

**WELCOME !**

**ENVIRONMENTAL STRATEGIES**

**From the inside out...**

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# Three Parts to Every Problem



**LAWS AND POLICIES**

**COMMUNITY NORMS**

**FAMILY RULES**

**SCHOOL POLICIES**

**FRIENDS & PEERS**

**MEDIA AND PROMOTION**



# COOL STUFF !

**Odd-year quarter:**

**Orange**

**Even year nickel:**

**Candy bar**

**4 coin combo adding up to between 25 and 75 cents, all odd years:**

**Super Prize**

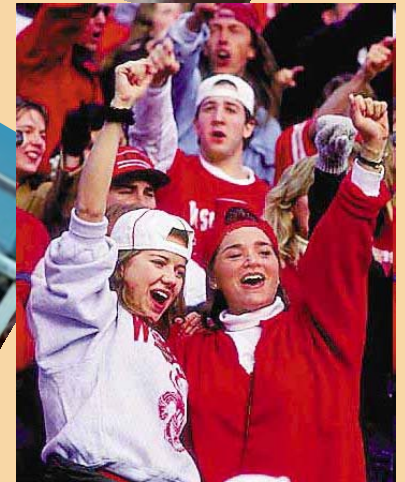
**Coin from before 1967:  
Prize!**

**Super DUPER**

# ECONOMIC



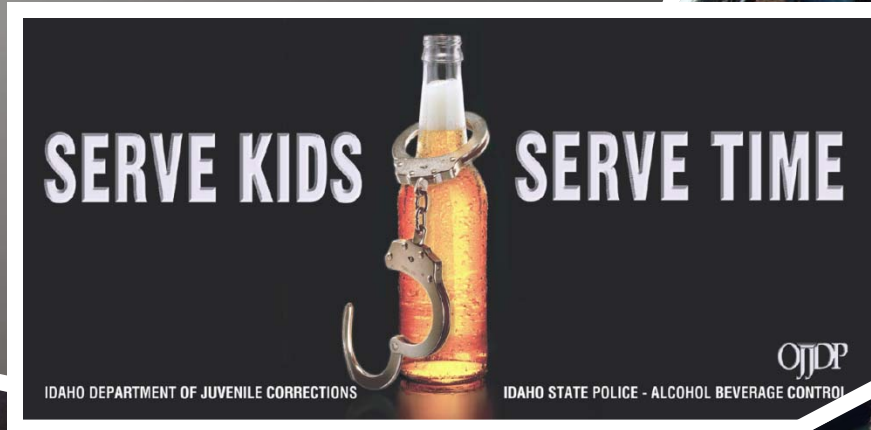
# SOCIAL



# POLITICAL



# MEDIA



# **Impacting Economic Conditions:**

- **Increase excise taxes on beer**
- **Limit availability of alcohol and tobacco**
- **Teach money management skills**
- **Tax breaks for non-alcohol retail businesses**
- **Boycotts**
- ***Anything that affects WHAT, HOW, from WHOM, and WHERE people can get material goods***

# **Impacting Social Conditions:**

- **Promote positive social norms**
- **Influence the connectors and persuaders in your community**
- **Role model pro-health behaviors for young people**
- ***Anything that affects what we believe; how we think, or how we act collectively***

# **Impacting Political Conditions:**

- **VOTE!**
- **Increase enforcement of existing laws**
- **Teach parents how to set limits**
- **Become an advocate or activist**
- **Submit Op-Eds, LTTE's, or blog**
- ***Anything that affects what we're allowed to do, and the consequences if they don't***

# **Impacting Media Conditions:**

- **Hardest nationally (go local)**
- **Have ads or billboards removed**
- **Create counter-media**
- **Monitor and fact-check**
- **Be a conscious media consumer**
- ***Anything that affects the information we receive***