

Selecting Environmental Interventions

Comprehensive behavior change takes place at an individual and an environmental level. We focus on four environmental strategy areas to facilitate sustainable community change.

Problem:

But Why (Risk Factor):

But Why Here (Local Condition):

Behavior Change Strategy	Intervention(s):
<p>Changing Physical Design</p> <p>Changing the physical design or structure of the environment to reduce risk or enhance protection. Examples include parks, landscapes, signage, lighting and outlet density.</p>	
<p>Changing Consequences (Incentives/Disincentives)</p> <p>Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior. Examples include: increasing public recognition for deserved behavior, individual/business rewards, taxes, citations, fines, revocations/loss of privileges.</p>	
<p>Modifying Policies</p> <p>Formal change in written procedures, bylaws, proclamations, rules or laws with written documentation and or voting procedures. Examples include workplace initiatives, law enforcement procedure and practices, public policy actions, systems change with government, communities and organizations.</p>	
<p>Enhancing Access and Reducing Barriers</p> <p>Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services, such as assuring healthcare, justice, education, special needs and cultural and language sensitivity.</p>	