

The Environmental Prevention Revolution:

**Shifting a government system to an
environmental prevention approach**

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“Prevention System” Definition

The group of government agencies, community providers and other key stakeholders who are responsible for the delivery of prevention services to communities and individuals.



What's Happening Now?

Common Systems Approach

- **Individual Focus**
- **Community Based Contractors**
- **Reporting using Units of Service**
- **Tied to Federal and State funding**
- **Treatment often receives more funding**



Who's in the Picture?

Common Key Stakeholders

- **Local Government (City/County)**
- **State Government**
- **Community Based Organizations**
- **Community Coalitions**
- **Individuals**



**“You Say You Want
Revolution...”**

Environmental Prevention



The Revolution Will Not Be Televised

Examples:

- **ATOD prevention/education classes**
- **Public Service Announcements (PSA)**
- **Intervention and treatment resources**



The Revolution Will Be Institutionalized!

- **Focuses on changing individual's environment**
- **Affects whole populations and/or communities**
- **Depends on policy and norms change**

Factors that Shape Community Alcohol Problems

Community Norms

Access and Availability

Media Messages

Policy and Enforcement

Community Norms



Media Messages



Access and Availability



Policy and Enforcement



SOLUTIONS
to **COMMUNITY**
ALCOHOL
PROBLEMS

Hold Adults Accountable



Speak Out for Public Health and Safety



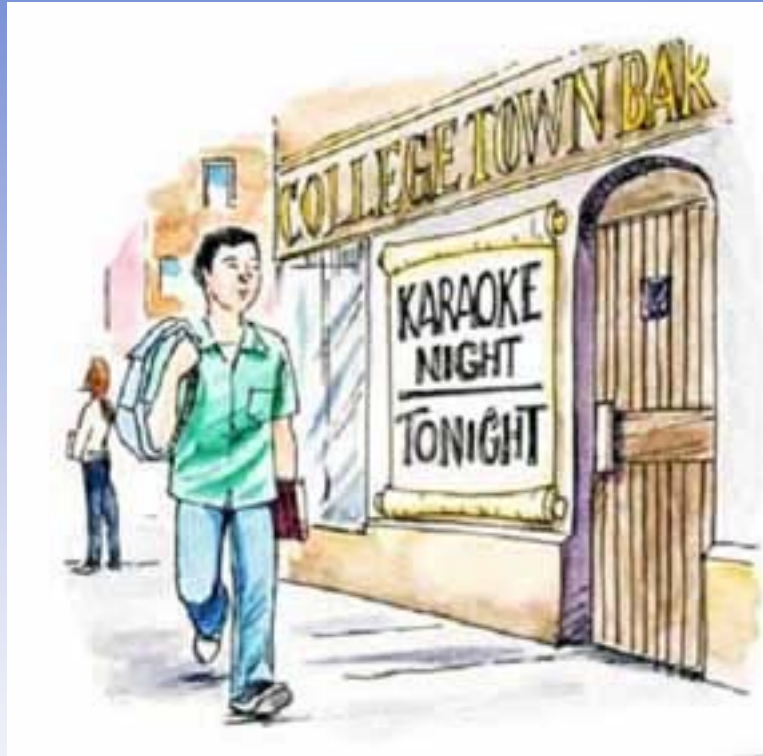
Support Responsible Merchants



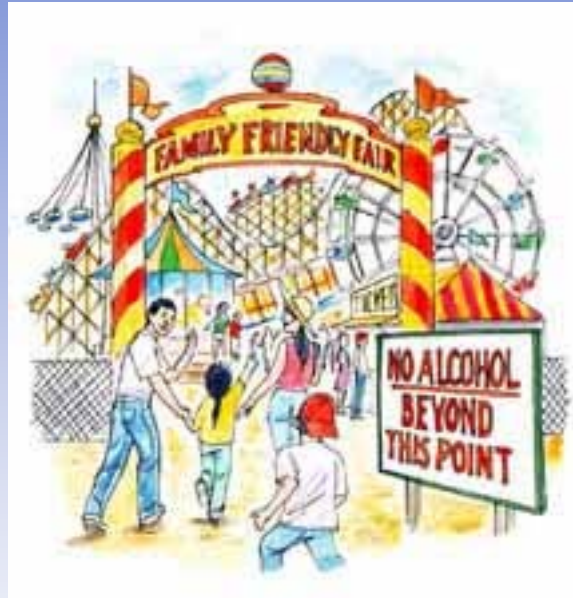
Reject Irresponsible Ads



Campus Community Partnerships



Limit Advertising and Sales at Community Events



Responsible Beverage Service (RBS)



Revolution is not a goal in itself.

