

WHIP-IT PROJECT AND ENVIRONMENTAL APPROACH

By MCSAP coordinator
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Environmental Prevention Strategies

population-based interventions that change the context in which individuals make decisions

incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies.



Advantages of this strategy includes

can produce
quick wins

Can instill
commitment
toward long-term
impact

Can reach entire
populations and
reduce collective
risk

Create lasting
change

- How is MCSAP going to incorporate the environmental prevention strategy?

- *Media/education*

- This work group will be focusing on the creation of educational media pieces in the form of infographics for youth, college students and parents*

- *Outreach*

- This work group will oversee reaching out to vape store owners, other prevention groups, local political members and others they deem fit through email, phone calls and letters . Along with offering the MCSAP whip-it presentation.*

- *Data*

- This group will oversee creating a delivering a survey on the perception and use of whip-its among Milwaukee County.*

Environmental Prevention Strategies cont.

Final Product



A community report that will have all the MCSAP members who worked on the projects name and organization listed as co-authors



A final presentation of our findings for our coalition member and the individuals/organizations and stores we reached out to

EXPECTATIONS OF WORKGROUPS

- Establish a workgroup lead that will oversee delegating task and assigning tangible task
- Meet once every two months (during our scheduled coalition meetings and report out after)
- To be transparent, not take on more than you can handle and be a team player



QUESTIONS OR
CONCERNS?



Media/Education members

- Jody Rhodes
 - Rachael
-

Outreach

- Chief Lipski
- Gloria



Data

- Nicole



