

Youth Leadership Project

Manual of Environmental Strategies



North Country Health Consortium Substance Abuse Prevention Program:
*"Working together to create healthier communities
for children and families."*



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Sample Environmental Projects:

Air Quality Monitoring Project

Scope of Activity:

- Monitoring the Air Quality in a public space measures the safety of the air in that space to determine if there are health concerns to people living or working in that space.

Idea for project:

- **Monitor the air quality in at least 2 private or public spaces.**
 - Produce a report (community report card-one page flyer) to disseminate to the community and/or the occupants of the spaces tested to inform them of the air quality in that space.
 - 2 options for obtaining the air quality monitoring system:
 - Use the grant money to purchase an air quality monitoring system for the group; or
 - Work with the State Tobacco Prevention and Control Program who will come to your group with their air quality monitoring system and educate the group on safe levels of particulate matter in the air and speak to tobacco particulate levels and help facilitate the air quality testing;
 - Disseminate information on the need for tobacco-free indoors and the dangers associated with secondhand smoke and/or conduct a “Until You Can Quit, Take it Outside” pledge campaign;

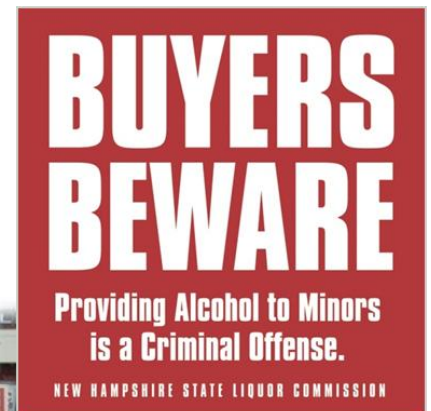
□ Safe Selling Practices

Scope of Activity:

- Encouraging retailers to engage in safe-selling practices in regard to alcohol and tobacco helps to prevent youth access to harmful and illegal substances plaguing the well-being of youth.

Idea for project:

- **Conduct a Buyer Beware Sticker Shock Campaign-** Partner with store owners, law enforcement, media, and other sectors in order to raise awareness in the community of the penalties associated with adults buying and providing alcohol for minors.
 - Ask all store owners/managers in your community for permission to be conduct a sticker shock activity in their store.
 - A manual and information packets are available to present to their stores to give them more information on the project.
 - You will place stickers on all large packs, defined as 12-30 packs, of beer with a “Buyer Beware” sticker reminding adult purchasers that providing alcohol to minors is a crime.
 - You will provide state required minimum age signs to stores, if necessary.
 - You will place 8.5” x 11” inch posters featuring the same message on the cooler doors.
 - You will place an 18” x 24” inch poster with the same message in a window visible from outside the store to serve as a warning for potential buyers.
 - Assess each store to determine if alcohol-related advertising is visible to underage youth from the outside.
 - A designated form will be provided for this general observation.



☐ Positive Advertisement: Banner Project

Scope of Activity:

- Design and purchase creative banners for local convenience stores in your community to replace alcohol advertisement banners, such as Budweiser's "Welcome Bikers" banners.

Idea for project:

- Use photos of yourselves and/or your community to encourage store owners to use the banners.
- Emphasize the beauty and healthy living in your community.
- Come up with a creative tag line for your banners reflecting your groups stand on an alcohol free experience for our tourists and citizens. Reflect healthy living and/or the clean air and fresh water, encouraging ideas other than alcohol and/or tobacco.
 - For example: "North Country Teens Welcome You to the land of Clean Air and Fresh Water"
- Create reusable, seasonal banners, if feasible, for each year for each store.
 - For example:
Winter: "Welcome Snowmobilers"
Spring: "Welcome Fisherman"
Summer: "Welcome Bikers"
Fall: "Welcome Hunters"
- Accompany the banners with a cover letter to store owners encouraging them to use your banners in place of the alcohol advertisement banners.
 - Outline the reasons why they should make this important switch by highlighting statistics from your community or in general about youth alcohol use rates, DWI offenses, the advertising techniques used by alcohol companies targeting youth, the detrimental effects alcohol has on youth and the environment, etc. Anything convincing to store owners showing that there is a great need to eliminate outdoor alcohol advertising...and the banners would still be free for them!
- Take photos of your banners hung up at the participating stores and put in local papers. Accompany with a press release outlining the statistics and the participation of the store owners in preventing underage alcohol use.
 - This would be great recognition for your group and your efforts and may encourage more business for the participating store!



