

Strategic Planning for Environmental Prevention

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Goals for Training and Technical Assistance

- Goal 1: Learn about population-based prevention approaches and “environmental strategies” and use of science to increase effectiveness.
- Goal 2: Learn what local prevention needs to do in assessing, implementing, and evaluating environmental strategies, i.e., strategic planning.
- Goal 3: Learn how to manage and evaluate environmental prevention

Biggest Current Mistakes in Prevention?

- Doing many things that have little or no effect....
- “Not incorporating best prevention research & science into assessment, planning, and evaluation”

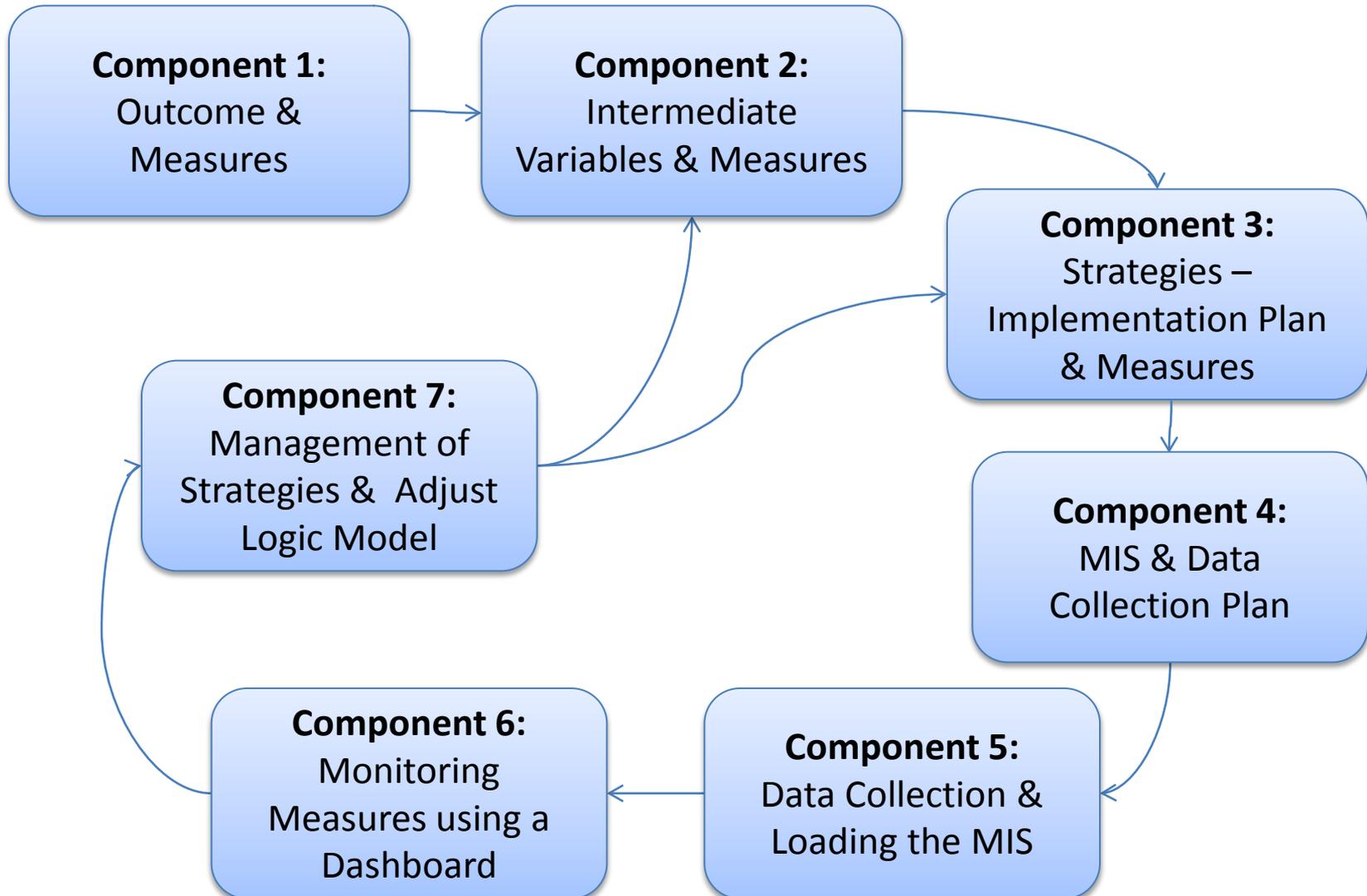
Just What Is Environmental Prevention, Anyway?

