# Wyoming's Prevention Framework to Reduce the Misuse of Alcohol

## Community Implementation Workbook
## 2008
## Campbell County

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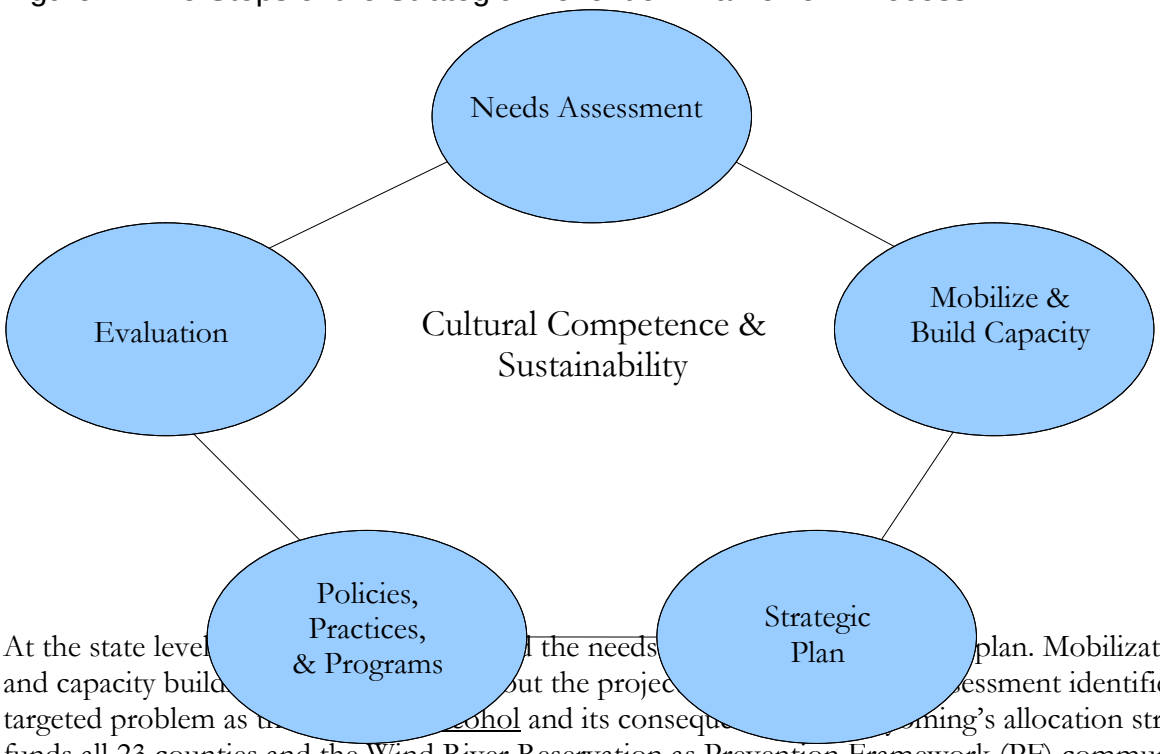
# Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse Mental Health Services Administration (SAMHSA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process.

Figure 1. Five Steps of the Strategic Prevention Framework Process

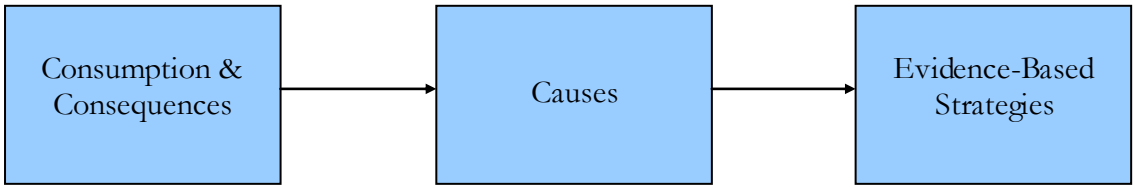



At the state level the needs plan. Mobilization and capacity build out the projec essment identified the targeted problem as t ohol and its conseque ming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees submitted their local needs assessments, and in September 2007 grantees completed their strategic plans outlining the evidence-based strategies they will implement over the next three years. An evaluation workbook was completed with each community during the winter of 2007/2008.

## Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model.

Figure 2. PF Needs Assessment Logic Model




In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

## Purpose

The purpose of this workbook is to help PF funded communities create a multi-year implementation plan that provides a blueprint for how to reach their goals. This means you will use this workbook to create timelines and benchmarks for your work between now and the fall of 2010, and you will use this workbook to coordinate the many prevention efforts taking place in your community. This workbook will also serve as your application and next year work plan for PF funding between October 1, 2008 and September 30, 2009.

