

A Community-based Primary Prevention Plan to Reduce High-Risk and Underage Alcohol Use

Minnesota Department of Health

Attached is a comprehensive community-based primary prevention plan for reducing high-risk and underage alcohol use in a community. Though it is important to realize that any effort to be comprehensive will always be lacking some components, the strategies/activities/tasks listed are possible examples of what could be undertaken to reduce high-risk and underage alcohol use. This plan is intended as a guide for local communities to develop a plan that is 1) focused on primary prevention, 2) community-based, and 3) comprehensive. In Objective 12 some secondary and tertiary objectives are included in order to connect this plan to the continuum of prevention, intervention, treatment and aftercare.

The twelve objectives in this plan will help achieve the goal of reducing high-risk and underage drinking. This document is designed to flow logically. There are strategies/activities/tasks; short-term, intermediate, and long-term outcomes; and methods for measuring outcomes for each of the twelve objectives.

Although a specific evaluation plan is not included, the plan provides a sound basis for developing evaluation activities. In particular, the columns related to measuring progress in achieving outcomes could provide the basis for developing evaluation plans.

This plan is intended to work with the alcohol chemical health strategies in the *Strategies for Public Health* produced by the Minnesota Department of Health.

A Community-based Primary Prevention Plan to Reduce High-Risk and Underage Alcohol Use

Problem Statement: High-risk alcohol use, including underage use, causes numerous public health and public safety problems in Mock Duck County.					
Goal: Reduce high-risk and underage alcohol use and the problems associated with it in Mock Duck County.					
Objective	Strategies/Activities/Tasks	What is the expected short-term (or intermediate) outcome?	How will you measure progress in achieving this outcome or objective?	What is the expected long-term outcome?	How will you measure progress in achieving this outcome?
1. By --/--/-- assess the prevalence of high-risk and underage alcohol use and problems caused by it in the county.	<ol style="list-style-type: none"> 1. Collect available data. 2. Analyze and interpret data. 3. Determine what other data are needed. 4. Collect data needed. 	A useful picture of high-risk and underage drinking and the problems caused by it will be available.	Chemical health indicator data on alcohol use, drinking and driving and other alcohol-related issues will be collected and analyzed and a useful understanding of the problem will exist.	<p>A useful package of data that can be updated and an alcohol surveillance system will be available.</p> <p>The data will be used to identify and prioritize problems and plan effective strategies to address the problems and measure success by ongoing assessments.</p> <p>A plan will be in place that will be based on the assessment.</p>	<p>Data will continue to be collected and reviewed.</p> <p>Assessments will be conducted regularly and the reports will be reviewed.</p> <p>Action plans will be reviewed and modified if indicated by new data.</p>
2. By --/--/-- assess the readiness of Mock Duck County to address high-risk and underage drinking problems.	<ol style="list-style-type: none"> 1. Conduct a community readiness survey. 2. Conduct focus groups. 3. Conduct key informant surveys. 4. Analyze and interpret data. 	The readiness of the county to address high-risk and underage drinking will be known and appropriate planning can be done to choose strategies.	Activities to assess community readiness will be conducted, data will be collected and analyzed and the readiness of the community will be understood.	<p>The results of the community readiness assessment will be used to identify effective strategies appropriate to address the problem and measure success by ongoing assessments.</p> <p>Strategies will be selected that are appropriate with the readiness of the community</p>	<p>Readiness survey findings will be reviewed.</p> <p>Action plans will be compared with readiness survey findings.</p>
3. By --/--/-- identify community, school, and organizational policies and programs currently in place in the county.	<ol style="list-style-type: none"> 1. Identify organizations and groups that might have policies and programs related to alcohol use. 2. Contact those groups and collect information. 3. Compile list of policies and programs. 	Policies and programs currently in place in the county will be known.	An inventory of policies and programs currently in place will be maintained.	<p>There will be a compilation of existing policies and programs.</p> <p>Opportunities will be identified for developing new policies and/or programs that support a comprehensive effort to reduce high-risk alcohol use.</p>	Review existing policies and program documentation.

