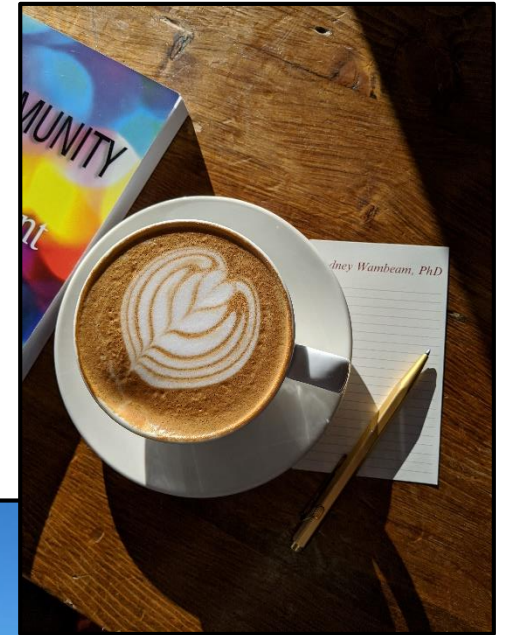# Big Change is Possible!

Enhancing Environmental Prevention Efforts in Washington State

Rodney Wambeam, PhD
November 2, 2021

Introductions/Speaker

Learning Objectives

- To build excitement around environmental prevention efforts in Washington

- To learn the basics of how environmental, population-level prevention differs from an individual-level approach

- To learn the basics of choosing, implementing, and evaluating environmental strategies
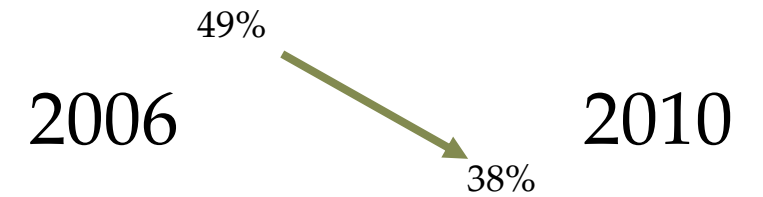
Johnson County, Wyoming

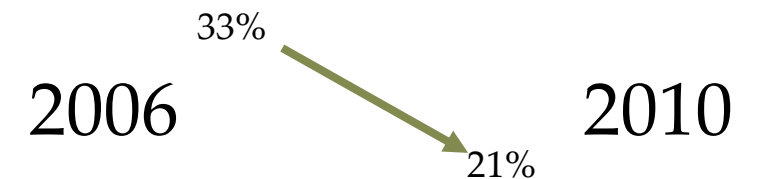Compliance Check Failure Rate

80%

2006   2010

0%

12th Grade Past Month Use

49%

2006   2010

38%

12th Grade Binge Drinking

33%

2006   2010

21%

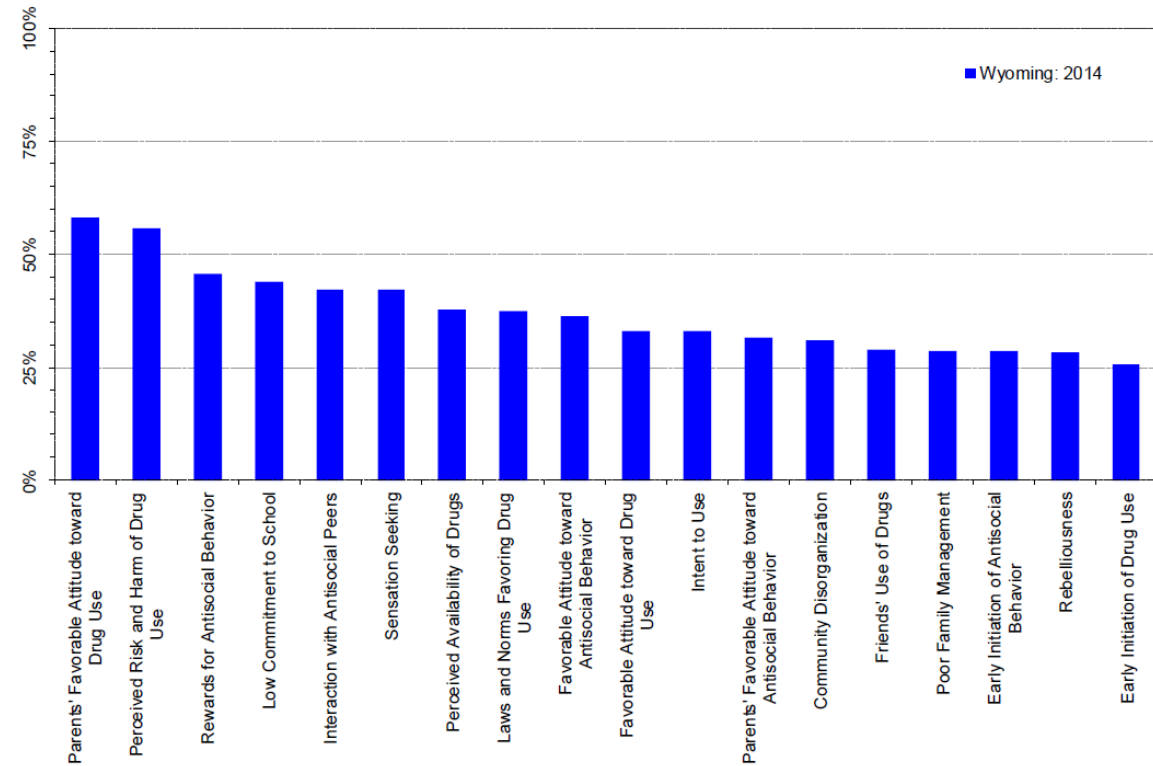# Overview of Environmental Prevention Strategies

Mind Experiment

What are Environmental Strategies?

Environmental Strategies are approaches that coalitions use to change the context in which substance abuse occurs.

From CADCA's Primer, "The Coalition Impact: Environmental Prevention Strategies"

Environmental Strategies incorporate prevention efforts aimed at changing or influencing community conditions , standards, institutions, structures, systems and policies.

