

Welcome to
C.A.M.P.

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Environmental Strategies

SPF Application Workshops



PRE-CAMP: PACKING THE ESSENTIALS

Packing Checklist

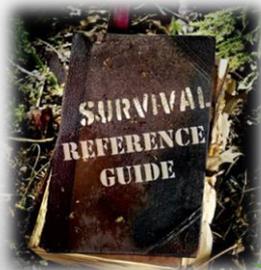
- ✓ Compass – Competent at Assessment



- ✓ Map – Logic Model



- ✓ Survival Guide of Environmental Strategies



Environmental Strategies

Defined

Strategies that seek to establish or change community standards, codes and attitudes, thereby influencing the incidence and prevalence of substance abuse in the general population.

Environmental Factors

These environmental factors include:

- The accessibility of alcohol, tobacco, and other drugs
- The rules and regulations of the social institutions to which they belong
- The norms of the community in which they live
- The mass media messages to which they are exposed

Types of Environmental Strategies

- ❖ Policy
- ❖ Enforcement
- ❖ Education
- ❖ Communication
- ❖ Collaboration
- ❖ Advocacy

Examples of ATOD Environmental Strategies

- Taxes
- Keg registrations
- Restrictions on happy hours
- Minimum purchase age
- Social norms campaigns
- Home delivery bans
- Licensing requirements
- Bans on use in certain places
- Restrictions on advertising
- BAC limits
- Warning labels
- Legal selling age
- Compliance checks

Benefits of Environmental Strategies

- Broader reach and efficiency
- Once achieved, changes tend to be sustained
- Process yields external benefits, builds capacity
- Favorable evaluation/research results

Individual vs. Environmental

- Less certainty of when project objectives will be achieved
- Results may appear more rapidly
- Progress is not linear
- Management depends on unique characteristics of community
- Community readiness determines how quickly results will be generated and what they will be

