



Welcome!

Environmental Strategies for Positive Change



TRAINING & CONSULTING SERVICES
BY YOUTH LEADERSHIP INSTITUTE



YOUTH LEADERSHIP INSTITUTE
Use Your Voice



We want to acknowledge that we are on the traditional territory of many Indigenous Nations.

Native Land brings about discussions of colonization, land rights, language, and Indigenous history tied to our personal histories.

Looking at the land from an Indigenous perspective means acknowledging that the land is a living being - this understanding both gives us insight into and increases our awareness of how we treat and interact with the land.

via Native-Land.ca

We invite each of you to share the land you are currently on in the chat.

Our Offices:

Marin - **Me-Wuk (Coast Miwok) Land**

San Francisco & San Mateo - **Muwekma, Ohlone, & Ramaytush Land**

Merced, Madera, & Fresno - **Yokuts Land**

Long Beach - **Tongva (Gabrieleno) Land**

Eastern Coachella Valley - **Cahuilla Land**

Youth Leadership Institute

Young people – particularly youth of color and their allies – are deeply motivated to address inequities in their communities.

At Youth Leadership Institute, young people realize their power by learning to use their voices to create meaningful change.

Learn more at yli.org.



MEET OUR TEAM



Patty Barahona
Chief Executive Officer



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Environmental Strategies for Positive Change



Introductions

- Name
- Pronouns
- Org you're representing
- What is your favorite part of summer?





Community Agreements

— TAKE CARE OF YOURSELF

— MUTE WHEN YOU'RE NOT SPEAKING

— EMBRACE THE AWKWARDNESS

— BE PRESENT TO LISTEN AND LEARN

— TAKE SPACE, MAKE SPACE

— HAVE FUN!



Today, we will...

- Learn about the Environmental Prevention (EP) Framework and strategies for change
- Practice using the EP strategies
- Reflect on your current work and how you can imbed EP strategies



GET TO KNOW YOU BINGO!

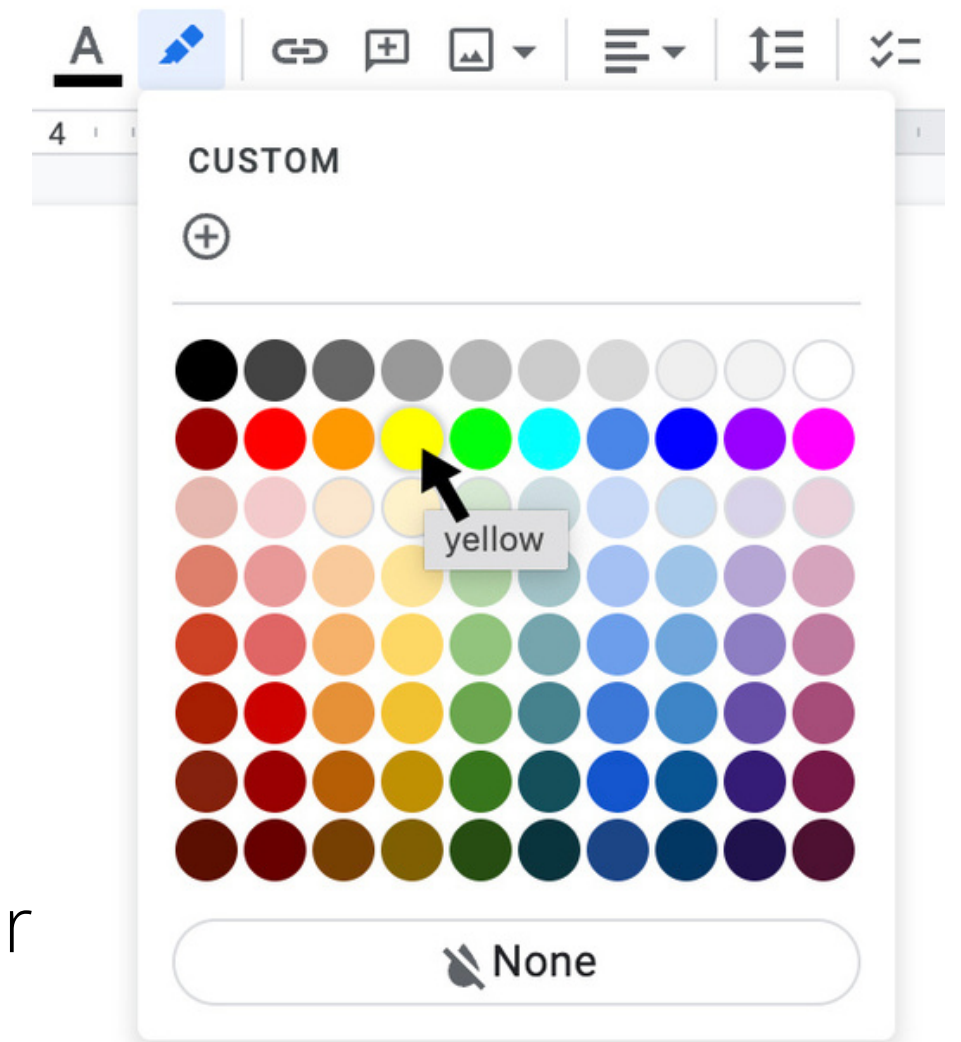
Directions:

