

**A Proven Science-based Systems Design for
Planning and Implementing Multi-
Community Environmental Prevention Strategies
Statewide**

**Harold D. Holder, Ph.D.
Prevention Research Center
Pacific Institute for Research and Evaluation
Berkeley, California USA**

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Public Health: Community Systems Principle

Substance abuse problems are not simply the actions of high-risk individuals —

Rather, they are the result of complex social, cultural, and economic factors within the overall community-system.

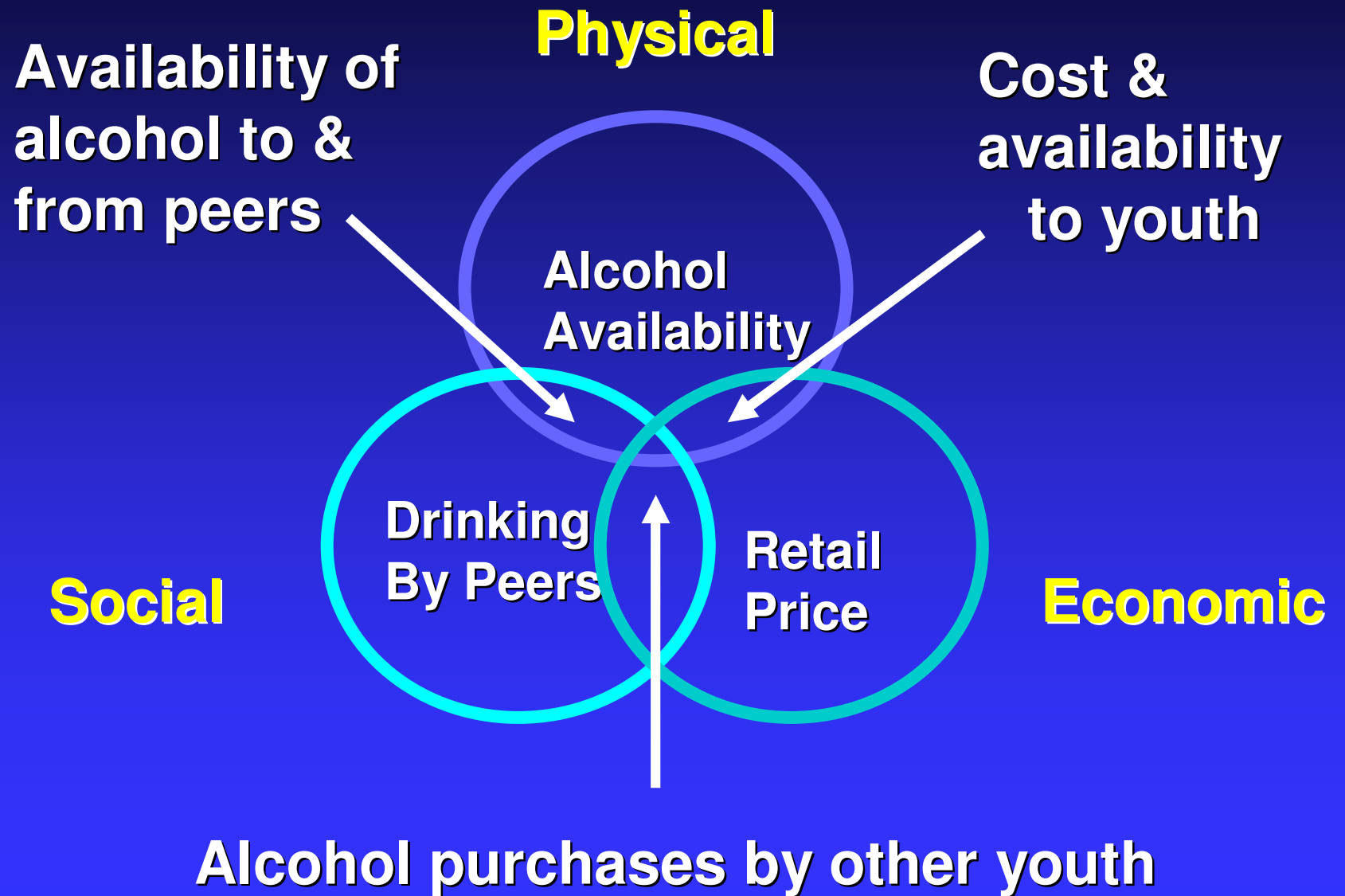
One might say a “systems output”

