



Environmental Prevention

The Basics of Substance Abuse Prevention and Beyond

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FOUNDATIONS OF SUBSTANCE ABUSE PREVENTION



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Substance Abuse and Addiction: #1 Public Health Problem



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In order to better understand the need and context in which prevention operates, it good to understand the scope of the problem.

Our federal government identifies substance abuse and addiction as the number one public health problem in the nation (Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.) The reason that substance abuse prevention has matured as a science, a community of practice, and a profession is because the problem is so large.

Let's review some of the current data and trends in substance abuse and addiction. There is a lot of new research, and emerging issues based on research and data. We won't have time to cover every new piece of data, but we will give you some websites where you can keep up to date.

Drunk Driving



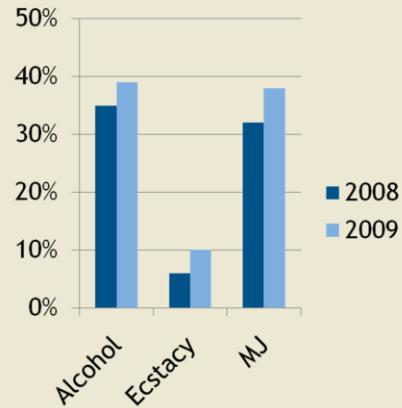
- In 2008, an estimated 12.4% of persons age 12 and older had driven under the influence of alcohol at least once in the past year

Source: NIDA, Monitoring the Future, 2008

According to a 2008 study by NIDA, an estimated 12.4% of persons age 12 and older had driven under the influence of alcohol at least once in the past year.

Teen Drug Use is Increasing

- **Alcohol** - Past month drinking among teens **up 11%**, with 39% of 9-12 graders reporting use
- **Ecstasy** use **up 67%**, with 10% reporting use in past year.
- **Marijuana** use **up 19%**, with 38% reporting past year use.



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Source: The Partnership for a Drug-Free America, April, 2010



Now, let's consider current trends for youth. Teen drug use is rising. Marked upswings are a reversal in past steady declines.

Alcohol - Marked upswings in use of drugs by teens. Past month drinking **up 11%**, with 39% of 9-12 graders reporting use

Ecstasy use **up 67%**, with 10% reporting use in past year.

Marijuana use **up 19%**, with 38% reporting past year use.

Source: The Partnership for a Drug-Free America, April, 2010
www.drugfree.org/wp-content/uploads/2011/04/Key-Findings-PATS-2010-FINAL.pdf

The 22nd annual Partnership Attitude Tracking Study (PATS), sponsored by MetLife Foundation, shows that teen drug and alcohol use is headed in the wrong direction, with marked increases in teen use of marijuana and Ecstasy over the past three years. The study confirms a disturbing trend that has emerged among American teens since 2008 and highlights that underage drinking has become more normalized among adolescents.

Early Use Increases Risk

Drinking before age 15:

- Increases risk of developing alcohol-use disorders (AUD) as an adult (2008)



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Source: National Institute on Alcohol Abuse and Alcoholism

New research on age of first drink and risk of developing alcohol-use disorders during adulthood found risk is greater when age of first drink is lower than 15.

If there is a genetic predisposition toward AUD, early use increases the likelihood AUD will develop.

Source: National Institute on Alcohol Abuse and Alcoholism, Press Release

Impacts on Brain Development



- Brain continues to develop into early adulthood
- Brain chemical reward system is robust and can learn bad habits more readily

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Source: NIMH Fact Sheet, 2001

The adolescent and young adult brain develops into the mid 20s. White matter circuitry and frontal lobe/cortex still develops till about age 25.

Psychoactive drugs that enter that environment tap into a much more robust habit-forming ability that adolescents have, compared to adults. Addiction has been shown to be essentially a form of learning, and adolescents and young adults are at a stage when learning is accelerated and lifelong habits can be formed.

Source: NIMH Fact Sheet, 2001

What is Prevention?



Prevention Defined

The role of prevention is to create healthy communities where people enjoy a quality life:

- Healthy environments at work and in school
- Supportive communities and neighborhoods
- Connections with families and friends
- Drug and crime-free

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Source: Center for Substance Abuse Prevention, SAMHSA



The Center for Substance Abuse Prevention (CSAP), part of the federal government's Substance Abuse and Mental Health Services Administration (SAMHSA), provides a foundation of research and helps to define the work and the field.