Community
Norms

Access & Availability

Policy

Media





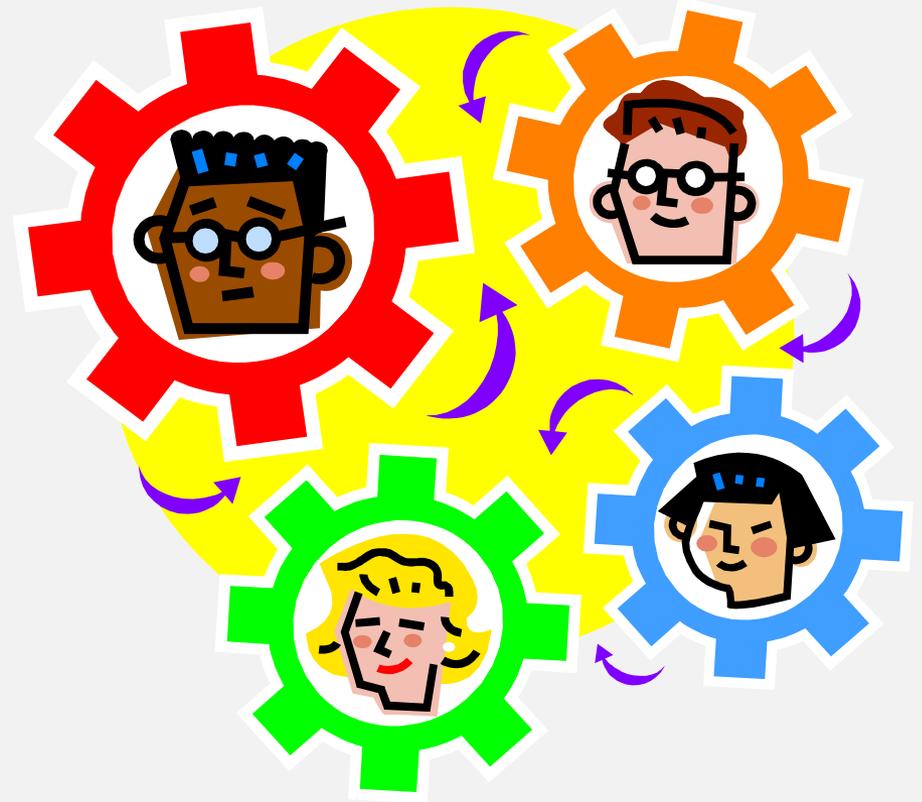
Community Norms



The Power of Culture

**Culture influences
how people think, feel,
and act.**

**Culture is a key
determinant of
members
focus, commitment,
motivation, and
productivity.**



What are Norms?

- Definition: Group norms are the informal rules that groups adopt to regulate group members' behavior.
- Sanctions exist to punish those who do not comply.
- We can identify norms when they are violated:
 - Wait for your turn.
 - Remain quiet on the bus.
 - Maintain interpersonal distance.
 - Assume a somber demeanor during a funeral.
- How do norms form and what happens when these norms are broken?

Implications

- Norms can often be very subtle.
 - Are you always aware the you are following a norm? Are there situations in which you are more aware than others? (E.g. Picnic vs. Funeral)
- Norms have a powerful influence on behavior when people are focused on the norms in a given situation.
 - What are different strategies for calling attention to a norm? (E.g. Shoes in someone's entry hall during a party).

How are norms perceived and are these perceptions accurate?

- Gambling in religious setting example
 - Members of the community nearly unanimous in their support of the church's restrictions on gambling, smoking and drinking.
 - Yet, individually they may often gamble, drink and smoke in the privacy of people's homes.
- Private attitudes did not reflect the public norm.

Pluralistic Ignorance

- Definition: Individuals make systematic errors in their perceptions of the other members of a collective and their relation to those members.
- In other words,
 - No one believes, but everyone thinks that everyone else believes.

Pluralistic Ignorance

- Are there any widely shared beliefs among us that might reflect pluralistic ignorance?
- How would you know?

Consequences of Pluralistic Ignorance

- Mistaken feelings of alienation and deviance.
 - Gamblers felt estranged from the town without knowing that they were actually typical.
 - College students conformed to misperceived norm by drinking more.

Individual versus the Group

- The “group” has a reality above and beyond the individuals that compose it.
 - A college campus can be more pro-alcohol than its students.
 - Two campuses can differ on their attitudes toward alcohol even if their students do not.
 - Norms on campus can change even if the attitudes of its students have not.

Elements of Culture

- Norms, Values and Beliefs that underlie thinking, feeling and acting
- Symbols and Artifacts that Communicate Meaning
- Stories that Herald Values
- Cultural Network
- Heroes and Heroines
- Rituals, Traditions, and Ceremonies
- “Culture is “the way we do things around here!”

Elements of Toxic Cultures

- Negative Values and beliefs
- No Shared sense of purpose
- Negative Relationships.
- Destructive individuals or groups.
- No sense of trust or caring.
- Few positive rituals or ceremonies to build a sense of community and hopefulness.

NORMS AND VALUES

Culture has strong norms and values as a foundation.

Such as:

Norms of Improvement

Norms of Collegiality

Norms of Caring

Norms of group and individual trust

Know your Target Audience

- Cultural Norms
- Underlying Motivation
- Aspirations
- Group dynamics
- Joined Goals



Expressions of Community Norms Against Problem Behavior

- Best in conjunction with other efforts
- Strategies include:
 - Prohibition or controls on alcohol at community events or public areas (Co. Fairs, Parks or Beaches)
 - Prohibition of alcohol sponsorships of public events (sporting events/competitions)
 - Promotion thru media campaigns, media advocacy, counter-ads
 - Control on alcohol advertising (billboards, buses, etc.) and on promotion of price specials
 - Community sponsorship of alcohol-free activities





If You Set the Rules. . .