Example:

Drinking from an Environmental Perspective

- (1) Physical - Proximity of alcohol outlets, places of public drinking.**
- (2) Social - Family, peers and larger social networks, media**
- (3) Economic - Alcohol cost or difficulty to obtain (*opportunity cost*).**

Example: Youth Drinking



Latest Scientific Advance:
Mix of
evidence-based environmental prevention
strategies at local level

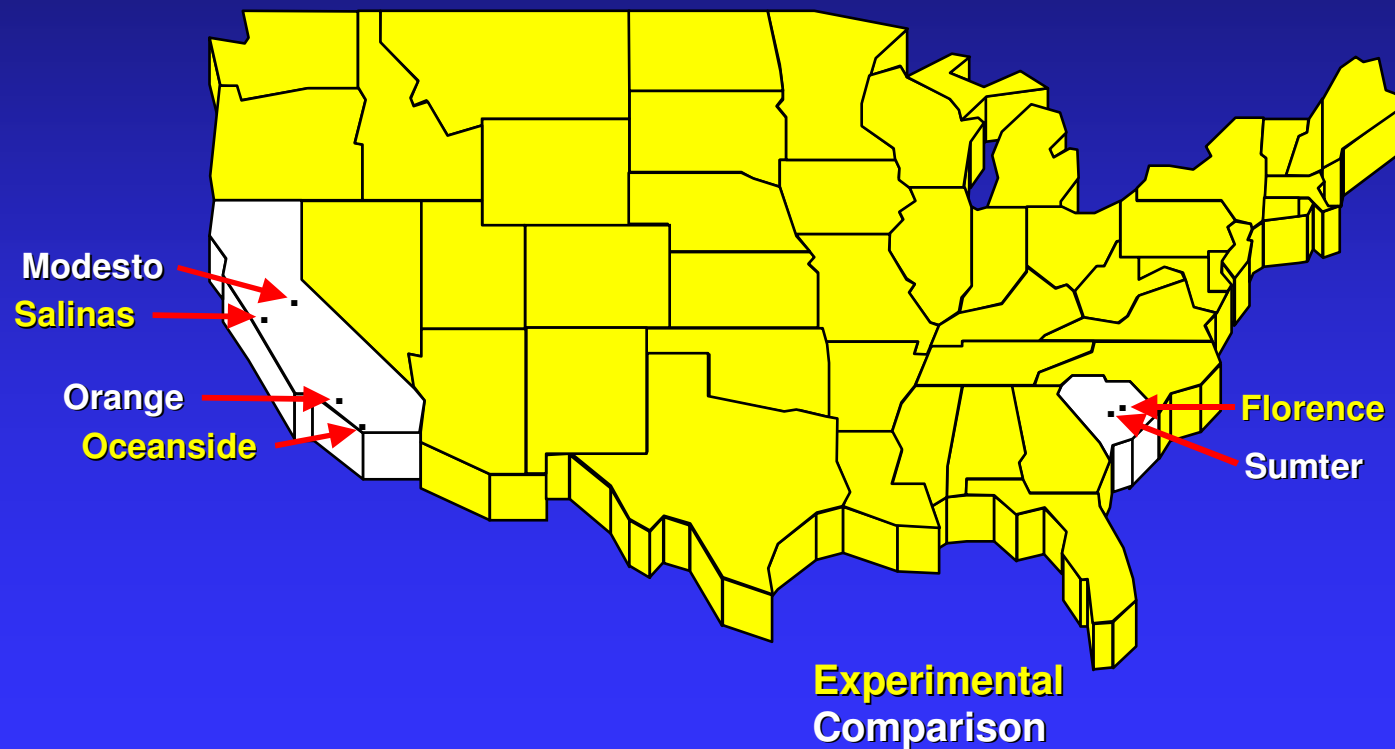
Community systems projects which use
complimentary alcohol policies.

