

Center for Substance Abuse Prevention
(CSAP)

Prevention Strategies

Combined List and Definitions

Updated July 2015

Information Dissemination Strategy

Service Code 12

“This strategy provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction, and the effects on individuals, families, and communities . . . (and) . . . increases knowledge and provides awareness of available prevention programs and services.”

The Center for Substance Abuse Prevention (CSAP) characterizes Information Dissemination as “one-way” communication from the source to the audience. A message is delivered, but there is little opportunity for an exchange of information with those who receive the message. Examples of this strategy include print and electronic media, speaking engagements, resource directories, clearinghouses, or health fairs/promotions.

In an effort to collect the best possible prevention related data, California does not collect demographics for Information Dissemination type services/activities as they are generally estimated figures with no documented basis.

The following are definitions for the services/activities within this strategy:

A/V Material Development: The development of original substance use prevention audio/visual materials involving both hearing and/or sight for use in primary prevention services and activities. Examples: CD ROMs, DVD’s, MP3 files, audio or video tapes, and PowerPoint presentations.

A/V Materials Disseminated: Distribution of audio/visual substance use prevention materials as listed above for primary prevention services and activities. *Note: Report the actual number of A/V materials disseminated.*

Brochure/Pamphlet Development: The development of original substance use prevention brochures and pamphlets for use in primary prevention services and activities.

Brochure/Pamphlet Dissemination: Distribution of substance use prevention brochures and/or pamphlets for primary prevention services and activities. *Note: Report the actual number of brochures/pamphlets disseminated.*

Clearinghouse/Information Resource Center in Operation: A central repository and dissemination point for written and audiovisual materials regarding substance use. Examples: ATOD information resource centers, resource libraries, electronic libraries and bulletin boards, prevention resource centers, etc. *Note: this line item is only counted in reports one time per fiscal year, regardless of how many times the box is checked during data entry.*

Conference/Fair Planning: Participation in the coordination/planning of conferences/fairs/town halls as described below. Examples of associated tasks:

planning meetings, phone calls, vendor organization, coordinating speakers, packing of materials, securing venues, etc.

Conferences/Fairs Attended: A gathering in which people with a common interest participate in discussions or listen to lectures to obtain information, and/or exhibition events offering entertainment/amusements. These events may be general in nature and may not necessarily be primary prevention based activities; however, they offer the opportunity to disseminate substance use primary prevention materials. Examples: conferences/town halls/community forums attended, presentations at conferences, booths/tables displaying informational materials, county/state fairs, etc. *Note: Report only the number of events attended regardless of event length, number of attendees, and/or staff in attendance.*

Curricula Development: Original substance use prevention curricula developed for use in primary prevention services and activities. Examples: program curricula, educational materials, lesson plans, etc.

Curricula Disseminated: Distribution of substance use primary prevention curricula and materials for primary prevention services and/or activities. Examples: evidence-based program curricula, course study material, classroom educational service curricula, training curricula, etc. *Note: Report the actual number of curricula materials disseminated.*

Health Fair/Promotion Planning: Participation in the coordination/planning of health fairs/promotions as described below. Examples: planning meetings, phone calls, vendor organization, coordinating speakers, packing of materials, securing venues, etc.

Health Fairs Attended/Promotions Conducted: A school- or community-focused gathering, or a wide array of services and methods to disseminate information regarding substance use and health-related risks/lifestyles. Examples: health promotion gatherings, health screening events, public health education fairs, etc. *Note: Report only the number of events attended regardless of event length, number of attendees, and/or staff in attendance.*

Media Campaign Development: Participation in the development of coordinated substance use prevention media messages intended to increase awareness, inform, or change behavior in target audiences. A message can be delivered via multiple print and broadcast mediums. Examples: television, newspapers, magazines, posters, billboards, bus ads, print materials that are a part of a media campaign, etc. *Note: Only use this category if the campaign is not part of an environmental media strategy.*

Media Campaigns Conducted: Report only the number of unique substance use prevention media campaigns conducted as listed above. Do not report the frequency and/or method in which the message was delivered. If a component of the message involved the dissemination of materials (brochures, pamphlets, posters, bumper stickers, etc.) select the most appropriate Information Dissemination Service Delivery. *Note: Only use this category if the campaign is not part of an environmental media strategy.*

Newsletter Development: Participation in the development of written substance use prevention newsletters of interest to particular groups.

