Doing More with Less through Coalition-led Environmental Management Strategies

Coalitions are…

- "A voluntary, strategic alliance . . .
  to enhance [our ability]
  to achieve a common purpose
  by sharing risks, responsibilities,
  resources and rewards."

- *Arthur T. Himmelman*

Critical to Remember

- Coalitions provide infrastructure to support planning and services to address a specific concern.

- Services and plans should be based on the most current research and local data.

- *Assessing Community Coalitions (Drug Strategies)*

Benefits

- Campus and local communities have a reciprocal influence.
- Collaboration allows for the pooling of limited resources.
- Deliver consistent and unified messages to make the case for policies and programs leading to environmental change.

- *"Reducing Underage Drinking: A Collective Responsibility" National Academy of Sciences Institute of Medicine Report (2003)*
- *Free download in pdf at* ***www.nap.edu/catalog/10729.html***

Challenges

- There is no one-size-fits-all coalition.
- Sufficient competence may not exist to support a solid planning process and to implement a strategic vision.
- Formal structure and leadership is important.
- Environmental conditions that coalitions work in can determine success.

Assessing Community Coalitions (Drug Strategies)

Elements of a Successful Campus-Community Coalition

Elements of a Successful Coalition

- A core philosophy

NU Directions Campus-Community Coalition (Lincoln, Nebraska)

- Focus efforts toward reducing high-risk alcohol consumption across undergraduate population, with a special emphasis on the first and second year.
- Recruit campus and community members representing a broad spectrum constituencies and perspectives.
- View high-risk drinking as a shared responsibility
- Utilize an inclusive process, student participation essential.
- Adopt a comprehensive approach incorporating both individual and environmental strategies

Elements of a Successful Coalition

- A core philosophy
- Support from top administrative leaders
- Strategic plan designed and monitored around evidence-based strategies and local data
- Communications plan that compliments the strategic plan

Elements of a Successful Coalition

- Qualified personnel with expertise and experience in organizing and communications
- Start with winnable issues
- Share and celebrate success

Barriers to Success

- Maintaining momentum is time intensive.
- Coalition building is often assigned to staff inexperienced in community organizing.
- Lack of vision and direction for the effort.
- Lack of administrative support or access to decision making levels on the campus and in community.

Barriers to Success

- Absence of data to inform strategic decision making process.
- Failing to accurately assess community readiness for change.
- Limited or no strategic communications plan to support coalition objectives.
- Failure to engage and educate new stakeholders as turnover occurs.