If You Ever Only Read Two Articles…

Hawkins, J. D., Catalano, R. F., & Miller, J. Y. (1992).
Risk and protective factors for alcohol and other
drug problems in adolescence and early
adulthood: Implications for substance abuse
prevention. *Psychological Bulletin, 112*, 64-105.

Figure 26. Risk Factor profile, 2014 PNA: Wyoming, 12th grade

If You Ever Only Read Two Articles...

Birckmayer, J.D., Holder, H.D., Yacoubian, GS, & Friend, K.B., (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *Journal of Drug Education, 34*, 121-153.
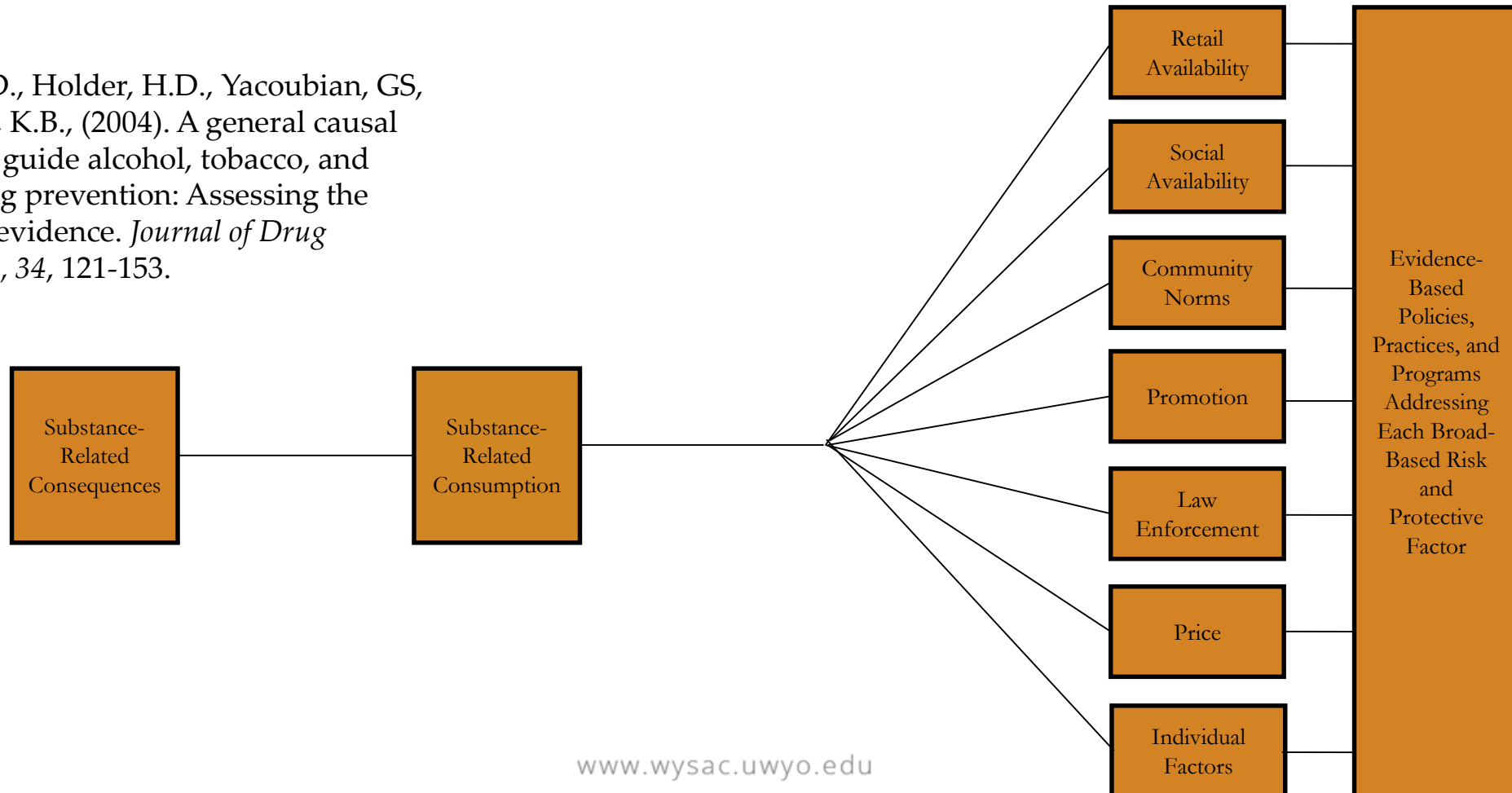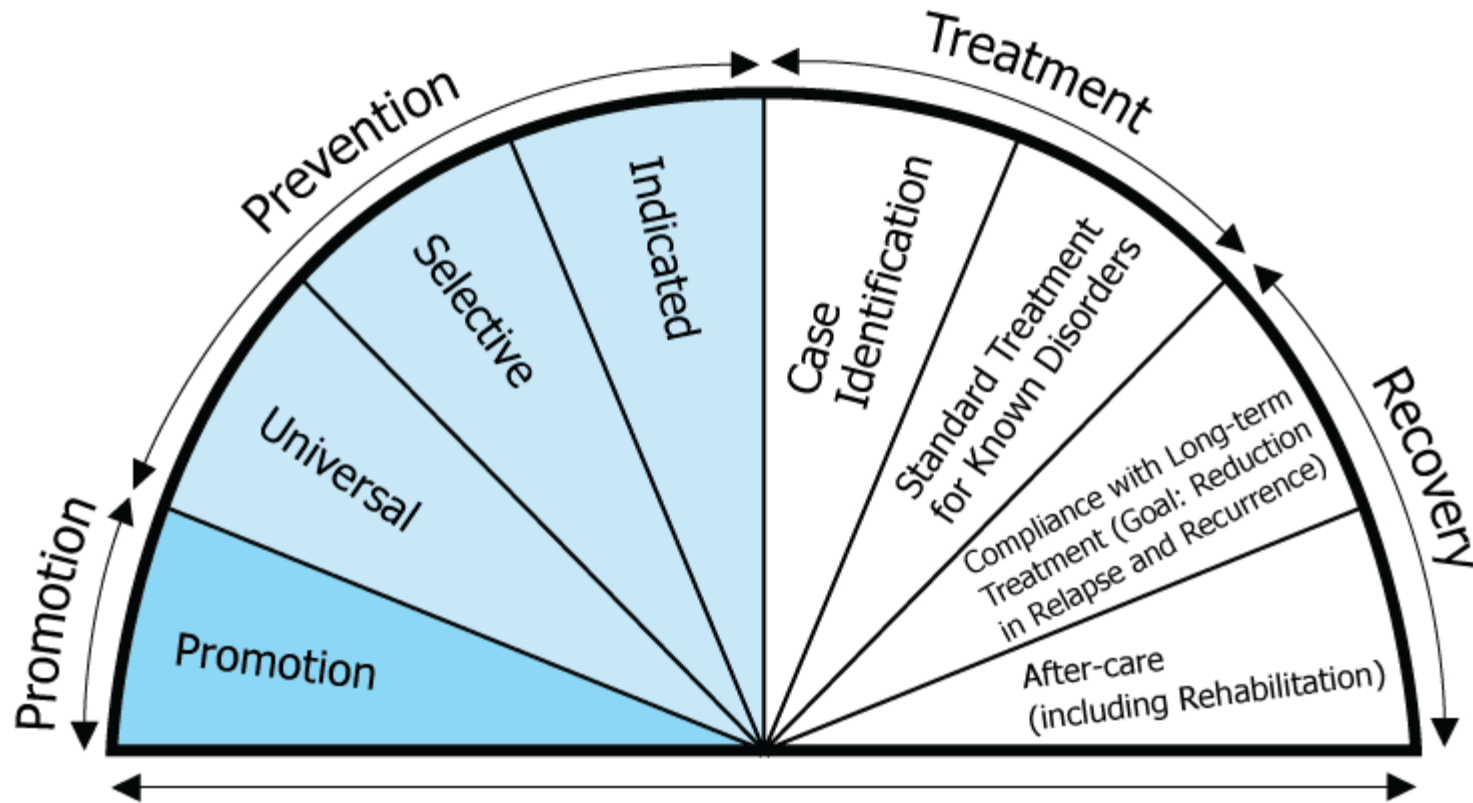
Questions/Discussion