Community Trials:

A multi-component, community-based program to alter alcohol use patterns

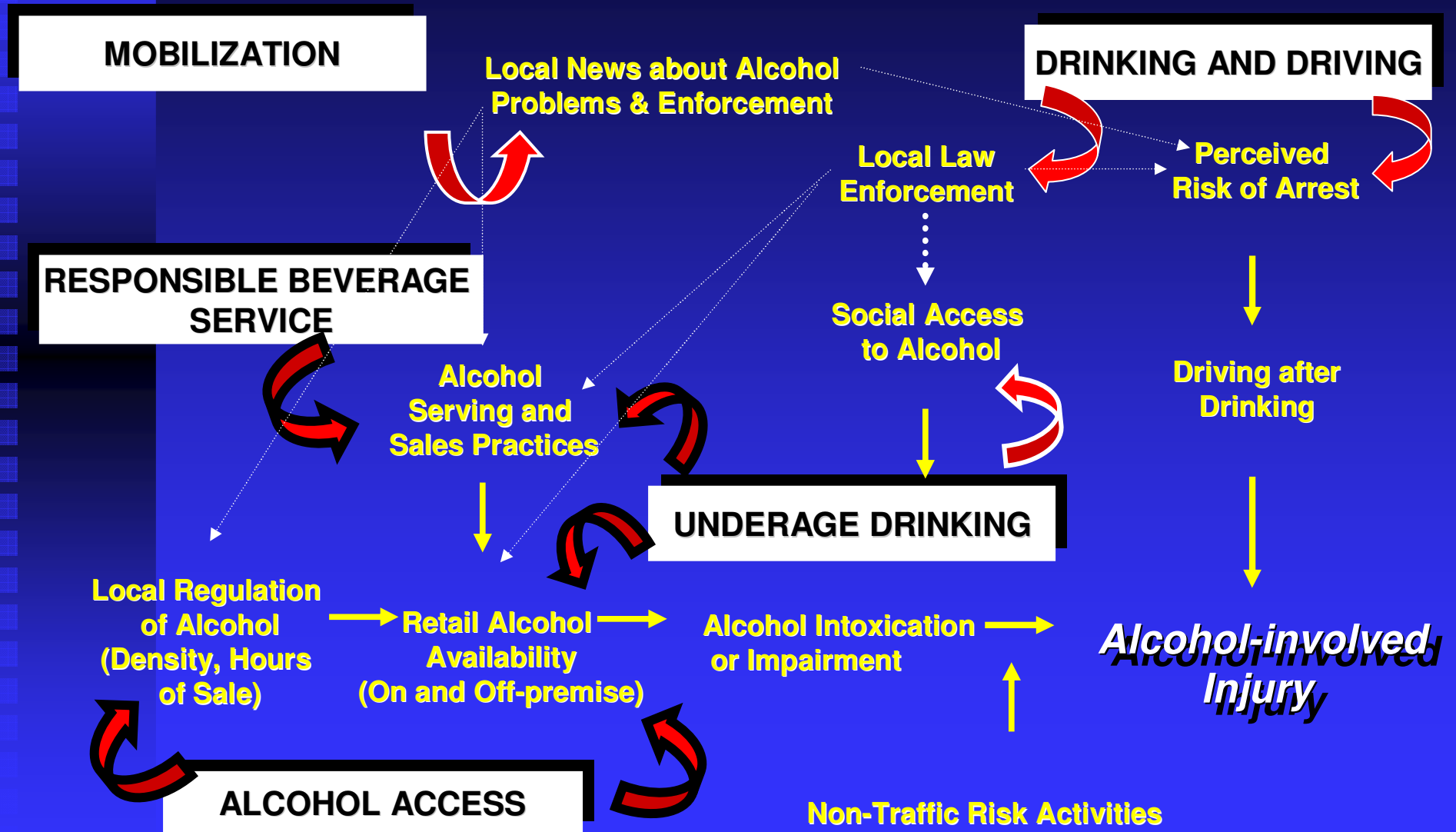
- Community awareness
- Responsible beverage service (RBS)
- Preventing underage alcohol access
- Enforcement
- Community mobilization

Case Study: Community Trial to Prevent Alcohol- involved Trauma



Logic Model

Alcohol-involved Trauma at the Community Level:



Essential Evaluation Question

"Are we having any impact or just howling at the moon?"