- Environmental strategies in a community seek:
 1. To bring about system-level change (including physical space, local community policies, availability of alcohol, drugs, and tobacco, etc.)

in order

 2. To reduce substance abuse problems at the population level. That is **Public Health**.
- *Both conditions must be met.*

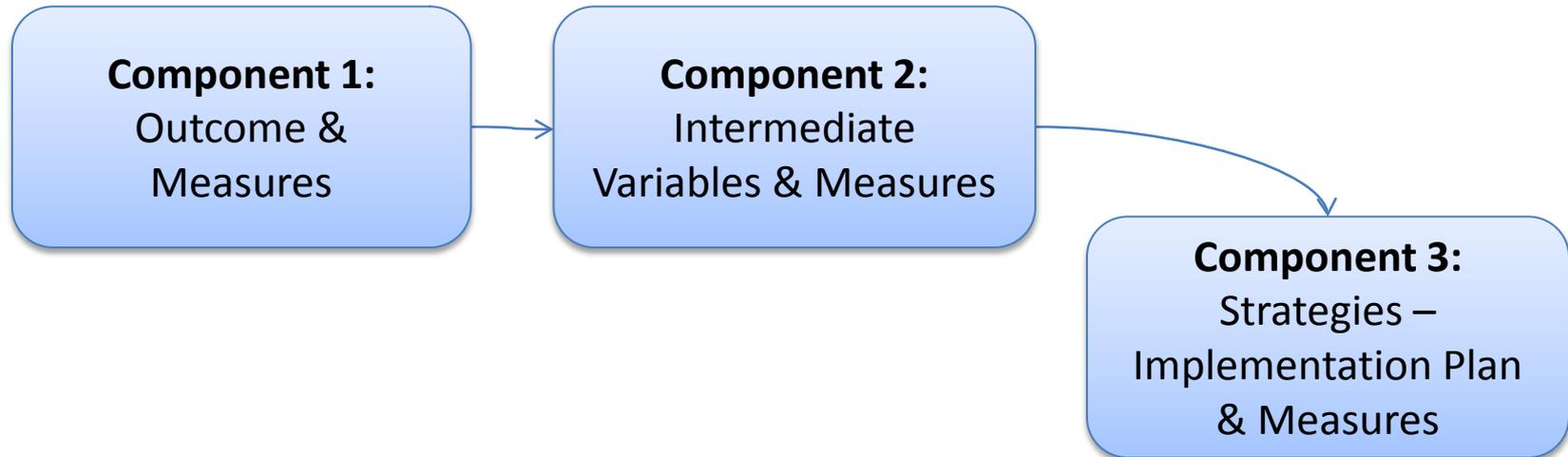
Strategic Planning for Environmental Prevention Using a Logic Model & Management Information System



Logic models are composed of:

1. **Prevention goal**, *i.e.*, *specific ATOD outcome to be reduced or changed--OUTCOME*
2. **Intermediate variables or community factors**, *which need to be changed (or considered) in order to achieve the goal. Scientific evidence.*
3. **Intervention strategies** *to change intermediate variables. Science-based*