Using Environmental Management Strategies within a Coalition

Person-Environment Interaction

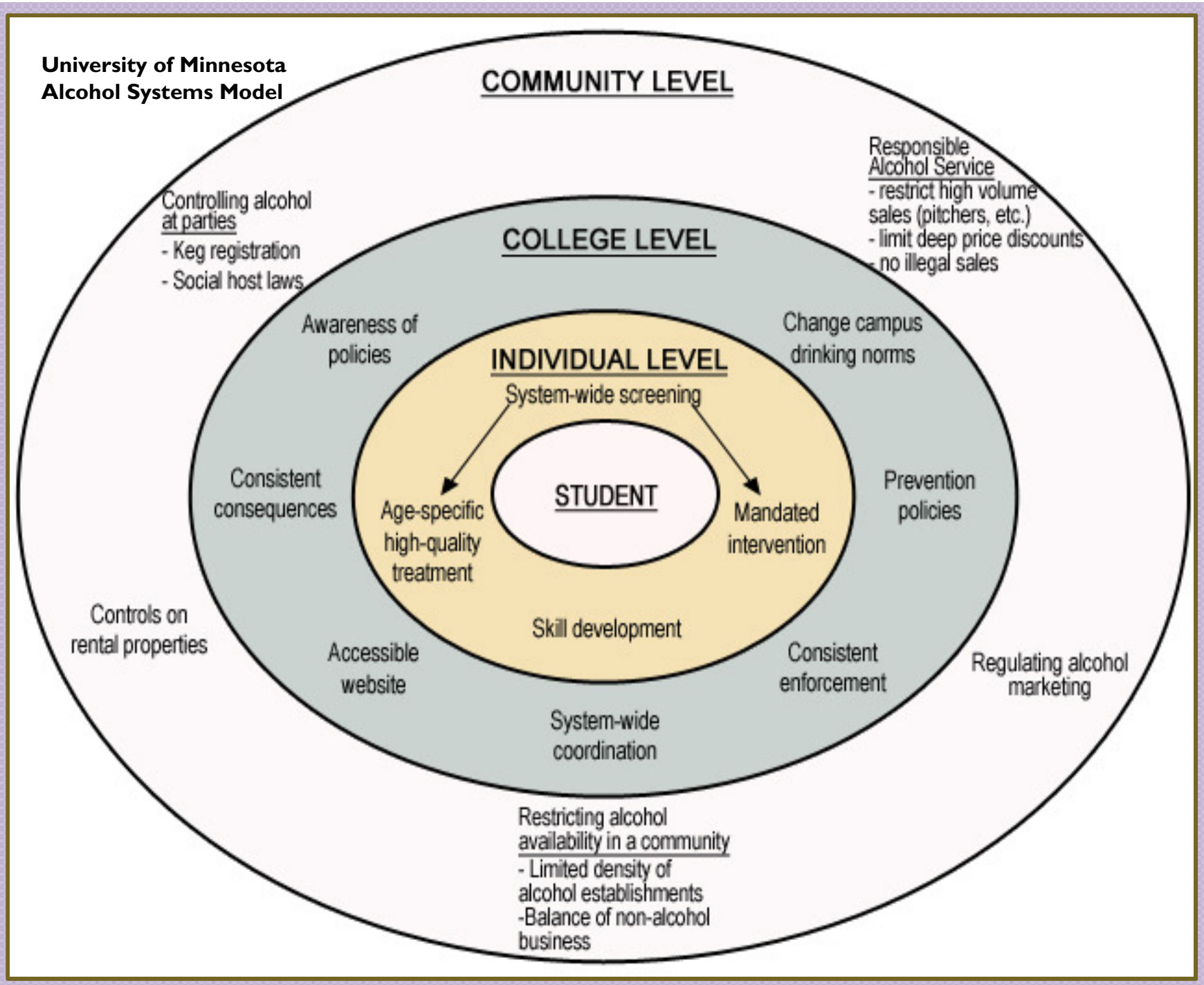
"Holding young people
solely responsible
for underage (or high-risk) drinking
is like holding fish responsible
for dying in a polluted stream."

- *Higher Education Center for Alcohol & Other Drug Prevention*

Environmental Management

- Strives to manage the various environmental influences in order to reduce high risk behavior by the individual.

- Moves focus from blaming the individual drinker to broader influences in the campus and community environments that contribute to the problem.


University of Minnesota
Alcohol Systems Model
COMMUNITY LEVEL
Controlling alcohol at parties
- Keg registration
- Social host laws
Responsible Alcohol Service
- restrict high volume sales (pitchers, etc.)
- limit deep price discounts
- no illegal sales
COLLEGE LEVEL
Awareness of policies
Change campus drinking norms
INDIVIDUAL LEVEL
System-wide screening
STUDENT
Consistent consequences
Age-specific high-quality treatment
Mandated intervention
Prevention policies
Skill development
Controls on rental properties
Accessible website
Consistent enforcement
Regulating alcohol marketing
System-wide coordination
Restricting alcohol availability in a community
- Limited density of alcohol establishments
-Balance of non-alcohol business

Strategic Areas

Policy

Codifying community standards

Enforcement

Consistent consequences when community standards are violated

Education

Increase skills, knowledge and awareness necessary to comply with community standards

