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.

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.
Environmental Prevention

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

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
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

Effective and Efficient

- Traffic Crashes
- Unintentional Injuries
- Assaults
- Suicides

Mixed Messages from the Environment

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

The Media and Public Support

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

Three Keys to Prevention

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

- Physical
- Social
- Political
- Legal
- Economic factors

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"

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
  - Promotion
The Power of Parents

- Alcohol Specific Communication
- Parental Monitoring
- Perceived Parental Knowledge

Environmental Strategies for Colleges

- Campus Specific Issues
- Three Spheres of Action

The College Environment
High Risk Populations

- Freshmen
- Greeks
- Athletes
- Veterans

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

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

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
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 and environment that supports health promoting norms
5. Offer social, recreational, public service and other alcohol free extracurricular activities

Laws and Policy

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

Combination

- Aggressive, consistent enforcement in the first 6 weeks of school
- Residential life involvement
- Enforcement collaborations
Limit Availability
- Athletic events
- Resident Halls
- Outlet location
- Responsible Beverage Server Training
- Drink Specials

Marketing and Promotion
- Advertising on campus
- Low price bans
- Happy Hours

Social Norms
- Social marketing campaigns
- Enforcement to change the norms
Social and Recreational Options

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

Three Spheres of Action

Community

State

Campus

Stakeholders

Community Leaders

Law Enforcement

Stakeholders

Student Involvement

Media Involvement
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

Safer University Program

Evidence:

3 year EUDL Grant
- Multi-agency approach
  - Office of Student Standards
  - Student Community Center
  - Health Education Resource Center
  - EIU Police Department
  - Charleston Police Department
  - Charleston Fire Department
  - Charleston Mayor’s Office

Evidence:

Driving Under the Influence
Public Urination
Public Possession of Alcohol
Evidence

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

Questions

Resources

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