



The Overview of CAMP – Session I

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The Overview of CAMP

Session One

- Prevention Strategy Overview

- Community Norms

- Access & Availability

Session Two

- Media Messages

- Policy & Enforcement

- Putting it all Together



**What prevention
activities are done
in your community?**



IOM Definition of Prevention:

Interventions that occur prior to the onset of a disorder and are intended to prevent or reduce the risk of the disorder

<http://www.iom.edu/Reports/2009/Preventing-Mental-Emotional-and-Behavioral-Disorders-Among-Young-People-Progress-and-Possibilities.aspx>

CSAP's 6 Prevention Strategies

- Alternative Activities
- Information Dissemination
- Education
- Problem Identification & Referral
- Community Based Process
- Environmental Approaches



<http://www.samhsa.gov/>

Prevention Approaches Can Have:

Individual Focus

- Individual behaviors
- Individual beliefs & attitudes
- Relationship between individual and ATOD related problems
- Individual participation in problem-solving & skill building

Environmental Focus

- Policy & policy changes
- Social, political & economic contexts of ATOD related problems
- Social Norms
- Media influence
- Availability



A Comprehensive Approach

- Communities need strategies that address both:
 - Individual Factors
 - Knowledge, Attitudes, Beliefs & Behaviors
 - Environmental Factors
 - Community Norms
 - Access & Availability
 - Media Messages
 - Policy & Enforcement

WARNING

If we only focus on individuals, they are expected to make healthy choices in an environment that often supports and encourages the opposite!



Advantages of Environmental Strategies

- Reach entire populations
- Create short & long-term change
- Increase the impact of individual strategies
- Inexpensive and easy to maintain (compared to other strategies)

Evidence-Based

- Reducing Underage Drinking: A Collective Responsibility, National Academy of Sciences, 2003
- A Call to Action: Changing the Culture of Drinking at Colleges, National Institute on Alcohol Abuse and Alcoholism, 2002
- Community Trials Intervention to Reduce High-risk Drinking, SAMHSA Model Program
- RAND Health Technical Report, 2007
- Communities Mobilizing for Change on Alcohol, SAMHSA Model Program

Effective Strategies Target

- C – Community Norms
- A – Access & Availability
- M – Media Messages
- P – Policy & Enforcement



Community Norms

- Basic orientations of a group or community regarding:
 - ‘rightness’ or ‘wrongness’
 - Acceptability or unacceptability
 - Deviance of specific behaviors
- Norms can encourage or discourage high-risk choices

Parable of the Boiled Frog



Community Norms

Encourage

- Parents should allow teens to drink at home to reduce auto crashes
- Vicodin from a friend will help his toothache
- Getting drunk is a good way to have fun

Discourage

- Parents providing alcohol to teens is unsafe, unhealthy, unacceptable
- Medications should only be used as prescribed
- You can have fun without ATOD





10 for \$10
9.4 MARGARITA SINGLE

LOW PRICE!

