**Individual**

individual
responsibility
*a person's behavior*

**Just Say No Approach:**
You shouldn't do this because its bad.

**Information Gap:**
Focus only on harmful effects.

**Punitive Measures**
Punish youth for doing this.

**Agent**

thing causing harm
*4 P's of Marketing*

**Product:** Are sweet fruity flavors for youth?

**Promotion:** Are ads targeting youth?

**Price:** Is alcohol cheaper than water?

**Placement:** Is alcohol right next
to candy & ice-cream?

**What are we trying to Change?**

**Environment**

community responsibility
*Strategies to change settings
or looking at root causes*

**Social Norms:** What is socially acceptable.
Everyone is doing it. You're not.

**Media Messages:** Hidden messages all around

**Laws, Rules & Policies:** Youth influencing laws.

**Access:** Is ATOD easy to get?
What about health care, higher education, jobs?