**THE PUBLIC HEALTH TRIANGLE:**
Different ways to prevent problems

What are we trying to Change?

- **Agent:** thing causing harm
  - 4 P's of Marketing
    - **Product:** Are sweet fruity flavors for youth?
    - **Promotion:** Are ads targeting youth?
    - **Price:** Is alcohol cheaper than water?
    - **Placement:** Is alcohol right next to candy & ice-cream?

- **Individual:** individual responsibility
  - a person's behavior
  - **Just Say No Approach:** You shouldn't do this because it's bad.
  - **Information Gap:** Focus only on harmful effects.
  - **Punitive Measures:** Punish youth for doing this.

- **Environment:** community responsibility
  - Strategies to change settings or looking at root causes
  - **Social Norms:** What is socially acceptable. Everyone is doing it. You're not.
  - **Media Messages:** Hidden messages all around
  - **Laws, Rules & Policies:** Youth influencing laws.
  - **Access:** Is ATOD easy to get? What about health care, higher education, jobs?