



Notes from the Creative Problem Solving Session on March 3, 2016 at the Policy as a Strategy for Environmental Change in Communities

Instructions to attendees: Index Cards are on each table. Write policy related challenge that you would like address during the afternoon session *Addressing Challenges to Community Level Policy Strategies*. Challenges will be posted at after lunch. Please feel free to add your ideas and suggestions and solutions.

Challenge #1 Increasing the knowledge of decision makers (town/police) that environmental strategies are a major component to substance prevention and how prevention coalitions can lend technical assistance and provide education on this.

- Show up at select board meetings with success stories; Grass roots organizing of other community members to attend; having Local voices at meeting helps; kids speaking up with press cover youth at meetings
- Send them your newsletter even if they have not signed up-they can opt out on most e-newsletter programs
- Use visuals and maps when presenting-show location in relationship to schools and playgrounds-overlays of police incidents too
- Use VDH online tools and chronic disease data

Challenge #2 Prevention policy may conflict with economic development vision/plan (e.g. town plan)

- Make sure data provided is clear as well as message
- “family-fun” supported policies=economic value too (not just the brew tour revenue and associated tourism)
 - Once brew tour is normed in-there is no impact
- Economic impact works both ways. Tourist and jobs. Will MJ shops bring in extra \$ through local options tax?
- Healthy communities increase economic development-Where do employees want to live?
- Get testimonials and success stories from local business owners
- Tweak policies when you hit road blocks

Challenge #3 Many of our smaller communities are reluctant to create policies when enforcement is often not an option.

- Change language from enforcement to increasing compliance
- Self monitoring-increasing signage
- Self enforcing-shifting social norms example scooping dog poop
- Use preliminary education instead. Info cards instead of tickets with deadlines
- Careful language is important, placement of signage and clear visibility

Challenge #4 Navigating “health for all policies” and concerns for personal infringement (smoke free zones and healthy eating policies)

- ❖ Use school as a model
 - School wellness policies-need to be deep and broad
 - VDH collaborating with Vermont School Board Association
- ❖ Not a ban just a when and where policy instead
- ❖ Think of it as behavioral economics
- ❖ Make sure you have tobacco and other users on policy committee
- ❖ Reframe: Look at what impact of a policy is on the health of the population and economic impact not to act
- ❖ Town plans-property rights-unless their behavior negatively affects their neighbor.

Challenge #5 How do we use the same policy language as it relates to land use planning

- Use Primer for Prevention Planning that was shown today (from Lamoille Planning Commission)
- CADCA has resources as well. Alcohol Outlet Density Strategizer
- Vermont version would be helpful for all and having it online for easy access
- Vermont specific model for bylaw language
- Vermont Planning Information Center has language. It is online. Not sure when last updated.
- Put model bylaw language in next Primer
- Make available inventory of success stories as a resource for all
- Healthy Community Design Toolkit in your packet has high levels of planning language

Challenge #6 Making the connections and finding those community champions to get a policy in place-getting them interested

- It is all about the relationships
- Ask people to help. Find the sources of networking in your community
- Be the connector for other issues too
- Read the letters to the editor to see whose voice is out there
- Social media-it can energize the populace-ex Front Porch Forum
- Become acquainted with the newspaper editor

Challenge #7 Outspoken libertarian viewpoint from citizens and the media

- Avoid them if you can
- Call the question to silence the objections. See how the vote goes
- Maintain the relationship despite differences
- Choose your battles carefully.
- Start with low hanging fruit and work your way up
- Accept what you can not change
- Engage certain citizens such as respect old time farmer or owner of large business with employees, who will stand up and speak out. Perhaps this voice with quiet others. Find your champions.

Challenge #8 Understanding the types of policies that the local legislative body can legally enact to support substance abuse prevention

- Need a "cheat sheet" on who has what authority
- Can we talk with VLCT about this? They do annual policy analysis. Can this be done a state level?
- Work with VDH/ADAP to bring planners and prevention together.
- Town and village charters can affect this question also
- Title 24 determines VT planning goals. Need to understand.
- MJ Legislation unclear if local authority is allowed. Need to know this soon.