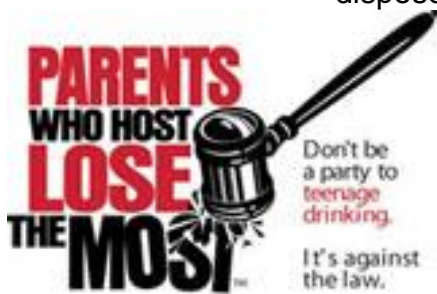
□ Parent Awareness Campaigns

Scope of Activity:

- Increasing parental awareness around substance abuse issues that youth are facing will encourage parents to be more aware and better educated on ways that they can protect their children and prevent them from using substances like tobacco, alcohol, and prescription drugs.

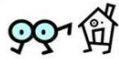
Ideas for project:

- **Option 1: Conduct a Project Monitor SafeHomes Pledge campaign.** We have a pledge program that we promote at many different events that specifically targets parents. The pledge asks parents to agree to not provide alcohol to minors in their homes. It also asks them to secure alcohol in their homes in a safe place and monitor how much is in each container. Finally, the pledge asks parents to educate the youth in their home of the dangers of using alcohol.
 - This pledge campaign could be incentivized with a visa gift card or some other gift of interest to parents.
 - You conduct this pledge at a school event such as open house or a sports night.
 - This pledge could also be conducted by sending it home with students at school and asking parents to sign it and send it back with their child. A winner could be drawn from the returned pledge cards.
- **Option 2: Conduct a Project Monitor “Monitor Your Medicine Cabinet” Pledge campaign.** This pledge is very similar to the SafeHomes pledge, but refers to Prescription Drug Abuse rather than Alcohol. The pledge asks parents to monitor prescription drugs in their home. It asks them to secure them in a safe place, perhaps a locked box, where their children and/or their children’s friends cannot find them. The pledge also asks parents to safely dispose of the medications when finished with them.
 - This pledge campaign could be incentivized with a visa gift card or some other gift of interest to parents.
 - You conduct this pledge at a school event such as open house or a sports night.
 - This pledge could also be conducted by sending it home with students at school and asking parents to sign it and send it back with their child. A winner could be drawn from the returned pledge cards.
- **Option 3: Conduct a “Parents Who Host Lose the Most” Campaign.** Parents Who Host Lose the Most is a campaign that raises parental awareness of the criminal penalties for hosting underage drinking parties.
 - The campaign could be conducted in many different ways.
 - The “kit” (which we have several of to lend out for such projects) contains a banner that could be placed in a prominent location in the community for the general public to see.



- The kit also contains “window clings” that could be placed on cooler doors at convenience stores or on business windows, if they chose to participate.
- A tri-fold brochure could be created and printed by your group and distributed to parents at a special event or through their children at school.
- Radio Public Service Announcements could be done to reach a larger audience with your message.
- Media ads could be placed in local newspapers and on local television broadcasting channels to reach parents this way.

Create a Project Monitor SafeHome...