A Comprehensive Approach to Prevention

The Strategic Prevention Framework

Institute of Medicine (IOM) Categories

Six Center for Substance Abuse Prevention (CSAP) Strategies

- Information Dissemination (really media)
- Education (really programs)
- Alternatives (really events)
- Community-Based Processes (really coalitions)
- Problem ID and Referral (really indicated strategies)
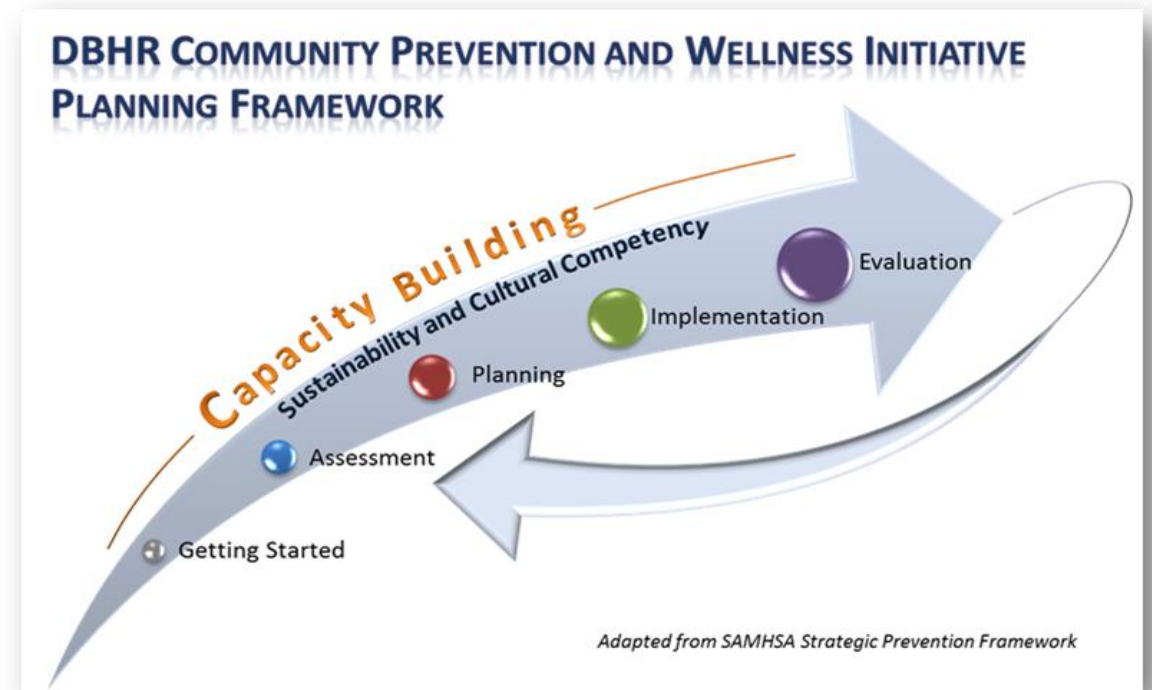- Environmental (really policies and practices)

The Community Anti-Drug Coalitions of America's (CADCA) Seven Strategies to Affect Community Change

- Provide Information
- Enhance Skills
- Provide Support
- Enhance Access/Reduce Barriers
- Change Consequences
- Change Physical Design
- Modify/Change Policies

Community Prevention and Wellness Initiative (CPWI)

- Building Capacity
- Minimum of One Public Awareness Campaign
- Minimum of One Direct Service strategy
- Minimum of One Environmental Strategy per year

DBHR COMMUNITY PREVENTION AND WELLNESS INITIATIVE PLANNING FRAMEWORK

Capacity Building

Sustainability and Cultural Competency

Evaluation

Implementation

Planning

Assessment

Getting Started

Adapted from SAMHSA Strategic Prevention Framework

Playing the Short and Long Game

The Clackamas River in Oregon

"For 30 years there was a problem and increasing concern regarding alcohol use and related consequences. The community has now embraced this change, families have returned to the park in record numbers. Last year, the parks were closed 6 times due to over-capacity, and there were no drownings for the first time in 10 years the summer of 2014."