Newsletters Disseminated: Distribution of substance use prevention newsletters as listed above. Examples for distribution: electronic, e-mail, fax, print, etc. *Note: Report the actual number of newsletters disseminated.*

Printed Material Development: Participation in the development of original substance use prevention materials for use in primary prevention services and activities. Examples: fact sheets, flyers, posters, pre/post tests, surveys, etc.

Printed Materials Disseminated: Distribution of substance use primary prevention printed materials. *Note: Report the actual number of printed materials disseminated.*

Public Service Announcement (PSA) Development: Participation in the development of a non-commercial substance use prevention media message intended to modify public attitudes by raising awareness about specific issues that will be broadcast on public radio and/or television at no charge. *Note: Only use this category if the PSA is not part of an environmental media strategy.*

Public Service Announcements (PSA) Aired: The airing of a non-commercial substance use prevention media message intended to modify public attitudes by raising awareness about specific issues that is broadcast on public radio and/or television at no charge. *Note: Report the actual number of times the PSA was aired. Only use this category if the PSA is not part of an environmental media strategy.*

Resource Directory Development: Participation in the development of a list of substance use related programs and services in a particular community, county, or state. Examples: lists of prevention services, community services, etc.

Resource Directories Disseminated: Distribution of a list of substance use related program and service information as listed above. *Note: Report the actual number of directories disseminated.*

Speaking Engagements: Verbal communication intended to convey information about substance use issues to general and/or specific audiences. Examples: assemblies, rallies, town hall meetings, program recruitment, speeches, talks, news conferences, briefings, web-casts, assembly presentations, hearings, testimonials, etc. *Note: Report only the number of speaking engagements regardless of length, number of attendees, and/or staff in attendance.*

Telephone/Walk-in Information Services: Services intended to provide primary prevention substance use information and/or resources. Examples: telephone information and referral lines, walk-ins, etc. *Note: Report only the number of times an information service was delivered.*

Web Sites in Operation: A county- or provider-operated web site used to deliver substance use primary prevention information, education, and/or materials. *Note: this*

line item is only counted in reports one time per fiscal year, regardless of how many times the box is checked during data entry.

Education Strategy

Service Code 13

“This strategy involves two-way communication and is distinguished from the Information Dissemination Strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities.”

The Education Strategy has two basic characteristics that distinguish it from other prevention efforts. First, the strategy depends on the *interaction* between an *instructor and/or facilitator* and the participants. Second, the services under this strategy aim to “*improve critical life and social skills,*” which includes “*decision making, refusal skills, critical analysis, and systematic judgment abilities.*” Approaches used in this strategy involve some form of education to enhance individual efforts to remain free from alcohol, tobacco and other drugs (ATOD). However, not all activities within this strategy need to be conducted by a teacher or in a classroom/school setting.

Note: All prevention education services provided to the same individuals over time must be reported as Recurring Services.

The following are definitions for the services/activities within this strategy.

Children of Substance Abusers (COSA) Groups: Substance use prevention educational services for youth and adults who are children of substance users. Examples: COSA programs, short-term educational groups, risk and protective factor programs, Adult Children of Alcoholics (ACOA) meetings, etc.

Classroom Educational Services: Structured substance use prevention lessons, seminars, or workshops that are presented primarily in a school or college classroom. Examples: ATOD health education, delivery of primary prevention curricula, etc.

Educational Services for Adult Groups: Structured substance use prevention lessons, seminars, or workshops directed toward adults and seniors. A group can consist of one person. Examples: substance use education for adult/senior groups, general substance use prevention education, substance use prevention groups and organizations serving adult populations, etc.

Educational Services for Youth Groups: Structured substance use prevention lessons, seminars, or workshops directed to children, teens, young adults and youth organizations in a non-school setting. A group can consist of one person. Examples: substance use education for youth, general substance use prevention education, groups or organizations serving youth, etc.

Mentoring: A relationship over a prolonged period of time between two or more people in which the more experienced individual (mentor) provides stable, on-going support and guidance to the less experienced individual (mentee/protégé). Mentoring fosters supportive and caring relationships and encourages individuals to develop to their full potential. One-time or infrequent educational interactions with participants is not

considered mentoring. This service delivery is used to report the recurring Friday Night Live Mentoring activities.