CSAP works with States and communities to develop comprehensive prevention systems that create healthy communities in which people enjoy a quality life. This includes supportive work and school environments, drug-and crime-free neighborhoods, and positive connections with friends and family.

This is how CSAP defines prevention.

Source: *CSAP website, March 2010*

Current Tactics: Target Behavior Change Domains



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Modern substance abuse prevention is practiced through a diverse range of programs and activities that are based on limiting demand.

These programs and activities are found at many levels in our society: individuals, families, selected groups, neighborhoods, whole communities, and whole populations. They are also delivered through many different channels: the media, schools, programs outside schools, faith-based organizations, and community-wide programs. Programs and activities follow a variety of strategies and take many forms.

The 6 CSAP Prevention Strategies

1. Information Dissemination
2. Education
3. Alternatives
4. Problem ID and Referral
5. Community Based Processes
6. Environmental

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(Source: Center for Substance Abuse Prevention, 1993)

These are the 6 categories of prevention activities, according to CSAP.

Again, these are federal guidelines and musts for those receiving this type of funding, but for others doing prevention, they still serve as an excellent resource and guide.

Strategies to Decrease Demand

- Changing knowledge and skills
- Developing decision making and behavioral skills
- Building positive relationships
- Supporting positive activities
- Changing the environment



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How does prevention seek to impact the demand for alcohol, tobacco, and other drugs? Broadly speaking, prevention programs and activities employ one or more of the following strategies:

- Changing knowledge levels and attitudes about substance abuse through education and other means
- Developing skills related to substance abuse decisions and behaviors
- Creating and supporting positive relationships
- Creating and supporting opportunities for positive activities, and
- Changing the environment related to substance abuse: community norms, accessibility, and policy.

We will discuss all of these topics this afternoon during Part 3.

Foundations for Environmental Prevention



1. Understanding the Public Health Model
2. What is Environmental Prevention?
3. Strategies in Environmental Prevention

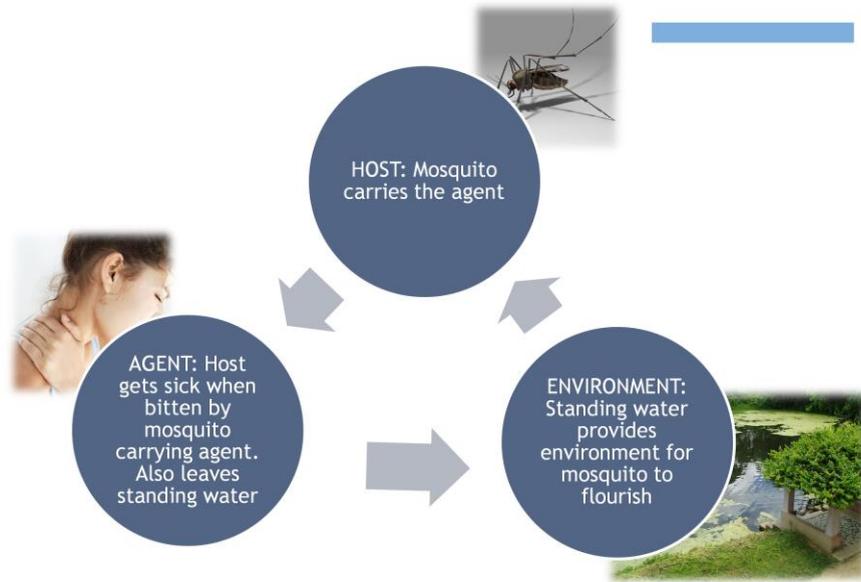
UNDERSTANDING THE PUBLIC HEALTH MODEL



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Public Health Model



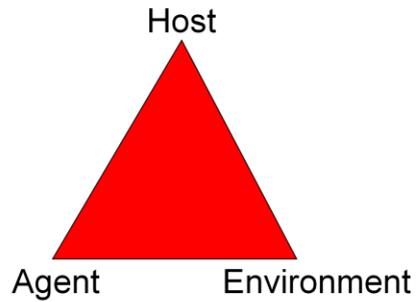
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To provide a simple example: The mosquito carries the vector/agent malaria and the environment is standing pool of water....all leading to the spread of disease. In this case the mosquito is a carrier that does not get sick. Taking this one step further, we can see that the host can limit their exposure to the agent by controlling the mosquito itself and controlling the environment that allows them to proliferate. When this model is applied in the prevention field the host is the person who is using or abusing drugs.

