



Environmental Prevention: Moving Policy Forward In Your Community



Environmental Prevention: Moving Policy Forward In Your Community

Michael Sparks
CADCA Trainers/Alcohol Policy Specialist
DFC New Grantee Meeting
December 7, 2010

1





Agenda

- Introductions
- Overview:
 - Role of policy
 - Policy options
- “Best Practices”
- Policy Advocacy Steps

2

Environmental Prevention: Moving Policy Forward In Your Community



Advocacy/Policy Development

Choosing the Right Policy

What policies (at what level?) can help make the population-level change you want to make in your community?

3



Advocacy/Policy Development

Levels of Policy

- Home
- Neighborhood
- Institutional
- City
- State
- National

Strategic Choices: Mandatory / Voluntary / Step-by-Step

4

Environmental Prevention: Moving Policy Forward In Your Community

Advocacy/Policy Development

Levels of Policy

FORMAL	INFORMAL
<ul style="list-style-type: none">▪ Government▪ Private Entities▪ Schools	<ul style="list-style-type: none">▪ Neighborhoods▪ Families▪ Social Groups

 *Both: "P" and "p"* 

Advocacy/Policy Development

Good Policy Goals Should:

- Result in improvement in people's lives
- Give people a sense of their own power
- Alter relationships of power
- Be worthwhile
- Be winnable
- Be widely felt
- Be deeply felt

6

Environmental Prevention: Moving Policy Forward In Your Community



 

Advocacy/Policy Development


Good Policy Goals Should (cont'd):


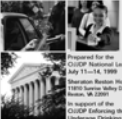
- Be easy to understand
- Point clearly to appropriate decision makers
- Be non-divisive
- Build leadership
- Be consistent with coalition values and vision
- Build groundwork for future policy work

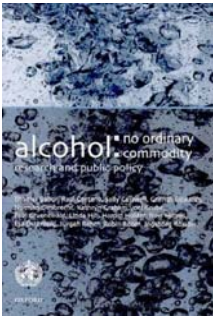

7



 

Examples of Best Practices

www.nhtsa.gov



Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices

Prepared for the
CDC National Leadership Conference
July 11-14, 2009
Marriott Marquis Hotel
1500 L Street, N.W.
Washington, DC 20004
In support of the
CDC's Raising the Age
Underage Drinking Laws Program

8

Alcohol—Commercial Availability Selected Best Practice:

Improve Sales and Service Practices

Local Condition: Youth Purchasing Alcohol at Off-sale Outlets

Best Practice: Mandate Responsible Beverage Service Programs

Policy Intervention: Pass Mandatory RBS Laws

9

Alcohol—Commercial Availability Selected Best Practice:

Enforce Underage Drinking Laws



Local Condition: Youth Purchasing Alcohol at Stores

Best Practice: Carry Out Compliance Check Programs

Policy Intervention: Institutional Policy to Make this a Priority/
Reallocate Financial Resources in Law Enforcement Agencies

10



Environmental Prevention: Moving Policy Forward In Your Community



Alcohol—Social Availability
Selected Best Practice:
Enforce Underage Drinking Laws

Local Condition: Adults Provide Alcohol to Youth at Stores
Best Practice: Implement “Shoulder Tap” Enforcement
Policy Intervention: Institutional Policy to Make this a Priority/
Reallocate Financial Resources in Law Enforcement Agencies

11



Alcohol—Social Availability
Selected Best Practice:
Social Host Liability

Local Condition (UD): Adults are Providing Alcohol at Parties
Best Practice: Social/Criminal Liability
Policy Intervention: Social Host Ordinances

12

Environmental Prevention: Moving Policy Forward In Your Community



Alcohol—Social Availability

Selected Best Practice:

Reduce Alcohol Availability in Public Places

Local Condition: Youth are Drinking in Parks on East Side of

Town; Youth are Drinking at Community Special Events

Best Practice: Establish Alcohol Management Policies in Public Locations

Policy Intervention: Alcohol-free Parks Policies; Special Events Policies

13



Illicit Drugs—Availability

Selected Promising Practice:

