

## Environmental Prevention: Model Programs

Curriculum	Target Population	Key Strategies	Key Outcomes/ Findings	Resources/Trainings
<p><i>Border Binge-Drinking Reduction Program</i></p> <p>The Border-Binge Reduction Program is a coordinated effort focused on reducing cross-border teen and binge drinking in the San Diego-Tijuana region through a policy-focused, public health, prevention model. This project is a partnership of the PIRE, responsible for the border crossers survey and project evaluation, and the IPS, responsible for project interventions and newsmaking to mobilize support for policy change.</p> <p>Further descriptions of the nature of cross-border binge-drinking problems and the impact of the San Diego-Tijuana Border Program are available on the <a href="#">PIRE Web site</a>.</p>	<p><i>Alcohol Focused</i></p> <ul style="list-style-type: none"> <li>• Ages 24 and under</li> <li>• Male and Female</li> <li>• Multiple ethnic groups</li> <li>• Rural &amp; Urban Communities</li> </ul>	<p><i>Environmental Strategies:</i></p> <ul style="list-style-type: none"> <li>• Community Involvement</li> <li>• Information Sharing</li> <li>• Media Education</li> </ul> <p><i>Other Strategies:</i></p> <ul style="list-style-type: none"> <li>• Skill Development</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced number of young Americans returning to the US with illegal BACs after night of drinking in Mexico</li> <li>• Reduced number of alcohol-related injury crashes among underage drinkers</li> <li>• Reduced number of arrests for violence and other problems</li> <li>• Increased awareness of new enforcement program.</li> </ul>	<ul style="list-style-type: none"> <li>• No formal training or materials</li> </ul>

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<p><i>Challenging College Alcohol Abuse</i></p> <p>Challenging College Alcohol Abuse (CCAA) is a social norms and environmental management program that reduces high-risk drinking and related negative consequences in college students (18 to 24 years old). Under CCAA, the campus health service uses new and innovative methods to communicate public health information to students, the campus community, and the surrounding community.</p>	<p><i>Alcohol Primarily Focused, Illegal Drugs</i></p> <ul style="list-style-type: none"> <li>• Ages 18-24 and parents</li> <li>• Male and Female</li> <li>• African American American Indian/Alaska Native Asian American Hispanic/Latino Native Hawaiian and Other Pacific Islander (NHOPI) White</li> <li>• Rural, Suburban, and Urban college and university campuses and communities</li> </ul>	<p><i>Environmental Strategies:</i></p> <ul style="list-style-type: none"> <li>• Social norms media marketing campaign</li> <li>• Environmental management</li> <li>• Alcohol-Specific prevention program</li> </ul> <p><i>Other Strategies:</i></p> <ul style="list-style-type: none"> <li>• Moderation skills training</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced negative consequences of alcohol &amp; illegal drug use</li> <li>• Decreased positive perceptions of alcohol use</li> <li>• Reduction in alcohol and illegal drug-related crimes</li> <li>• More accurate perceptions of students alcohol &amp; illegal drug use</li> <li>• More accurate perception of negative consequences</li> </ul>	<p>Requires training on environmental prevention techniques such as social norms and social marketing. Costs dependent upon assessment and individual consultation.</p> <p>Materials vary given the needs of the school and local environment.</p>

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<p><i>Communities Mobilizing for Change on Alcohol (CMCA)</i></p> <p>CMCA employs a range of social organizing techniques to address legal, institutional, social, and health issues in order to reduce youth alcohol use by eliminating illegal alcohol sales to youth by retailers and obstructing the provision of alcohol to youth by adults.</p>	<p><i>Alcohol Focused</i></p> <ul style="list-style-type: none"> <li>• Ages 13-20</li> <li>• Male and Female</li> <li>• Multiple Ethnic Groups</li> <li>• Rural, Suburban, and Urban communities</li> </ul>	<p><i>Environmental Strategies:</i></p> <ul style="list-style-type: none"> <li>• Limits minors access to alcohol by focusing on community mobilization efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in sales to minors</li> <li>• Increased identification checks by vendors</li> <li>• Community mobilization</li> </ul>	<ul style="list-style-type: none"> <li>• No formal training or materials</li> </ul>

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<p><i>Community Trials Intervention to Reduce High-Risk Drinking (RHRD)</i></p> <p>Community Trials to Reduce High-Risk Drinking (RHRD) is a multicomponent, community-based program developed to alter alcohol use patterns of people of all ages (e.g., drinking and driving, underage drinking, acute (binge) drinking), and related problems. The program uses a set of environmental interventions including: The program's aim is help communities reduce various types of alcohol-related accidents, violence, and resulting injuries.</p>	<p><i>Alcohol Focused</i></p> <ul style="list-style-type: none"> <li>• All ages within a community</li> <li>• Male and Female</li> <li>• Multiple Ethnic Groups</li> <li>• Rural, Suburban, &amp; Urban communities</li> </ul>	<p><i>Environmental Strategies:</i></p> <ul style="list-style-type: none"> <li>• Community awareness</li> <li>• Responsible Beverage Service (RBS)</li> <li>• Preventing underage alcohol access</li> <li>• Enforcement</li> <li>• Community mobilization</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced driving when over the legal limit</li> <li>• Reduced amount consumed per drinking occasion</li> <li>• Reduced traffic crashes in which driver had been drinking</li> <li>• Reduced assault injuries</li> </ul>	<p>Materials available at a reproduction cost. Also available in Spanish.</p> <p>Initial telephone consultation is provided at no-cost. Additional technical assistance is negotiated.</p>