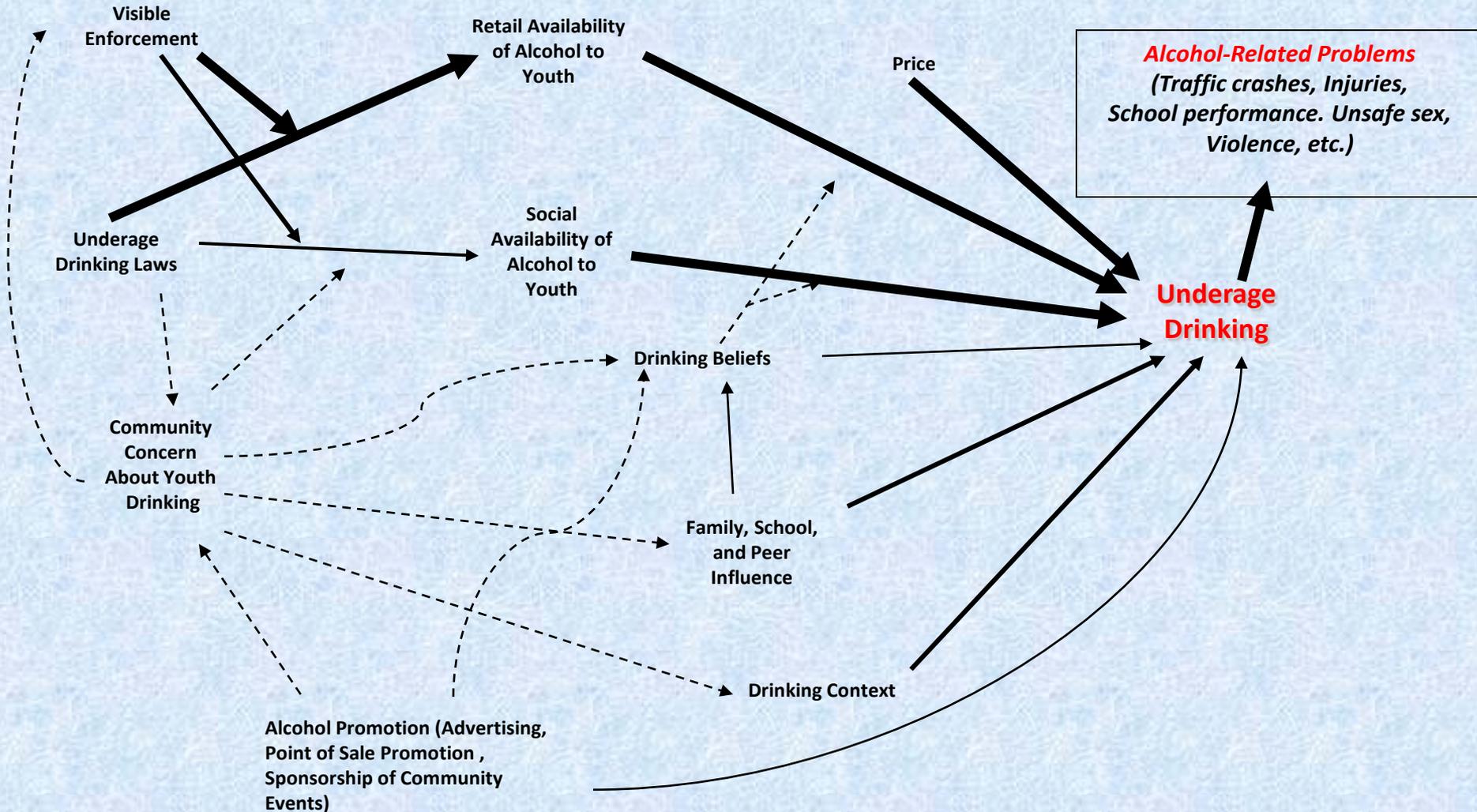
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Underage Drinking: Basic Research

Evidence: **Population Prevention Effects**

- Strong
- Moderate
- Low (target group only)
- - - - -** None (no target or population)



