WEPA
We Engage in Prevention Awareness

PREVENTION GUIDE

Seven Strategies for Community Change

Lasting prevention takes more than one approach. These seven strategies, defined by CADCA's National Coalition Institute, guide how coalitions like WEPA work with individuals and change the conditions around them.

STRATEGIES 1–3
Build knowledge, skills, and support for individuals.

STRATEGIES 4–7
Change the environment: access, consequences, physical design, and policy.

1 Providing Information

Educational presentations, workshops or seminars or other presentations of data.

E.G. public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication

2 Enhancing Skills

Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes.

E.G. training, technical assistance, distance learning, strategic planning retreats, curricula development

3 Providing Support

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

E.G. providing alternative activities, mentoring, referrals, support groups or clubs

4 Enhancing Access / Reducing Barriers

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services.

E.G. assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity

5 Changing Consequences (Incentives / Disincentives)

Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior.

E.G. increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges

6 Physical Design

Changing the physical design or structure of the environment to reduce risk or enhance protection.

E.G. parks, landscapes, signage, lighting, outlet density

7 Modifying / Changing Policies

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures.

E.G. workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations

Source: CADCA's National Coalition Institute, "Defining the Seven Strategies for Community Change." Definitions are reproduced from the original.

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Need help now? Call or text **988**, the Suicide & Crisis Lifeline, available 24/7.

NYS OASAS HOPEline: **1-877-8-HOPENY** (1-877-846-7369) or text **HOPENY** (467369)