They will conform & want to Play BALL!



List Alternative Activities to Norm

- Races/Competition
- Sporting Events
- Parties / Social Events
- Holidays Events & Celebrations



Access & Availability



Limitations on Access

- Strategies that limit are most powerful and well documented approaches
- These strategies shape environments in which young people make decisions on drinking
 - socially, economically, and physically

Avenues of Access to Young Adults



Strategies for the Reduction of Commercial Access

Public

- Compliance Checks
- Banning Home Delivery
- Minimum Age of Seller

Institutional

- Server Training
- I.D. Checks
- Incentives for Checking I.D.
- Secret Shopper
- Posting Warning Signs

Strategies for Reducing Social Access

Public

- Keg Registration
- Restrictions in public places
- Community Events
- Parking Lot lights at alcohol outlets
- Restrictions on noisy assemblies

Institutional

- School/college policies
- Cite/arrest adult providers
- Lock-up alcohol in the home
- Distribute warning fliers
- Alcohol stores in mass media
- Restrict sales when with underage individuals
- Restrict age of room renters
- Restrictions at stadiums/events

Shifts in Policies and Practices

Alcohol Merchants

- Merchant/police report forms
- Warning flier distribution
- Policy manual development
- Server training
- Counter advertising

Hotels

- Enforcement of age and noise policies
- Alcohol removed from large parties
- Room rental fee for parties increased

Shifts in Policies and Practices

Law Enforcement

- Merchant/police report form
- Compliance checks
- House visits
- Prevention training
- Sponsor server training

Media

- Reporting of CMCA and alcohol-related issues increased
- Weekly CMCA columns

Shifts in Policies and Practices

Community Events

- Designated drinking areas
- Keg bans
- Limited hours of sale
- Alcohol-free drinks provided
- Only ticket holders allowed
- Warning signs
- Consolidation of sales
- Marginalize sales location