1. Use the highlight button to highlight the statements that apply to you
2. Say or chat BINGO when you have filled out a row, column, or diagonal line

There will be many winners, but the real win is getting to build community with each other!

Loves to hike or to walk	Has had a broken bone	Is the only child in their family	Has fainted or thrown up in public	Enjoys camping
Can whistle loudly	Loves to watch sports	Can play a musical instrument	Has never gotten a speeding ticket	Has a collection
Hates snakes	Likes to do gardening	Free Space	Been to a concert in the past three years	Works with youth
Loves to travel	Is the eldest in their family	Can speak more than one language	Enjoys cooking	Goes by a nickname
Likes to dance	Likes cats better than dogs	Has read a book this year	Is left handed	Practiced a self-care activity this past weekend

- Click on the link in the chat to create your own copy
- Use the highlight button to highlight the statements that apply to you
- Say or chat BINGO when you have filled out a row, column, or diagonal line
- The first 5 people to BINGO will get a \$50 gift card to doordash OR ubereats!
 - Chat us as soon as you get BINGO
 - Then private message eagular@yli.org and share your email and phone number so you can get that today!





The War On DRUGS



We know that Elevate Youth Program is a...

- Statewide program that prioritizes youth leadership in under-resourced communities harmed by the War on Drugs
- Program of the California Department of Health Care Services funded through Proposition 64
- Statewide program that is providing funding and technical assistance for organizations that are developing or increasing community substance use disorder prevention, outreach and education focused on youth



And we know that...communities of color endure the consequences of systemic racism in all aspects of their lives, including punitive physical, emotional and economic impacts.

So, we want to ground ourselves in a brief description of the War of Drugs through the following video...


A History of The War on Drugs

from Prohibition to Gold Rush

★ narrated by ★

JAY Z

with illustrations by
Molly Crabapple



The consequences of systemic racism are
the punitive physical, emotional &
economic impacts to communities of color



There are lots of things in our environments that influence us — that encourage us or allow us to act in unhealthy ways...