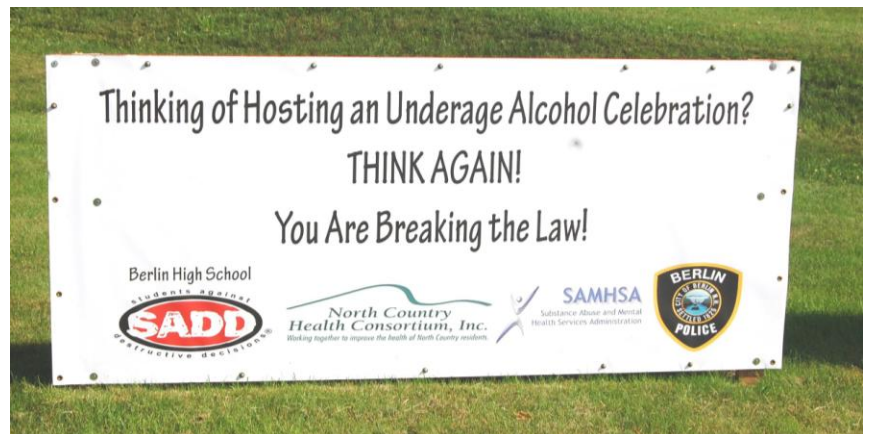


Project Monitor

Ways Parents Can Make a Difference

- **Set a Good Example.**
- **Lay down the ground rules.**
- **Listen to your children.**
- **Talk to your children.**
- **Keep the lines of communication open.**
- **Don't be naïve.**
- **Refuse to supply alcohol to youth.**
- **Be at home when your teen has a party.**
- **Talk to other parents.**
- **Create alcohol-free opportunities and activities in your home.**
- **Report underage drinking.**

For more information, contact Bob Thompson at bthompson@nchcnh.org or call 837-2519.



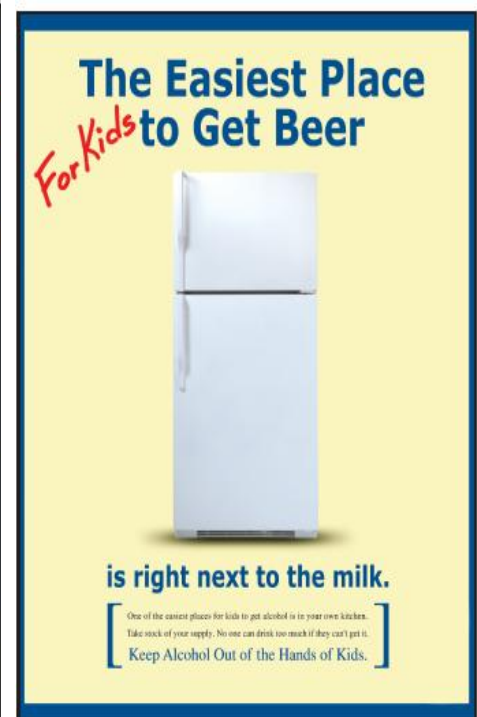
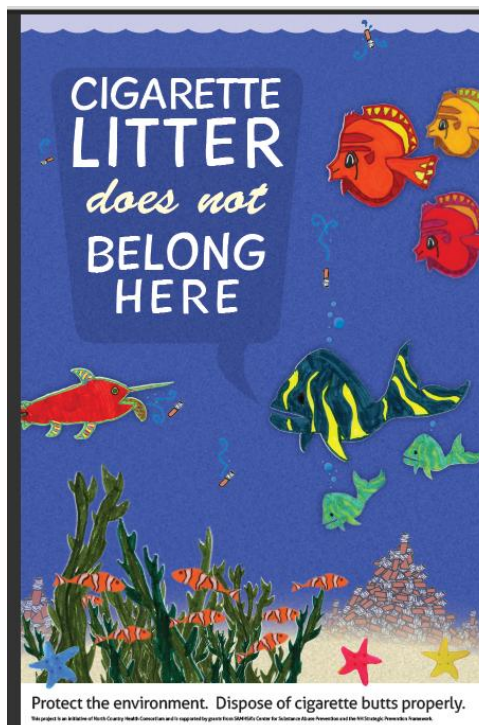
□ Community Awareness Campaign

Scope of Activity:

- Increasing community awareness surrounding any public issue increases interest and the participation of community members, encouraging unintended partners to take part in your effort to reduce the rate of underage alcohol use.

Ideas for project:

- **Option 1: Create radio Public Service Announcements (PSAs)** regarding the issue of underage alcohol use. These ads create awareness about the scope of youth alcohol use rates among community members.
 - Contact radio stations in your area to get quotes for air time costs.
 - Identify your target audience to reach with your PSA and consult with the radio station(s) to identify the best time to run the ads to reach the target audience.
 - NOTE: Most radio PSAs Run :30 seconds to :60 seconds.
- **Option 2: Create an anti-alcohol prevention video** depicting a skit regarding the issue of underage alcohol use to distribute.
 - Distribution ideas: parents of a certain grade level at your school; public broadcasting stations in your area; purchase a block of movie theater air time to play your short video before each movie is played at your local theater; and/or any other person or group you would like to target.
- **Option 3: Create posters** to place in your community to increase awareness and educate the community about the risks associated with underage alcohol use, tobacco use, or prescription drug abuse. Outline the usage rates for your community or for New Hampshire to really hit home with the problem.
 - You could hold a poster contest, awarding a prize to the individual/group who put up the most posters, or some variation of this idea.
 - We also have posters available for your group to place.



