

Business Sector Checklist

Level	Business Sector Activities to Advance Prevention Efforts
Influencing Policy	<ul style="list-style-type: none"> ☑ Support policy by testifying to policymakers and advocating for prevention. ☑ Write op-ed pieces and letters to the editor in support of prevention. ☑ Support candidates who are committed to prevention. ☑ Meet with elected officials to let them know your prevention concerns.
Participating in Environmental Strategies	<ul style="list-style-type: none"> ☑ Adopt a neighborhood or school by providing volunteer hours, youth job training, in-kind donations, etc., to that neighborhood. ☑ Provide employees with opportunities to volunteer through dedicating a set number of paid hours for volunteer time or establishing a company-wide volunteer day. ☑ Sponsor and participate in community prevention events. ☑ Establish a grant-making program to fund prevention efforts in your community. ☑ Implement family-friendly practices, including providing employees with time off to attend events at their children’s schools (e.g., first day of school, parent-teacher conferences). ☑ Encourage media outlets to establish advertising sales policies that support prevention goals. ☑ Donate money or services to support the development and implementation of local strategic plans. ☑ Establish clear prevention policies.
Supporting Coalition Prevention Efforts	<ul style="list-style-type: none"> ☑ Encourage employees to serve on boards or be members of community-based prevention organizations. ☑ Participate in collaboration efforts on substance misuse. ☑ Donate or reduced cost services; printing, marketing and design, hosting venues, meeting space, etc.
Educating Networks and Employees	<ul style="list-style-type: none"> ☑ Train employees how to apply their specific expertise or the expertise of the business to prevention (e.g., printers copy informational materials, phone companies provide support lines, bookstores establish literacy programs, media transmit messages and resources, etc.). ☑ Inform business networks of your collaboration with local coalitions and encourage their membership and sharing of messages and events.
Promoting Community Education	<ul style="list-style-type: none"> ☑ Sponsor a community prevention day by hosting speakers and community guests. ☑ Establish prevention supportive zones in your workplace to build awareness about these issues and to set a tone for employees and customers. ☑ Support community social norms campaigns. ☑ Incorporate prevention messages into your advertising, information about your business, and into signs and posters at the workplace.
Strengthening Individual Knowledge and Skills	<ul style="list-style-type: none"> ☑ Provide mentoring and career opportunities for youth. ☑ Adopt a school in the community to provide job training and internship programs to students. ☑ Provide prevention and diversity trainings to employees. ☑ Provide prevention resource referrals to employees. ☑ Provide coverage that includes access to mental health and substance abuse services.