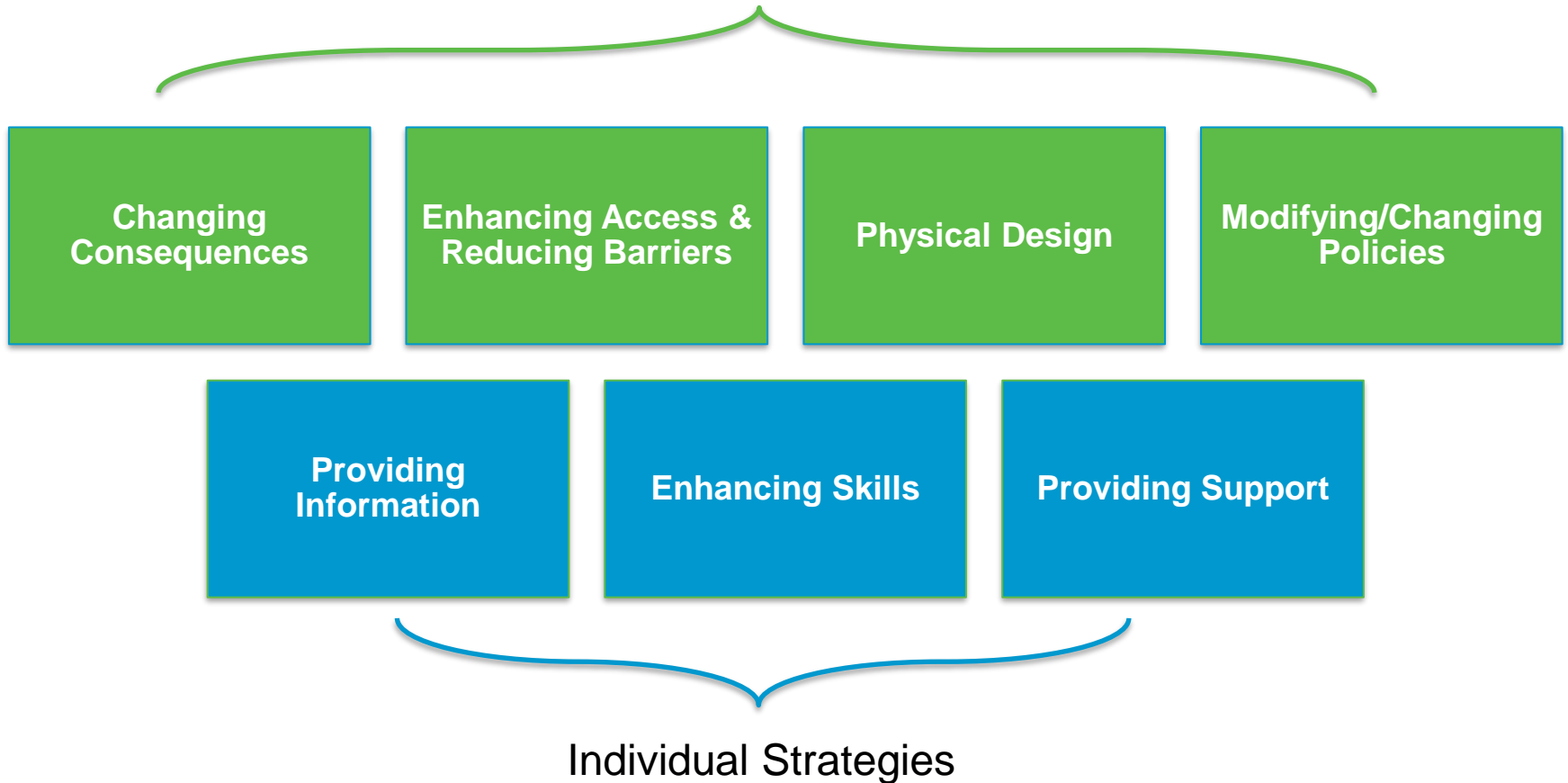


Strategies for Community Interventions

Implementing both individual and environmental behavior change strategies is the best way to achieve your desired outcomes. Therefore, your Reach entries must always demonstrate how your work aligns to your strategy. The next pages will provide some guidance and helpful tips.

7 Behavior Change Strategies

Environmental Strategies



Providing Information

One-way communication to provide information to individuals.

Examples:

- Presentations
- Seminars
- Billboards
- Publications
- TV
- Radio
- Social Media
- Meetings
- Tabling Events

In Practice:

- **Scenario 1 (Meeting)** – Met with the local Rotary Club who is interested in helping the coalition with its activities. Provided them with a list of upcoming events and activities that they can get involved in to help out the coalition.
- **Scenario 2 (Presentation)** – Jefferson High School hosted a Back to School Night event for parents and students to attend where the coalition gave a 30 minute presentation on underage drinking and the effects it can have if parents were to host parties where underage drinking is present.
- **Scenario 3 (Media Post)** – The coalition posted an article in the (newspaper, radio, social media, etc..) about how the coalition will be giving a presentation at the HS Back to School Night event.

