



Environmental Strategies to Prevent Underage Drinking

**Mary V. Gordon, MS
Pacific Institute for Research and Evaluation
Underage Drinking Enforcement Training Center**



A Quick bi-lingual language lesson

“Standard” English

Brooklynese

New York

Nu Yawk

Call

Caul

More

Moor

Boston

Borston



Underage Drinking Enforcement Training Center

- ❑ Established in 1999 to support USDOJ-OJJDP's Enforcing Underage Drinking Laws Program
- ❑ Housed at PIRE's Calverton Office
- ❑ Provides science-based, practical and effective training and technical assistance to States and communities



Services Provided by UDETC

- On-site Training/Presentations
- Technical Assistance
- Monthly Audio-Conferences
- Publication of Documents
- Monthly Resource Alerts
- Toll-free Technical Assistance Hotline
877-335-1287
- Internet Website
www.udetc.org
- Web-based Alcohol Enforcement Databases
- Annual National Leadership Conference



Presentation Goals

- Understand the basic principals of “environmental strategies”
- Learn best and promising strategies to reduce alcohol and other substance use and related-problems



Three Key Prevention Principles

- ❑ People support what they help create
- ❑ Science matters
- ❑ Local people solve local problems best



2 Types of Prevention Strategies

Individual Strategies

- Focus on behavior, feelings, and skills
- School-based education programs
- Counseling services
- Incentives for healthy behavior
- Alternative activities for youth

Environmental Strategies

Focus on causes and conditions

Changing *economic* conditions

Cost & Availability

Changing *social* conditions

What people think & live

Changing *media* conditions

What people read, watch, hear & see

Changing *political* conditions

Who has power & influence



Environmental Strategies

What are they?

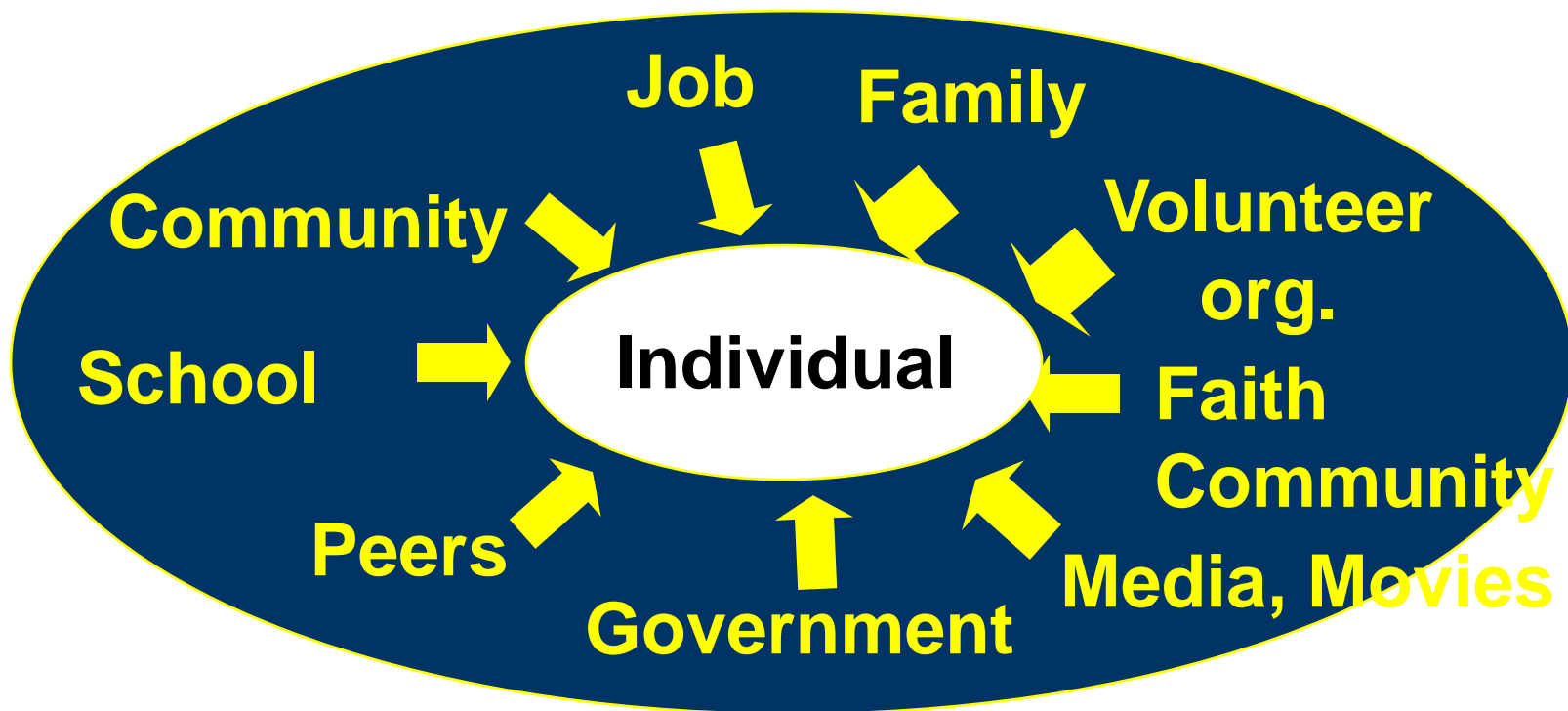
Strategies used to reduce problems associated with the use of alcohol, tobacco and illicit drugs through changes in the physical, social, legal or economic environment



