

Moving Upstream:  
A Look at Environmental  
Prevention Strategies

Cindy Clouner, MPH, LSW  
Managing Director, HECAOD

**Higher Education Center**  
for Alcohol and Drug Misuse Prevention and Recovery

Powered by: The Ohio State University

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### What is Environmental Prevention?



- Prevention strategies that are aimed at changing or influencing:
  - community conditions
  - standards
  - institutions
  - structures
  - systems
  - policies

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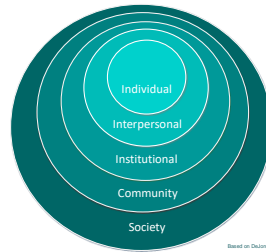
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The Socio-Ecological Model



Based on Orling & Langford, 2002

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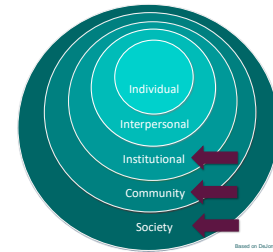
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The Socio-Ecological Model



Based on Orling & Langford, 2002

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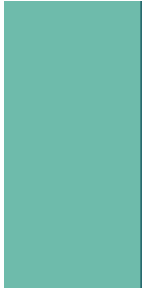
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**Environmental Prevention Addresses:**

- Availability and Access
- Norms around Use
- Policies and Enforcement

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**Benefits of Environmental Strategies**

- Broader Reach
- Cost Effective
- Creates Long Term Effects
- Make Larger Impact

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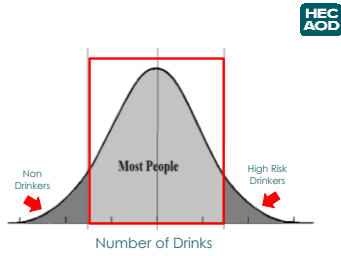
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The Prevention Paradox



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How Environmental Prevention Reduced Smoking



**Norms**

- Warning labels added to packages
- Increase in anti-smoking campaigns

**Availability**

- Limited places people could smoke
- Removed cigarette vending machines
- Made tobacco products more expensive

**Policy**

- Increase taxes
- Introduction and expansion of smoke free laws
- Age restriction and 21+ laws

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**Norms**

- Norms: Rules people have that guide what is acceptable in terms behaviors, values, and beliefs



**Injunctive Norms**  
What people perceive as being approved of by others

**Descriptive Norms**  
Perceptions of how others are behaving

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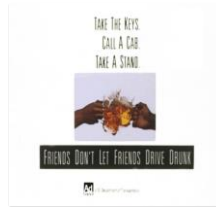
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<http://www.aodand.org/Our-Campaigns/Drunk/Buzzed-Driving-Prevention>



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	Perception	Reality
Drank alcohol in last 30 days	92.8%	58.4%
Drank 5 or more drinks last time they partied	49.9%	25.3%
Used cannabis in last 30 Days	85.1%	22.1%
Used cocaine in last 30 days	37.7%	1.8%

ACHA-NCHA Reference Group Spring 2019

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### Tips for Social Norm Campaigns

- Challenges descriptive norms
- Utilizes local data
- Avoids scare tactics and moral judgement
- Emphasizes healthy choices of the majority

Source: <https://socialnorms.org/socialnorms-approach/>

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### Resources for Shifting Norms

- National Social Norm Resource Center at MSU
  - [www.socialnorms.org](http://www.socialnorms.org)
- Any WVCIA member campus has free access to our Social Media Learning Collaborative
  - Strategizing for social media use: Implications from theory and research
  - Styling your social brand story
  - Strategically crafting your digital campaign
  - Engaging your audience and evaluating success
  - <https://hecaod.osu.edu/trainings/learning-collaboratives/>

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Availability 

**Availability and Access**

- The more effort (and money) it takes to get something the less likely a person is to obtain it
- What are we talking about?
  - Number of outlets
  - Proximity to people
  - Cost
  - Proper storage

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- Decreases in traffic crashes and fatalities among young people
- Decline in injuries and suicide among young people
- Reduction in alcohol consumption among youth and young adults
- Lower rates of vandalism and homicide

**Addressing Availability and Access**



- Limit the number and density of alcohol establishments
- Restrictions on hours of alcohol sales
- Restricting happy hour specials
- Restrictions on alcohol at special events and sporting events
- Responsible beverage service training

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### Policies and Enforcement

- Creating clear and consistent rules addressing sale, possession, provision, and use of alcohol and other drugs
- Consistent, equitable enforcement is key
- Critical to consider potential disparities regarding both the impact of policies and how enforcement happens
- Restorative justice over punitive measures

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### Policy Examples

- Increasing alcohol tax
- Social host and nuisance party ordinances
- Responsible Beverage Service Training Law
- Campus based policies and practices:
  - Substance free housing
  - Alternative to use events
  - Party registrations
  - Friday classes
  - Parental Notification




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### Case Study: Maryland Alcohol Tax