Enhancing Skills

Typically involves two-way communication to build skills on a specific topic being provided by the coalition.

Examples:

- Training
- Curriculum Development
- Workshops
- Seminars
- Classes
- Other activities designed to increase the skills of the participant

In Practice:

- **Scenario 1 (Classes)** – Coalition trained teachers at the local HS to implement LifeSkills classes and 10 teachers attended for 2 hours.
- **Scenario 2 (Training)** – Coalition provided Responsible Beverage Service training to local bar owner/employees.

Providing Support

Creating opportunities to support people to participate in activities that add an extra level of protection for youth and people in the community.

Examples:

- Alternative Activities
- Mentoring
- Support Groups or Clubs

In Practice:

- **Scenario 1 (Alternative Activity)** – The coalition partnered with the local HS to host the after-prom event for 2 hours and 150 youth attended.
- **Scenario 3 (Support Group)** – The coalition provided a support group to families of people in drug treatment.
- **Scenario 4 (Organized youth recreation)** – The coalition hosted and sponsored Yoga in the park for youth after school.

Changing Consequences (Incentives/Disincentives)

Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior.

Examples:

- Increasing public recognition for desired behavior
- Individual/business awards
- Taxes
- Citations
- Fines
- Revocation/loss of privileges

In Practice:

- **Scenario 1 (Increase Public Recognition)** – The coalition recognized local youth for signing a pledge to be drug free at a city council meeting.
- **Scenario 2 (Individual/Business Awards)** – Coalition partnered with Local Police Department and two youth from the Youth Coalition to conduct alcohol compliance checks. The underage operatives checked 30 establishments with beer and liquor licenses. The checks lasted 1/2 hour at each establishment, and all establishments were found to be compliant. The coalition sent certificates of recognition for the compliant businesses.
- **Scenario 3 (Revocation/loss of Privileges)** – Students were banned from prom after violating school substance use policy.
- **Scenario 4 (Increase Public Recognition)** – The coalition gave public recognition for stores/festivals that adopt best practices through a press release to the local paper.
- **Scenario 5 (Citations)** – Worked with local law enforcement to implement citations for all local Vape Shops that fail their second compliance check in a row.

Enhancing Access & Reducing Barriers

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.

Examples:

- Increased access to substance use treatment services
- Reduced home and social access to alcohol and other substances
- Improved supports for service use
- Improved access through culturally sensitive outreach

In Practice:

- **Scenario 1 (Increase Access)** – Provided transportation to treatment.
- **Scenario 2 (Increase Access)** – Provided instruction/training in multiple languages.
- **Scenario 3 (Increase Access)** – Provided childcare to people receiving treatment.
- **Scenario 4 (Increase Barriers)** – Enhanced law enforcement patrols to reduce the number of kids getting away with drinking/substance use.
- **Scenario 5 (Increase Access)** – Installed 2 medicine lock boxes in the local senior center for them to dispose of unused prescription medication.
- **Scenario 6 (Decrease Access)** – Distributed at home prescription drug lock boxes to parents at the parent-teacher conferences held at school.
- **Scenario 7 (Decrease Access)** – The coalition worked with local partners to install a permanent prescription drug disposal box at the local police station.

Change in Physical Design

Changing the physical design or structure of the environment to reduce risk or enhance protection.

Examples:

- Landscapes/Layouts
- Signage
- Lighting
- Surveillance
- Environmental Scan
- Product Placement

In Practice:

- **Scenario 1 (Lighting)** – Increase lighting in the local park where teen drinking/substance use occurred.
- **Scenario 2 (Signage)** – Installed permanent *We Card* stickers in the window of the local liquor store.
- **Scenario 3 (Environmental Scan)** – Conducted an environmental scan in the community.
- **Scenario 4 (Product Placement/Layout)** – Worked with local Quick Mart carry out to improve sight lines in the store by moving the liquor isle closer to the register to help prevent theft.
- **Scenario 5 (Surveillance)** – Helped the local high school with installing vape detectors in the bathrooms where youth have been known to use ENDS/vapes on school grounds.

Modifying/Changing Policy

Formal change in written procedures, bylaws, proclamations, rules, or laws with written documentation and/or voting procedures.

Examples:

- Laws or policies at schools, businesses, public places, or local/state governments
- Workplace initiatives
- Law enforcement procedures/practices
- Public policy actions
- Systems changes within government

In Practice:

- **Scenario 1 (Laws)** – Worked with the local government to enact a new law requiring keg registration.
- **Scenario 2 (Policy)** – Implemented new policy requiring all alcohol vendors to attend Responsible Beverage Server training.
- **Scenario 3 (Procedures)** – The local school board changed their procedures on how to handle substance use policy violations to include in school suspension and restorative justice techniques.
- **Scenario 4 (School Policy)** – Worked with the local school board to modify the tobacco free policy on school grounds to now include ENDS/vape products.