Using Environmental Strategies for Prevention

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Formal Regulation and Control of Alcohol Sales/Drug Distribution

Use

Social Control and Communication

Legal Action Drinking/Drug Use

Retail & Street Sales

Legal/Illegal Production, Marketing and Distribution

Social, Health, and Economic Consequences

Substance-involved Acute Mortality & Morbidity

Community Economic Sector

Social and Health Services

Addressing Community System of Alcohol/Drug Use
Community & Population-based outcomes

- Reductions in substance related mortality
- Reductions in injuries/disease
- Reduction in supply
- Change in community support/concerns
- Change in practices
- Policy changes
Community-based approaches for alcohol/drugs—multi-tiered

- Reduce Access/availability
- Control youth use/behaviors
- Responsible Establishment Practices
- Address related problems (drinking & driving, aggression, sexual risk taking)
- Change Community Values & Concerns
- Changing Policies/laws
Reducing Access/Availability

- Alcohol
  - Density of outlets
  - Government Monopolies
  - Price

- Drugs
  - Interdiction/enforcement
  - Reduce illegal prescription drug distribution
  - Reduce access to legal products that can be abused (e.g. inhalants)
Control youth use and behaviors

- Limiting access in homes—both alcohol, other abusable products, and prescription drugs
- Dispersion of knowledge about early age drinking and later life problems
- Minimum purchase age
Responsible Establishment Practices

- Alcohol
  - Trainings concerning over service in pubs, bars, clubs, and restaurants
  - Liability on bars and servers
  - Parent responsibility for hosting parties and underage drinking

- Drugs
  - Clubs and risks
  - Tolerance of use
  - Mixing of drugs and alcohol
Controlling alcohol and drug problems

- Overdose and Poisoning
- Aggression & injury
  - Physical
  - Sexual
- Drinking/drug use and driving
- Sexual risk taking
  - Drinking/drug use and sex
Changing Community Values & Concerns

- Media campaigns & local news
  - Enforcement campaigns
  - Drug awareness
  - Alcohol-related problems—drinking and driving

- Community Organizing-utilizing existing infrastructures
  - NGO’s and community groups in partnerships
  - Parents & families
  - Governmental agencies & ministries
Alcohol-involved Trauma at the Community Level: Conceptual Model

MOBILIZATION

Local News about Alcohol Problems & Enforcement

RESPONSIBLE BEVERAGE SERVICE

Alcohol Intoxication or Impairment

UNDERAGE DRINKING

Local Law Enforcement

Social Access to Alcohol

DRINKING AND DRIVING

Perceived Risk of Arrest

Driving after Drinking

Alcohol-involved Injury

Non-Traffic Risk Activities

Retail Alcohol Availability (On and Off-premise)

Local Regulation of Alcohol (Density. Hours of Sale)

Alcohol Serving and Sales Practices

ALCOHOL ACCESS

Alcohol Access

Holder
### Examples of International Community Action Projects for Alcohol Prevention

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>GOALS</th>
<th>STRATEGIES</th>
<th>RESULTS</th>
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</table>
| **Sweden**  | Reduce local alcohol and drug problems | • Responsible Beverage Service  
Joint parent/police enforcement of sales to youth.  
Club policy & and security drug recognition. • | ➤ Reduction in sales to intoxicated patrons (5% to 47%)  
Violent crime down by 29%  
Refusals of drug impaired patrons increased by 300% |
| **Australia** | Lower alcohol involved violence | • Community Forum & alcohol safety audit  
• Model House Policies  
• Increased enforcement of alcohol licensed premises | ➤ Violent events: -- original site from 9.8 to 4.7  
replication sites from 12.2 to 3.0 |

**Surfers Paradise Safety Action Project**
### Examples of Community Action Projects for Environmental Prevention

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<tbody>
<tr>
<td>United States</td>
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<tr>
<td>Sacramento,</td>
<td>Reduce drinking and problems for</td>
<td>• local news</td>
<td>➢ 3.9% reduction in reported assaults</td>
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<tr>
<td>California</td>
<td>15-29 youth and young adult</td>
<td>• Alcohol service (RBS)</td>
<td>➢ 43% reduction in violence</td>
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<td></td>
<td></td>
<td>• Underage sales enforcement</td>
<td>➢ 33.7% Lower emergency care</td>
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<tr>
<td></td>
<td></td>
<td>• Drunk patron enforcement</td>
<td></td>
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<tr>
<td>Minnesota</td>
<td>Reduce youth drinking</td>
<td>• community mobilization</td>
<td>➢ Lower alcohol sales to youth</td>
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<tr>
<td></td>
<td></td>
<td>• Local sales policies and enforcement</td>
<td>➢ Reduced traffic crashes</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Reduce alcohol crashes</td>
<td>• News coverage</td>
<td>➢ 25% reduction in fatal crashes</td>
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<td></td>
<td></td>
<td>• DUI enforcement</td>
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<td></td>
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<td>• Alcohol outlet surveillance</td>
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High Impact Areas for Environmental Strategies

- Acute mortality, violence & injuries
- Control of legal and abusable products
- Controls on outlets and distributions
- Drinking and driving
- Club strategies