The principles of environmental prevention as applied to Cannabis

Gregor Burkhart
Gothenburg, November, 2019
A matter of impulse control …

**Environmental prevention:**
External (social) control
Reduce environmental **cues**

**Traditional prevention and “harm reduction”**
ignore unconscious processes:
Rely on cognitive processes (information)
… and on self-competence of the individual

- Require low personal agency
- Require **high** personal agency
Strategies to address prevention functions

**Reflected Motivation**
- Inform
  - Persuasion

**Capability**
- Capacitate
  - Training

**Opportunity**
- Nudge
  - Normative Control and Restriction
  - Incentivisation
  - Restructuring

*Automatic Motivation*

Evidence-based programmes, mostly manualised

Local environmental strategies
Narratives: again

#Facts4EUFuture #Enlightenment2

Facts don’t speak for themselves. Framing, metaphors and narratives need to be used responsibly.
Why such a workshop, in Sweden?

Successful experiences in alcohol and tobacco control

Successful marketing of it (at least national)

An openness to population-based and communitarian approaches

Limit power of businesses

It is not meant as provocation

Only a hypothetical joint reflexion

We are NOT discussing this
→ Menti
Criminalisation (individual-level) is not useful

Cannabis use before and after changes in legislation in selected countries: use in previous 12 months among young adults (age 15-34)

“Saying that you’re tough”
The impact of drug policy liberalisation on willingness to seek help for problem drug use: A comparison of 20 countries

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Prediction: More help-seeking behaviour in the harsher countries if policies were softened

Abstract

More help-seeking behaviour in the harsher countries if policies were softened

Background

While the impact of changing drug policies on rates of drug use has been investigated, research into how help-seeking behaviour changes as drug policies become more public-health focused is limited. This paper investigates reported changes in confidence to utilise drug services following hypothetical changes in
<table>
<thead>
<tr>
<th>Programme title</th>
<th>Date added</th>
<th>Countries where evaluated</th>
<th>Xchange rating</th>
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</thead>
<tbody>
<tr>
<td>Coping Power/Utrecht Coping Power - an indicated programme for children with disruptive behaviour</td>
<td>18.10.2017</td>
<td>Italy, Netherlands, USA</td>
<td>Beneficial</td>
</tr>
<tr>
<td>EFFEKT/Örebro/PAS - To increase parents’ attitudes, norm-setting and monitoring about alcohol</td>
<td>17.10.2017</td>
<td>Netherlands, Sweden</td>
<td>Beneficial</td>
</tr>
<tr>
<td>Unplugged - a Comprehensive Social Influence programme for schools: life skills training with correction of normative beliefs</td>
<td>18.10.2017</td>
<td>Austria, Belgium, Czech Republic, Germany, Greece, Italy, Spain, Sweden</td>
<td>Beneficial</td>
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<tr>
<td>School Health and Alcohol Harm Reduction Project (SHAHRP) - life skills training to reduce alcohol use and harms</td>
<td>18.10.2017</td>
<td>United Kingdom</td>
<td>Beneficial</td>
</tr>
<tr>
<td>Good Behaviour Game - group-contingent positive reinforcement of children's prosocial behaviour</td>
<td>18.10.2017</td>
<td>Belgium, Netherlands, USA</td>
<td>Likely to be beneficial</td>
</tr>
<tr>
<td>Sobre Canyes i Petes - skills training for preventing regular cannabis use, with a family component</td>
<td>18.10.2017</td>
<td>Spain</td>
<td>Likely to be beneficial</td>
</tr>
<tr>
<td>Be Smart — Don’t Start - a competition of school classes to remain smoke free for six months</td>
<td>18.10.2017</td>
<td>Finland, Germany, Netherlands, Switzerland</td>
<td>Likely to be partially beneficial</td>
</tr>
<tr>
<td>Multisystemic Therapy (MST) - intensive family- and community-based intervention for antisocial behaviour in juvenile offenders</td>
<td>18.10.2017</td>
<td>Canada, Netherlands, Norway, Sweden, United Kingdom, USA</td>
<td>Likely to be partially beneficial</td>
</tr>
<tr>
<td>European Smoking Prevention Framework Approach (ESFA / PASE.bon) - addressing young people, parents, school environment and out-of-school situations</td>
<td>18.10.2017</td>
<td>Denmark, Finland, Netherlands, Portugal, Spain, United Kingdom</td>
<td>Likely to be partially beneficial</td>
</tr>
<tr>
<td>Strengthening Families 10-14 - family protection and resilience-building processes for adolescents and their parents</td>
<td>18.10.2017</td>
<td>Germany, Poland, Sweden, United Kingdom, USA</td>
<td>Evidence of ineffectiveness</td>
</tr>
</tbody>
</table>
Divide a 1st grade class into heterogeneous teams. Exhibit a large poster with classroom rules. Reward entire teams for each child’s pro-social behavior, and don’t reward when a child is disruptive. It is “group contingent.” Play for ten minutes, 3 times a week, extend that time over the year. Make rewards more abstract.
Prevention programmes can override biological vulnerability
Nightlife settings