A Public Health Approach

- **Individual Prevention:**
focuses on changing the host
- **Environmental Prevention:**
focuses on changing the agent and environment

Public Health Triangle



WHAT IS ENVIRONMENTAL PREVENTION?

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Environmental Prevention

Change aspects of the environment that contribute to the use of alcohol and other drugs

- Limit access to substances
- Change social norms
- Change public laws, policies and practices



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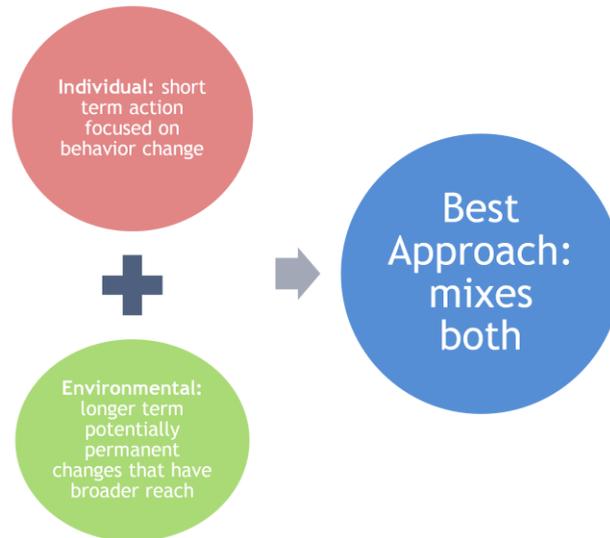
- aim to decrease the social and health consequences of substance abuse by limiting access to substances and changing social norms that are accepting and permissive of substance abuse.
- change public laws, policies and practices to create environments that decrease the probability of substance abuse

Examples:

- Changing how alcohol is sold and advertised
- When and where alcohol is available



Individual Strategies vs Environmental Strategies



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Broadly defined, individual strategies are short-term actions focused on changing individual behavior, while environmental strategies involve longer-term, potentially permanent changes that have a broader reach (e.g., policies and laws that affect all members of society). The most effective prevention plans will use both environmental and individual substance abuse prevention strategies

WHY FOCUS ON CHANGING THE ENVIRONMENT?

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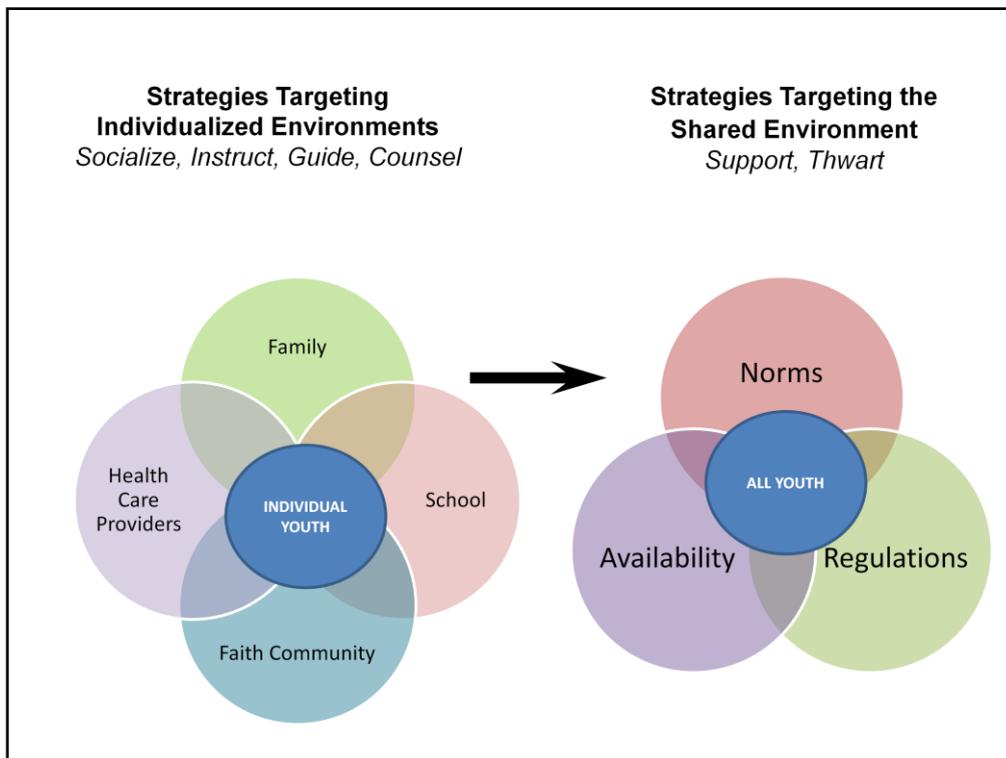