TREATMENT AGENCIES

- Focus expanded to include youth access issues

RELIGIOUS

- Parent education
- Fact sheets in weekly bulletins

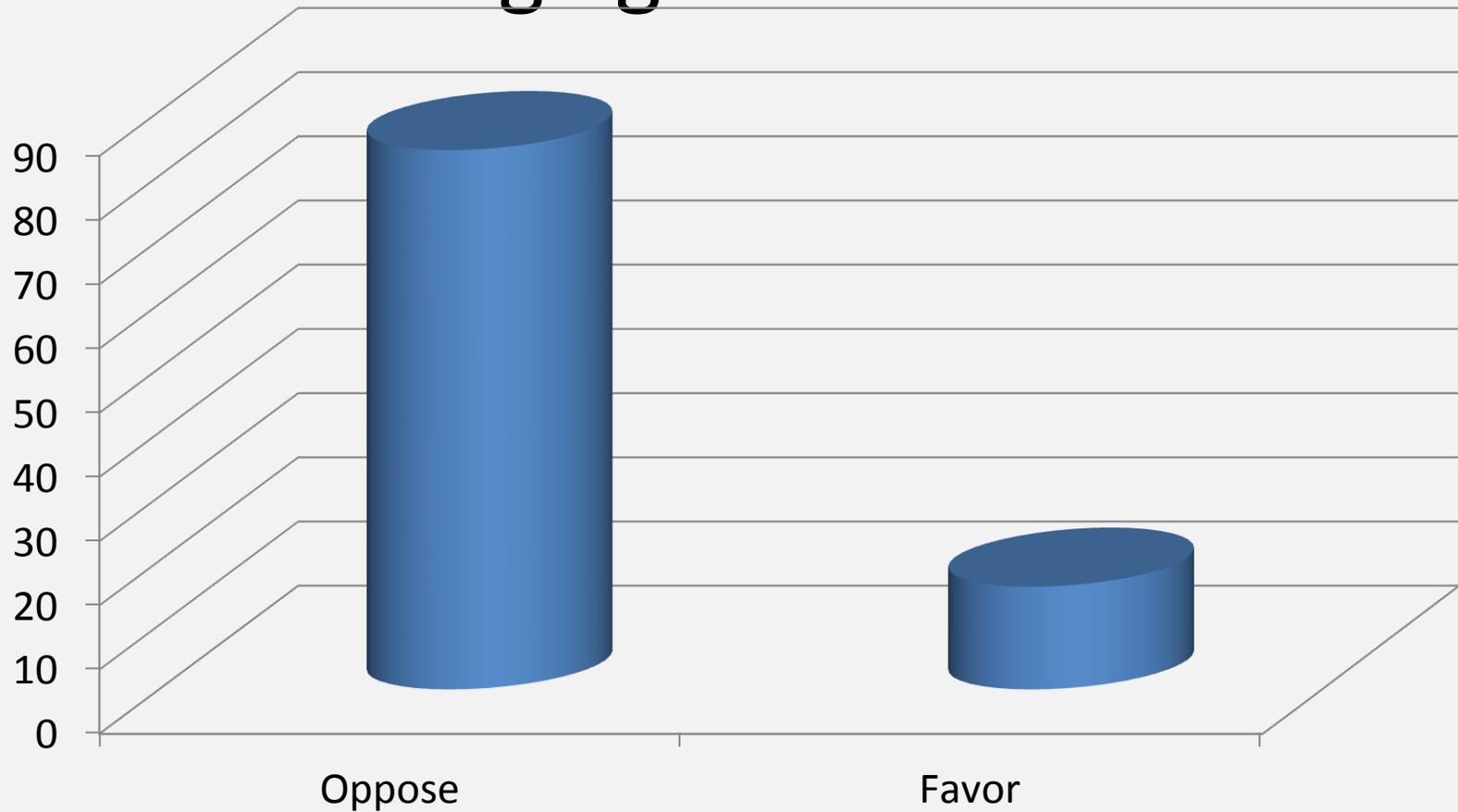
CRIMINAL JUSTICE

- Alternative sentencing program

Types of Outcomes Resulting

- Fewer outlets selling to underage
- Fewer 18 to 20 year-olds providing for younger teens
- Drinking trends down among 18 – 20 year-olds
- DUI and disorderly conduct arrests down

How strongly would you favor or oppose lowering the minimum drinking age from 21 to 19?



Types of Public Poll Questions to Consider

- Outlets Not Careful Enough – Agree?
- Compliance Checks – Percent Favoring
- Penalty for Adult Providers – Percent Favoring
- Level of support for policies affecting retail sales (Server Training, Owner Training, Minimum Age of Server, Ban on home deliveries, Keg registration, Ban on Keg Sales).

Set Policy Priorities by level of Public Support

- Level of support
- Support of research
- Problem definition



Factors Influencing Policy Enactment

- Public opinion
- Media coverage
- Leadership support
- Grassroots support



M

Media and Communication

- Media and other communication strategies help change and/or reinforce community norms.



Prevention Strategies of Media

- ❖ Media Literacy
- ❖ Media Advocacy
- ❖ Social Marketing
- ❖ Social Media Campaign



Media Literacy

- Instills in audience what to look for, what to ask, and how to question the media
- Instructs on how to be selective and critical viewers who make informed choices and evaluate media's impact

Deconstructing Media Messages

- Who is the author and what is the purpose of the message?
- What techniques are used to attract your attention?
- What lifestyles, values, and points of view are represented?
- How might different people interpret the message differently?
- What is omitted from this message?

Media Advocacy

- 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



Social Marketing

- Applying (commercial) marketing techniques to social issues in order to create behavior change.
- Consumer-driven: The targeted group is the focus for all steps of a social marketing campaign.

Applying the 4 P's of Social Marketing

Product is the goal or behavior we would like to change or maintain.