Magaluf party holidays SAVED... for now: All inclusive booze-ban DELAYED to 2020

WILD Magaluf party holidays are safe for now as a ban on all inclusive boozy breaks is put on hold until 2020.
Which factors predict more drug use? (Miller et al. 2009, Hughes et al. 2011)

- Dirtiness – lack of comfort – Boredom
- Lack of ventilation
- Noise - loud music
- Crowdedness
- Male predominance
- Many stoned people
- Untrained staff
- Permissive ambience

*Happy hours* or other drinking promotions
Healthy Nightlife Toolbox

The Healthy Nightlife Toolbox (HNT) is an international initiative that focuses on alcohol and drug use among young people.

Alcohol and drug use are linked to health and safety problems. Commonly this substance use takes place in recreational settings, which makes nightlife to an important setting for prevention measures.

The Healthy Nightlife Toolbox is a website designed for local, regional and national policy makers and prevention workers, to help reduce harm from alcohol and drug use in nightlife settings. The core of the online Toolbox is formed by three databases: evaluated interventions, literature on these interventions, and other literature within the field of nightlife alcohol and drug prevention. The HNT Info sheet summarises the available knowledge on creating a healthy and safe nightlife.

Please note that the content of this website was last updated August 15th, 2016. From January 2017. The EMCDDA will host and maintain a renewed HNT website.
4. Environmental strategies

**Physical environment**
- Crowd management
- Cool down/chill-out rooms
- Serving food at venues
- Well displayed house rules
- First aid
- RBS, free water
- Prevent access to minors
- Redesign entertainment area

**Social environment**
- Friendly atmosphere
- No intoxicated patrons
- No intoxicated bartenders
- Parents discussing norms and rules (alcohol and drugs)
8. Policing and enforcement

- To guarantee compliance:
  - Police visits to high-risk nightlife venues,
  - Age verification checks: no serving to underage drinkers
  - Sanctions (e.g. revoke operating licences) to enforce licensing legislation
- Positive effects diminish if actions are not on a regular basis and/or linked to real deterrents
- Targeted policing (hot spots): more effective
Aumenta la recaudación por multas por consumo de drogas

Total recaudado por multas por consumo o tenencia de drogas en la calle (artículo 36.16 de la Ley 4/2015 de Seguridad Ciudadana)
Community (multi-component) interventions

Community-based programmes: coordinated interventions through multi-agency partnerships: more effective than single interventions
Often community mobilisation + staff training + enforcement
Effective in reducing violence, problem drinking and street accidents
Critical: leadership, continuity of interventions and funding
Example: Swedish STAD projects, on alcohol and drugs, show substantial (cost-)effectiveness
See www.Stadineurope.eu
Police reported violent crime in Stockholm city 1994 – 2000; number of offences

Sven Andréasson, MD
Swedish National Institute of Public Health & Department of Public Health Sciences, Karolinska Institutet
Police reported violent crime in Stockholm city 1994 – 2000; number of offences

Intervention begins

Sven Andréasson, MD
Swedish National Institute of Public Health & Department of Public Health Sciences, Karolinska Institutet

Reduction in assaults by 29%
J Stud Alcohol, 2004

Control area

Intervention area
Four main categories

- Full prohibition with criminal penalties for users
- Decriminalisation

- State control
- Private market
EU countries where legalisation draft laws were proposed (since 2011)

(Also NL in 2015)

NEWS

Angela Merkel's party mulls legalizing cannabis in Germany

Prominent members of the ruling Christian Democratic Union (CDU) have begun to openly discuss legalizing marijuana in Germany. The move would be a historic policy turn for the conservative party.