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4. By --/--/-- identify effective strategies to reduce high-risk and underage drinking.	<ol style="list-style-type: none"> 1. Collect information on effective and promising prevention practices. 2. Contact others who have implemented suggested strategies to learn their experiences. 3. Identify effective strategies that are not being used that could work in the community. 	Effective strategies to reduce high-risk and underage drinking will be known and gaps will be identified. The feasibility of policies and programs working in the community will be assessed.	A list of effective strategies will be available and gaps between what is available and what is not will be identified. Best strategies for the community will be identified.	Gaps will be “filled” based on community need, priority and capacity, and a comprehensive program to reduce high-risk and underage drinking and its problems will be in place.	<p>Communities will have comprehensive policies and programs in place to reduce high-risk and underage drinking.</p> <p>Policies and programs will be updated as new data become available.</p>
5. By --/--/-- have a partnership in place to address high-risk and underage alcohol use.	<ol style="list-style-type: none"> 1. Identify partnerships and organizations currently addressing or interested in high-risk behaviors in the county. 2. Determine if any are addressing alcohol use and if not if any are interested. 3. Work with existing groups to address high-risk drinking or identify and recruit members for a coalition if nothing else exists. 4. Make sure the group is representative of the community. 	A partnership addressing high-risk and underage alcohol use will be functioning.	<p>There will be a partnership to address high-risk drinking in place. Meetings will be held regularly, minutes will be taken.</p> <p>The partnership will be representative of the community or targeted group.</p>	<p>The partnership will work to reduce high-risk and underage alcohol use and its problems in the county.</p> <p>The partnership will have adequate representation from throughout the community.</p> <p>The partnership will be able to demonstrate progress toward reducing high-risk and underage drinking in the community.</p>	<p>Surveys will show an awareness of the partnership and there will be an understanding of the partnership’s efforts to reduce high-risk and underage drinking.</p> <p>Interviews will be conducted with various groups within the community to assure adequate representation.</p> <p>Assessments of prevalence data on high-risk and underage drinking will be conducted.</p>
6. By --/--/-- publicize information gathered about prevalence of high-risk and underage use and problems.	<ol style="list-style-type: none"> 1. Develop a communication plan that includes identifying key stakeholders. 2. Develop a media plan. 3. Implement the plans to publicize the results of the information gathered about the prevalence of the problems. 	A communication plan will be used to provide information about high-risk and underage alcohol use and its problems as well as potential solutions to various stakeholders in the community. A media plan will be used to communicate through the media.	A communication plan and a media plan will be in place and the amount of communications and media coverage will be quantified.	Various media outlets will be using the coalition as a source of information on the topics. The public will be aware of the messages and how they relate to high-risk alcohol use. There will be regular communications with stakeholders. There will be a high level of awareness of the problems in the community.	<p>The coalition will track media requests and coverage and communications of alcohol-related issues.</p> <p>Surveys will be conducted to measure citizens’ awareness of the messages.</p>

