THE SEVEN STRATEGIES FOR COMMUNITY CHANGE
OVERVIEW

❑ A diverse range of strategies and interventions to create population-level change in communities focused on a problem behavior

❑ Lasting behavioral change requires a focus on community systems, policies and local conditions to affect the environment where youth marijuana use may occur

❑ A tool to think systematically about how to address the specific local conditions that are creating risk for youth marijuana use

❑ Strategies that work together comprehensively to address the challenge

❑ A tool to create a plan that aligns with the problems, root causes and local conditions identified

Source: Community Anti-Drug Coalitions of America (CADCA)

THE SEVEN STRATEGIES FOR COMMUNITY CHANGE

PROVIDE INFORMATION

ENHANCE SKILLS

PROVIDE SUPPORT

CHANGE ACCESS & BARRIERS

CHANGE CONSEQUENCES

CHANGE PHYSICAL DESIGN

MODIFY & CHANGE POLICIES

Source: Community Anti-Drug Coalitions of America (CADCA)

DEFINITIONS

Provide Information: Opportunities to increase knowledge of the problem through data and factual information through venues such as town hall meetings, conferences/seminars, bill boards, websites, media campaigns, newsletters, power point presentations, fliers, and press releases.

Enhance Skills: Workshops, trainings, classes, curriculum, programs, and activities designed to increase the skills of participants.

Provide Support: Creating opportunities to support people to participate in activities that reduce risk or enhance protection.

Enhance Access/Reduce Barriers: Improving systems and processes to increase the ease and opportunity to utilize systems, including improving language variations and cultural competence; or increasing/improving barriers and decreasing access to engage in the specific behavior.

Change Consequences: Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection that alters the consequences for performing that behavior; disincentives and incentives.

Change Physical Design: Altering the physical design or structure of the environment to reduce risk or enhance protection and discourage unwanted behavior or encourage healthy practices.

Change or Modify Policies: Formal change in written procedures, by-laws, proclamations, rules, laws and/or voting procedures, occurring in the work place, law enforcement procedures/practices, public policy actions, or systems change in government or organizations.