



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