Parenting/Family Management Services: Structured classes, meetings and programs intended to assist parents and families in addressing substance use risk factors, implementing protective factors, and learning about the effects of substance use on individuals and families. Topics may include parenting skills, family communication, decision-making skills, conflict resolution, family substance use risk factors, family protective factors, and related topics. Examples: parent effectiveness training, parenting and family management classes/meetings, prevention programs serving the family, programs designed to strengthen families, etc.

Peer Leader/Helper Programs: Structured prevention services that utilize peers (people of the same ability, age, rank, or standing) to provide guidance, support, and other risk reduction activities for youth or adults. Examples: peer-resistance development, tutoring programs, peer support activities (clubs, church groups), etc.

Preschool Alcohol, Tobacco and Other Drug (ATOD) Prevention Programs: Structured substance use prevention lessons directed to preschool youth.

Small Group Sessions: Structured primary prevention educational services for youth and/or adults in small group settings. A group can consist of one person. Examples: substance use education groups, short-term prevention education groups, etc.

Theatrical Troupes: A performance that delivers an ATOD free educational message. Examples: skits, plays, cultural performances, etc. *Note: If the event is funded/hosted by a SAPT-funded county and/or provider, count all individuals who attend the event. If individuals from a SAPT-funded program attend an event hosted by another entity, count only the individuals from the SAPT-funded program that attended.*

Alternative Strategy

Service Code 14

“This strategy provides for the participation of target populations in activities that exclude alcohol, tobacco, and other drug use. The assumption is that constructive and healthy activities offset the attraction to or otherwise meet the needs usually filled by alcohol, tobacco, and other drugs and would, therefore, minimize or remove the need to use these substances.”

Alternative activities and programs redirect individuals from potentially problematic settings and activities to situations free from the influence of ATOD.

Note: All alternative activities provided to the same individuals over time must be reported as Recurring Services. This includes Friday Night Live chapter activities, youth-based coalition activities, the activities of coalitions that include youth, on-going community drop-in center activities, on-going community service activities, on-going recreational activities and on-going youth/adult leadership activities.

The following are definitions for the services/activities within this strategy.

Alcohol and Other Drug (ATOD) Free Social/Recreational Events: Social and recreational events for youth and adults that specifically exclude the use of alcohol, tobacco and other drugs. If the event is funded/hosted by a SAPT-funded county and/or provider, count all individuals who attend the event. If individuals from a SAPT funded program attend an event hosted by another entity, count only the individuals from the SAPT-funded program that attended. Examples: alcohol and other drug-free community/church/school events, sober graduation/prom events, etc. *Note: There are restrictions on using the SAPT Primary Prevention Set-Aside dollars for entertainment. Refer to the “ADP Memo - SAPT Pv Funding Restrictions - SWAG - Incentives – Entertainment” located in the CalOMS Pv Library.*

Community Drop-In Center in Operation: A county- or provider-operated community center that provides structured prevention services (social, recreational, and learning environments) that do not permit alcohol, tobacco or other drug use on their premises. Use this category only to identify that a SAPT-funded drop-in center is in operation. Examples: community centers, recreation centers, senior citizen centers, teen centers, etc. *Note: This line item is only counted in reports one time per fiscal year, regardless of how many times the box is checked during data entry.*

Community Drop-In Center Activities: Use this category to report the community drop-in center activities and the number of participants engaged in the activity (see examples above).

Community Service Activities: Activities intended to prevent substance use by involving youth and adults in a variety of community services. Count only the individuals

engaged in the community service activity. Examples: community clean-up activities, events to repair or rebuild neighborhoods, support to the elderly, disabled, ill, etc.