□ Assess Your Community

Scope of Activity:

- The first step in prevention is to evaluate and assess your community to see what the problems are in your community, identifying the needs in the community in order to create an action plan to address the problem.

Ideas for project:

- **Option 1: Conduct store report cards.** Evaluate the placement of alcohol or tobacco in the store identifying whether the advertising is targeting youth, for example: if beer is placed next to ping pong balls, the advertising strategy is probably to target youth as ping pong balls are used in drinking games in conjunction with alcohol. Are the alcohol ads or tobacco ads placed strategically so that those under the legal age can readily see the ads? Are there advertisements for alcohol or tobacco present outside of the store where minors could see them driving by?
 - The findings could be used to encourage stores to change their advertising strategies; they could also be published in newspapers and other media, or prepared as fact sheets, encouraging community members and others to address the problem.
- **Option 2: Event report cards** can be done to evaluate the accessibility, visibility, and general presence of alcohol. These evaluations would be ideal to do at community events, especially at community fairs, such as the Lancaster Fair or the Haverhill Fair. The findings could be published in the media and/or used to form a fact sheet to encourage others of the importance of alcohol-free events and their benefits to the community.
- **Option 3: A community survey** could be conducted. You could create a survey or use a survey that has already been created and survey parents and/or youth on matters regarding substance use. You could have a table outside your local supermarket, or have the survey go home to parents of students at your school. You could incentivize the survey with a raffle awarding something to the parent(s) or to the youth for returning the completed parent surveys.
- **Option 4: A PhotoVoice project** could be conducted. The Photovoice process begins with a question or series of questions. The photographer attempts to answer those questions by going out into the community with a camera to take pictures. Through sharing and discussing the photos, also referred to as the “findings,” as a group, the participants can help each other understand their perception by seeing the community “through their eyes.” Photovoice allows you to creatively “say” what is on your mind.
 - Photovoice is a project that involves having an individual or group take photos of their community, a special event, or some other location. The photographer then writes a brief description or narrative describing each photo, helping others to understand the relevance of the photo to the photographer. The photos and the narrative will be provided to an observer who will then use them to understand what

the photographer sees as either a positive or negative aspect of their community.

- Through this project, we hope to use the photos and their narratives in order to recognize areas that need to be addressed and recognize and celebrate the good things within the community.



StoreALERT Report Card Battelle

Store Name: _____
 Address: _____
 City _____ State _____ Zip _____

TYPE OF STORE: (Check one)

<input type="checkbox"/> Convenience	<input type="checkbox"/> Drug Store
<input type="checkbox"/> Convenience & Gas	<input type="checkbox"/> Liquor Store
<input type="checkbox"/> Gas Station	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Grocery	<input type="checkbox"/> Tobacco Store
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Other