Alter Two Kinds of Environments:

- Individualized Environments
 - the environments in which *individual* children grow, learn, and mature
- Shared Environment
 - the environment in which *all* children encounter threats to their health—including illicit drugs, alcohol, and tobacco



One way to categorize prevention strategies is to consider those that attempt to alter the environments in which *individual* children grow, learn, and mature (*individualized environments*) and those that attempt to alter the environment in which all children encounter threats to their health—including illicit drugs, alcohol, and tobacco (*shared environment*). Much of what we have traditionally done in prevention is in this category.



As seen in figure 1, change agents in *individualized environments* may include families, schools, the faith community, and health care providers. Generally, strategies at this level seek to *socialize, instruct, guide, and counsel* children in ways that increase their resistance to health risks. Specific programs may teach parenting skills to parents or life skills to children, educate parents and children about health risks, communicate rules and expectations, or provide specialized services to youth at high risk. All of these individualized strategies seek to prepare and assist individual children in coping with a world that presents myriad temptations and potential threats to their health and well-being.

Focusing on the host requires many separate interventions whereas a single intervention in the environment may provide protection to large numbers of people.

But, what about that world? Figure 1 also represents the world in which children face and cope with health threats in the *shared environment*. The shared environment can be a neighborhood, town, city, State, or the Nation as a whole. Properly designed and managed, the shared environment can *support* healthy behavior and *thwart* risky behavior for all children, regardless of how well prepared they may be by their individualized

environments.

Factors in the Shared Environment



- *Norms* are basic orientations concerning the “rightness or wrongness,” acceptability or unacceptability, and/or deviance of specific behaviors for a specific group of individuals.
- *Availability* can be defined in terms of how much time, energy, and money must be expended to obtain a commodity (alcohol, marijuana, cigarettes). The more resources required, the lower the availability.
- *Regulations* are formalized laws, rules, and policies that serve to control availability and codify norms and that specify sanctions for violations.

Norms

- Basic orientations concerning the “rightness or wrongness,” acceptability or unacceptability, and/or deviance of specific behaviors for a specific group of individuals
- The basis for a variety of *specific attitudes* that support or undermine the particular prevention strategies we may wish to implement

• *Norms* are basic orientations concerning the “rightness or wrongness,” acceptability or unacceptability, and/or deviance of specific behaviors for a specific group of individuals. For example, **it is *wrong* for *anyone* to use illicit drugs; it is *okay* for *adults* to drink in moderation.** Norms are the basis for a variety of specific attitudes that support or undermine the particular prevention strategies we may wish to implement. For example, a community norm that impaired driving is unacceptable under any circumstances will make it more likely that community members will adopt the attitudes that roadblocks are a good idea and jail time for first offenders is appropriate.

Availability

- The inverse of the sum of resources (time, energy, money) that must be expended to obtain a commodity (alcohol, marijuana, cigarettes)
- The more resources required to get something, the lower the availability

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Regulations

- Formalized laws, rules, policies that serve to control availability and codify norms and that specify sanctions for violations
- May be instituted by governments, public agencies (e.g., police departments, school systems), or private organizations (e.g., HMOs, hospitality establishments, convenience stores)

• *Regulations* are formalized laws, rules, and policies that serve to control availability and codify norms and that specify sanctions for violations. Regulations may be instituted by governments, public agencies (e.g., police departments, school systems), or private organizations (e.g., HMOs, hospitality establishments, convenience stores).

