

The Stakeholder Model and Environmental Strategies

Presenter:

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Individual Strategies

- Broadly defined, individual strategies are short-term actions focused on changing individual behavior
- Examples:
 - Offering brief motivational enhancement interventions in student health centers and emergency rooms
 - Enhancing awareness of personal liability
 - Informing new students and parents about alcohol policies and penalties

Environmental Strategies

- Environmental strategies involve longer-term, potentially permanent changes that have a broader reach.
- Examples
 - Restrictions on alcohol retail density
 - Increased price and excise taxes on alcoholic beverages
 - Responsible beverage service policies in social & commercial settings
 - The formation of a campus/community coalition

The Need for Both

- The most effective prevention plans will use both environmental and individual substance abuse prevention strategies.
- However, many communities currently have no coordinated approach addressing the shared environment that complement their individualized strategies.

Superman and the Justice League



How do you get the Justice League?



- Piece of cake...Right?
 - Call a meeting
 - Invite those who you know and all ready currently work towards the same mission
 - Feed them lunch
 - Talk for an hour; listing the “problems” of your community.
 - Have another meeting next month.

Stakeholder Model

- This model is centered on bringing key representative interests of the community together in a manageable group that can work through the often conflicting interests of various stakeholders in order to find solutions that satisfy these interests and do not create harm for any stakeholder.

Recommendation 1

- Get out of your office
 - “According to the most recent Senior Administrators Survey conducted by the U.S. Department of Education’s Higher Education Center for Alcohol and other Drug Abuse and Violence Prevention, only 16% of our nation’s campuses had a campus-community coalition that met regularly in the past year to work on broad community – based environmental issues.” (Catalyst Summer 2010 Vol. 11 No. 3)

Recommendation 2

- Never leave the building of relationships to the hours of 9-5 Monday-Friday.
 - Get past their role and learn about what they value as a community member.
 - What are their interests and experiences as a community member?



Recommendation 3

- You may need to call in Wonder woman or Batman.
 - Recognize those times when you may not be the person to make every connection.
 - Realize that you do not have to be friends with everyone.



Recommendation 4

- Be comfortable with conflict
 - Agree to disagree on some things
 - Disagreement is a healthy and essential component of deliberation
 - Focus on areas of agreement and use them as the grounds for resolution and collaboration.



Recommendation 5

- All stakeholders should openly and directly state their exact interest and philosophy.
 - It is natural that a community has diversity among the interests.
 - Failure happens when there is the thought that only one interest should overcome all others.

Recommendation 6

- Always keep in mind the “empty chair.”
 - Who is not at your table and why?
 - Lack of outreach
 - Belief that not all will be included
 - Conflict



Questions

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