WELCOME
RACE FAN



PHOTOGRAPHY BY
G

36
Candy
Snickers
freezer pops

36
Candy
Snickers
freezer pops

NOW SAVE
\$1

1

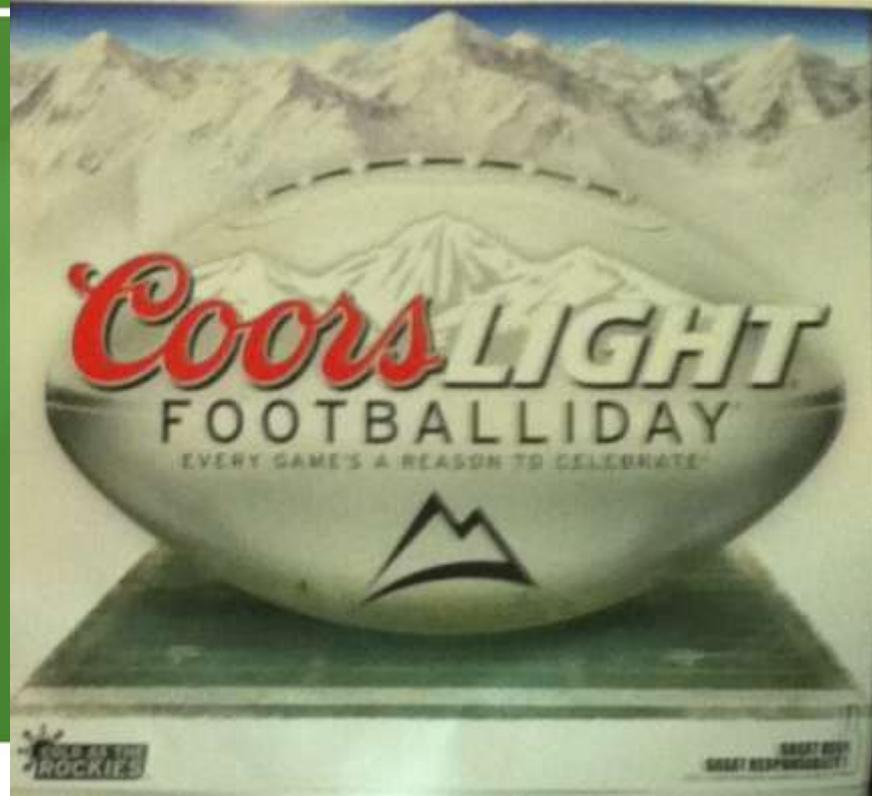
NOW SAVE
\$1

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Alcoholidays

- Halloween
- St. Patrick's Day
- Cinco de Mayo
- New Years Eve
- Super Bowl



Corona - Cinco de Mayo

Video -

<http://www.youtube.com/watch?v=P60AOPG0D4Q>

Guinness – St. Patrick's Day

Video -

[http://www.youtube.com/watch?v=eteWVqV
PcTQ](http://www.youtube.com/watch?v=eteWVqVPcTQ)

13
chick milk
paper towel
picnic/napkins

wash bags & foil



16.99

16.99

9.99

9.99

9.99

Budweiser
BUYING BUDWEISER BENEFITS MILITARY FAMILIES
TEXT "HERO" TO "80000"
TO DONATE \$3 TO POLICE IN HONOR





Budweiser

BUYING BUDWEISER BENEFITS MILITARY FAMILIES

THIS YEAR, BUDWEISER WILL DONATE UP TO \$2,500,000 TO

FOLDS OF HONOR

TEXT "HERO" TO "80888" TO DONATE \$5 TO FOLDS OF HONOR

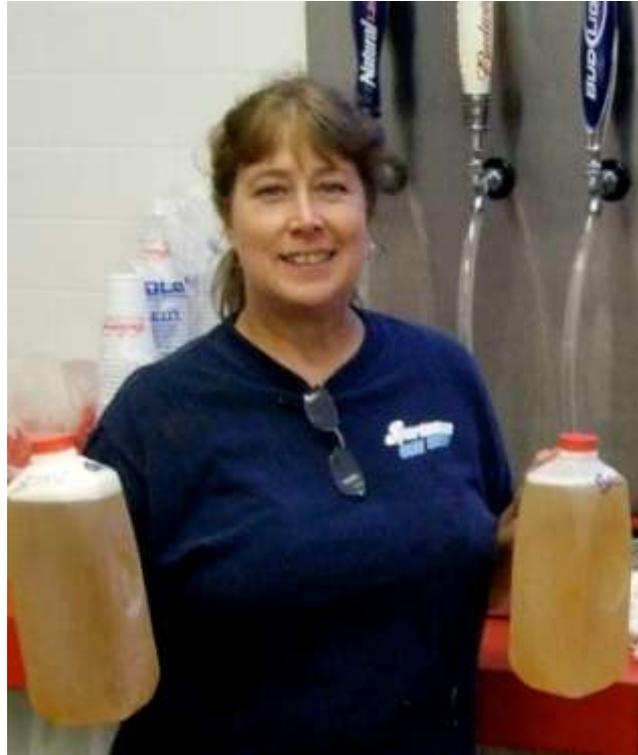
Budweiser

HERE'S TO THE HEROES

Community Festivals



My Community Festival:



Stop & Think

Providing alcohol to those under 21 is
illegal, unsafe & unhealthy!

Penalty

Up to 6 months in
jail and/or \$1000 fine



Determining Community Norms

- Key Informant Interviews (www.triethniccenter.colostate.edu)
- Environmental Scans
([http://www.icyd.iowa.gov/SIYAC/files/SIYAC Toolkit 2011 FNL.pdf](http://www.icyd.iowa.gov/SIYAC/files/SIYAC_Toolkit_2011_FNL.pdf))
- Community-Based Surveys (www.miph.org/services/crs)



Effective Strategies

- Community Scan, followed by community education
- Social Norms Campaign
- Ensure Community Festivals are Appropriate

Access & Availability

- Access – The means of participating in.
- Availability – The inverse of the sum of resources that must be expended to obtain a commodity.

Huh???

The more resources it takes to get something, the lower the likelihood it will be gotten

Effective Strategies

- Restrict Availability at
 - Homes
 - Convenience stores/carry-outs
 - Sporting & recreational events
- Advocate for seller/server training
- Address unmonitored locations
- Address high-risk outlets





What are the high-risk outlets or unmonitored locations in your community?

What is Doable in Your Community

- Identify one strategy per category that would enhance your community
- How do you know that it is needed?
- Do you have sufficient community support?
- What would need to be done to ensure success?
- How will you know when you have succeeded?

Session II

- Media Messages
- Policy & Enforcement
- Putting it all Together



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