Environment

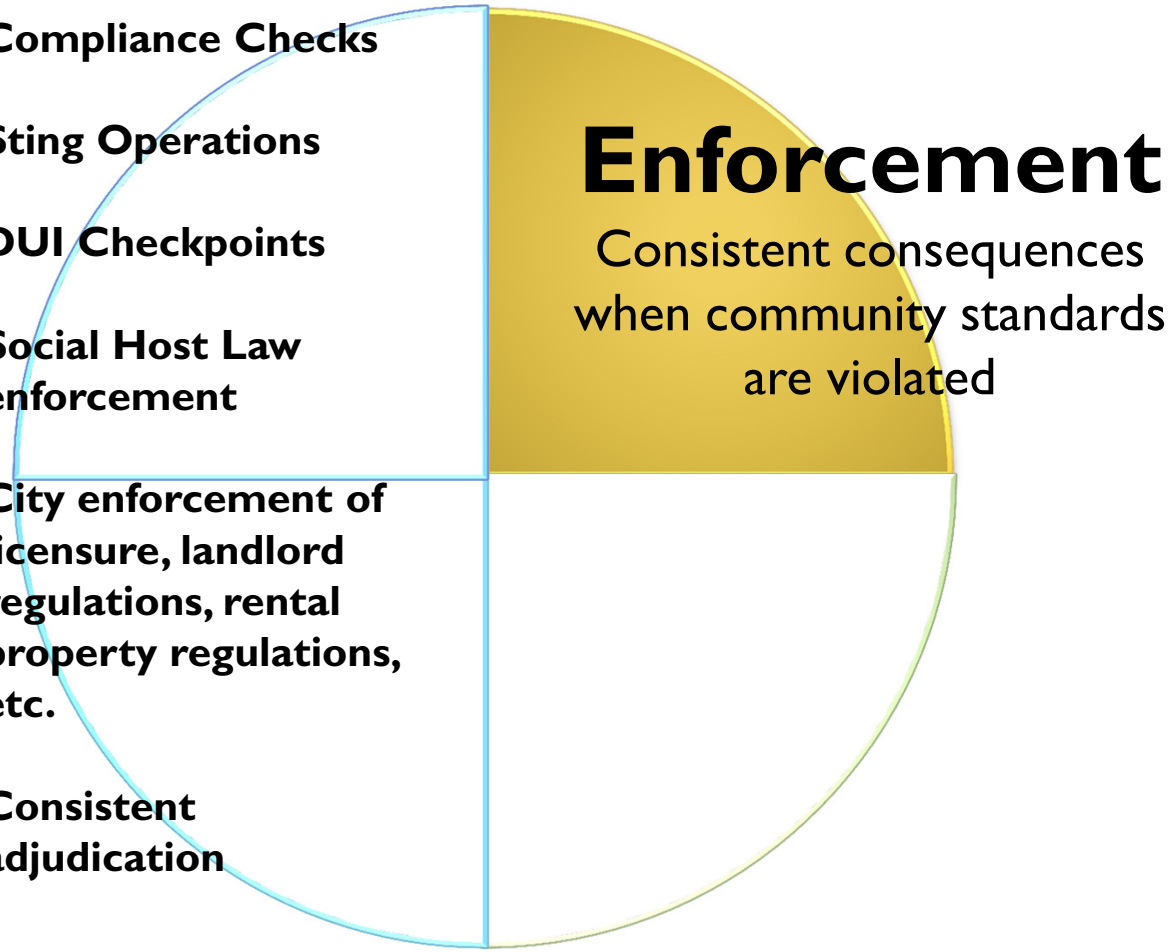
Increase availability of attractive living spaces, social activities, and venues. Address other factors which influence consumption.

Strategic Areas

- **Social Host Laws**
- **Keg Registration**
- **Party Registration**
- **City controls on rental properties and landlords**
- **Landlord restrictions with lease clauses**
- **Regulating alcohol marketing and high volume sales**
- **Restricting alcohol availability**
  - **Limited density of alcohol establishments**
  - **Balance of non-alcohol businesses**

Strategic Areas

- **Compliance Checks**
- **Sting Operations**
- **DUI Checkpoints**
- **Social Host Law enforcement**
- **City enforcement of licensure, landlord regulations, rental property regulations, etc.**
- **Consistent adjudication**