Norms, availability, and regulations are overlapping and interrelated. Availability is often controlled through the use of regulations. For example, a city may pass an ordinance (regulation) that bans cigarette vending machines and thus reduces the availability of tobacco to minors. Similarly, norms are often expressed through regulations. For example, society's belief that crack cocaine is more dangerous and destructive than powdered cocaine is expressed in differential mandatory sentences for violations involving these two substances. The norm in some communities that underage drinking is just "youthful highjinks" is expressed in a police policy of benign neglect toward minor-in-possession violations. In practice, almost all prevention strategies will have an impact on norms, availability, and regulations to a greater or lesser degree.

Norms, regulations, and availability are interdependent and mutually supportive; they constitute stable systems that are tightly interwoven. This means that a change in any one of these factors will cause changes in the other two (figure 2a). As norms (or availability or regulations) change, they tend to pull the other factors along with them. However, it appears that no one factor can change too much or too quickly. Moderating pressure from the other two factors will tend to attenuate too rapid or too drastic a change in norms, regulations, or availability

The Likelihood of Undesirable Behavior is Decreased When:

- There exist regulations that discourage the behavior
- Community norms disapprove of the behavior
- The commodities needed to engage in the behavior are not easily available

The probability of a health-compromising behavior is decreased to the extent that there exist regulations that discourage the behavior and norms that disapprove of the behavior, and when the commodities needed to engage in the behavior are not easily available. Thus, the probability that youth will use alcohol is reduced when community members strongly disapprove of teen drinking (norms), when convenience stores regularly check IDs (availability), and when police policies support vigorous enforcement of underage sale and use laws (regulations). Conversely, the probability of healthy behavior is increased to the extent that there exist regulations that support the behavior, norms that approve of it, and when commodities needed to engage in the behavior are widely available. Thus, youth are more likely to seek safe transportation when riding with an intoxicated friend is seen as really dumb (norms), when public transportation is readily accessible and convenient (availability), and when taxi companies or buslines agree to offer free or reduced-fare rides to youth in need of safe transportation (regulations). ^[1]

[1] Some readers will recognize strategies aimed at the shared environment as what is called a “public health” approach to prevention. The same ideas underlie classic public health prevention strategies, such as sanitation to prevent water-borne diseases and draining swamps to prevent the spread of malaria.

A Basic Premise:

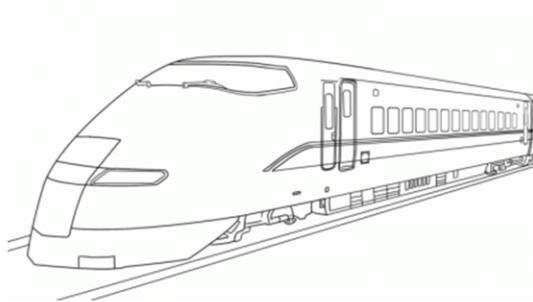
- *Strategies that address both individualized environments and the shared environment are important components of a comprehensive approach to prevention*



Strategies that address both individualized environments and the shared environment are important components of a comprehensive approach to prevention. However, the Secretary's Initiative necessitates a focus on the shared environment for three reasons: efficiency, immediacy, and maximal enhancement of local efforts.

Why Focus on Changing the Environment?

- Speed
- Efficiency
- Community response



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<http://wch.uhs.wisc.edu/01-Prevention/01-Prev-Environment.html>

1. Efficiency

Strategies directed at the shared environment are efficient because they affect every member of the target population. For example, training convenience store clerks to check IDs reduces the availability of alcohol and tobacco for local youth.

Environmental strategies have enduring effects. When policy, regulation, or norms are changed they remain so for a very long time.

When in place, environmental strategies are often easily maintained and cost effective. Seatbelt use is an example of an easily maintained environmental strategy which began through regulation and has become the norm. The initial cost may be high, but after the behavior becomes the norm, it is self-sustaining, reducing costs. The "crash-test dummies" are now retired after making seat belt use the norm for over 85 percent of the U.S. population.

2. Celerity

Strategies aimed at the shared environment often produce results much faster than strategies aimed at individual environments. For example, enforcing the alcohol purchase age compared to increasing alcohol prices (manipulations of

availability) can produce immediate reductions in youth alcohol use.