Social Determinants of Health



Economic
Stability

Social &
Community
Context

Neighborhood
& Built
Environment

Health Care
Access &
Quality

Education
Access &
Quality

The Public Health Triangle

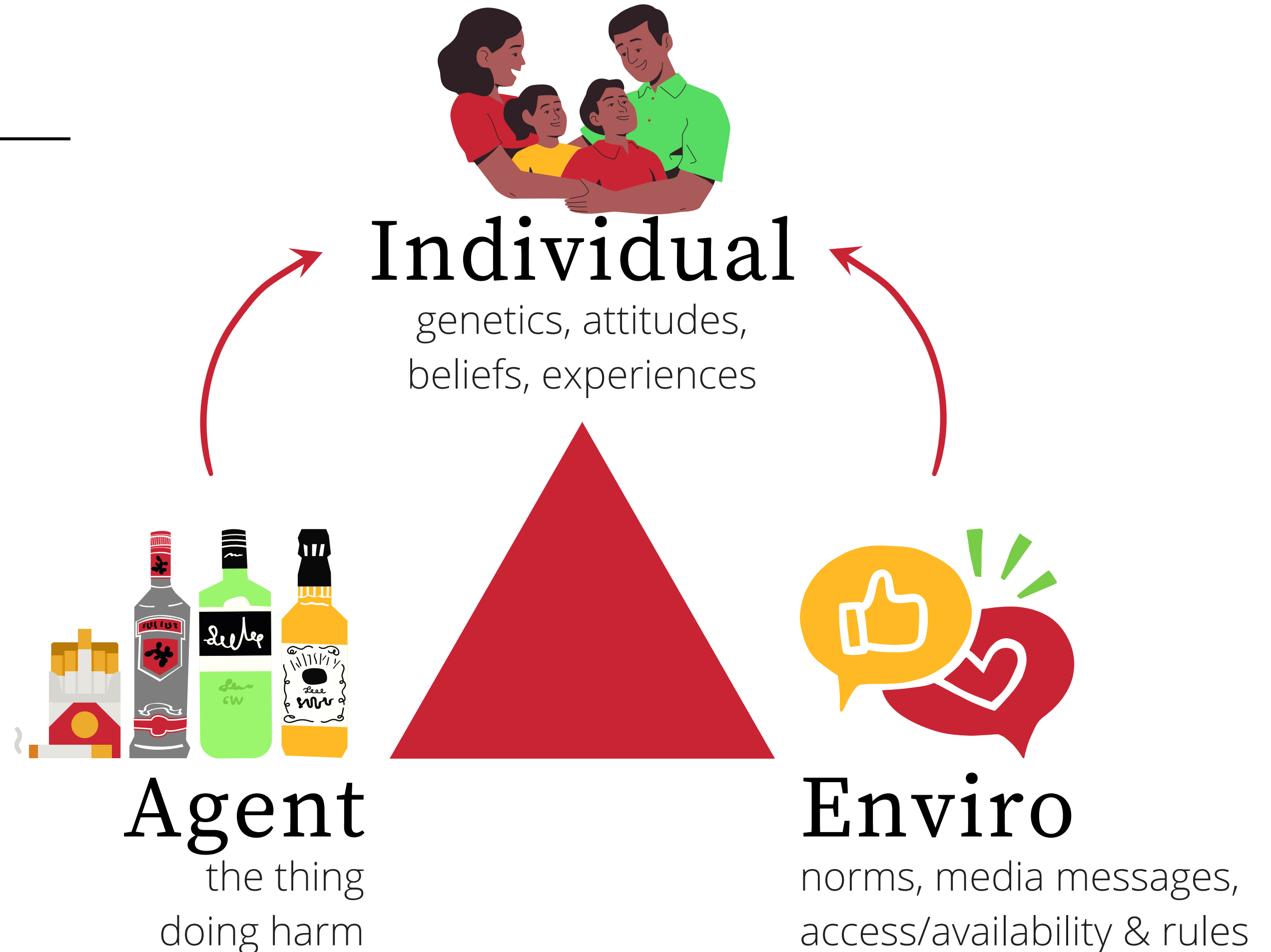
The Public Health Triangle is a model that details the connections that influence health compromising or promoting behaviors.

Individual Prevention:

- focuses on changing the host

Environmental Prevention:

- focuses on changing the agent and environment



What does
PREVENTION
mean to you?

Use the Mentimeter link in the
chat to share your thoughts.



Defining Environmental **PREVENTION**

EP focuses on factors in our physical, social and political environment that influences a person's behavior.

It recognizes that decisions about "healthy" and "unhealthy" behavior is not just a matter of education and personal choice.

Environmental Prevention Strategies Focus On:

- Social & Cultural Norms
- Media Messages
- Laws & Policies
- Access & Availability



Social & Cultural Norms

What is considered expected and typical behavior in families, neighborhoods, schools, and communities

Media Messages

Very central to shaping attitudes, norms, attitudes and and beliefs about acceptable & unacceptable behavior.

- Television
- Radio
- Billboards
- Movies
- Magazines
- Song Lyrics
- Story Lines
- Product Placement
- Social Media



Laws & Policies

Determined and enforced by families, law enforcement, schools, businesses city councils, etc.