Price is what people must give up in order to receive the product's benefit.

Promotion is the overall strategy (messages) used to persuade people to accept the price for the product.

Place is the communication channel used to get the message to the audience.

Small Text reads- They're gonna pull on you. Some people in one direction, and others in another. And some in directions that you know aren't right for you. So after a while, what will all that pulling do to you?

Who is the Focus Audience for this ad?

Product = the goal of the campaign.
The behavior we would like the focus audience to change or maintain.

Price = what the people in the focus audience must give up in order to receive the benefit.

Promotion = the overall strategy (messages) used for persuading people to accept the price for the product

Place = the communication channel that will be used to get the message to the focus audience



Effective Media Messages

- Are based on fact
- Focus on immediate consequences
- Clearly state the desired behavior and its benefits
- Use positive emotional appeals and/or humor
- Appeal to logic and reason
- Show desired behavior

**The Easiest Place
For Kids to Get Beer
is right next to the milk.**



One of the easiest places for kids to get alcohol
is in your own kitchen. Take stock of your supply.
Keep Alcohol Out of The Hands of Kids.



Small Text reads- One of the easiest places for kids to get alcohol is in your kitchen. Take stock of your supply.
Keep Alcohol Out of The Hands of Kids.

Who is the Focus Audience for this ad?

Product (goal)?

Price (cost)?

Promotion (Message)?

Place (Channel)?



Who is the Focus Audience for these ads?

Product (goal)?

Price (cost)?

Promotion (Message)?

Place (Channel)?

Social Marketing Campaigns often include a “Call to Action” (and might include a web site, 800# etc. to encourage that behavior.)



Source- <http://faceproject.org>

Small Text reads-

If you see someone swerving, crossing the center line or driving recklessly, call 911. Help keep kids safe.

BOO!



Scare Tactics: Do They Really Work?

- **What:** Using fear/or disgust for the purpose of improved welfare.
- **Why:** Try to scare the health into them.
- **Rationale:** Making people see the negative effects will cause a positive change in behavior.
- **Reality Check:** Good intentions don't always equal good science. *(Research on the impact and outcomes are often lacking, or some show negative effects.)*

Which would you rather have, a **cholesterol test or a final exam?**

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Women 50 years or older
- Men 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
 - Overweight
 - Physically inactive
 - Smoker
 - High blood pressure

Call toll free at 1-877-4-LOW-LDL (1-877-456-9535) or visit www.makingtheconnection.ca and you will receive this free booklet describing the connection between cholesterol and heart disease.

Canadian Lipid Nurse Network, Diabetes Canada, and the Heart and Stroke Foundation of Canada.

Making the Connection
www.makingtheconnection.ca

Social Norms Marketing

- Used to promote healthy behavior
- Focuses on changing perceptions of how many peers are engaged in substance use
- Assumes that correcting misperceptions about actual rates will decrease use because people want to be a part of the crowd
- Has research-based outcomes that document effectiveness in reducing substance use or illicit drugs

<http://www.mostofus.org>

What Are Social Norms?

Norms: Basic orientations concerning the “rightness or wrongness,” acceptability or unacceptability, and/or deviance of specific behaviors for a specific group of individuals (Klitzner, M., 1998)

Social Norms Theory: States that our behavior is influenced by incorrect perceptions of how other members of our social groups think and act (Berkowitz, A., 2001)

Perceived vs. Actual Norm

- We are frequently influenced by what we think our peers believe or do (the *perceived* norm) rather than their real beliefs or actions (the *actual* norm.)
- *Misguided perceptions lead to misguided reality.*
- By presenting correct information about peer group norms, individuals are given permission to act consistently with their underlying values and beliefs.