Data Gathering Methods

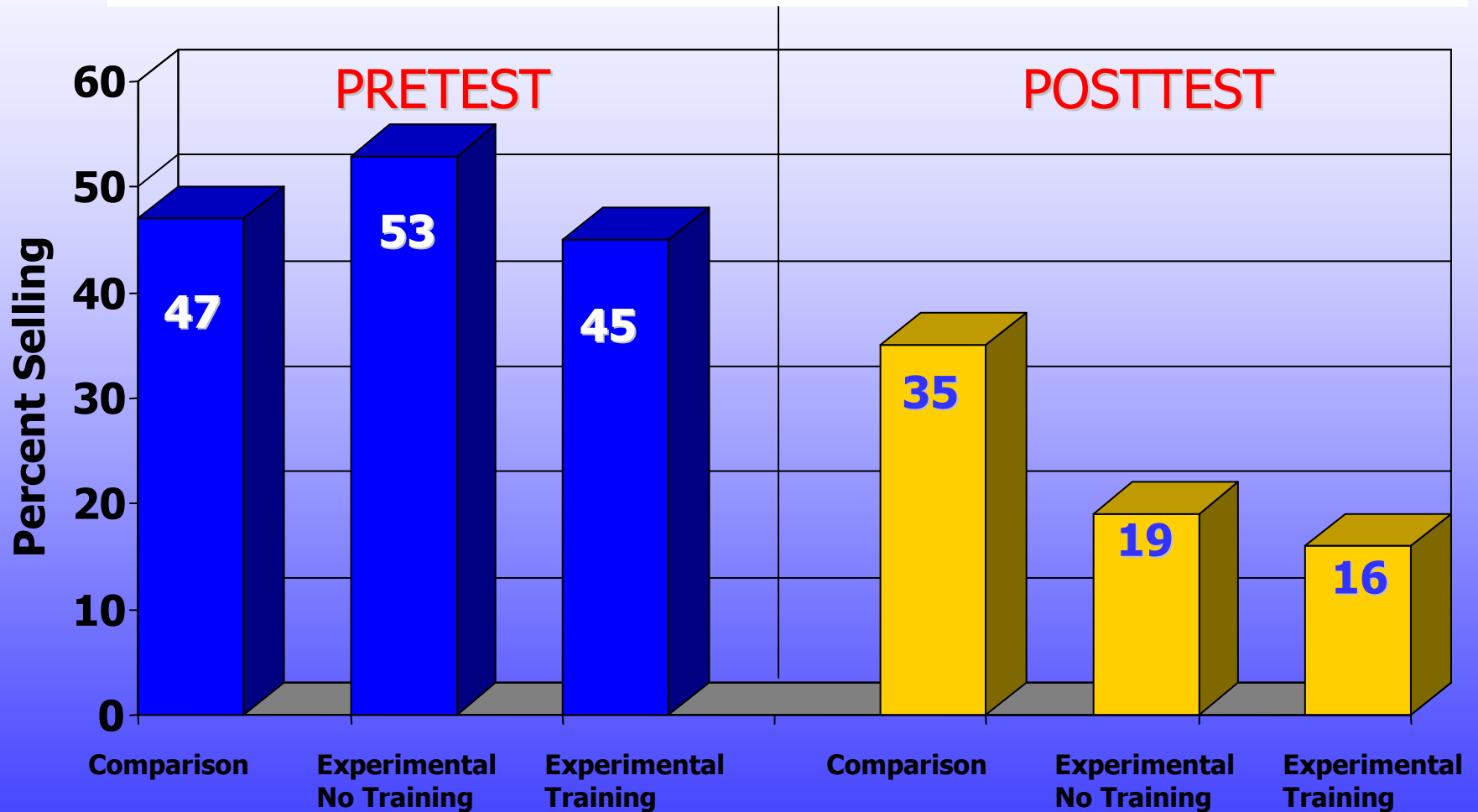
- **Community Telephone Surveys**
- **Traffic Crash Records**
- **Emergency Room Surveys**
- **Intoxicated Patron & Underage Decoy Surveys**
- **Roadside Surveys**
- **Media Tracking**



“Mountain of Beer”