- When and where alcohol can be sold
- Where alcohol can be consumed

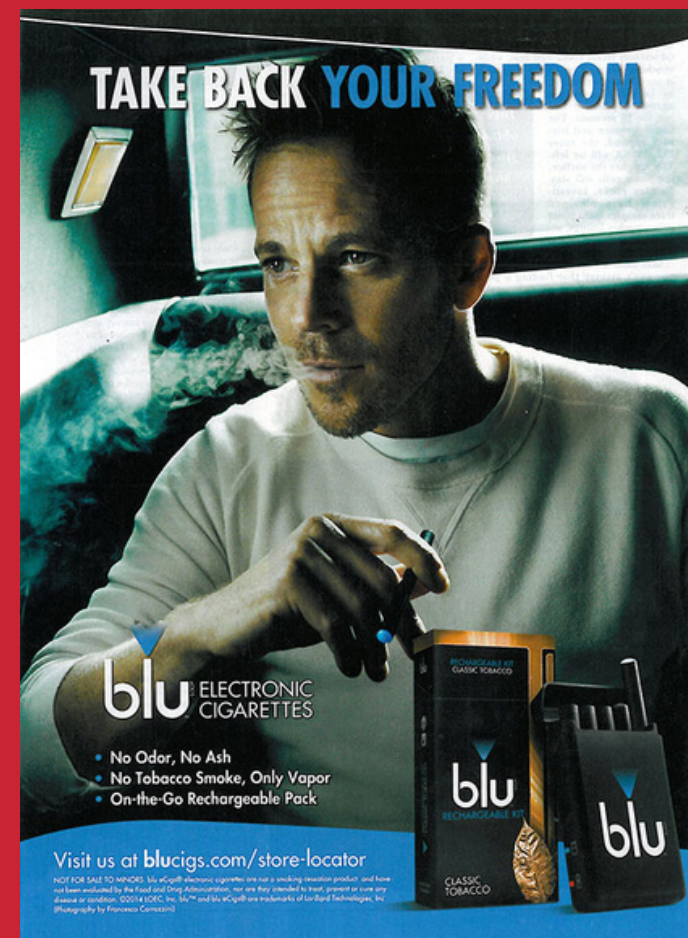
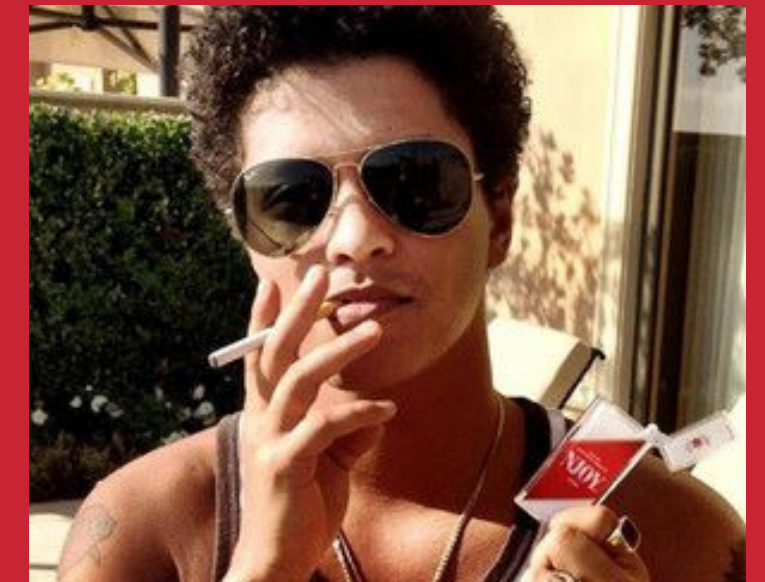
Access & Availability

The degree to which alcohol, a service, or environment is accessible by as many people as possible.

- How easy is it for youth to get alcohol?
- Where is it sold?
- What is the cost?
- Who is making it available?



Think of celebrity brands and ads you may have seen on social media



Why Environmental Prevention?

Rather than address public health issues by targeting individuals, EP targets those community practices, attitudes and values that encourage unhealthy or unsafe behavior.