Examples of Environmental Strategies:

- 
- Increase Taxes
 - Advertising Restrictions
 - Happy Hour Restrictions
 - Bans on use in certain places
 - Outlet Density
 - Bans on Vending Machines
 - Keg Registration
 - No use policies in schools/work
 - Zoning/Building codes to discourage drug activity
 - Warning Labels


An individual's environment helps shape decisions



None of Us Lives in a Vacuum

UDETTC recognizes 4 types of Environmental strategies to reduce underage drinking.






Enforcement aimed at retailers helps prevent sales to youth.

Limitations on Access

- ❑ Vigorous use of compliance checks
- ❑ Controls on outlet location and density
- ❑ Increase price through excise taxes
- ❑ Controls on hours of sale
- ❑ Education of merchants regarding techniques and responsibilities
- ❑ Development of community support for enforcement



Expressions of Norms discourage would-be drinkers and relate their behavior to the community as a whole.

- ❑ Controls on alcohol advertising
- ❑ Parent coalitions to reduce use
- ❑ Media campaigns, media advocacy, and counter-advertising



**Expressions of
Community
Norms**



Prevention of Impaired Driving

- ❑ **Responsible beverage service**
- ❑ **Vigorous and well-publicized enforcement of impaired driving laws**



**Prevention
of Impaired
Driving**



School-based strategies educate youth and get them involved in prevention.

- ❑ School policies regarding alcohol use on school property or at school-sponsored events
- ❑ Prevention curricula



**Strategies
Based
in Schools**



Environmental Strategies

What's So Great About Them?

- Once in place, many environmental strategies can have immediate effects on availability. Policy changes don't depend on a constant influx of dollars to keep them going.
- Changes in the legal, economic and social structures that affect substance use foster shifts in both individual attitudes and community norms.
- Local people solve local problems best
- People support what they help create



In Conclusion ...

How do we go
out and take back
our communities.

1. Pursue Achievable Goals



2. Go with the flow...be flexible...plans change



3 . Listen and empathize with everyone's grievances



4. Share Resources



5. Collaborate: Make it a group effort!





Center for Enforcing Underage Drinking Laws Contact Information

Contact Info:

Mary V. Gordon

Office: 301.755.2752

Cell: 240.354.2130

Email: gordon@pire.org

www.udetc.org website

Udetc@pire.org email a

1-877-335-1287 toll free