Strategic Areas

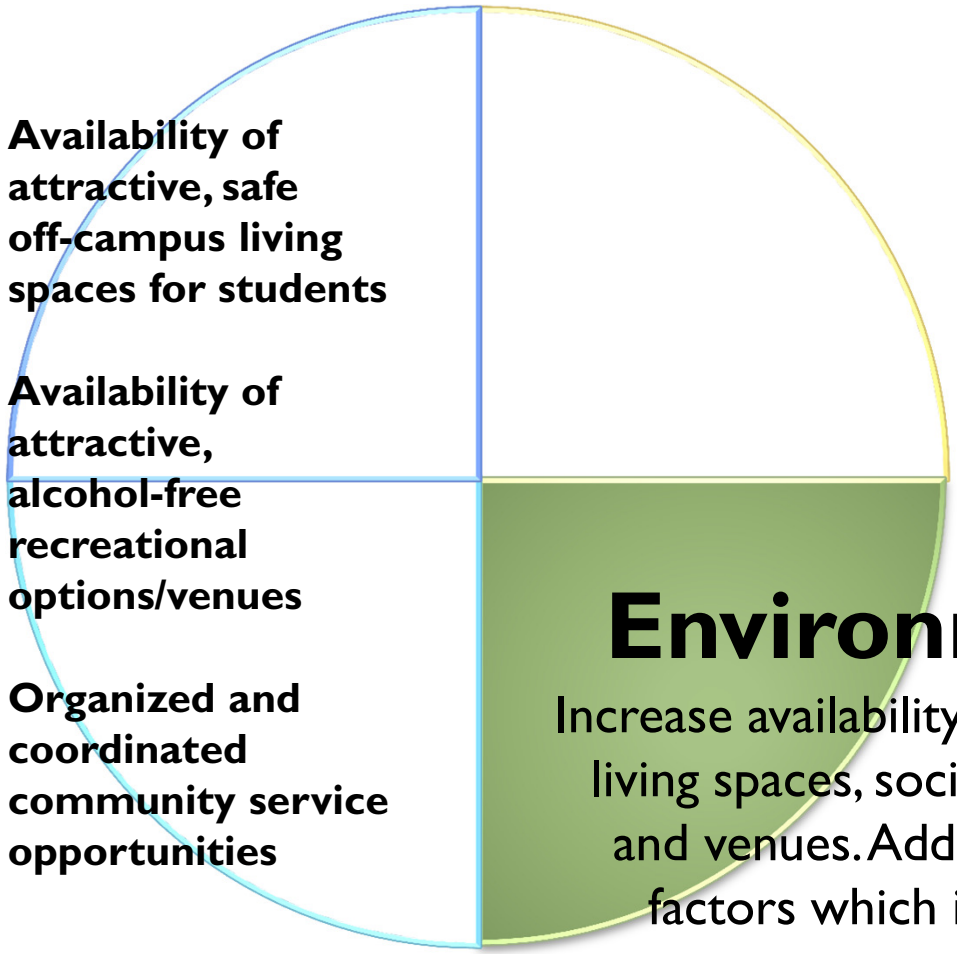
Education

Increase skills, knowledge and awareness necessary to comply with community standards

- **Responsible Beverage Service training**
- **Carding/Fake ID training**
- **Social Host Education**
- **Social norms marketing to community and campus**
- **Messaging to the community**
- **Availability of treatment programs, intervention services, AA/self-help groups**

Strategic Areas

- **Availability of attractive, safe off-campus living spaces for students**
- **Availability of attractive, alcohol-free recreational options/venues**
- **Organized and coordinated community service opportunities**



Environment

Increase availability of attractive living spaces, social activities, and venues. Address other factors which influence consumption.

Synergy!

Policy

Codifying community standards

Enforcement

Consistent consequences when community standards are violated

Education

Increase skills, knowledge and awareness necessary to comply with community standards

Environment

Increase availability of attractive living spaces, social activities, and venues. Address other factors which influence consumption.

Thank you!

Lisa Currie, MSEd
Director of Health Promotion and Wellness
Northwestern University | Evanston, IL
l-currie@northwestern.edu
847.491.7168