MAJORITY RULES

MOST KIDS DON'T USE DRUGS



MOST OF US HAVE SOMETHING IN OUR LIVES



THAT'S IMPORTANT ENOUGH TO

STAND BETWEEN US AND DRUGS. AS THESE FACES SHOW WE ARE MAKING GOOD CHOICES —

GOOD CHOICES — FOR



OURSELVES. FEATURED HERE ARE MANY OF THE PERSONAL

"ANTI-DRUGS" THAT WE REALLY CARE ABOUT AND THAT



WE WANT TO SHARE WITH



EACH OTHER. OUR STORIES, OUR ART, OUR POETRY, OUR PHOTOGRAPHY, OUR VOICES.

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WHAT'S YOUR ANTI-DRUG?

The Social Media Campaigns

Using social media to improve reach of health messages, increase access to your content, further participation with audiences and advance transparency to improve health communication efforts



Social Media Tools

- Buttons and Badges
- Image Sharing
- Content Syndication
- RSS Feeds
- Podcasts
- Online Video Sharing
- Widgets
- eCards
- Electronic Games
- Mobile Health
- Micro-blogs
- Blogs
- Social Networking Sites
- Virtual Worlds

eworks

Support is subject to a valid purchase of
any of our products. For more information,
please contact our support team at 1-800-828-1234
Monday - Friday, 9am - 5pm EST

ATTENTION CAMPERS

1. RESPECT SITES DESIGNATED FOR DISABLED USERS
2. CAMP ONLY IN DESIGNATED CAMPGROUND AND CAMPSITES
3. DO NOT ALTER OR REMOVE VEGETATION
4. LIMIT FIRES TO CAMPSITE FIREPLACES
5. MAINTAIN QUIET BETWEEN 10pm AND 6am
6. DO NOT SHOOT IN OR NEAR RECREATION SITES, TRAILS OR ROADS
7. LIMIT STAY TO 7 CONSECUTIVE DAYS PER CALENDAR YEAR
8. NO RESERVING CAMPSITES. CAMPING IS ON A FIRST COME BASIS
9. NO DRUG USE WITHIN CAMPGROUNDS OR ON CAMPGROUND ROADS
10. USE OF ALL FIREWORKS PROHIBITED
11. CHAINSAW USE IS PROHIBITED IN THE CAMPGROUNDS

ALL ORGANIZED EVENTS REQUIRE A DNR PERMIT.
CALL CENTRAL REGION OFFICE AT (360) 748-2383

P

Policy/Regulations

- Rules that govern behavior. They may be instituted by governments, public agencies (e.g., school systems) or private organizations (e.g., HMOs, convenience stores).
 - Am I allowed to do this?

Policies/Regulations/Laws

They control availability, support norms, and specify sanctions for violations



POLICY

REGULATIONS that restrict ACCESS or change COMMUNITY NORMS

- Minimum age purchase laws
- Limits on the location, density and hours of operation of liquor stores
- Open container laws
- Restrict substance advertising that targets youth
- Zero tolerance laws (legal BAC to 0.00 – 0.002 for people under 21)
- Promote community economic development

Community based Policy Examples

- Minimum age to buy
- Taxes
- Underage drinking laws
- Driving while intoxicated (DWI) laws
- Restrictions on advertising and billboard placement
- Restrictions on smoking in public places or private entities
- Open container laws
- Limits on the location, density, and hours of operation of liquor stores
- Rules governing the use and placement of cigarette vending machines





