

## Sample Strategies

This chart illustrates *some* possible strategies and methods communities can use to reduce substance abuse. For more strategies and information contact the Wisconsin Clearinghouse and ask about the "Environmental Strategies Toolkit: Addressing Teen and Tobacco Use."

Strategies	Methods: ↓ Goals: →	Reduce Prevalence	Delay Onset	Harm Reduction	Reduce Intensity	Increase Abstainers
	<b>Reduce the availability by:</b>					
Limit Retail Availability	Limiting the location and density of retail outlets	X				
Limit Retail Availability & Social Availability	Restricting alcohol sales at youth & community events	X	X	X	X	X
Limit Retail Availability	Limit sales hours	X		X	X	X
Limit Retail Availability	Server & store clerk training	X	X	X	X	
Regulation & Change Community Norms	Reminder labeling on alcohol & signs: against the law to buy for minors	X	X	X		
	<b>Restrict alcohol advertising by:</b>					
Promotion & Change Community Norms	Restricting billboards (placement, type)		X		X	X
Promotion & Change Community Norms	Restricting shop signs (size, placement, type)	X	X		X	X
Promotion & Change Community Norms	Restricting sport events/alcohol sponsorships		X		X	X
	<b>Enforcement by:</b>					

Regulation	Compliance checks	X	X			
Regulation	Shoulder tap	X	X			
Regulation	Keg registration	X	X			
Regulation	Social host liability	X	X	X		
Regulation	Driver license loss for alcohol use or delivery		X	X		X
	<b>Media Campaigns:</b>					
Change Social Norms	Education of public to laws/norms	X	X			
Change Social Norms	Educate youth/siblings/parents re: alcohol	X	X	X		X
Change Social Norms & Regulation	Educate businesses re: laws, how to "card"	X	X	X		