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7. Reduce commercial youth access to alcohol.	<ol style="list-style-type: none"> 1. Build relationships with merchants, law enforcement, prosecutors, the judiciary and local decision-makers to stop commercial access to alcohol by youth. 2. Work with merchants to implement beverage server training. 3. Work with local decision-makers and law enforcement to institute compliance checks and administrative penalties. 4. Publicize compliance check results. 5. Work with local decision-makers to prohibit alcohol service and sales by 18-20 year-olds and youth nights in bars and ban home delivery of alcohol. 6. Work with prosecutors, the judiciary, local decision-makers and law enforcement to enforce penalties for selling to youth and for youth who use false identification. 7. Support an increase in alcohol excise taxes. 	<p>Communications with law enforcement, prosecutors, merchants, decision-makers and the judiciary will begin and relationships will be built.</p> <p>The effectiveness, practicality and implementation of existing and/or new policies will be discussed.</p>	<p>Meetings with various parties to discuss the various policies and practices will be held.</p> <p>Measure awareness of merchants about penalties for selling to underage youth.</p>	<p>Policies will be implemented to reduce youth access to alcohol.</p> <p>Successful alcohol compliance check purchase attempts will be minimal.</p> <p>Youth will find it very difficult to commercially obtain alcohol.</p> <p>Alcohol excise taxes will be increased.</p>	<p>The coalition will track policies implemented in the community/state to reduce commercial alcohol sales to youth.</p> <p>Compliance check data will be collected and regularly publicized.</p> <p>Data on how youth obtain alcohol will be examined.</p> <p>Data will be examined to determine the effects of raising the price of alcohol through an excise tax. If necessary, surveys of youth will be conducted.</p>
8. Reduce social youth access to alcohol.	<ol style="list-style-type: none"> 1. Provide information about why adults should not provide alcohol to youth. 2. Institute social host ordinances. 3. Publicize the consequences for adults who provide alcohol to youth. 4. Work with law enforcement, prosecutors and the judiciary to enforce the consequences. 5. Institute keg registration. 6. Collect information about sources of alcohol when charging youth with alcohol-related offenses. 	<p>Materials in various media formats will be distributed about the dangers of underage alcohol use and the consequences for providing alcohol to underage youth.</p> <p>Communications with law enforcement, prosecutors, decision-makers and the judiciary will begin and relationships will be built.</p>	<p>Materials will be available and their dissemination will be tracked.</p> <p>Meetings with various parties to discuss the various policies will be held.</p>	<p>Parents and other adults will be less likely to provide alcohol to youth and will make it less accessible.</p> <p>Alcohol-free prom and graduation parties will be the norm.</p> <p>Youth will not be able to easily obtain alcohol from their homes and from other adults.</p>	<p>Data on how youth obtain alcohol will be examined.</p> <p>Law enforcement and anecdotal reports of parents and other adults providing alcohol to youth will be examined.</p>

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<p>9. Reduce the acceptability of underage youth alcohol use.</p>	<ol style="list-style-type: none"> 1. Work with law enforcement, prosecutors, the judiciary, decision-makers, school administrations, Park and Recreation Departments, employers, faith community leaders, and parents to enforce policies regarding youth use. 2. Promote zero tolerance of underage use. 3. Enforce school, community and organization policies. 4. Institute a media plan about the dangers of youth use. 5. Assure that evidence-based school curricula are being implemented. 6. Assure that effective parenting skills are being taught. 	<p>Communications with law enforcement, prosecutors, decision-makers, school administration, Park and Recreation Departments, employers, faith community leaders, parents and the judiciary will begin and relationships will be built.</p> <p>Materials in various media formats will be distributed about the dangers of underage alcohol use.</p> <p>Evidence-based school curricula will be used or under consideration in the schools.</p> <p>Parenting programs will be available or planned.</p>	<p>Meetings with various parties to discuss the various policies will be held.</p> <p>Materials will be available and their dissemination will be tracked.</p> <p>Evidence-based curricula will be used or will be in the curriculum review process in the schools.</p> <p>Parenting skills programs will be offered to the parents in the community.</p>	<p>There will be an understanding of the dangers of underage alcohol use by youth and adults in the community and it will not be accepted.</p>	<p>Community opinion surveys will show that the majority of adults do not think it is acceptable for youth to use alcohol.</p> <p>Youth will report an increase in the understanding of the dangers of underage alcohol use in the school district and/or Minnesota Student Survey data.</p>
<p>10. Improve alcohol use role modeling by adults in the community and in the media.</p>	<ol style="list-style-type: none"> 1. Institute a communication plan about adult role modeling. 2. Institute “no use” chaperone policies for school and youth activities. 3. Institute policies prohibiting or restricting alcohol use in public areas and at community events. 4. Raise awareness about how alcohol is promoted and portrayed in the media and in the community. 	<p>Materials in various media formats will be distributed about adult role modeling.</p> <p>Information and materials about the promotion and portrayal of alcohol in the community and in the media will be prepared and disseminated.</p> <p>Communications with decision-makers and organizers will begin and relationships will be built.</p>	<p>Materials will be available and their dissemination will be tracked</p> <p>Meetings with various parties to discuss the various policies will be held. The number of meetings and their attendance will be tracked.</p> <p>Presentations will be documented and evaluated.</p>	<p>Policies and norms about adult use and role modeling that impact youth use will be instituted.</p> <p>There will be positive adult role modeling norms in the community.</p> <p>Community events will either be alcohol-free or will have adults-only areas where alcohol may be consumed.</p> <p>Police and neighborhood reports of alcohol-related problems at community events will decline.</p>	<p>Surveys will show that adults understand how their use impacts youth.</p> <p>Community events will be observed and documented to see if they are either alcohol-free or have adults-only areas where alcohol can be consumed will be conducted.</p> <p>Police and anecdotal neighborhood reports of community events will be examined for alcohol-related problems.</p>