- Increased their state alcohol sales tax from 6% to 9%
- Saw a reduction in overall alcohol sales by 4%
- Decline in alcohol-impaired drivers
- Saw a 24% reduction in gonorrhea that has been attributed to the tax



<https://www.battlemisouri.com/health/research/2014/marijuana-2011-alcohol-taxes-tax-reduction-alcohol-consumption-study-suggests.html>  
<http://www.battlemisouri.com/health/2016/04/28/what-tax-gonorrhea-2013-2018-why.html>

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- Reductions in underage consumption
- A decrease in violence on college campuses
- Reductions in STIs, crime, and sexual assaults



co•a•li•tion

A group of people, groups,  
or countries who have joined  
together for a common  
purpose

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### Benefits of Coalitions

- Louder voice
- More credibility
- Increase resources, expertise
- More effective
- Increased opportunity to create environmental change




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Partners in Prevention



Community:

- Business owners, including alcohol outlets
- Law enforcement
- Alcohol Beverage Control—licensing and enforcement
- Elected officials
- Healthcare Providers
- Prevention and Treatment Professionals
- Landlords
- Residents
- Local media

Campus:

- Campus security/police
- Health, wellness, and counseling services
- Dean of Students
- Judicial affairs
- Residence life
- Faculty
- Fraternity and sorority life
- Other student affairs
- Students
- Athletics

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Strategies for Engaging Partners



- Identify the right people
- Develop relationships
- Know the "What's In It For Them"
- Establish useful roles for partners
- Get an early win
- Get to know your campus and community preventionist
- Timing is everything

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What are the Next Steps?



- Attend one of the afternoon's sessions!
- Take an inventory of your prevention efforts on campus
- Is there a campus and/or community coalition in existence?
  - Who is missing from the table?
- Take a look at your data

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Coalition Resources

- West Virginia Collegiate Initiative to Address High-Risk Alcohol Use
  - <https://wvcia.com/>
- Missouri Partners in Prevention
  - <https://www.mopip.org/>
- Maryland Collaborative to Reduce College Drinking & Related Problems
  - <https://marylandcollaborative.org/>

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**ENVIRONMENTAL LEVEL STRATEGIES: Revised and Updated!**  
 Institute for Health, Behavior, and Society | U.S. Public Health and Research Annual Quality

**COLLEGE AIM** **HEC AOD**

HEC AOD: Combined program and staff costs for implementation and maintenance

Category	Line Item	Description	Unit Cost	Quantity	Total Cost
Personnel	500-01	Director of Program	\$100,000	1	\$100,000
	500-02	Program Manager	\$75,000	1	\$75,000
Supplies	500-03	Office supplies	\$5,000	1	\$5,000
	500-04	Printing costs	\$10,000	1	\$10,000
	500-05	Travel expenses	\$15,000	1	\$15,000
	500-06	Software licenses	\$20,000	1	\$20,000
Other	500-07	Event materials	\$30,000	1	\$30,000
	500-08	Marketing costs	\$25,000	1	\$25,000

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**Resources** **HEC AOD**

CAMPUS ONLY

Item	Description	Unit Cost	Quantity	Total Cost
500-01	Event on selected free campus	\$100,000	1	\$100,000
500-02	Event on selected free campus	\$100,000	1	\$100,000

**Workshops**  
 - 1 day workshop  
 - 2 day workshop  
 - 3 day workshop

**Barriers**  
 - Lack of buy-in  
 - Lack of resources  
 - Lack of staff

**Research sustainability**  
 - 1 year sustainability  
 - 2 year sustainability  
 - 3 year sustainability

**Barriers to implementation**  
 - Lack of buy-in  
 - Lack of resources  
 - Lack of staff

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**Resources** **HEC AOD**

Close X

Item	Description	Unit Cost	Quantity	Total Cost
500-01	Event on selected free campus	\$100,000	1	\$100,000
500-02	Event on selected free campus	\$100,000	1	\$100,000

**References**

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- Smart RG & Adal EM. Banning happy hours: The impact on drinking and impaired-driving charges in Ontario, Canada. *Journal of Studies on Alcohol*. 41(3):229-38, 1980.

**Summary** **Notes** **References** **Potential Resources**

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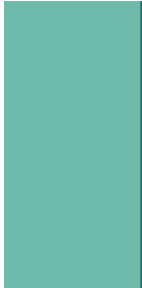
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### HECAOD Resources

- Prevention 101
- Free webinars
- Learning collaboratives
- UReport
- National Meeting

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### Connect with HECAOD!

    [@HECAOD]

Follow us for the latest research and news, information on upcoming events and training resources to support your campus.

WEB: [hecaod.osu.edu](http://hecaod.osu.edu) | EMAIL: [hecaod@osu.edu](mailto:hecaod@osu.edu) | PHONE: 614-292-5572

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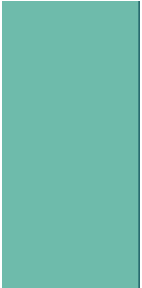
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**Thank you!**

Cindy Clouner  
Clouner.2@osu.edu

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