

Using the Environmental Strategy Model as an Assessment Tool

The Environmental Strategy Model used by NU Directions focuses on the three main influences on human behavior: Policy, Education, and Enforcement. All three work together to inform our choices; We are educated about a policy and our ability to live under it, and we receive meaningful positive or negative consequences when our behavior complies with or contradicts the policy. Any assessment of the environment, therefore, must ask questions of these three components: What policies are people now operating under? Where did they learn that policy? What positive or negative consequences are they experiencing that encourage or dissuade them from the behavior? What messages are teaching them how to engage in the behavior in a way that minimizes negative consequences and maximizes positive outcomes? What, given this reality, do we need to change in the policy itself, the way people are being educated about it, or the types of consequences they are experiencing?