- NE Spain
- Copenhagen
- Berlin…
Different models

- Prohibit but decrease sanctions
- Communal own-grow & distribution
- Govt. operates the supply chain
- Non-profit organizations
- Very few monitored for-profit licensees
- Repeal prohibition without regulation

Prohibit and increase sanctions
- Allow adults to grow their own
- Retail sales only (Dutch model)
- Public authority (Near monopoly)
- For-benefit companies
- Standard commercial model

Commonly-discussed options in the United States
Middle-ground options
Extreme options

Source: Caulkins, 2015
Canada, on the contrary, repealed prohibition with the aim of:

- reducing youth access,
- protecting public health, and
- improving public safety by shrinking the illicit market.
Rationale:

- reduce the activation of automatic processes
- reduce visibility, odour and convenience of consuming cannabis

\[ \rightarrow \text{less present, normal, acceptable or attractive} \]

(= reduce descriptive & injunctive norms)

Purchase and use should be not be automatic, ubiquitous and easy

Let go the risk-perception-thinking
Research questions

If a country (jurisdiction, even a city!) wanted to have legal cannabis sales then, learning from the alcohol and tobacco fields,

• what would be the most appropriate/effective Env.Prev. measures to take to minimise social harms?

• and what would be the least effective?

Situation a) – fully state controlled
Regulatory dimension

Operating hours restricted (day time)
Home grown for own consumption at home
Social (grower) clubs for own consumption
Fines for consumption in public
No access nor consumption for minors
No advertisement, or…
Only objective information on the essential parameters of the product. No “lifestyle advertisement”
Product packaging and the design of outlets to be neutral, without appealing symbols
Restrictions on alcohol and tobacco companies receiving a production licence
→ Menti
Economic dimension (state controlled)

Minors: fines for parents
Curfew hours
Possession, excess possession, use in public

Hold their (future) driving licence?

Maximum THC content?
Registered-client cards (users registries)
• avoid multiple purchases
• provide individualised feedback
Menti
Economic dimension
– private sector involvement

Fines for marketing (social media) with unproven health claims
Fines for misleading claims: CBD → "cannabis"
Ban selling products with symbols/words of implicit association
Minimum Unit Price per THC content?
Taxation: self financing...

What about Internet sales? (Darknet)
→ Menti
Control outlet density (alike pharmacies)
Minimal distance of sales outlets to
• shopping areas,
• schools
→ planning & agency required: buy on purpose, not en passage
Ban the use/sale of products with image - word combinations that have implicit association with cannabis: “high”, “relax”, “C. Sativa leaves”
Child-safe packaging for Edibles
   … no sweetening / flavours
Inventory tracking system → mail orders
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Enforcement? EMCDDA-EUSPR study

Availability

Reinforcement

Age-related prohibition of alcohol purchase/consumption

No data
Percent 0 25 50 75 100
Bans and restrictions on alcohol advertising and promotion

Control/restriction of production, retail sale (hours, location) and distribution of alcohol

Drink driving legislation (maximum blood concentration)

Increase the taxes and prices of alcoholic beverages
Mandatory alcohol training for bar staff (servers, waiters)

Bans to display alcoholic beverages at the point-of-sale in retail stores

Lower the prices of soft drinks in recreational venues
Alter the design of glasses for alcoholic beverages in recreational settings

Use crystal-free glasses (i.e. plastic) in recreational settings

Alter music played in alcohol consumption environments
Good availability of night public transportation and taxis

Good lighting in public spaces

CCTV (Controlled Circuit Television) in public areas

Police presence at places and times where the risk of violent crime in public is high due to high drug or alcohol consumption

Cleaning up neighbourhoods to remove drug dealers
Menti