3. Enhancement

Many communities currently have little in the way of a coordinated approach addressing the shared environment that complement their individualized strategies. An environmental approach brings a shared focus to these individual strategies, providing a community response that may encompass reaching out to all community members:

Youth and adults

Consumers, sellers and marketers

Health providers, clients and the public

Constituents and policymakers

Faith leaders and their congregations

Community leaders and their neighborhoods

Law enforcement, the courts and legal systems

Shared Environment Strategies

Speed

- Produce more rapid results than do strategies aimed at individual environments
- E.g.,
 - Enforcement of the minimum alcohol purchase age or increases in alcohol prices (manipulations of availability) can produce more or less immediate reductions in youth alcohol use
 - Pre-school programs to increase academic readiness and pro-social orientation may take many years to show results

Immediacy. Many effective strategies aimed at individualized environments take years to bear fruit. Classroom programs for sixth graders may not affect tobacco use for several years. Education for parents of young children may not show an impact for even longer. By contrast, strategies aimed at the shared environment often produce rapid results. Enforcement of the minimum alcohol purchase age or increases in alcohol prices (manipulations of availability) can produce more or less immediate reductions in youth alcohol use. The Secretary has set ambitious goals that must be achieved in a short timeframe. Fast-acting strategies, such as those aimed at the shared environment, will be required to fulfill the Secretary's mandate

Shared Environment Strategies

Efficiency

- Efficient because they affect every member of a target population
- For Example:
 - Removing dealers from street corners and training convenience store clerks to check IDs reduces the availability of illicit drugs and tobacco for all neighborhood youth

Efficiency. Strategies directed at the shared environment are efficient because they affect every member of a target population. Removing dealers from street corners and training convenience store clerks to check IDs reduces the availability of illicit drugs and tobacco for all neighborhood youth, regardless of whether or not they are even aware that the strategies are being implemented. Even if the cost per dealer or clerk is high, the cost per child will still be low because there are many more children in a given area than there are dealers or clerks.

Enhancement. Most communities already have a number of programs aimed at individualized environments. Improving and expanding these programs is an important priority for communities. However, many communities currently have little in the way of a coordinated approach to the shared environment to complement their individualized environment strategies. Thus, the Secretary's Initiative will emphasize strategies aimed at the shared environment as the primary means for enhancing communities' prevention efforts.

Shared Environment Strategies *Community Response*

Many communities lack a coordinated approach addressing the shared environment, one that complements their individualized strategies.

An environmental approach brings a community focus and response to these individual strategies.

Youth and adults

Consumers, sellers and marketers

Health providers, clients and the public

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ENVIRONMENTAL PREVENTION IN ACTION

Sample Environmental Policies for Limiting Access

Environmental Strategy	Alcohol	Tobacco	Illicit Drugs
Purchase Laws	Minimum legal drinking age for purchasing and consuming alcohol	Youth access laws prohibiting retail sales of tobacco to minors	Laws prohibiting possession and use
Price Controls	Sales taxes; bans on drink discounts and other price specials	Excise taxes; bans on rebates after purchase	Using supply reduction efforts to drive up drug prices
Restrictions on retail sales or sellers (number, location, density, days and hrs. of sale)	Ordinances establishing minimum distance between outlets and schools and churches	Limits on the number of tobacco vendor licenses	Civil actions to eliminate places where drugs are sold (e.g., drughouse abatement); physical barriers to sales (gates, increased lighting)

Sample Environmental Policies for Limiting Access *continued*

Environmental Strategy	Alcohol	Tobacco	Illicit Drugs
<i>Environmental policies to influence the culture and contexts of use</i>			
Legal deterrence	Lower blood alcohol concentration for young drivers; administrative license revocation for driving under the influence	Fines for selling tobacco to minors; media advocacy efforts to increase vendors' perceptions of risk of apprehension	Use (drugs)-Lose (driver's license) laws for youth; workplace drug testing; asset forfeiture
Controls on advertising and promotion	Bans on alcohol sponsorship of sporting and cultural events; advertising restrictions	Surgeon General's warning on cigarette packs; restrictions on distribution of free samples and coupons	Public service announcements regarding hazards associated with drug use
<i>Environmental policies to reduce negative consequences of use</i>			
Measures that reduce consequences of excessive use	Safe rides for intoxicated patrons; nonbreakable drinking glassware	Designated nonsmoking areas to reduce nonsmokers' exposure to secondary smoke	Distribution of bleach for disinfecting drug paraphernalia
Substitution of less damaging products	Low alcohol beer	Low-tar and self-extinguishing cigarettes	Methadone maintenance