What Environmental Strategies are you Implementing in your communities?

Choosing and Implementing Environmental Strategies

Criteria for Pursuing an Environmental Strategy

- Evidence-Based
- Impacts the Problem
- Community Readiness
- Community Capacity
- Political Efficacy

Where Are They?

Evidence-Based Practices Resource Center | SAMHSA

Environmental Strategies Tool – Resource for prevention professionals (wyomingpreventiondepot.org)

Prevention Technology Transfer Center (PTTC) Network (pttcnetwork.org)

The Fidelity Rubric as a Roadmap

- Preparation
- Implementation Quality
- Implementation Reach/Intensity

Core Activities

Fidelity Rubric for <u>Policy Review and Development</u>

Preparation					
Core Activity	**Missing 0**	**Weak Fidelity 1**	**Moderate Fidelity 2**	**Strong Fidelity 3**	**Rating Score**
Assessment of current local policies in place (e.g., assessment of gaps in current local ordinances or degree of enforcement of existing policies).	No assessment made of local policies	Some assessment of local policies, but this was not a key factor in prioritization of policies to pursue	Assessment of local policies had some influence on prioritization of policies to pursue	The rationale for prioritization of policies to pursue is clearly linked to an assessment of local policies	
Learned how policies are adopted and implemented within the community (e.g., what governing body is responsible for passing policy or what voting process leads to policy adoption?)	No learning of how policies are adopted took place	Some learning of how policies are adopted took place	Learning of how policies are adopted took place and influenced the policy development process	A full understanding of how policies are adopted was used in the policy development process	
Relationships built with key partners critical to policy adoption and education/lobbying of policy makers.	No relationships with key partners were built	One or two relationships with key partners were built	A few important relationships with key partners were built	Relationships were built with all relevant/ important key partners	
Policy drafted based upon best practices or similar policies created in other communities.	No policy was drafted	A policy was drafted but not based upon best practices or similar policies in other communities	A policy was drafted based upon limited information on best practices and similar policies in other communities	A policy was drafted based upon best practices in the prevention field	

Fidelity Rubric for <u>Policy Review and Development</u> (continued)

Implementation Quality					
Core Activity	**Missing** **0**	**Weak Fidelity** **1**	**Moderate Fidelity** **2**	**Strong Fidelity** **3**	**Rating Score**
Activities conducted to build support for enacting the policy among key policy makers (e.g., elected officials, event organizers, law enforcement).	No activities conducted to build support of key policy makers	Provided key policy makers with written information about intended policy change	Presented at general meetings of key policy makers to gain their support	Held individual meetings with key policy makers and presented at general meetings	
Activities conducted to build support within the community for enacting the policy (e.g. media campaigns, town hall meetings).	No activities conducted to build broad community support	Implemented a single activity to build community support	Implemented more than one activity to build community support	Conducted activities in multiple dimensions (e.g., letters to editor, town hall, media advocacy)	
Established or attempted to establish policies.	Attempted, but not adopted OR did not attempt	Adopted but modified in ways that substantially weaken impact	Adopted but modified in ways that may somewhat weaken impact	Adopted as recommended by prevention field	
Established and implemented enforcement procedures for new policies.	No enforcement procedures established or implemented	Informal enforcement procedures implemented in the community (e.g., coalition volunteers conduct enforcement)	Enforcement procedures implemented by designated staff (event organization staff, law enforcement, city staff)	Enforcement procedures implemented by designated staff and incorporated into written policy	

Fidelity Rubric for <u>Policy Review and</u> Development (cont.)

Implementation Reach/Intensity					
Core Activity	Missing 0	Weak Reach 1	Moderate Reach 2	Strong Reach 3	Rating Score
<u>Policy reach:</u> Established a communitywide policy (as opposed to a policy that only applies to specific events or venues).	No policies were enacted	A policy was enacted that applies to a minority of community events or venues	A policy was enacted that applies to most or all community events and venues	A communitywide policy (e.g., local ordinance) was enacted that applies to all events and venues	
<u>Enforcement Reach:</u> Monitored/ensured enforcement of policies communitywide (as opposed to one specific event or venue).	Enforcement was not monitored or ensured	Enforcement monitored or ensured within a minority of community events or venues	Enforcement monitored or ensured within most community events or venues	Enforcement monitored or ensured across all community events and venues	
<u>Policy/practice intensity:</u> Degree of change in tone as the result of policies and enforcement procedures implemented.	No policy, practice, or procedural changes implemented	Policies/practices/ procedures created no change or barely perceptible change in tone in applicable events or venues	Policies/practices/ procedures created perceptible change in tone of applicable events or venues	Policies/practices/procedures created dramatic change in tone of applicable events or venues	

Have any of you used the fidelity rubrics in your communities?
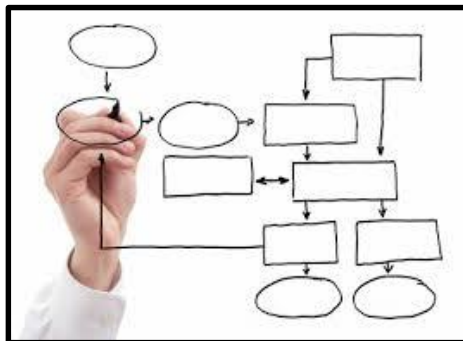
Completely Random Dad Joke

Evaluating
Environmental Strategies

Evaluation Challenges

Processes

- Who do we count?