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<p>11. Reduce the ability for and the acceptance of high-risk drinking among youth and adults.</p>	<ol style="list-style-type: none"> 1. Work with merchants, prosecutors, law enforcement, decision makers and the judiciary to enforce laws that will reduce high-risk drinking. 2. Work with law enforcement, prosecutors and the judiciary to enforce DWI laws and penalties and policies about selling to youth and overserving intoxicated adults. 3. Work with merchants to institute beverage server training to reduce sales to youth and overserving intoxicated adults. 4. Work with decision-makers and merchants to institute policies prohibiting or restricting drink specials at bars and restricting the promotion and advertising of alcohol products. 5. Work with decision-makers to control the density of alcohol outlets, institute administrative penalties for selling to underage youth and overserving intoxicated adults, prohibit or restrict alcohol use in public areas and at community events, prohibit sponsorship of community events by the alcohol industry, prohibit home delivery of alcohol products, and limit hours of sale of alcoholic beverages. 6. Support state and national efforts to restrict the packaging of alcoholic products that appeals to youth, lower the legal blood alcohol content limit, and increase the alcohol excise tax. 	<p>Communications with law enforcement, prosecutors, decision-makers, merchants, Park and Recreation Departments, employers, faith community leaders, and the judiciary will begin and relationships will be built.</p> <p>The effectiveness, practicality and implementation of policies will be discussed.</p>	<p>Meetings with various parties to discuss the effectiveness, practicality and implementation of various policies and programs will be held.</p>	<p>Policies and programs will be instituted that discourage high-risk drinking and incidents of high-risk drinking will decrease.</p> <p>Reports of high-risk drinking incidents will decrease.</p> <p>Law enforcement officers will report fewer alcohol-related calls.</p> <p>There will be a decrease in alcohol use, binge drinking, drinking and driving, and youth reporting alcohol abuse in their homes.</p> <p>High-risk and underage drinking will not be acceptable behaviors in the community.</p> <p>DWI arrests and convictions will go up first and then come down. There will be an increase in enforcement and prosecution at first. Over time there will be a decrease as the norms about drinking and driving change.</p>	<p>The implementation and enforcement of policies and programs will be assessed.</p> <p>Reports of law enforcement, school and anecdotal high-risk and underage drinking will be examined.</p> <p>Student Survey data on alcohol use, binge drinking, drinking and driving, and youth reporting alcohol abuse in their homes will be examined.</p> <p>Surveys will be conducted to determine public opinion about high-risk and underage drinking..</p>

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	7. Encourage businesses and faith communities to establish policies about alcohol use at events and during work time.				
12. Assure that support, services, and brief intervention exist for youth and adults to reduce high-risk alcohol use.	<ol style="list-style-type: none"> 1. Meet with health care providers, insurers, Managed Care organizations, school administration and businesses to encourage them to provide services to prevent high-risk and underage drinking and support those in need of help. 2. Provide training on screening, brief intervention and referral as needed. 3. Encourage businesses to provide employee assistance programs and schools to provide student assistance programs. 	<p>Communications with health care providers, insurers, Managed Care organizations, school administration and businesses will begin and relationships will be built.</p> <p>The effectiveness, practicality and implementation of policies that will prevent high-risk and underage drinking and support those in need of help will be discussed.</p> <p>The various organizations will begin to take action to support their students, patients, clients, and employees.</p>	<p>Meetings with various parties to discuss the policies and provision of services will be held.</p> <p>Plans will be implemented to provide support and services to prevent high-risk and underage drinking and help those in need for youth and adults.</p>	<p>Employee assistance and student assistance programs will be available for those who need it.</p> <p>Medical providers will screen patients for alcohol use regularly.</p> <p>Referrals to support services will be made as needed.</p>	<p>Businesses and schools will be surveyed to see if they have implemented employee/student assistance programs.</p> <p>Medical providers will be surveyed about screening, brief intervention and referral.</p>