Restrict Availability

Local Condition: Nuisance Behavior Around MJ Dispensary

Promising Practice: Affecting How, When and Where Marijuana is Sold and Consumed

Policy Intervention: Conditional Use Permit for Dispensaries

14

Environmental Prevention: Moving Policy Forward In Your Community



Illicit Drugs—Availability
Selected Promising Practice:
Restrict Availability

Local Condition: Sales of Meth at Apartment Complexes

Promising Practice: Affecting How, When and Where Drugs and Drug Related Items are Sold and Consumed

Policy Intervention: Rental Housing Inspection Programs

15



Illicit Drugs—Availability
Selected Promising Practice:
Restrict Availability



Local Condition: Sales of Drug Paraphernalia in Downtown Stores

Promising Practice: Affecting How, When and Where Drugs and Drug Related Items are Sold and Consumed

Policy Intervention: Restrict Smoke Shops; Restrict Sales of Drug Paraphernalia and Promotional Items

16

Environmental Prevention: Moving Policy Forward In Your Community




Illicit Drugs - Availability **Selected Promising Practice:** ***Increase Enforcement***

Local Condition: Drug Sales on Street Corners in Lower Market Street

Promising Practice: Affecting Enforcement Mechanisms

Policy Intervention: Block Watch Programs

17





Policy Advocacy Steps

1. Clearly state the problem
2. Engage law enforcement
3. Collect data to establish a legal basis
4. Make your case
5. Draft policy language
6. Use media advocacy
7. Mobilize support and provide community education
8. Get the policy adopted
9. Ensure enforcement of the policy
10. Evaluate campaign effectiveness

18

Environmental Prevention: Moving Policy Forward In Your Community





Policy Advocacy Steps

Step 1: Clearly State the Problem to be Addressed

- State the problem
- State a policy solution
- Write a Policy/Action statement (approx. 25 words or less):
 - What will the policy do?
 - Who will benefit from the policy?
 - Who are the decision makers (who can make it happen)?

19



Policy Advocacy Steps

Step 1: Clearly State the Problem (Local Condition) to be Addressed

Policy Action Statement—example

- City Council passes local ordinance establishing conditions of operation for new alcohol establishments, performance standards for existing establishments, coupled with enforcement to reduce alcohol-related violence.

20





Policy Advocacy Steps

Step 2: Engage Enforcement Agencies in the Policy Development Process

Include representatives from agencies who will enforce the policy in all steps:

- Collection of local data
- Identification of local conditions
- Selection of policy responses
- Crafting policy language

21





Policy Advocacy Steps

Step 3: Compile Relevant Data

- Compile data to establish a basis for the proposed policy solution
 - Needs and resources assessment
 - Review unconventional data sources (information on availability, settings, access, etc.)

22

Environmental Prevention: Moving Policy Forward In Your Community

Step 3: Compile Relevant Data



Data Type	E
MEDICAL/HEALTH	R

Data Type	E
PROMOTIONS & SPONSORSHIP	R

Data Type	E
BINGE DRINKING RATES	R

Data Type	E
ALCOHOL AVAILABILITY	R

Rohnert Park				
Data Type	Data Subtype	Description	Key Findings	Confirmatory Data
LAW ENFORCEMENT	Arrests, Dosey & Shoulder-Tap Program	Marin Institute 2004 Community assessment: criminal justice-related problems. March 2004.	1. 7 arrests for public drunkenness, 9 arrests for DUI, and 2 arrests for furnishing alcohol to a minor in March 2004.	
		Early ordinance staff report: Rohnert Park Department of Public Safety, 2004	1. Party disturbance calls in RP accounted for approximately 2% of the patrol car load for any given day in 2004. 2. In Aug. and Sept. 2004, parties increased to 10% of the patrol car load in RP.	Summer increase in alcohol related problems confirmed by Petaluma Hotel and Retail focus group, and by downtown Petaluma focus group.

Step 3: Compile Relevant Data

Evidence Base for Selected Strategies

Sonoma County Community Partnership Project
Description of Evidence-Based Strategies

Each of the strategies selected by the Sonoma County Community Partnership (SCCP) to address identified problems are elements of two model programs in SAMHSA/CADCA's National Registry, the Community Trials Project and Communities Mobilizing for Change on Alcohol (CMCA). In addition, the strategies fall into the categories of environmental approaches evaluated for effectiveness by SAMHSA/CADCA's Prevention Enhancement Protocols System (PEPS).