- When do we count them?

- For how long do we count them?

- What else do we count?

Outcomes

- How do we know things are changing?

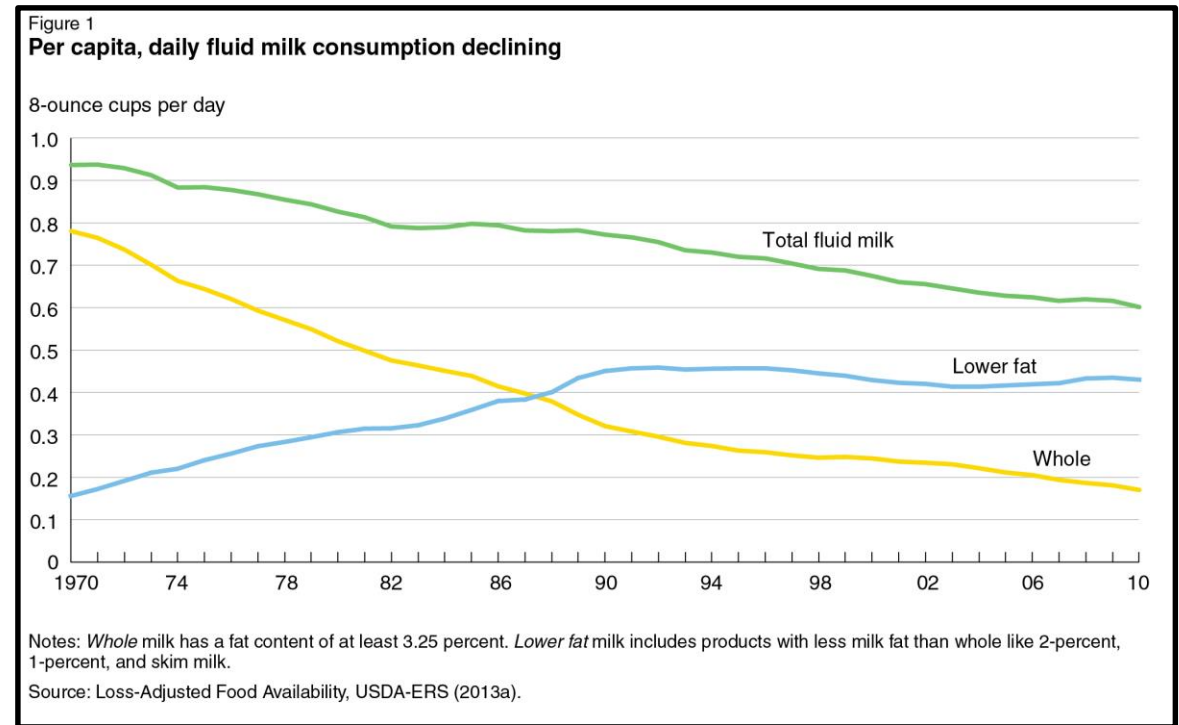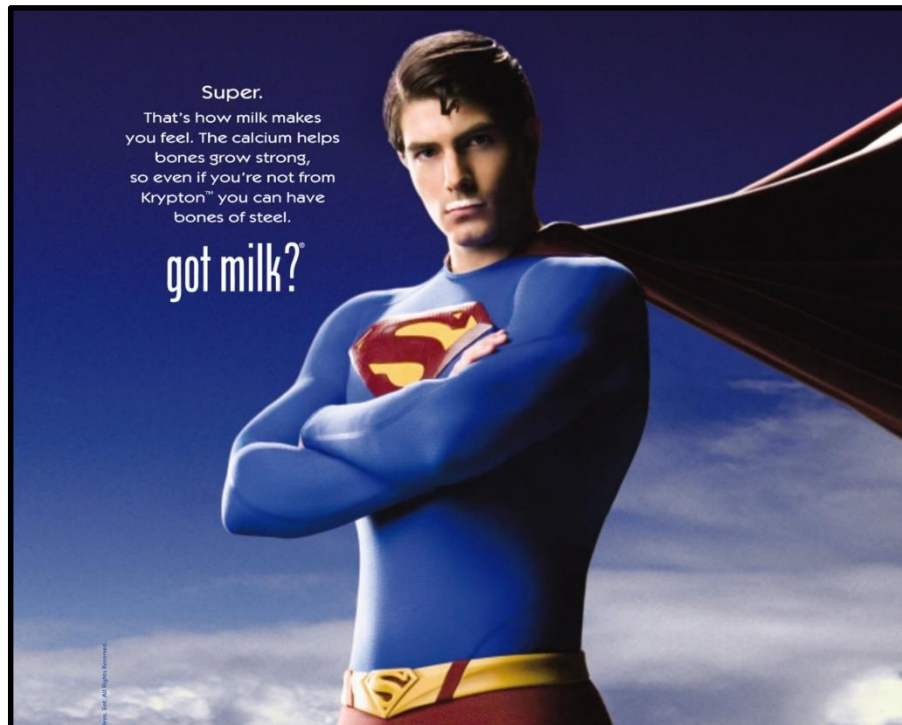- What caused the change?

- Did we reach our outcomes?