Are any schools visible from this store? Yes No

EXTERIOR OBSERVATIONS Circle Value if Yes

Tobacco Advertising

Any tobacco ads? 1

Any with "special" price? 1

Any with a multi-pack discount? 1

Any with a free gift with purchase? 1

Any illuminated? 1

Any mechanical? 1

Any audible? 1

Any at child's eye level? 1

Any on the door? 1

Any at the street? 1

CHOOSE ONE

Discreet level of advertising? 1

Moderate level of advertising? 2

"In your face" level of advertising? 3

Functional Objects

Are there any functional objects? 1

Any on or near the door? 1

Any illuminated? 1

TOTAL EXTERIOR
Add all circled numbers → 0

How many cash registers? (excluding lottery & gas only) → 0

INTERIOR OBSERVATIONS Circle Value if Yes

Tobacco Placement

Any tobacco at child's eye level? 1

Any self service tobacco? 1

Within 12" of candy or toys? 1

Within 12" of cash register? 1

Any full-front carton displays? 1

Industry Shelving

Number of industry shelving units (count) (If Units x 2 = Value) x 2 =

Any illuminated? 1

Any contain a functional object? 1

Industry Movable Displays

Number of movable displays

Any illuminated? 1

Any on the counter? 1

Tobacco Advertising

Any tobacco ads inside the store? 1

Ads only where tobacco is sold? 1

Ads in other parts of store? 2

Ads everywhere you look? 3

Any with "special" prices? 1

Any with multi-pack discounts? 1

Any with free gifts with purchase? 1

Any illuminated? 1

Any mechanical? 1

Any at child's eye level? 1

Functional Objects

Are there any functional objects? 1

Any illuminated? 1

Any grocery baskets with tobacco ads? 1

TOTAL INTERIOR
Add all circled numbers → 0

Total Exterior 0 + **Total Interior** 0 = **Grand Total** 0

of Registers 0 + **Grand Total** 0 = **SCORE**

How does this store compare with others?

A B C D F
 (0-2.0) (2.1-4.0) (4.1-6.0) (6.1-10.0) (10.1+)

www.StoreALERT.org

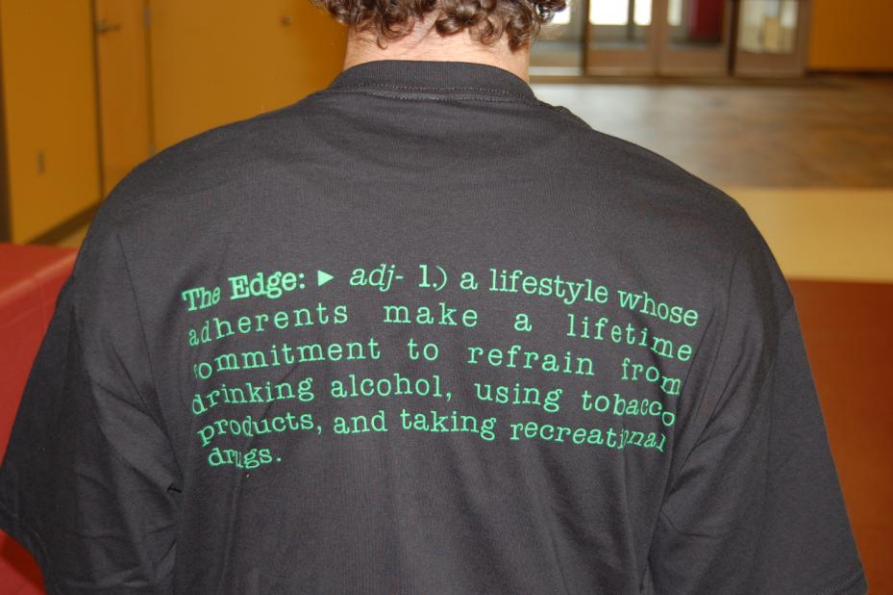
□ Social Norms Marketing Campaigns

Scope of Activity:

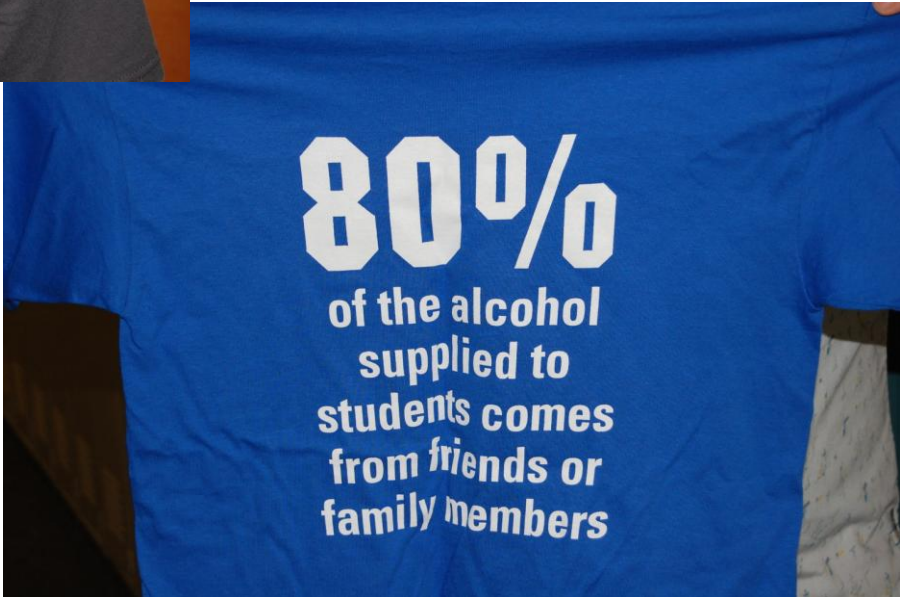
- Social norms reflect the commonly accepted attitudes and perceptions in regard to common themes. Social Norms Marketing Campaigns are prevention strategies that aim to correct or change the perceived problem norm.