Labels below in the following information about each strategy, how it relates to the Institute of Medicine's (IOM) service categories, how it matches the CMCA and Community trials model programs, and how it fits within the PEPS framework, and, a brief description of the strategy and its relationship to identified problems.

1. **Mandatory Comprehensive Responsible Beverage Service (RBS) Program** (Universal Selection)
 - a. CMCA: Responsible Beverage Service Training, Checking Age Identification, see also "What Colleges Can Do?"
 - b. Community Trials: Responsible Beverage Service (RBS)
 - c. PEPS: Prevention Approach 3: Responsible Beverage Service

Responsible Beverage Service programs target both on-sale and off-sale alcohol retailers and are designed to reduce sales to minors and intoxicated adults. Effective programs include four critical components: 1) policy development, 2) owner/manager training, 3) server/staff training, 4) enforcement. This strategy was selected to help change retail practices that contribute to binge drinking and related problems.
2. **Conditional Use Permit (CUP) Outlets** (Universal)
 - a. CMCA: Administrative Remedies
 - b. Community Trials: Enforcement
 - c. PEPS: Prevention Approach 4: Changing the Conditions of Availability

A conditional use permit (CUP) is a special zoning permit that allows a local jurisdiction to place conditions on the location, design, and operation of alcohol outlets. A CUP is also a mechanism for individuals and groups to have a voice in the decision-making process that shapes the retail alcohol environment in their

24

Environmental Prevention: Moving Policy Forward In Your Community

CADCA Building drug-free communities.




Policy Advocacy Steps

Step 4: Make Your Case

- Create your case statement
- Issue briefs—increase awareness
 - Describe the problem and its impact on the community
 - Identify costs to community if problem is not resolved
 - Explain how the proposed policy addresses community concerns

25

CADCA Building drug-free communities.



Step 4: Make Your Case

An Issue Briefing

The Rohnert Park Alcohol Beverage Sales (ABS) Ordinance

Planning ahead to address issues related to binge drinking and related community problems

Most people are aware that alcohol consumption can lead to individual and community problems. Local, state, and federal laws recognize these potential dangers by requiring the way that alcohol is marketed, sold, and served. Enforcing state laws provide one way of alcohol to reduce or to individuals who are obviously intoxicated. However, the California Department of Alcoholic Beverage Control is limited in its capacity to enforce these laws. And, while many communities in the state of California, Rohnert Park does not give permits for alcohol outlets that enable the city to set conditions of operation. This limits their ability to manage risks. The proposed Alcohol Beverage Sales Ordinance will provide a valuable new tool to reduce alcohol-related problems occurring in Rohnert Park.

How do Alcohol Sales impact the Rohnert Park Community?

- In the city of Rohnert Park nearly 20% of all calls received by Rohnert Park police dispatchers in 2004 involved alcohol. These calls for services impact the police department's capacity to address other serious crimes.
- Between January 2004 and December 2006, the Rohnert Park Police received an average of 8,000 alcohol outlet calls for service at local alcohol establishments. 133 of these calls required two police officers.
- Since August 2003, almost one-third of Rohnert Park's domestic violence incidents were related to alcohol. RFP Police Safety Department issues monthly newsletters.

Impacts on Our Youth

- Local rates of underage drinking are higher than those for the state of California for the entire state as a whole.
- High school and SJSU students surveyed report that it is "very easy" to buy alcohol from stores.

An environmental approach to problems related to alcohol:

It is important to address the community, all across the community. Local, state, and federal laws recognize these potential dangers by requiring the way that alcohol is marketed, sold, and served. Enforcing state laws provide one way of alcohol to reduce or to individuals who are obviously intoxicated. However, the California Department of Alcoholic Beverage Control is limited in its capacity to enforce these laws. And, while many communities in the state of California, Rohnert Park does not give permits for alcohol outlets that enable the city to set conditions of operation. This limits their ability to manage risks. The proposed Alcohol Beverage Sales Ordinance will provide a valuable new tool to reduce alcohol-related problems occurring in Rohnert Park.

