

ENVIRONMENTAL STRATEGIES

➤ [What Is It?](#)

Environmental Strategies are:

- The promotion of health and safety by changing policies, settings and community conditions that contributes to high risk, unhealthy behaviors.
- Altering conditions within the shared environment can bring about broad changes in human behavior.
- Over time, these changes can dramatically affect the health and well-being of many people.

➤ [Environmental Conditions](#)

- Social Norms – reflection of community’s acceptance or rejection of various behaviors, attitudes and beliefs. **EXAMPLE:** Being 30 pounds overweight does not impact my health or a parent who states they would rather have their child drink alcohol than use drugs.
- Mass Media – factor in the environment that quickly and powerfully shapes social norms. **EXAMPLE:** Buffalo County Youth Advisory Board Billboard Campaign “Be A Responsible Parent”.
- Availability – the inverse of the sum of resources that must be expended to obtain a commodity. The more resources you have to expend in order to get something, the less available it is. **EXAMPLE:** Less liquor outlets means less availability of alcohol to minors.
- Policies, Regulation and Laws – formal rules that establish norms, control availability, and specify sanctions for violations. **EXAMPLE:** Smoke Free Restaurants.
- Enforcement of policies, regulations and laws – significant and swift. **EXAMPLE:** Seat belt use enforcement or enforcement of substance use policy in school handbooks.

➤ [Comparing Individual Strategies and Environmental Strategies as a Public Health Model](#)

INDIVIDUAL	ENVIRONMENTAL
Focus on behavior and behavior change	Focus on policy and policy change
Focus on the relationship between the individual and risk behavior	Focus on the social, political and economic context of the related risk behavior
Short term focus on program development	Long term focus on policy development
Individual does not participate in decision making	People gain power by acting collectively

Individual as audience	Individual as advocate
Professionals make the decisions	Professional help create avenues for citizens to develop and express their voice

Public Health Triangle