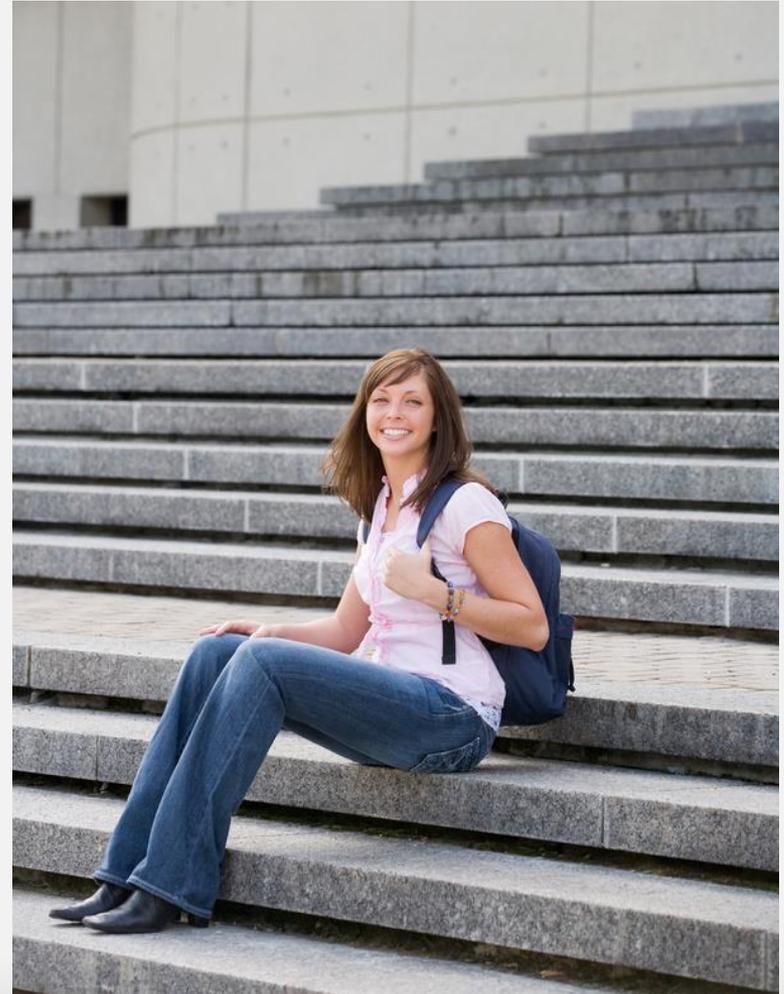
School based Policy Examples

- Establish or strengthen school penalties for alcohol possession or intoxication on school property or at school-related events
- Prohibit the consumption of alcohol at all school-related events, including adult consumption
- Adopt practices to prevent students from bringing alcohol to school or school related events, such as mesh or see through bags at events, prohibiting re-entry at events, and monitoring gates and parking lots at events



College & University Policy Examples

- Establish / strengthen penalties for possession or intoxication on campus property or at school-related events
- Establish / strengthen policies related to alcohol use and possession on campus property and at campus-sponsored events
- Revise / strengthen penalties for violation of campus alcohol policies, including:
 - Disciplinary sanctions on campus (such as participation in an alcohol education program, impact on student record, contacting of parents/guardians)
 - Contacting law enforcement for violations that are illegal
- Require ID checks at all campus events where alcohol is available



Workplace based Policy Examples



- Establish or strengthen policies related to alcohol use among employees
- Enact policies that restrict use of company vehicle and equipment when under the influence of alcohol, alcohol availability at worksite-sponsored events, drug and alcohol testing, alcohol consumption guidelines for on-call employees
- Require responsible beverage server practices when alcohol is available at worksite-sponsored events
- Enact policies to restrict underage access to alcohol in the workplace

Family/Home based Policy Examples

- Reduce youth access to alcohol within the home
- Do not keep alcohol in the home
 - Count the number of alcoholic beverages in the home to monitor supply
 - Lock up all alcohol beverages, including beer or other alcoholic beverages that are not stored in the family refrigerator (such as a liquor cabinet or refrigerator in a bar, storage room, or garage)
- Establish rules for youth alcohol use
- Establish rules for adult alcohol use in the home, such as prohibiting alcohol at children's parties and other events held in the home



Enforcement

Policies without enforcement = no change

- Sobriety checkpoints
- Compliance checks
- Steps detailed in policy for non-compliance
- Publicize laws and penalties
- Increase building inspections
- Post signs to notify about surveillance (in stores on roadways, etc)
- Citizen patrols