The Prevention Effects of Environmental Strategies

Environmental Strategy	Sales/Use	Traffic Crashes	DWI	Violent Crime ¹	Suicide	Long Term Health Consequences ²
Price controls	X	X	X	X ³	X	X
Density restrictions	X	X		X	X	X
Min. purchase age laws	X	X		X ⁴	X	
Impaired driving laws		X	X			
Restrictions on use	X					
Selling/serving controls		X	X			
Counter-advertising	X ⁵					

¹ violent or assaultive offenses = rape, robbery, assault, and homicide

² cancer or cirrhosis mortality

³ rapes and robberies

⁴ youth homicide

⁵ effects for tobacco only

Examples of EP in Action

Community Norms...

Community norms, the unwritten rules of acceptable behavior in a given setting, have the power to encourage or discourage ATOD use and abuse.

Examples of Environmental Strategies:

- Promote public events (fairs, concerts, etc.) that are alcohol free or that follow rigorous guidelines for the sale of alcoholic beverages.
- Expose and attack predatory alcohol and tobacco marketing practices.

Examples of EP in Action

Media Messages...

Images in the entertainment and news media glamorize ATOD use, especially among youth, and tend to solely blame individual users for problems. Additionally, alcohol and tobacco advertising is widespread in most communities.

Examples of Environmental Strategies:

- Advocate for a film studio to cease alcohol and tobacco product placements in PG-13 movies.
- Conduct media outreach to increase news coverage of community changes that have reduced problems resulting from high-risk drinking.

Examples of EP in Action

Accessibility...

Easy availability of alcohol and tobacco is linked to an increased concentration of problems such as drinking and driving, crime, safety problems, and chronic disease in communities.

Examples of Environmental Strategies:

- Monitor alcohol retailers' compliance with purchase laws
- Cut off beer sales at sporting events at least one hour before the game ends
- Provide attractive non-alcoholic beverages whenever alcohol is served.

Examples of EP in Action

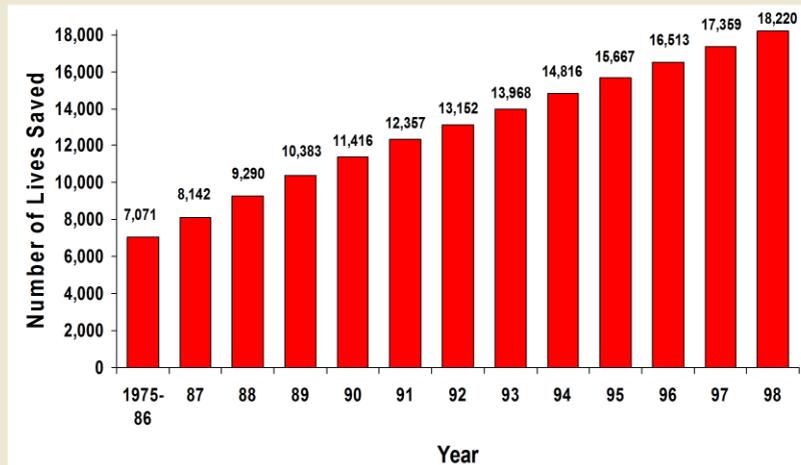
Policies and Regulations...

Policies and regulations, whether of the public sector (states, counties, cities, school districts) or private sector (businesses, social clubs), shape how ATOD is sold, promoted and consumed.

Examples of Environmental Strategies:

- Establish local zoning ordinances that restrict the number of alcohol, tobacco and head shop outlets in a neighborhood or city
- Increase state excise tax on alcohol and tobacco products
- Drinking Age laws

Cumulative Estimated Number of Lives Saved by Minimum Drinking Age Laws, 1975-1998



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Year

Source: Traffic Safety Facts 2000, U.S. Department of Transportation, NHTSA

CARS

The National Minimum Drinking Age Act of 1984 required all states to raise their minimum purchase and public possession of alcohol age to 21. States that did not comply faced a reduction in highway funds under the Federal Highway Aid Act. The U.S.

Department of Transportation has determined that all states are in compliance with this act.