Different Unit of Analysis

From individuals

To populations

# Evaluation Starts with Questions

Shift in Thinking about Processes

Digital Storytelling

http://digitalstorytelling.coe.uh.edu/

http://www.digitalstoryteller.org/

http://www.photovoice.org/

PhotoVoice believes nobody should be denied the right to speak out and be heard.
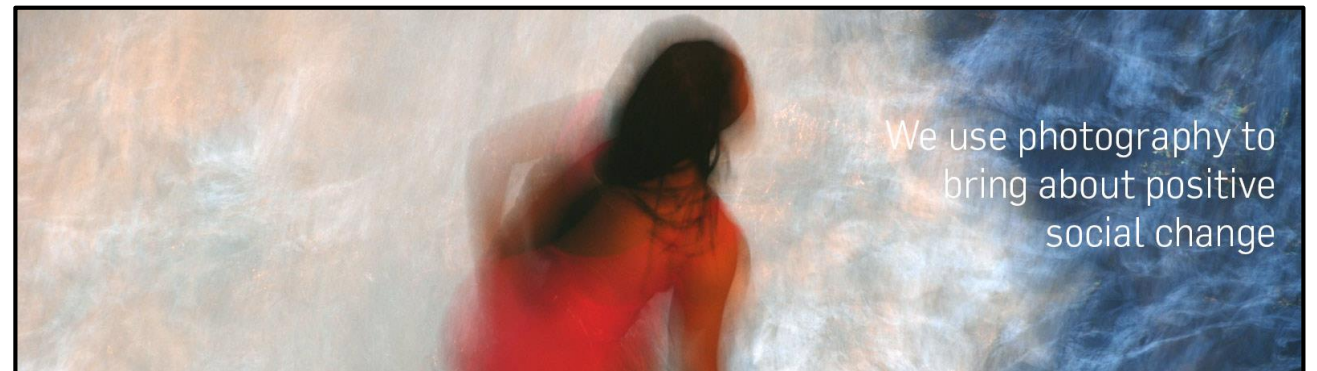
We use photography to bring about positive social change

Shift in Thinking about Outcomes

From Program Evaluation
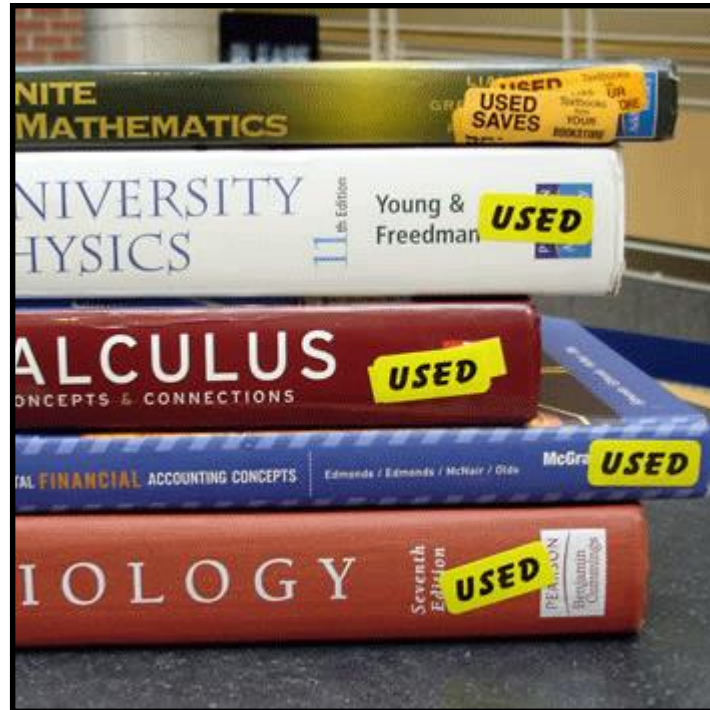
To Policy Analysis

