



EFR EMPLOYEE & FAMILY RESOURCES

If I Can Do It, So Can You

The Key to Environmental Strategies

Katrina Bee, CPS

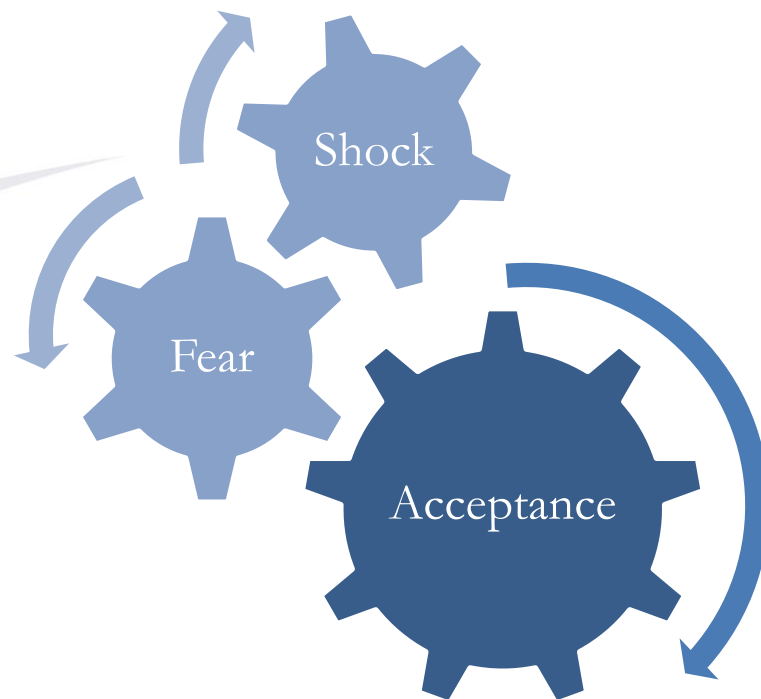
Prevention Manager
Employee & Family Resources

Agenda

- Review the environmental strategy process
- Discuss community engagement and/or resistance
- Present practical solutions to implementing community-based change
- Recognize successes and focus on sustainability



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Now What?

- Where do I start?
- What do I do?
- Why am I doing this?
- Who do I contact?
- How is this going to work?



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Where Do I Start?

- Define Environmental Strategies
 - SAMHSA defines environmental strategies as such;
 - *Environmental strategies* seek to:
 - (1) Limit access to substances
 - (2) Change the culture and contexts within which decisions about substance use are made
 - (3) Reduce the prevalence of negative consequences associated with substance use (such as motor vehicle crashes, sexual assaults, etc.
- Think to yourself, “What is the potential?”



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What Do I Do?

- Show me the NUMBERS!
- Look at different angles
- Prepare for “thanks, but no thanks!”
- Practice



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23% of 11th graders in Iowa reported having at least 1 drink of alcohol in the past 30 days.

22% of 11th graders in Iowa responded "yes" when asked if they ever used marijuana.

29% of 8th graders in Iowa responded "yes" when asked if they ever bet or gambled for money or possessions.

15% of 11th graders in Iowa reported being 13 or 14 years old the first time they drank more than a few sips of alcohol.



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Iowa Youth Survey, 2014

Know Your Audience

- Why should they care and how will this benefit them?
- Establish a relationship
- Connect the dots
 - Identify areas of strength and growth
- Be “solution-focused”
- Take the guess work out



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You Want Me To Talk With Who?

- Members of the population(s) most at risk.
- Medical professionals, particularly those who work directly with at-risk populations.
- Human service workers.
- Alcohol- and drug-treatment professionals, as well as researchers in the field.
- Law enforcement officials.
- Educators.
- Elected and appointed public officials and policy makers at the appropriate level.
- Parents.
- Youth.
- Elders.
- The business community.
- Interested community members.



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Open Their Eyes...And Yours?



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- Always remember
 - Public Health
 - Wellness
 - Sustainability
 - Change
 - It is more than just a strategy

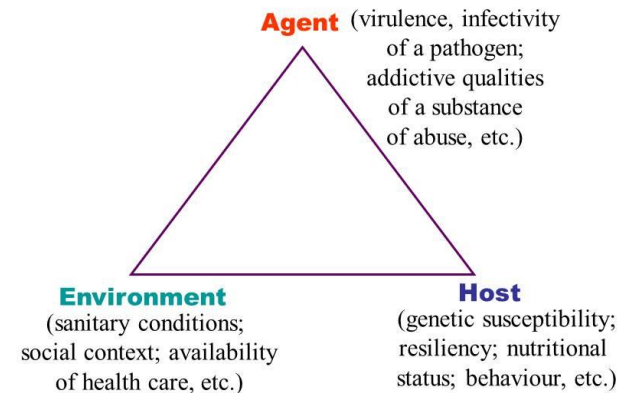


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Public Health Model

- Host
 - Individual
- Agent
 - Drug, Alcohol, Gambling
- Environment
 - Community

The 'epidemiological triad' of causal factors



Cf. Fireman's mantra: a fire requires air, fuel and heat
https://www.med.uottawa.ca/sim/data/Agent_Host_Environment_e.htm



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Wellness, Sustainability, Change

- Benefits
 - Immediate
 - Short-Term
 - Long-Term
- Longevity
 - Establish a new norm
- Transition
 - Expectations and accountability



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References and Resources

- Handbook for Community Anti-Drug Coalitions - CADCA. (n.d.). Retrieved November 8, 2016, from <http://www.cadca.org/sites/default/files/files/coalitionhandbook102013.pdf>
- "CADCA." *The Coalition Impact: Environmental Prevention Strategies*. N.p., n.d. Web. 08 Nov. 2016.
- https://www.med.uottawa.ca/sim/data/Agent_Host_Environment_e.htm
- Chapter 2. Other Models for Promoting Community Health and Development | Section 10. The Strategic Prevention Framework | Main Section | Community Tool Box



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