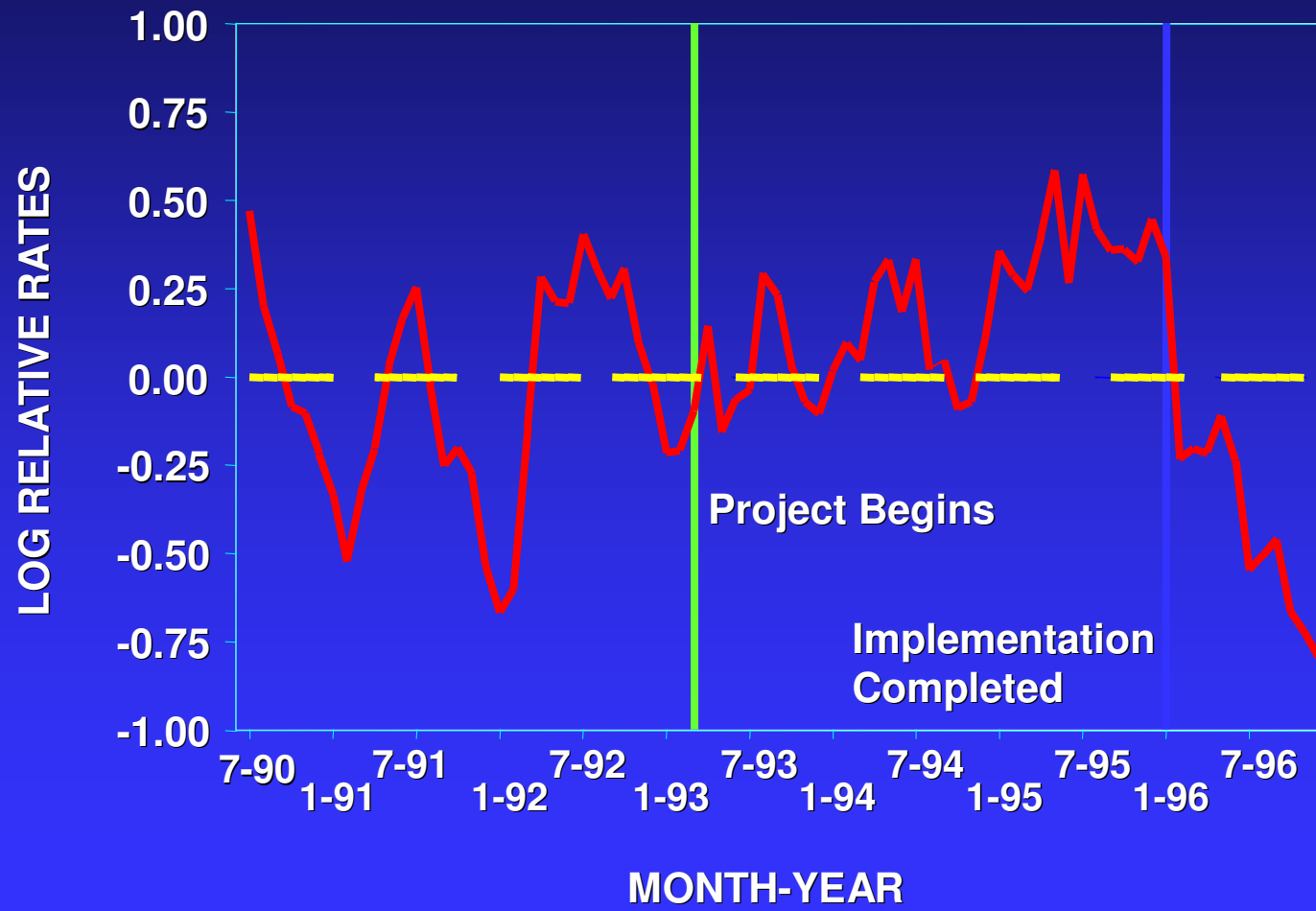
Underage Alcohol Purchase Survey

-Experimental and Comparison Communities-



Holder, et al., J. American Medical Association, 2000

Community Trials Hospitalized Assault Cases Trend of Experimental vs. Comparison Sites



Community Trials Final Results

Holder, et al. 2000. J. Amer. Medical Assoc.

- Heavy Drinking (-6%)
- Driving after “Too much to drink” (- 49%)
- BAC Positive Drivers (- 44%)
- Nighttime Injury Crashes (-10%)
- Assaults
 - Hospital Cases (-2%)
 - Emergency Room Cases (- 43%)

Community Trials Cost/Benefits

Total Savings = **\$2,032,590**
(injury, death, property damage)

\$1.00 Investment  **\$2.03 Savings**

Based upon traffic crashes alone

Environmental Strategies

- Demonstrate effectiveness at population level
- Impact both heavy as well as moderate drinkers
- Can yield long-term effects
- Do not target subgroups---non discriminating
- Have lower costs
 - *No case-finding*
 - *Individual services NOT required*
 - *NO continued costs to sustain effects*