Models Over Individual Variables
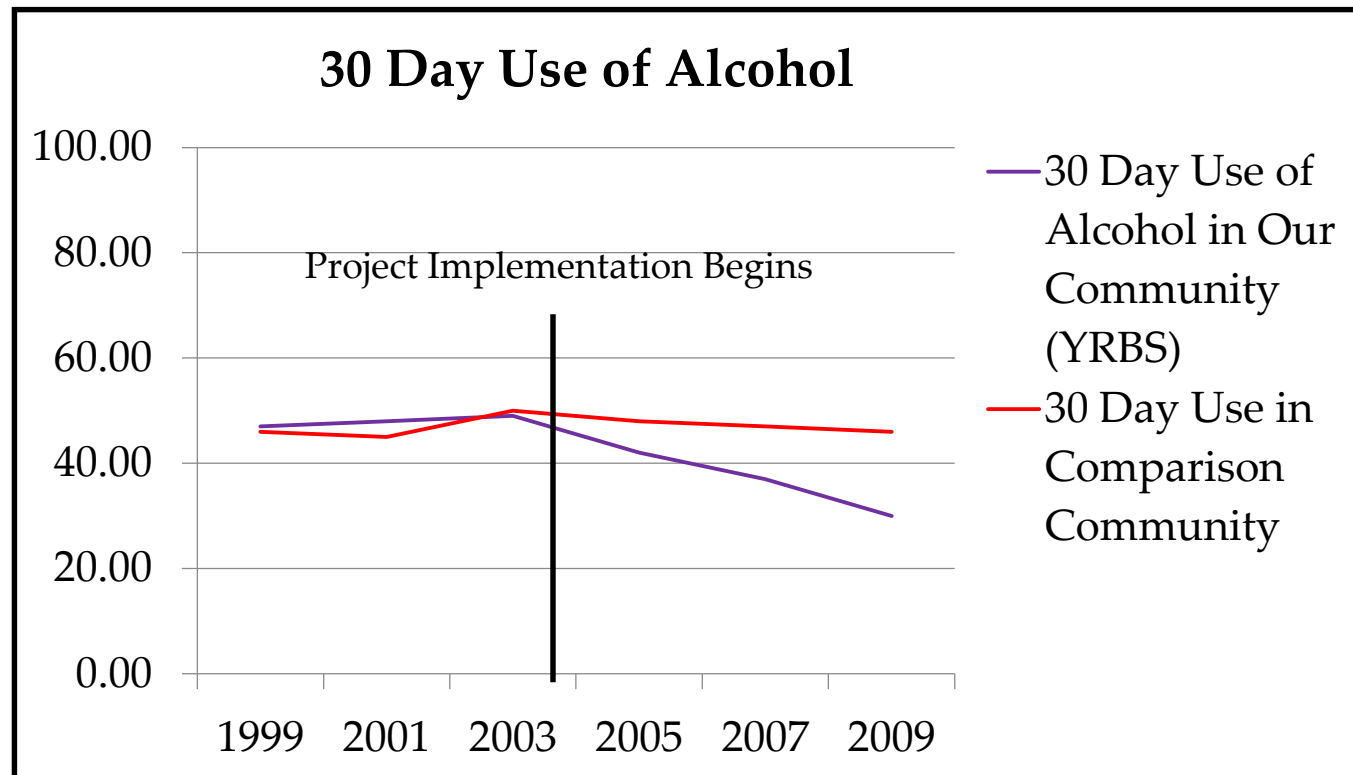

Ingredients

Dessert
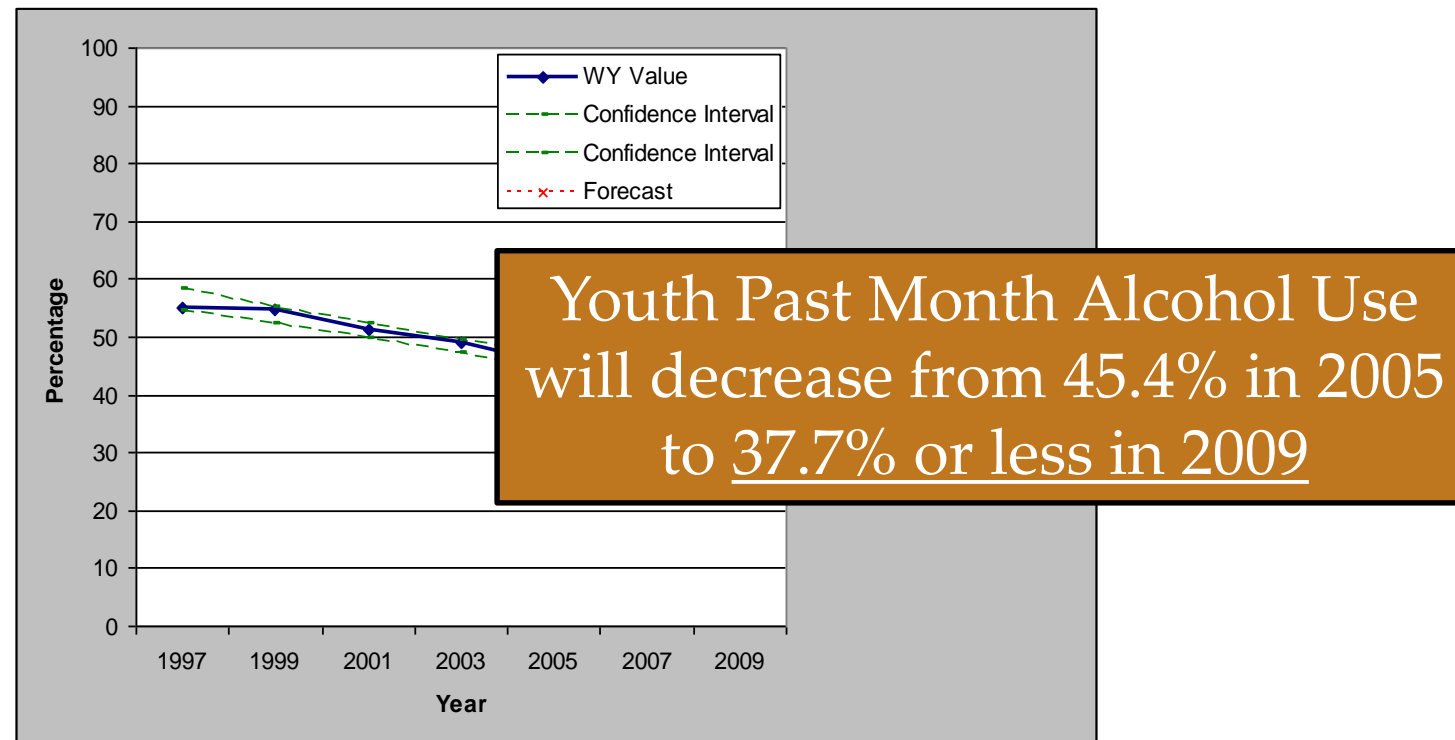
Potential Designs

Interrupted Time Series Analysis
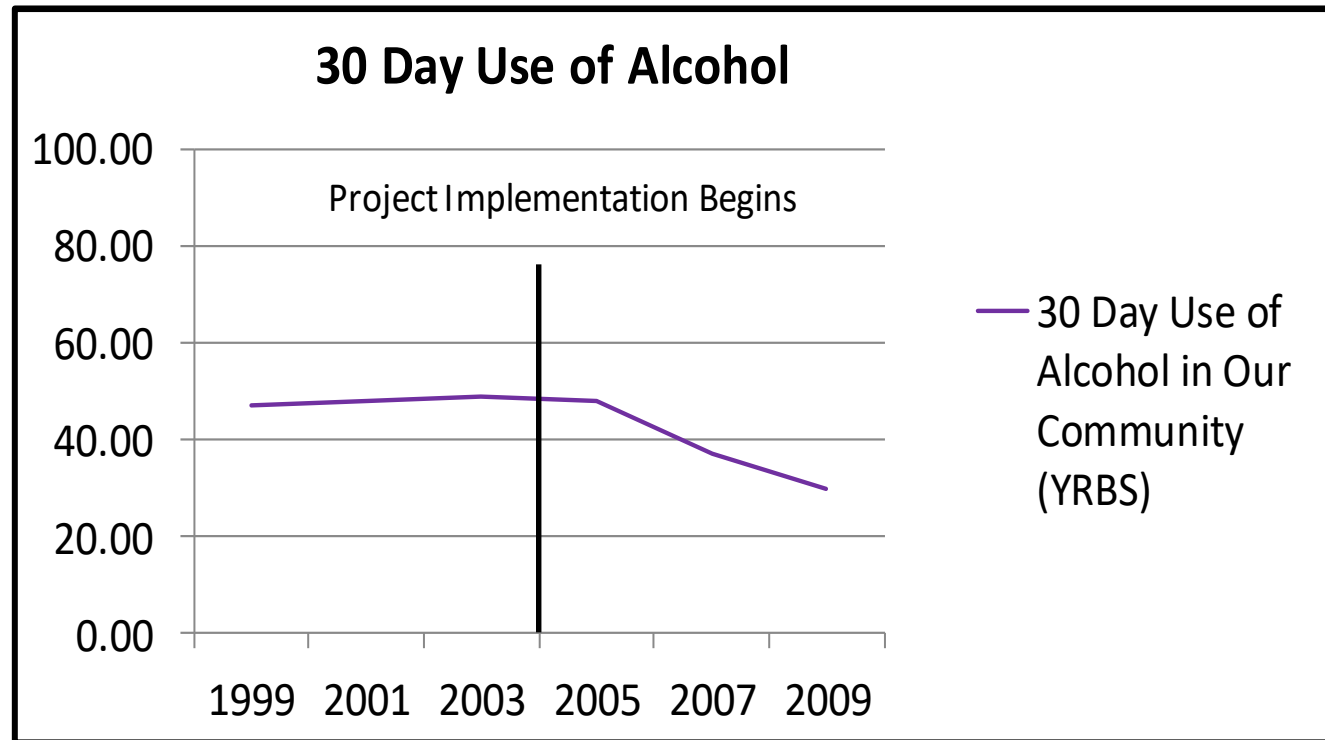
Potential Designs