Ideas for project:

- **Option 1: Create giveaways with positive statistics regarding substance abuse or positive prevention messages.** These could be disseminated to your community, school, parents, or some other group you may be targeting.
- **Option 2: Clothing, such as hats, t-shirts, etc. could be created.** These would also have positive statistics, such as “79% of High School Students in the North Country Choose Not to smoke cigarettes!” The message or messages (probably not more than 2 or 3 messages per campaign) needs to be positive, truthful, and consistent on everything created.



The Edge: ▶ *adj-* 1.) a lifestyle whose adherents make a lifetime commitment to refrain from drinking alcohol, using tobacco products, and taking recreational drugs.



80%
of the alcohol
supplied to
students comes
from friends or
family members

□ Create Your Own Project

- We would be happy to welcome your project ideas in addition to this list. Please note that all projects need to be environmental strategy, meaning that they focus on population level change. Please refer to the list of what qualifies as an environmental strategy and what isn't considered an environmental strategy below. Also, please note that all activities need to be completed by September 30th.

Environmental Strategies:

Environmental Strategies are not:

One-time events:

- Display of educational material
- Speakers, rallies, forums

Alternative Activities:

- Drug Free Dances and Recreational Activities
 - Do not provide critical social and thinking skills.
 - Only occur one time.

Instructional Programs:

- Awareness Days and Assemblies for Student Audiences
 - One-time events have proven to have only a slight impact over time.
 - If exaggerated dangers or biased presentations are given, teens tend not to believe the information.
- Mock Car Crashes
 - Teens remember the sadness or destruction of the experience, but do not apply it to future behavior.
- Fatal Vision Goggles
 - The effects are remembered for less than a month, not resulting in prevention.

Environmental Strategies are:

- Partner with businesses that sell tobacco or alcohol to reduce youth access to and youth interest in tobacco or alcohol
 - Identify promotional practices and products that are aimed at youth
 - Limit or change ads and promotional signs in stores
 - Alter or change product placement
 - Provide training or information to managers and staff safe selling practices: example: Total Education in Alcohol Management (TEAM)
- School and Community Campaigns:
 - Distribute stickers, posters, fliers (or create your own materials)
 - Some campaigns that already exist:
 - Parents Who Host Lose the Most
 - Buyer Beware
 - Project Monitor
 - Project Monitor SafeHomes Pledge Campaign

A **campaign** is a comprehensive series or set of integrated activities aimed at changing behavior or beliefs.

- Tobacco Activities – Kick Butts, Until You Can Quit Take It Outside, Tobacco Day etc.
 - Monitor Your Medicine Cabinet Pledge Campaign
 - Set up a Prescription Take Back Location
 - Reach In-Teach Out – underage drinking education targeting 5th and 6th graders
- Changing or Strengthening Policies and Regulations
 - Review School Policies and make suggestions for change
 - Review or request town policies regarding banners and signs in public places
 - Set up a collection location for old medications by working with local police departments and/or hospitals.
 - Creating alcohol-free or tobacco-free parks, events, or policies for limiting drinking and smoking at public events.
 - Pass a local ordinance you see as necessary or preventative.
 - Social Norms Campaigns:
 - Normative education campaign: Educate your community about how many of your peers DON'T smoke. For example, 4 out of 5 people don't use tobacco.
 - Newspaper ads, posters, flyers, electronic bulletin boards, banners, and radio ads that promote healthy environments and behaviors as the norm.
 - Visual art displays, educational displays, performance and other creative tactics that promote healthy environments and behaviors as the norm.



Questions?
 Contact us by email at CSAP@nchcnh.org
 or call (603) 259-3700