SONOMA COUNTY DEPARTMENT OF PREVENTION AND PLANNING RECOGNIZED PARTNERSHIP MEMBERS IN COALITION

Sonoma County Community Partnership
Coalition—Rohnert Park—Sonoma State University Coalition

An Issue Briefing

The Petaluma Social Host Ordinance A Tool for Reducing Underage Drinking at Home Parties

This briefing offers an update to some strategies for addressing both large and small local parties where alcohol is being served.

AGING PROBLEM ALCOHOL OUTLET FORBIDANCE

Alcohol control laws are not "very easy" to buy alcohol from stores. This is a problem because it is not "very easy" to buy alcohol from stores. This is a problem because it is not "very easy" to buy alcohol from stores. This is a problem because it is not "very easy" to buy alcohol from stores.

TRAINING & RESPONSE

Alcohol control laws are not "very easy" to buy alcohol from stores. This is a problem because it is not "very easy" to buy alcohol from stores. This is a problem because it is not "very easy" to buy alcohol from stores.

Petaluma Teases

What's the Problem?


Results of the 2005 California Healthy Youth Survey show 20% of males and 20% of females, 11th grade students in Petaluma report binge drinking in the last 30 days, defined as five or more drinks for males or four or more drinks for females in two-hour time.

Binge Drinking and Related Problems

Results of the 2005 California Healthy Youth Survey show 20% of males and 20% of females, 11th grade students in Petaluma report binge drinking in the last 30 days, defined as five or more drinks for males or four or more drinks for females in two-hour time.

20

Environmental Prevention: Moving Policy Forward In Your Community

Policy Advocacy Steps

Step 6: Work with the Media Key Points

- Frame your message
- Identify media targets
- Speak strategically
- Shape opinions
- Tell the story
- Ask for change
- Anticipate the opposition's arguments

29

Step 6: Work with the Media





BE STRATEGIC
In selecting the
right media outlet (s)
for your message
& intended audience

NEWS

http://com.

Environmental Prevention: Moving Policy Forward In Your Community





Policy Advocacy Steps

What is a Power Analysis?

A **POWER ANALYSIS** is an advocacy tool that explores how decisions are made in your community on a specific issue.

33





Policy Advocacy Steps

Step 7: Community Organizing

- Power analysis
 - ✓ Who are the decision makers?
 - ✓ What is their self-interest?
 - ✓ To whom do they listen?
 - ✓ Who are allies?
 - ✓ Who are opponents?
 - ✓ Organizational risks

34

Environmental Prevention: Moving Policy Forward In Your Community



 

Why Conduct a Power Analysis?

To Ensure that the Group:

1. ...is clear on its change objectives.
2. ...fully understands the target of change.
3. ...assesses their own power.
4. ...has weighed the costs and benefits of exercising their power and influence.

35



Policy Advocacy Steps

Step 7: Community Organizing

- Mobilize support & provide community education
- Power analysis
- Top down & bottom up approach
 - ✓ Mobilize support among municipal decision makers
 - ✓ Mobilize supporters to attend all hearings
 - ✓ Find key “inside” supporters

36

Environmental Prevention: Moving Policy Forward In Your Community





Policy Advocacy Steps

Step 8: Get the Policy Adopted

- Coalition members prepare presentation to decision makers
- Use the talking points and “frame” developed in the issue briefs and used in the media advocacy
- Know which decision makers support or oppose your policy before making presentation

37





Policy Advocacy Steps

Step 9: Ensure Enforcement

- Analyze potential barriers to enforcement after policy is passed
- Collaborate with law enforcement to develop potential solutions to barriers in order to ensure that the policy will be implemented and enforced after passage
- Determine ways to bolster enforcement efforts with Coalition and community support

38

Environmental Prevention: Moving Policy Forward In Your Community



 

Policy Advocacy Steps

Step 10: Evaluation

- Evaluate campaign effectiveness
 - Passage of policy
 - Implementation & enforcement of policy
 - Coalition cohesiveness & momentum for future policy work
 - Change in norms & community discussion about alcohol-related problems
 - Foundation built for additional alcohol policies

39

Resources

CADCA – Community Anti-Drug Coalitions of America
www.cadca.org

CADCA Strategizer 31: *Guidelines for Advocacy*

Technical Assistance - 800-54-CADCA x 240
training@cadca.org

40