Underage Drinking: Basic Research

Compliance Checks



Retail Training



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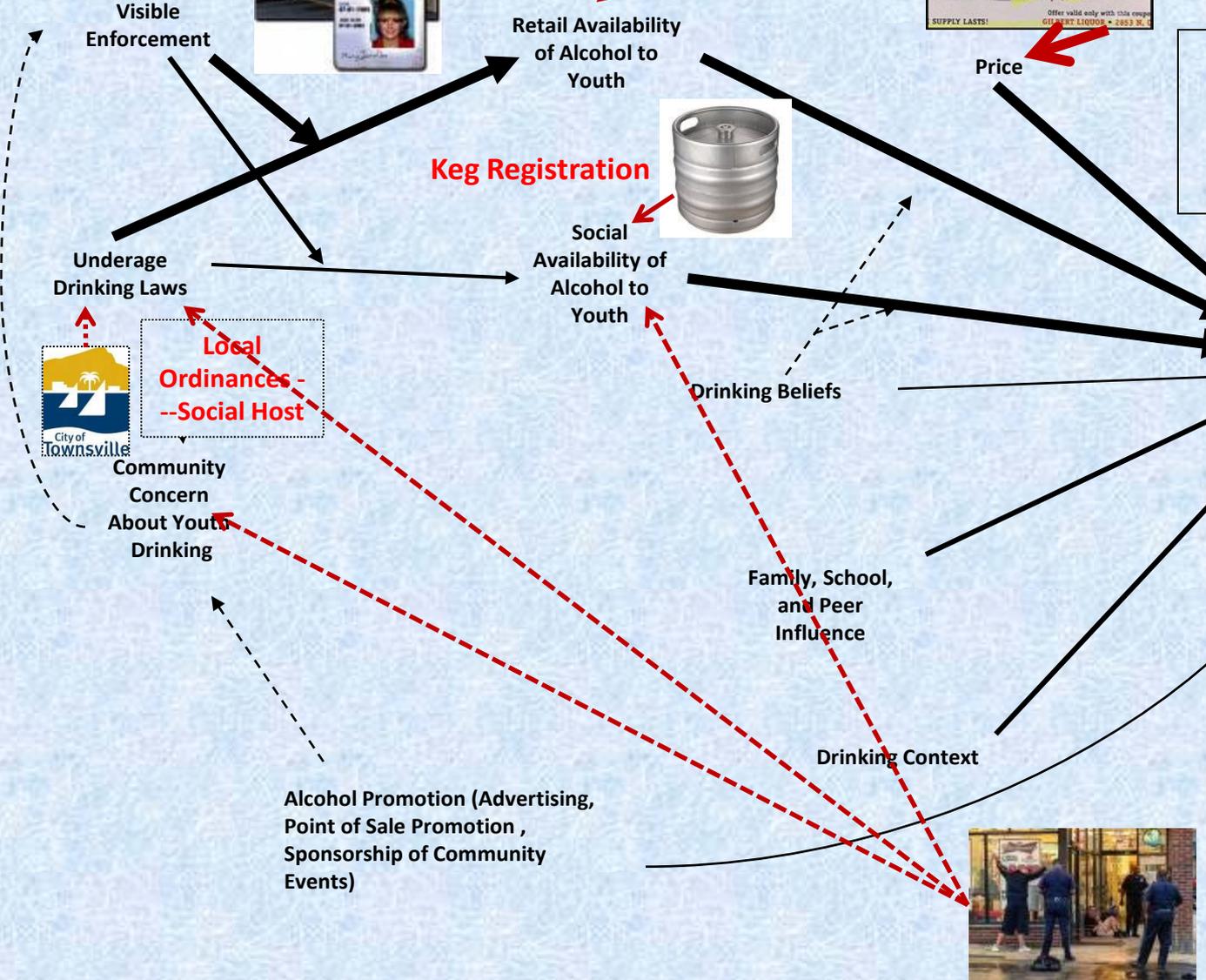
Increase Price of Alcohol



Alcohol-Related Problems
(Traffic crashes, Injuries, School performance. Unsafe sex, Violence, etc.)