Age 21 MLDA laws result in lower levels of alcohol consumption among young adults age 21 years and older as well as those less than age 21 years.¹⁰

Source: O'Malley PM, Wagenaar AC. Effects of minimum drinking age laws on alcohol use, related behaviors, and traffic crash involvement among American youth: 1976-1987. *J Stud Alcohol* 1991;52:478-491.

Environmental Prevention in Action

Environmental Prevention is not an attempt to bring back Prohibition by completely outlawing alcohol and tobacco...

Environmental Prevention in Action

...Rather, this approach attempts to put a balance back in our public policies that have traditionally favored--and continue to favor-- the alcohol and tobacco industries over the health and welfare of our communities, particularly young people.

-Bonnie Benard, Prevention Resource Center

Environmental Prevention is an Approach

Environmental Prevention is an ***approach*** with a series of strategies that are ***grounded in the community...***

Environmental Prevention is an Approach

...that Utilizes:

- Data
- Community Organizing
- Action
- Policies

Community Stakeholders



How Coalitions Mobilize

Community Mobilization:

Working with individuals, groups and institutions in a community, over time, in many different ways to inspire, encourage and support them in making positive changes in their lives ultimately causing a change in community norms.

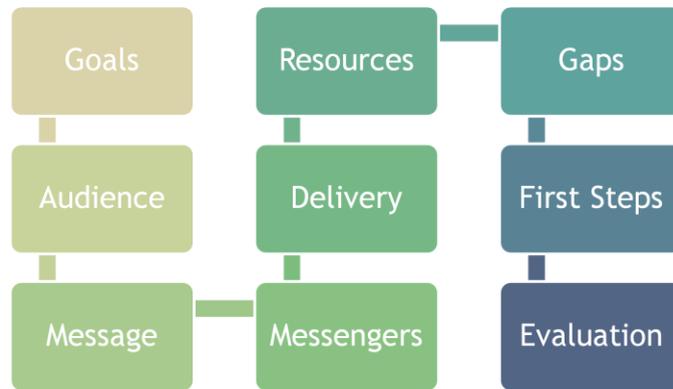
ENVIRONMENTAL PREVENTION

PLANNING TO BEGIN



“Nine Questions”

A Strategy Planning Tool for Policy and Environmental Change



1. What do we want? (Goals)

- What are the long-term and short-term goals?
- What are the content goals (e.g. policy change)?
- What are the process goals (e.g. building the community among participants)?

These goals need to be defined at the start, in a way that can launch an effort, get people involved, and be sustained.

2. Who can give it to us? (Audience)

- Who are the people and institutions you need to move? This includes those who have the actual formal authority to deliver the goods (i.e. policymakers). This also includes those who have the capacity to influence those with authority (i.e. the media and key constituents).

3. What do they need to hear? (Message)

- Craft and frame a set of messages that will be persuasive to the different audiences. Although the messages must be rooted in the same basic truth, they also need to be tailored differently for different audiences. In most cases, policy or environmental change messages will have two basic components: an appeal to what is right and an appeal to the audience's self-interest.

4. Who do they need to hear it from? (Messengers)

- The same message has a different impact depending on who communicates it. Who are the most credible messengers for the different audiences? What do we need to do to equip these messengers, both in terms of information and to increase their comfort level as advocates?

5. How can we get them to hear it? (Delivery)

- There are numerous ways for advocates to deliver the message. The most effective varies from situation to situation. The key is to evaluate and apply them appropriately.

6. What have we got? (Resources)

- Take careful stock of the resources that already exists or need to be built on. Take a look at staff, information, alliances and other people's capacity. You don't need to start from scratch.

7. What needs to be developed? (Gaps)

- What resources are you missing? Identify what pieces are missing and who can help fill the gaps.

8. Where do we begin? (First Steps)

- Look at short-term goals or projects that would bring people together. Create something achievable that lays the groundwork for the next step.

9. Is it working? (Evaluation)

- Strategy needs to be evaluated at the beginning, middle and end of the campaign. It's important to discard any elements that don't work once they are put into practice.

A Final Thought...

If at first you **DO** succeed - try
to hide your astonishment.
~Author Unknown



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Group Project

Handout from CADCA

Community Anti-Drug Coalitions of America

- www.cadca.org/files/Beyond_the_Basics_EnvironmentalStrategies.pdf



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