A Baltimore, Maryland ordinance prohibits alcohol and tobacco billboards near schools and in residential areas





**The San Diego Padres' ban
of carry-in alcohol containers at
its stadium resulted in a 58%
reduction in disruptions
by intoxicated fans**

58%

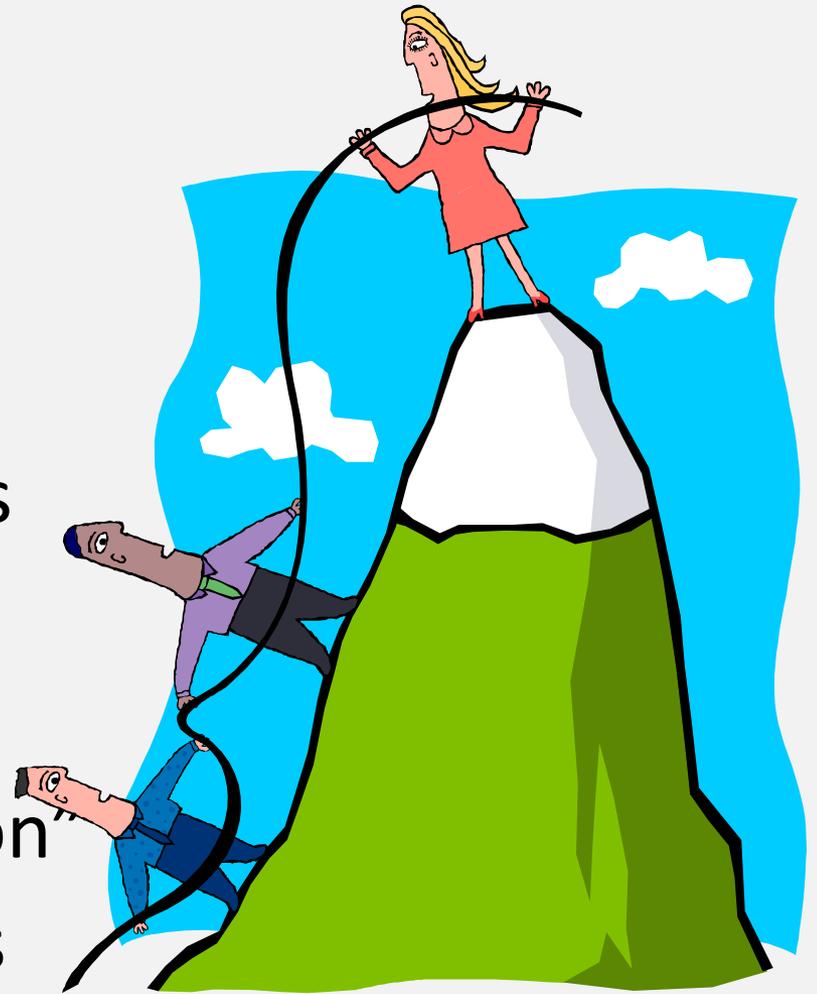
Why Use the SPF?

- Effective capacity building process
- Required by SAMHSA and used by many others
- Gives a roadmap based on research, data, and evidence
- Decisions can be evaluated through data-driven measurement



Team Work!

- Discuss successes you've had in using environmental strategies
- Discuss barriers/struggles in using environmental strategies
- Draft a "working definition of environmental strategies



ISSUE – Weak or Non-Existent Policy

Bars, restaurants and liquor outlets use aggressive promotions to target underage drinkers.



Strategy

Work to develop, implement and enforce policies that restrict marketing and promotion of alcoholic beverages.

ISSUE – Weak Enforcement

Liquor stores in your community sell alcohol to minors.



Strategy

Work to strengthen law enforcement (compliance checks) or strengthen the law itself (increase fines, mandatory server/seller training).

This Way to Guided CAMP Action Trails