Underage Drinking

Legal Risks for Providing Alcohol to Minors



Local Ordinances - Social Host

Community Concern About Youth Drinking

Alcohol Promotion (Advertising, Point of Sale Promotion, Sponsorship of Community Events)



Intermediate Variables	Strategies and Scientific Evidence to Effect Underage Drinking
Retail Availability of Alcohol to Youth	Minimum Drinking Age *** Types of Retail Outlets *** State Retail Monopolies *** Densities or Concentrations of Retail Outlets *** Hours and Days of Sale *** Responsible Beverage Service Programs *** Lower Levels of Alcohol in Beverages ** Interlock Devices *** Checking IDs ** Legal (Tort) Liability Concerning Alcohol Sales & Service to Youth ** Controls on Licenses to Sell Alcohol *
Visible Enforcement of Retail Availability	Compliance Checks *** Punishment and Sanctions ** Youth Driving License Suspension/Revocation ***
Social Availability of Alcohol to Youth	Curfews for Youth ** Social Host Liability * Restricting Access to Alcohol at Social Events * Drinking Locations and Possession of Alcohol ** DUI Enforcement **
Visible Enforcement of Social Availability	Party Patrols * Reducing Social and Third Party Access to Alcohol * Keg Registration** Social Host Ordinance*
Community Concern about Youth Drinking	Community Coalitions ** Community education or Social Norms Program* Public Education*

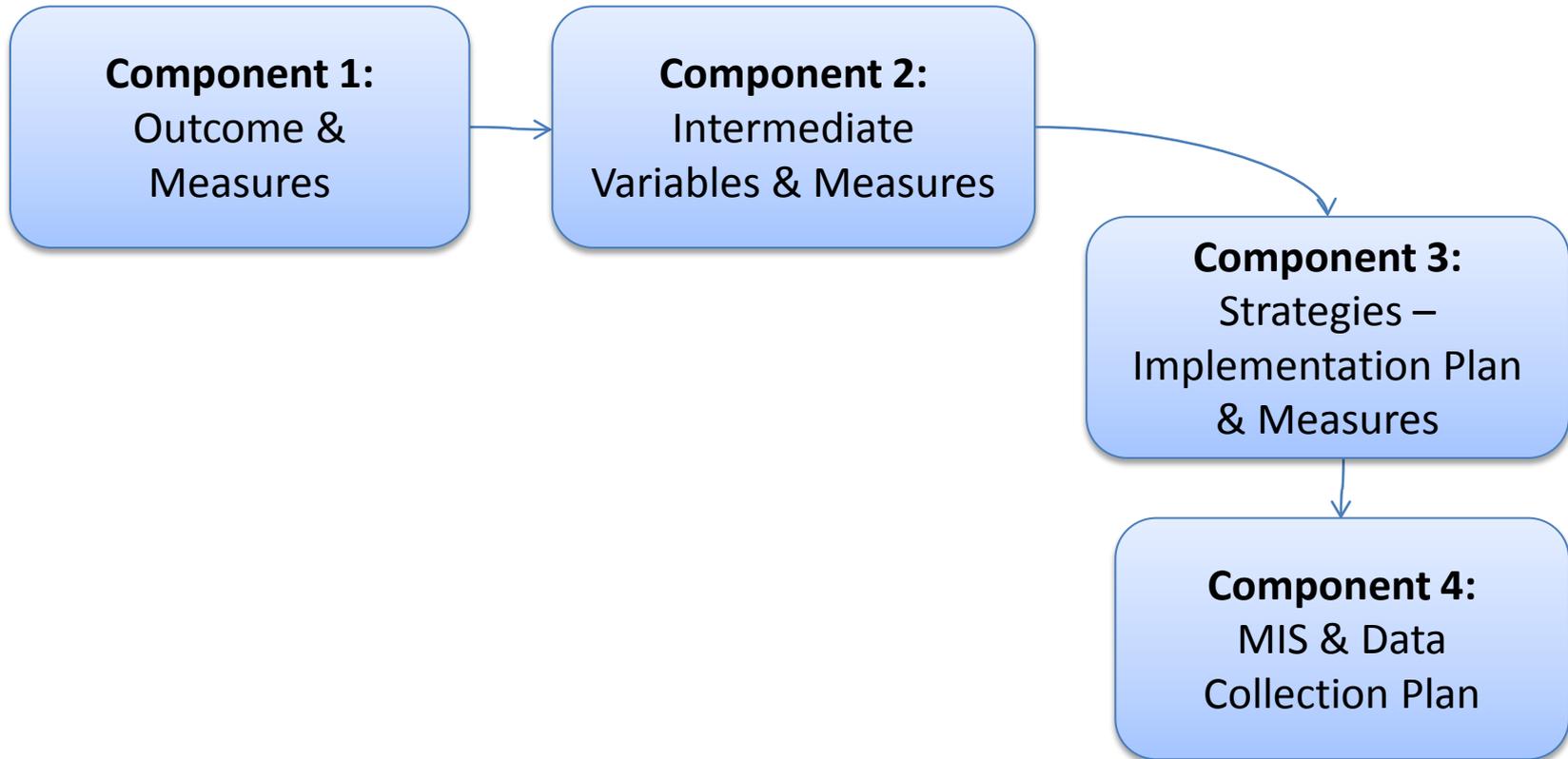
*****Strong effect (3 or more studies)**
****Moderate effect (1-2 studies)**
***Weak (3 or more studies) or Unknown effect**