Outward Bound: Participants engage in structured and/or organized outdoor wilderness experiences that build confidence, leadership skills and teamwork. *Note: This does not include camps for disciplinary purposes.*

Recreational Activities: Activities, as compared to events, that youth and adults participate in that specifically exclude the use of alcohol, tobacco and other drugs. The key words are “active participation” rather than attendance. Examples: field trips, sporting activities, summer camp programs, participation in theatrical or musical productions, etc. *Note: Count only the individuals from SAPT-funded programs that participate in the activity, not everyone at the venue. There are restrictions on using the SAPT Primary Prevention Set-Aside dollars for entertainment. Refer to the “ADP Memo - SAPT Pv Funding Restrictions - SWAG - Incentives – Entertainment” located in the CalOMS Pv Library.*

Youth/Adult Leadership Activities: Services and/or activities through which youth and adults work together collaboratively. Examples: adult-led youth groups, Friday Night Live chapter activities, youth development, skill development, youth participation in decoy and/or shoulder tap operations, youth participation in coalition meetings/activities, etc. *Note: Combine this demographic category with the non-demographic Community-Based Process and/or Environmental Strategy categories when reporting data for youth/adult leadership activities that are involved in community-based and/or environmental initiatives or projects. Contact the DHCS Prevention Analyst for additional guidance on correct CalOMS Pv reporting for Youth/Adult Leadership Activities that involve more than one prevention strategy.*

Problem Identification and Referral Strategy

Service Code 15

“This strategy aims at identification of those individuals who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs and to assess whether their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment.”

Of the six CSAP primary prevention strategies, this one causes the most discussion and controversy because it appears to crossover from primary prevention into intervention and treatment. The CSAP definition clearly precludes services “designed to determine if a person is in need of treatment”; however, a prevention screening to determine if behavior can be reversed through prevention education is allowed.

A key aspect of this strategy is that the services and/or activities are geared toward behavioral change, not therapy for ATOD dependency treatment. There is a potential for some of the services within this strategy to bridge into treatment. It is important that counties/providers are aware that administration of addiction diagnosis and severity instruments, case management, and/or preparation for treatment intervention are not a component of this strategy and can not be funded with the Substance Abuse Prevention and Treatment (SAPT) Block Grant Primary Prevention Set-Aside dollars.

Note: SAPT Primary Prevention Set-Aside funds cannot be used to conduct treatment assessments. Refer to the “Assessment Guideline Documents” located in the CalOMS Pv Library for further information. Per SAMHSA, “states should be aware that primary prevention set-aside funds cannot be used to fund SBIRT and should be encouraging the State Medicaid Agency and Health Insurance Marketplace to include SBIRT as a covered prevention or service delivery benefit.”

The following are definitions for the services/activities within this strategy.

Employee Assistance Programs: Services to provide personal help, including substance use information for individuals and their family members when problems may be interfering with work performance. Examples: workplace prevention education programs, risk reduction education for work-related problems involving substance use, health education and health promotion programs for employees, supervisor ATOD training, workplace ATOD policy development, workplace screening and/or referral, etc.

Prevention Screening and Referral Services: The screening process is intended to determine if an individual's behavior can be reversed through ATOD primary prevention education activities or services. The outcome of prevention screenings will either place and/or refer individuals for prevention education programs. If individuals do not meet the criteria for primary prevention services, they may be referred for treatment assessment. Refer to the "Note" in the beginning paragraphs of this section regarding appropriate use of the SAPT prevention funding for assessments.

Student Assistance Programs: A school-based approach to providing focused services to students seeking support or needing interventions for academics, behavior, attendance often due to family, social and/or substance use issues. SAPs identify students in need of intervention, assess these students' specific needs, and provide them with support and referral to appropriate resources with the goal of assisting in academic achievement. Examples: early identification of student problems, screening and referral to prevention education services, screening and referral to outside agencies, etc. Refer to the "Note" in the beginning paragraphs of this section regarding appropriate use of the SAPT prevention funding for assessments.

Community-Based Process Strategy

Service Code 16

“This strategy aims to enhance the ability of the community to more effectively provide prevention services for alcohol, tobacco, and drug abuse disorders. Activities in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking.”

This strategy focuses on capacity building which includes ongoing networking activities, collaborative systems planning, technical assistance and training for community groups and agencies, and assessing community readiness for engagement in prevention services. It also very closely aligns with the Strategic Prevention Framework steps of assessment, capacity, planning and evaluation.

The following are definitions for the services/activities within this strategy.

Accessing/Monitoring Services and Funding: Assisting county AOD agencies, primary prevention providers, and/or communities in increasing or improving their prevention service capacity. Examples: applying for grants, engaging in the request for proposal (RFP) process, developing contracts and program budgets, interviewing and hiring prevention staff, coordinating and monitoring federal/state/local prevention grantees and subcontractors, sharing or publicizing resource listings of federal/state/local funding sources, etc.

