APPENDIX E7

Environmental Strategies Scope of Work Table and Quarterly Progress Table

Revised 10/12/10

Strategy Type	Short Description of Strategy Planned for this Contract Period	Expected Count (planned number of activities or interventions)	Expecte d Duration (planned length of time for each activity)	Expected Number Reached Directly (influenced in-person)	Expected Number Reached Indirectly (target population)	1st Quarter Progress	2th Qtr	3rd Qtr	4th Qtr
POLICY INTERVENTIONS:									
Enact open container laws prohibiting alcohol consumption in public places									
Enact limits on limits on the location, density, and hours of operation of liquor stores									
Enact zoning ordinances to prohibit new alcohol outlets									
Enact policies to reduce the problems/consequences associated with substance abuse (e.g., crime, driving under the influence, etc.)									

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Implement organizational policies (e.g., within recreation leagues, summer camps, other non-governmental organizations) to reduce drug/alcohol/tobacco use among staff and youth									
Implement organizational policies to reduce drug/alcohol/tobacco use among staff and youth									
Implement keg registration									
Please include any additional **Policy Intervention Strategies** below:									

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POLICY ACTIVITIES:									
Contact elected officials (e.g., to prohibit alcohol consumption and in public places									
Provide information to elected officials about policies to be enacted (e.g., to prohibit new alcohol outlets in the community)									
Enact a ballot initiative									
Work with school administrators and teachers to implement a drug-free policy									
Work with businesses to implement a drug-free workplace									
Please include any additional **Policy Activities** below:									

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ENFORCEMENT ACTIVITIES:									
Conduct compliance checks that target merchants who sell alcohol to minors									
Conduct sobriety checkpoints									
Set up surveillance of areas known for illegal drug sales									
Enforce policies to reduce the problems/consequences associated with substance abuse									
Educate law enforcement									
Collaborate with law enforcement (e.g., work with law enforcement to familiarize them with high-risk areas of the community for sting operations, sobriety check-points, etc.)									

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Conduct citizen patrols in neighborhoods known for illegal drug sales									
Collaborate with municipal officials and private landlords to improve, rebuild, or raze abandoned buildings that are used to engage in drug use, adolescent alcohol use, and other illegal activities									
Conduct server-training programs that work with bartenders and wait staff to reduce service to minors and intoxicated customers									
Educate merchants about the laws and penalties for selling to underage customers									

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Please include any additional **Enforcement Activities** below:									
COMMUNICATION INTERVENTIONS:									
Implement social marketing campaigns (including activities listed below)									
Air television ad for social marketing campaign									
Air radio ads for social marketing campaign									
Publish print ads for social marketing campaign									

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Host special events (e.g., drug-free concert, smoke-free sponsored softball tournament) for social marketing campaign									
Conduct other promotional activities (e.g., providing smoke-free pamphlets at a fair, distributing drug-free book covers at a school) for social marketing campaign									
Distribute promotional items, as part of social marketing campaign									

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Engage in media literacy efforts *Media literacy programs foster the ability to analyze and evaluate messages in the media (e.g., working with children to teach them to evaluate the images and messages in a beer ad).*									
Conduct other communication interventions									
Please include additional **Communication Interventions** below:									
COMMUNICATION ACTIVITIES:									
Present at community meetings (e.g., PTA meetings, town meetings, school assemblies)									

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Send letters to the editor of the local newspaper or community newsletters									
Broadcast substance abuse prevention public service announcements (PSAs)									
Distribute substance abuse prevention posters									
Establish prevention-focused Web site(s)									
Conduct other communication activities									
Please include additional **Communication Activities** below:									

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Please add any other strategies your coalition is conducting that may not be included in above strategy types.									