6,000 fewer incidents at off campus parties
    - 4,000 fewer incidents at bars and restaurants




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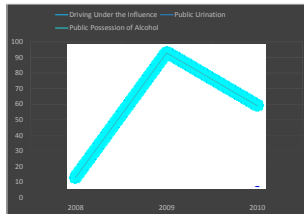
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### Evidence

#### 3 year EUDL Grant

- Multi-agency approach
  - Office of Student Standards
  - Student Community Service
  - Health Education Resource Center
  - EIU Police Department
  - Charleston Police Department
  - Charleston Fire Department
  - Charleston Mayor's Office




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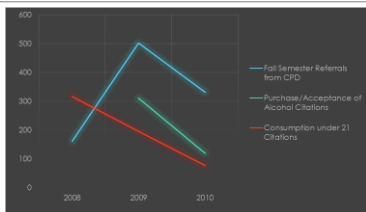
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### Evidence




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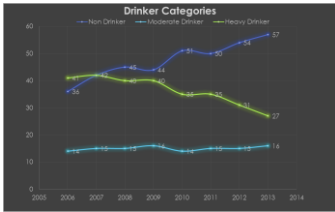
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### Evidence



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### Questions



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### Resources

- College AIM (NIAAA) <http://collegedrinkingprevention.gov/CollegeAIM>
- Illinois Higher Education Center [www.eiu.edu/hec](http://www.eiu.edu/hec)
- California Safer Campuses Project <http://www.prev.org/Safer-Toolkit>

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