Assessing Community Needs/Assets: Implementing prevention-focused tasks to determine the needs for prevention services by identifying at-risk populations, communities, or geographic locations and determining priorities for service delivery. Examples: conducting/participating in neighborhood/community and /or statewide prevention needs assessments which may include data collection, data assessment, problem statement development, organizational/fiscal/leadership capacity assessment, readiness assessment, cultural competence assessment, service gap analysis, external factors/barriers to success, etc.

Community Team Activities: Activities conducted with, or sponsored by, community teams, coalitions, short term work groups, etc. for the purpose of fostering, supporting, or enhancing community prevention services. SAMHSA defines a coalition as “A group of individuals representing diverse organizations, factions or constituencies who agree to work together to achieve a common goal. Community coalitions differ from other types of coalitions in that they include professional and grassroots members committed to work together to influence long-term health and welfare practices in their community. Additionally, given their ability to leverage existing resources in the community and convene diverse organizations, community coalitions connote a type of collaboration that is

considered to be sustainable over time.” *Note: Use this category to report all coalition activities. Combine this category with Environmental Strategy categories when reporting data for a community team or coalition that is involved in an environmental initiative or project.*

Community/Volunteer Training: Structured prevention activities intended to impart information and/or teach organizational development skills to community groups and/or volunteers. Examples: provide training to community groups, volunteers, community decision makers, neighborhood mobilization groups, etc.

Evaluation Services: Activities or services conducted to evaluate progress towards meeting goals and/or objectives and eventually, program success. Examples: working with evaluation teams, developing evaluation tools and instruments, collecting evaluation data, conducting data analysis, reviewing effectiveness of policies, programs and practices, developing recommendations for quality improvement, preparing evaluation reports and updates, etc.

Formal Community Teams: Formalized community teams concerned with fostering common interests and advocacy for prevention services. Examples of formal teams: interagency councils, alliances, coalitions, citizen groups that promote healthy communities, families, schools, and activities, etc. *Note: Enter the number of community teams formed into CalOMS Pv only once per fiscal year.*

Multi-Agency Coordination/Collaboration: Collaborative systems planning and/or coordinating prevention services between agencies, communities, organizations, schools, etc. *Note: Coalition meetings should not be reported for this category. Refer to the description for Community Team Activities. Internal staff meetings should not be reported for this category as that is considered administrative time.*

Systematic Planning: The continuous process of developing and/or revising a data-informed Strategic Prevention Plan. Examples of activities related to the systematic planning process are: developing and/or refining problem statements, identifying/prioritizing goals and objectives, determining outcomes, drafting/developing logic models, developing implementation plans, developing evaluation plans, identifying performance measures, selecting policies, programs and practices, etc.

Technical Assistance (TA): Services provided or received that are intended to impart technical guidance to prevention programs, community organizations, and/or individuals that will strengthen or enhance prevention activities. Examples: assistance with the strategic prevention framework process, addressing cultural responsiveness, programmatic quality assurance and improvement, adding programs and services, assistance with grant writing, etc. *Note: Ongoing TA received or provided to the same individuals is reported as Recurring Services.*

Training Services: Structured substance use prevention training events intended to develop proficiency in prevention program design, development, and delivery skills. Examples: conducting and/or receiving training, training of trainers, CalOMS Pv trainings, skill-building activities, etc. *Note: Ongoing training received or provided to the same individuals is reported as Recurring Services.*

ENVIRONMENTAL STRATEGY

Service Code 17

This strategy identifies, establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing incidence and prevalence of the use of alcohol, tobacco, and other drugs in general populations.

The Environmental Strategy focuses on places and specific problems with results that can be wide-ranging and sustained, although specific recipients are not identified. This strategy involves the identification, creation, modification, passage and/or enforcement of written and unwritten codes, legislation, ordinances, policies, and regulations..

The subcategories within the Environmental Strategy permit distinction between activities which center on legal and regulatory initiatives and those which relate to the service and action-oriented initiatives.

The following are definitions for the services/activities within this strategy.

Compliance – Activities geared toward improving compliance with existing laws and policies that have been shown to reduce ATOD availability and consumption.