"Are we having any impact or just howling at the moon?"



Currently most community prevention is still “Howling at the Moon”

Strategic Planning for Environmental Prevention Using a Logic Model & Management Information System



- “How do we know this works?”
- Add indicators to Logic Model for Underage Drinking
- Create local Management Information System (MIS)

Measure Intervening Variables & Outcomes

Sources of Data

1. Archival—collected regularly over time
2. Observations—Documentation and experiences
3. Surveys—self reports (school surveys, community surveys, key leader interviews)

Underage Drinking Prevention Management Information System

For [Enter Name of the Community]

Last Updated: 02-25-2013

- Outcome
- Intermediate Variable
- Strategies
- Indicators
- Action Steps

	2006						2007											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Underage Drinking

- % Drank in last 30 days (youth survey)
- % Drank in last 30 days (focus group)
- % 5+ Drinks in 30 dys survey
- # Alcohol crashes age <21
- # Alcohol crashes age 21+

Level of Retail Availability of Alcohol to Youth

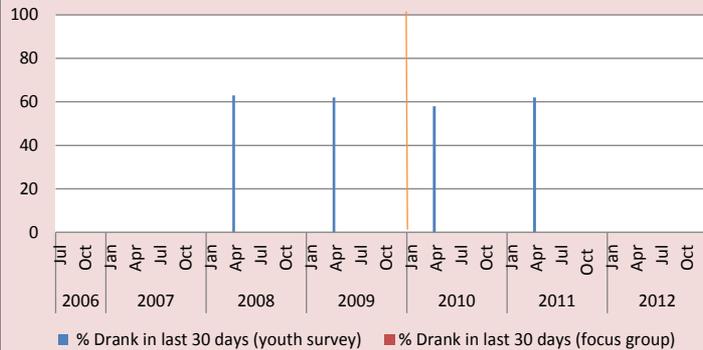
- % off-premise sales of alcohol to youth (compliance checks)
- % perceived retail availability as "high" or "very high" (youth survey)
- % perceived retail availability as "high" or "very high" (youth focus group)

Level of Social Availability of Alcohol to Youth

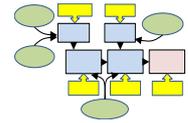
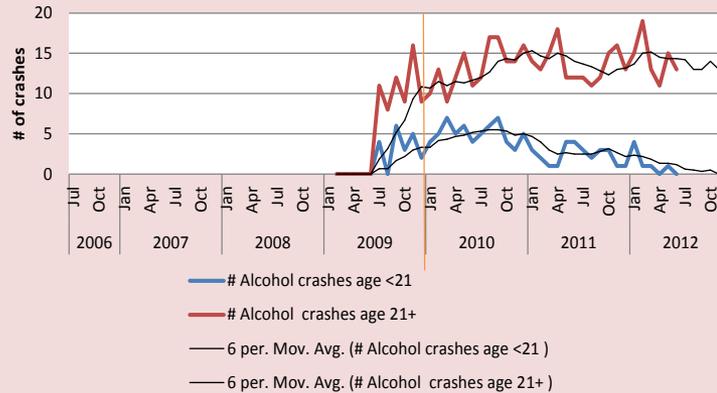
- % reporting access to alcohol through social sources and specific social source (youth survey)
- % perceived social access to alcohol as "high" or "very high" (youth survey)
- % perceived social access to alcohol as "high" or "very high" (focus group)