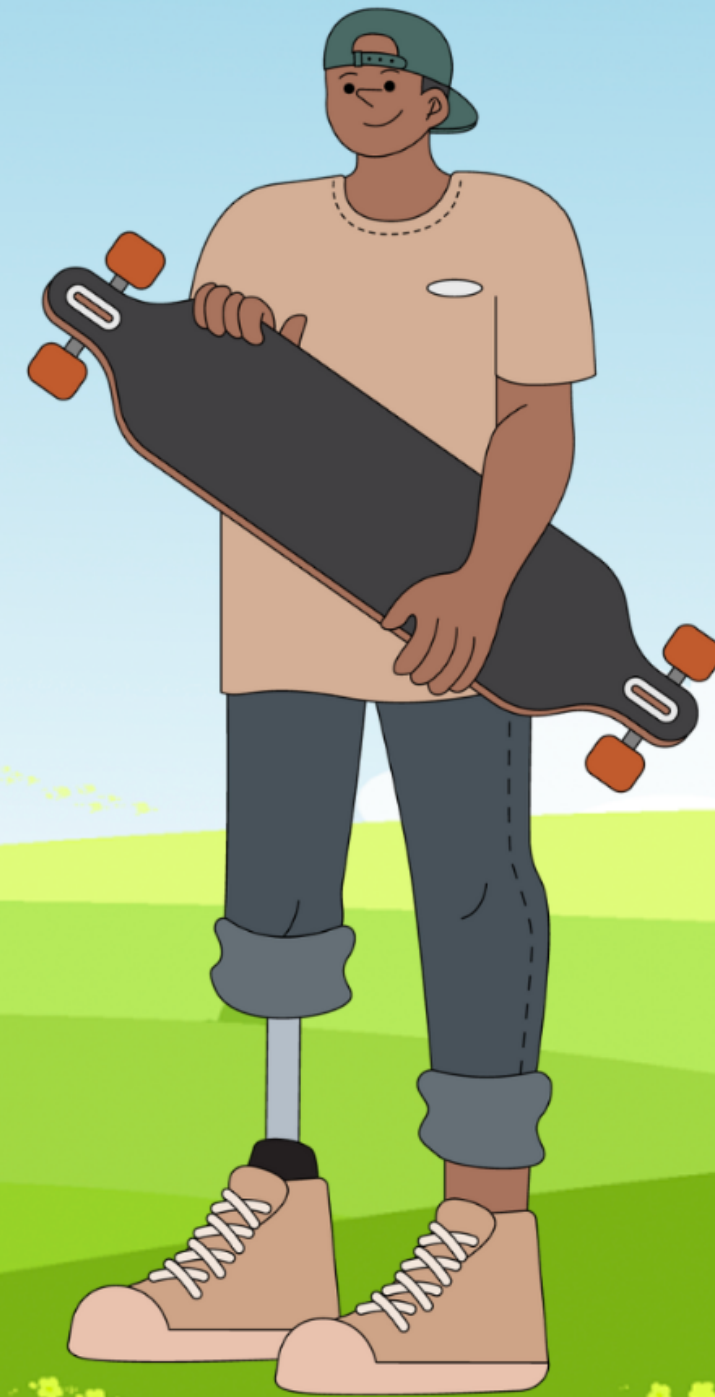
It succeeds by promoting long-term, systemic change that promote healthy behaviors and attitudes, and reduce high-risk behaviors.





ENVIRONMENTAL PREVENTION ACTIVITY

- Start by naming your young person!
- Use the Jamboard functions (text, post-its) or the icons provided on page 1 to add social norms, access points, messages, and policies related to substance use
- What social norms exist around substance use?
 - What access points to substances and substance use exist in this community?
 - What messages around substance use exist in this community?
 - What policies exist to limit substance use?



Name your slide with the number of your breakout room!

Copy and paste individual icons to your page - Command + C = Copy | Command + P = Paste



5 Minute Break

We can stop something before it begins (primary prevention) by focusing on Environmental Prevention Strategies

Group Activity:

1. Break into groups of 5
2. You will have 10 minutes to review the options (there are 3)
3. The options are in a document in the chat that automatically takes you to make a copy you can reference at a later time
4. You will choose which (1 - 3) you will focus on as a group
5. You will notice examples in the document to help jump off your brainstorm
6. You will complete the current reality and the antidote



We know that you will ask youth leaders what they want to pursue... but wanted to ask today, based on what you know:

What are possible campaigns you might want to pursue with young people that work to shift norms, limit or increase access, change messaging, & strengthen or create new policies?



TRAINING EVALUATION:





THANK YOU!