-Ernest Mandel

Why Adopt an Environmental Approach

- **Evidenced-Based**
 - **Examples from smoking, child safety, and from AOD prevention efforts**
- **Impact on the whole community**
- **Long-term impact**

**The revolution is not an apple
that falls when it is ripe. You
have to make it fall.**

-Che Guevara

How to Adopt an Environmental Approach

- 1. Buy in from Key Stakeholders**
- 2. Planning Process**
- 3. Funding for Implementation of Change**
- 4. Capacity to Implement Change**
- 5. Long term vision and commitment of staff and leadership**

Getting Buy-in from Stakeholders

- **Get support from upper level leaders before starting the process**
- **Include county providers and other affected constituents in making change**
 - **Education and training**
 - **Contractual provisions for participation**

Planning Process

Before you start:

- **Develop a framework**
- **Develop list of stakeholders to include in the process**
- **Formally invite stakeholders to participate**

Planning Process

While you're doing it:

- **Needs and Resources Assessment**
- **Identify and prioritize areas of focus**
- **Develop work plan**
- **Seek additional community input**
- **Finalize and distribute strategic plan**

Planning Process

When you finish:

- Formally present to important audiences (Board of Supervisors, City Council, etc)
- Publicize the change through media and other outlets
- Celebrate and acknowledge the process and partners



Funding the Change

Reallocation of appropriate funds (*in this case, SAPT Prevention Set-Aside funds*) via *competitive bid process*

Building Capacity to Implement Change

Provide the necessary training during the process

- **Data collection**
- **Youth involvement and youth/adult partnerships**
- **Environmental Prevention strategies**

Staff Commitment and Vision

Long term approach by staff involved and firm belief that, although difficult to make the switch, it was worth it.

**In order to succeed, your desire
for success should be greater
than your fear of failure.**

- Bill Cosby

Success in the Making

- **Coordinated, strategic approaches resulted in faster change.**
- **More players involved in Environmental Prevention**
- **New sources of funding**
- **More accurate and effective media messages**

**A revolution is not a
bed of roses.**

- Fidel Castro

Lessons from the School of Hard Knocks

About Key Stakeholders

- **Buy-in from leadership from the beginning is essential**
- **Keep leadership informed every step of the way**
- **Tie the process to other initiatives (local, state, national)**
- **Send the message to providers that they are important by including participation in their contracts**

Lessons from the School of Hard Knocks

About the Planning Process

- **Bring in an neutral (and unfunded) facilitator**
- **Stay focused mission and vision of your process**
- **Stay true to the data– the strategies will follow**

Lessons from the School of Hard Knocks

About Funding

- **Attach and align funding to the Strategic Plan**
- **Be realistic about accomplishments**
- **Document all aspects about the shift in funding**
- **Understand and prepare for gaps resulting from a shift in funding**

Lessons from the School of Hard Knocks

About Building Capacity

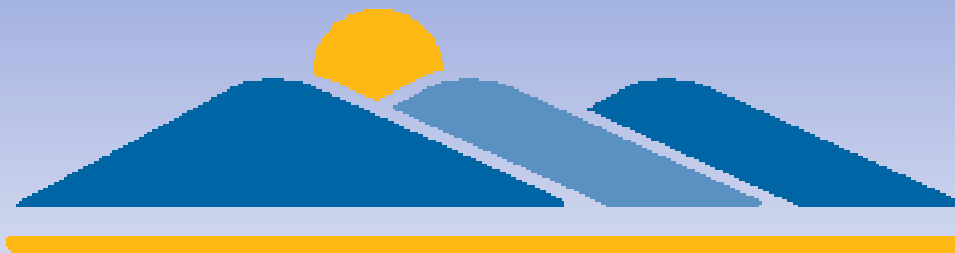
- Provide *substantial* training before, during, and after the planning process

About Commitment and Vision

- Prepare everyone for the long term
- Ensure staff understand the magnitude of the change that is going to take place

***Revolutions never go
backward.***

- Wendell Phillips



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