Compliance Checks: The use of underage buyers or pseudo decoys to test retailer's compliance with laws regarding the sale of alcohol, tobacco, marijuana-related products or paraphernalia to minors. *Note: Report the number of compliance checks conducted.*

Drug Sale Surveillance: Community members monitor an area that is known for illegal drug sales and then inform law enforcement of illegal activities. Also includes monitoring ^{events} for sales of drug related paraphernalia, particularly at events that are youth oriented, and informing local officials and/or law enforcement of these activities that promote youth drug use. *Note: Report the number of surveillance incidents.*

DUI Checkpoints: The practice of law enforcement agencies to stop traffic on public streets and highways for the sole purpose of checking drivers for intoxication from alcohol or drugs.

Law Enforcement Education: Training designed to assist in the prevention and/or reduction of the sale of alcohol, tobacco and marijuana products, including edibles, to minors. This also includes education regarding other drugs such as synthetics, spice, bath salts, vaping, etc. *Note: Ongoing education to the same individuals is reported as Recurring Services.*

Party Patrols Conducted: Community members monitor underage parties and inform local law enforcement of underage drinking and/or the illegal use of drugs. *Note: Report the number of patrols conducted.*

Retailer/Vendor Education: Training designed to assist in the prevention and/or reduction of the sale of alcohol, tobacco, and other smoking related products to minors. This also includes healthy retailer education. *Note: Ongoing education to the same individuals is reported as Recurring Services.*

Shoulder Tap Surveillance Conducted: The use of underage youth to test adult's willingness to purchase alcohol or tobacco for underage youth outside a retailer outlet in conjunction with law enforcement. *Note: Report the number of surveillance incidents.*

Surveillance: Surveillance activities not related to drug sales or shoulder tap.

Training – Commercial Host and Management: Responsible beverage service (RBS) programs for Alcoholic Beverage Control (ABC) licensees, retailers and distributors of alcoholic beverages. Restaurants, bars, special events, fundraisers, etc. This also includes License Education on Alcohol and Drugs (LEAD) coordination. *Note: Ongoing training to the same individuals is reported as Recurring Services.*

Training – Social Host and Management: Approved responsible beverage service programs for those who serve alcoholic beverages in settings or circumstances under the servers' control where the drinker does not pay for his/her drink (weddings, private house party, event caterers, etc.). *Note: Ongoing training to the same individuals is reported as Recurring Services.*

Environmental Consultation/Technical Assistance – Consultation provided to community leaders, schools, workplaces, etc., supporting the development and implementation of local codes, legislation, ordinances, policies, and regulations. Also includes assistance provided to support the development and implementation of environmental strategies in the community. *Note: Ongoing technical assistance received or provided to the same individuals is reported as Recurring Services.*

Media Strategies – Structured environmental activities that use print, broadcast, social/web media to deliver messages to target audiences with the intent to change norms and behaviors around ATOD. This main category can be chosen if none of the sub-categories are suitable.

Counter-Advertising: Advertising that takes a contrary position to advertising messages that promote unhealthy activities such as smoking, vaping, binge drinking etc. The intent is to inform the public about the hazards of ATOD, the

legal and social consequences of use, and/or the methods that the industry uses to promote ATOD in order to change the public's acceptance of ATOD misuse.

Informational/ATOD Warning Posters, Notices & Signs: Displaying notices/signs in retail outlets that give information about the legal, social and health effects of ATOD use and to discourage the sale of illegal substances to minors.

Media Advocacy: A strategy that uses the power of the media to advance an environmental prevention agenda. This strategy requires news story development that clearly presents specific ATOD problems and the policies and social change required to resolve them.

Retail Outlet Recognition: Using media and/or a public forum to acknowledge retail outlets that do not sell alcohol or tobacco to minors.

Social Norms Marketing: Changing community norms regarding ATOD use through targeted media campaigns. Behavior is influenced by perceptions of what is "normal" or "typical." Social norms marketing provides an accurate view of reality versus the misperception in an attempt to change or correct prevailing norms.

Policies and Regulations – Creating, modifying, passing and/or enforcing environmental practices, codes, ordinances, regulations, and legislation that reduces ATOD availability and/or changes norms and behavior surrounding ATOD use. This main category can be chosen if none of the sub-categories are suitable.

Advertising Restrictions: Policies that control the density and acceptable placement of product advertising (billboards, store fronts, product placement, etc.). This includes enforcement of the Lee Law.