Control Series Analysis

Setting Performance Targets

Underage Drinking Forecast

Youth Past Month Alcohol Use will decrease from 45.4% in 2005 to 37.7% or less in 2009

Real World Example

Time Series Analysis with Forecast
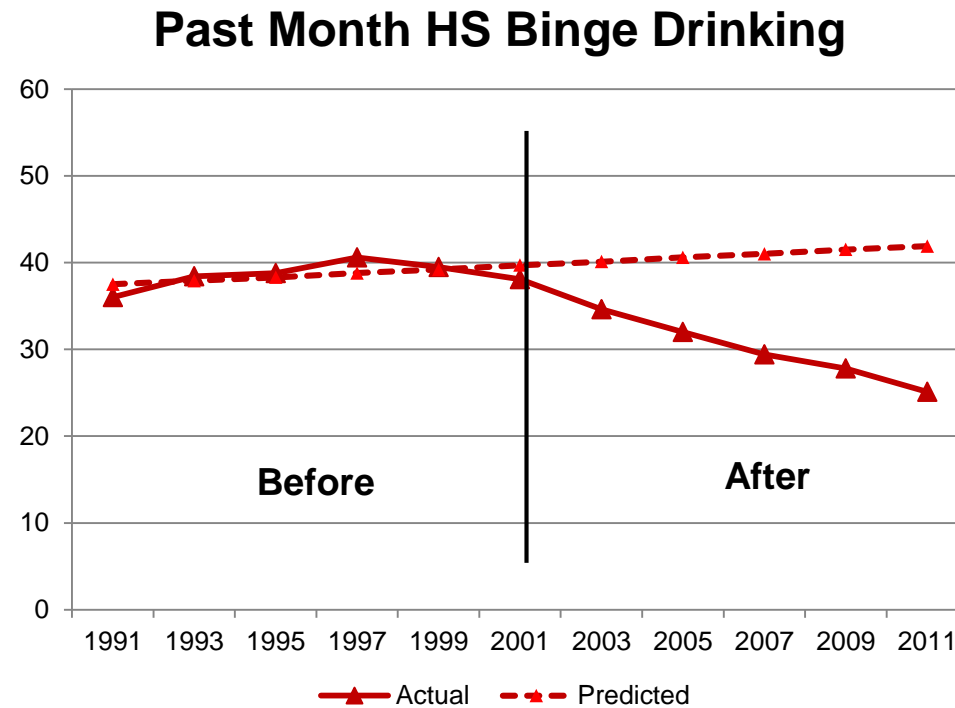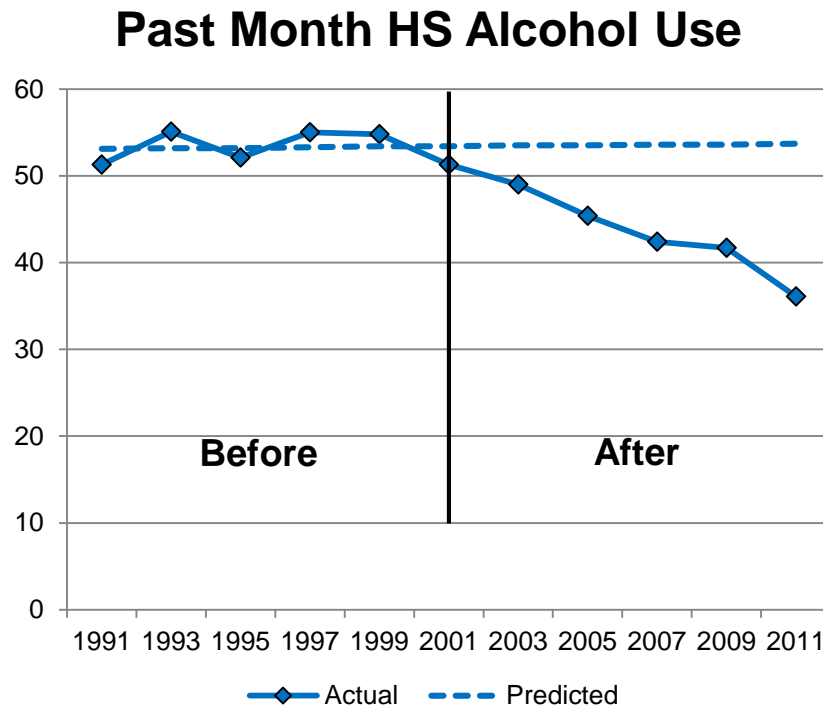
Important Random Announcement

The Princess Switch 3 starts on Netflix on November 18th!

Overall Questions/Discussion

Wyoming Survey & Analysis Center
UNIVERSITY OF WYOMING

Thank You!

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