

A Continuum of Change: How to Connect the Four Environmental Strategies

		NORMS <i>* Culture of Acceptability*</i>	ACCESS <i>* Getting to Root Sources*</i>	MEDIA <i>* Mass Communication*</i>	POLICY <i>* Making Laws*</i>
↑ Federal State County City High Intensity	Formalized Change	Norms shift through Policy change <i>Ex: smoking on a plane is socially unacceptable</i>	Policy holds access points accountable <i>Ex. Merchants that sell get their license suspended</i>	Media Advocacy <i>Ex. Rock the Vote got youth involved in youth issues</i>	Public Policy <i>Ex. Re-classifying Alco-pops as a malt liquor added more teeth to an existing law</i>
	Action Project	Resolutions Support from elected officials is now "in-writing"	Community Coalition <i>Sustainable</i> group brings people together for long-lasting changes	Press Conference Youth and elected officials take a stand on an issue	Institutional Policy Event Board or School Board votes on an issue
↓ Education Low Intensity Assessment (Awareness)	Education	Collective Support Awareness campaigns gain community support through mass pledges & petitions	Buy in & Accountability Youth share recommendations with decision-makers for community responsibility in creating change	Changing Public Opinion Press coverage through a letter to the editor or article carries your message far & wide	Informal Policy Decision-makers change "way of doing" without adopting formal policy
	Education	Introduce Critical-Thinking Social norms can shift if presentations look at factors beyond individual choice	Youth-led Research Youth do research to find out where, what kind, and why youth drink to focus efforts on root causes	Social Marketing A Counter-Campaign against manipulative advertising can help youth & the community be better informed	Strategize for Long-Lasting Change Research the need for policy, create a plan through a strategy chart
	Assessment (Awareness)	Basic Awareness Is there a difference between what youth think everyone's doing and what is really going on?	Connecting Access to Use Do youth drink if it is easy to get? How easy is it to get?	Media Literacy Learn about marketing & how youth are targeted and tricked by the alcohol industry	Power Analysis Find out how and why laws exist? How can everyday people make changes?