Community ABC Year Three Dashboard

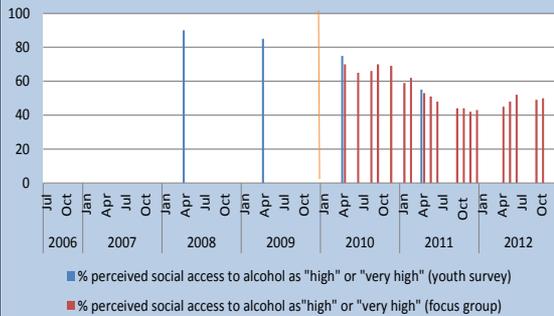
Outcome: Underage Drinking - Self-Report



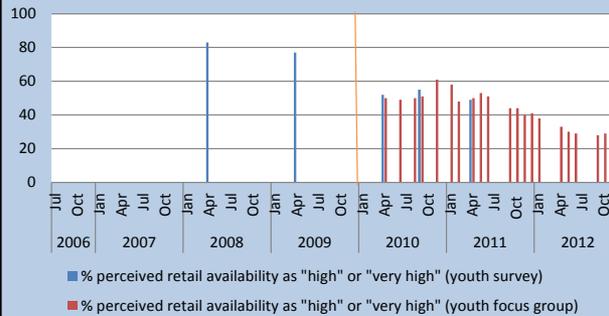
Outcome: Underage Alcohol Crashes



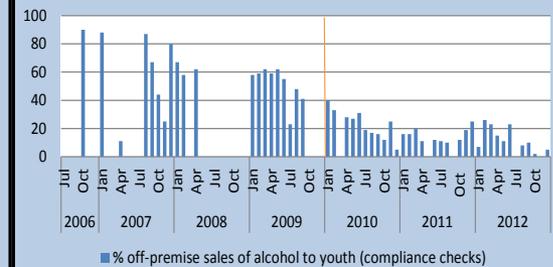
Youth Perception of Social Availability



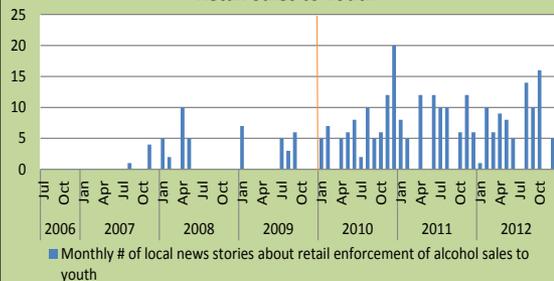
Youth Perception of Retail Availability



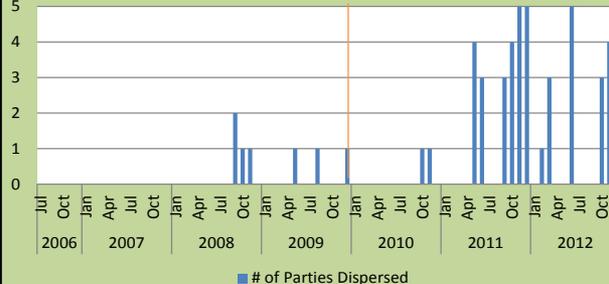
Level of Retail Availability of Alcohol to Youth



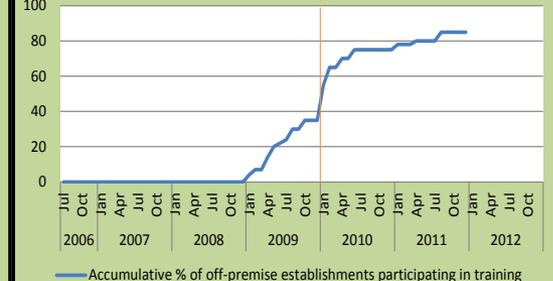
Local News about Enforcement of Off-Premise Retail Sales to Youth