Drug Paraphernalia Ordinances: Local ordinance regulating the sales, displaying, furnishing, supplying, giving or otherwise dispensing of drug paraphernalia.

One-Day Event Requirements: Policies pertaining to permits provided by state and local governments for time-limited activities/events where alcohol will be served. The permits are issued by Alcoholic Beverage Control and the local municipality. For example, special events, community fairs, car shows, fundraisers, farmer's markets, etc.

Product Pricing Policies: An approach that seeks to set minimum prices for specific alcohol and/or tobacco products or seeks to increase the taxes on said products in an effort to reduce affordability which reduces consumption and negative consequences.

Public Use Restrictions: Ordinances or regulations that control the availability of alcohol in public places.. Examples are Conditional Use Permits, Drinking in Public Ordinances, restrictions/bans in parks and recreational areas, open container laws, controlling hours of sale, etc.

School Policies (college): Prevention policies of the school administration to eliminate settings or circumstances for ATOD use and/or availability on or about the premises.

School Policies (K-12): Prevention policies of the school administration to eliminate settings or circumstances for ATOD use and/or availability on or about the premises.

Social Host Ordinance: Local ordinance that makes it an infraction or misdemeanor for persons who knowingly allow minors to obtain, possess, or consume alcoholic beverages at parties held at private residences or private premises.

Sponsorship Restrictions: Regulations that reduce or prohibit ATOD manufacturers, retailers, wholesalers and distributors from sponsoring events - especially those where children, families, and/or young adults are present.

Sporting Event Policies: Policies that place limits on alcohol, tobacco and other smoking related activities and or sales at sporting events. Examples are number of drinks sold to a single individual, no drinks sold after a set time, alcohol free seating areas, smoking areas, medical marijuana policies, vaping policies, etc.

State Alcohol Beverage Control (ABC) Regulations: Participation in activities to create or expand public policy for the prevention of ATOD problems specifically through legislation and regulations administered by the State ABC.

Workplace Policies: Policies in the workplace to eliminate settings or circumstances for ATOD use and/or availability on or about the workplace premises.

Zoning Ordinance – Retail Outlet Density: Local ordinances that restrict the location and density of retail outlets that sell alcohol, tobacco and marijuana. This can include Public Convenience and Necessity (PCN) determination, Deemed Approved Ordinances and Responsible Retailer Programs (RRP).

Zoning Ordinance – Abate Existing Outlets: Local ordinances that control alcohol, tobacco and marijuana outlets currently in operation.

Zoning Ordinance – New Outlets: Local ordinances that will control future alcohol, tobacco and marijuana outlets. This can include Public Convenience and Necessity (PCN) determination.

Zoning Other: Local ordinances that are not related to outlets. Confer with a DHCS Prevention Analyst before using this category.

Environmental – Other - *Activities that are not related to environmental compliance, consultation/technical assistance, media strategies, or policies, regulations or ordinances.*

Community Development: Environmental ATOD prevention activities being undertaken to develop communities and enable them to participate in initiatives that will improve health and increase social and economic well-being.

Efforts with City, County and/or State Officials: Working with district attorneys, sheriffs, elected officials, Boards of Supervisors, etc. to educate and advocate for a remedy to a community ATOD related issue. Providing education in response to inquiries and providing prevention education.

Facility Design to Prevent AOD Problems: Physical design to reduce the likelihood of problematic behaviors related to ATOD use on or about the premises. This includes architectural design, landscaping, interior design, and lighting and décor planning. This can include Crime Prevention Through Environmental Design (CEPTED) principles.

Holiday Campaigns and Special Events: Environmental strategies and/or campaigns focused on ATOD free and/or alcohol safe community holidays or special community events that traditionally or historically involve the use of ATOD; and /or heightened enforcement campaigns against DUI and drinking in public during community holidays or special community events.

Marijuana Efforts: Environmental, community-level strategies that affect change. Examples may include efforts around social access, civil remedies to disrupt local drug markets or decreasing the availability of drug paraphernalia.

Neighborhood Mobilization: Activities to enlist the active participation of neighbors (occupants of the areas) working in planning, designing, and implementing an ATOD environmental prevention initiative for a specific problem in that area.

Prescription Drug Efforts: Environmental, community-level strategies that affect change. Examples may include efforts around social access, take-back days or drop boxes.