Visible Enforcement: Party Patrols

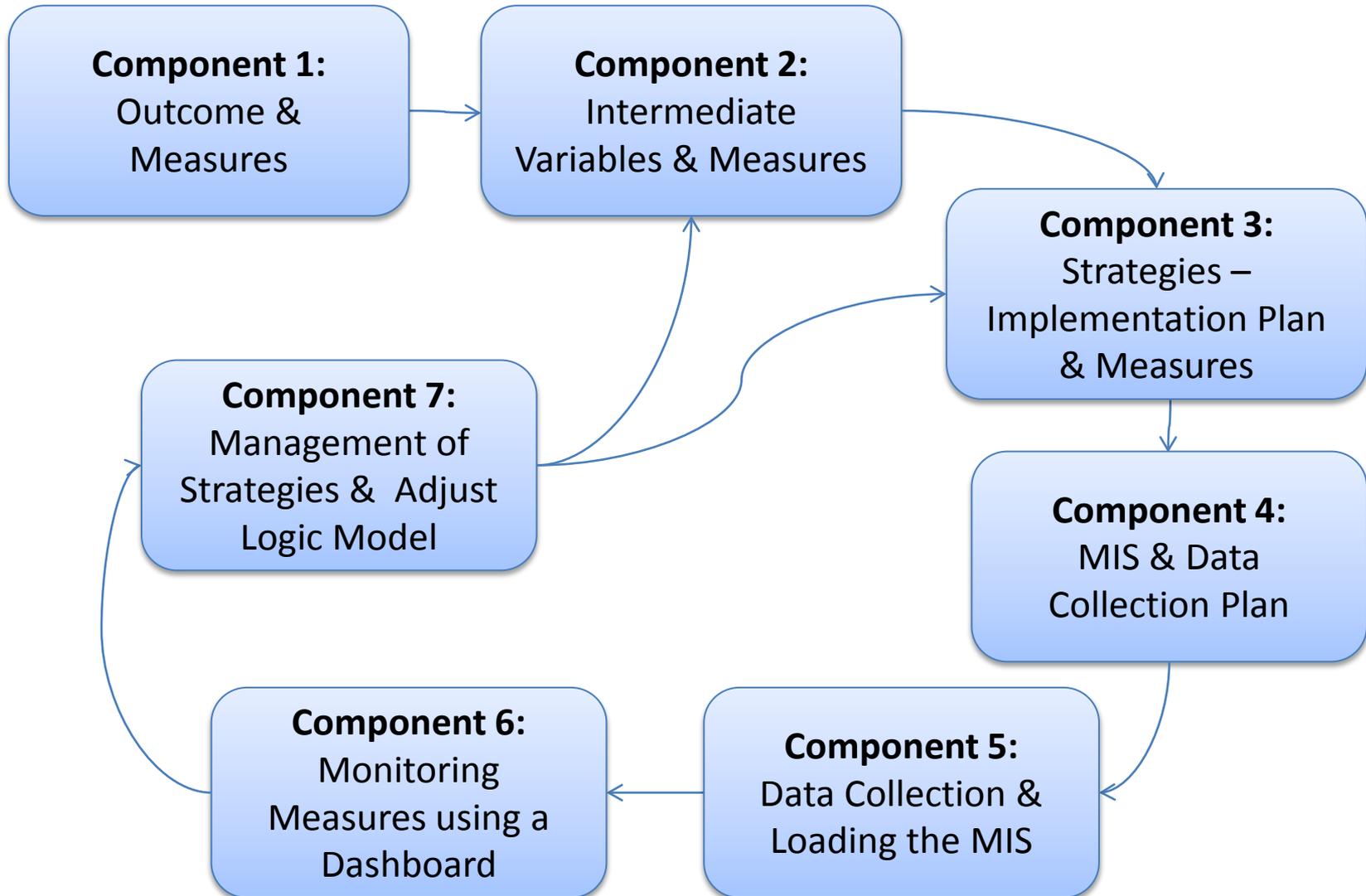


Training on Underage Retail Sales



Project Start Date: January 1, 2010

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Questions?