This workbook differs from your PF strategic plan in many respects. First, the strategic plan linked the causal areas identified in your community needs assessment to evidence-based strategies. These strategies were listed, but very little was done to detail how they might be implemented over the course of the project. Second, while the strategic plan identified strategies funded by the PF project it did not require you to integrate these strategies with other efforts in your community.

Keep in mind that Wyoming has identified the targeted need for this project as the misuse of alcohol.

**"Misuse of alcohol" means that:**

1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five or more drinks on any one occasion.

2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

## Workbook Goals

The implementation plan decided upon here will lead to the following tasks.

**Revisit your Needs Assessment and Strategic Plan**
This workbook requires that you take a second look at your community needs assessment and strategic plan. This section will give you the chance to update any changes you may have to your community's targeted causal areas or to your community's chosen evidence-based strategies.

**Identification of Community Prevention Efforts**
One of the goals of this workbook is to help you integrate prevention planning in your community through the identification of all of your community's prevention efforts in order to communicate and plan together as well as collaborate when appropriate. Some of the efforts may be PF related while others may not be. For example, your community is likely already working on the Most of Us, FACE, and The Line campaigns. You also have a Prevention Block Grant provider and Tobacco Prevention Coalition. By identifying all of the prevention efforts and stakeholders in your community you can better create a multi-year plan.

**Create a PF Calendar**
The final product of this workbook will be a calendar that details your implementation plan from October 1, 2008 to September 30, 2010. This calendar will include the major benchmarks for your PF project and for other relevant prevention efforts in your community. It is intended to both keep your work on track and help you to integrate and collaborate with other prevention projects.

**Budget for FY2009**
Finally, you will be asked to complete a budget for October 1, 2008 to September 30, 2009.

## Workbook Organization

Again, there are three major sections in this workbook. They should be completed by the PF coordinator working with the local community advisory council (CAC) when appropriate. The PF coordinator and TA providers will make site visits as necessary during July 2008 to work with you and your CAC to complete this workbook. Again, this workbook will serve as your next year work plan and application. It is due on August 15, 2008, and the Mental Health and Substance Abuse Services Division will review and approve these as part of the contract process that will be complete by September 30, 2008.

A final copy of the Implementation Workbook should be submitted electronically to:

Keith Hotle, SPF SIG Coordinator
Wyoming Mental Health and Substance Abuse Services Division
keith.hotle@health.wyo.gov
(307) 777-3352

## Revisiting the Needs Assessment and Strategic Plan

Please complete Table 1 below using information from the community needs assessment and strategic planning workbooks. At this point it is appropriate for you to change your prioritized causal areas if circumstances in your community have changed and you have data to support this change. It is also appropriate to change your chosen strategies at this point. You may already have accomplished a policy change or you may realize that your chosen strategies don't fully address your causal areas. This is the time to revisit and update your strategic plan.

In updating your strategic plan keep a couple of things in mind. First, the goal of the PF project is to decrease alcohol consumption (adult binge drinking and underage drinking) and its consequences (alcohol-related crime, motor vehicle crashes, dependence, and abuse) in your ***Community***. You should look at the evidence-based strategies in your current strategic plan and ask yourself, "will these strategies change alcohol-related problems at a community level?" Keep in mind that though a mentoring program is a good evidence-based prevention program it is unlikely by itself to make community level change. With this in mind we ***Strongly Suggest*** that your strategic plan include environmental policy change, and we believe the best strategic plan will be a comprehensive set of strategies that lead to community level change. Evidence-based strategies you have chosen or have changed from your strategic plan should be from the list below. A full description of these policies by causal area can be found in Appendix A, but in general they include the following:

**Retail Availability**

- Mandatory Responsible Beverage Service
- Compliance Checks
- Outlet Density
- Happy Hour Restrictions
- Warning Signs Posted at Retail Establishments

**Criminal Justice**

- Enforcement
- Judicial Changes
- Public Awareness of Enforcement

**Social Availability**

- Social Host Liability
- Restricting Access to Alcohol
- Party Patrols
- Restriction on Drinking Locations and Possession
- Curfew Ordinances
- Noisy Assembly Ordinances

**Promotion**

- Advertising Restrictions
- Counter Advertising
- Billboard Bans
- Media Advocacy Education

**Community Norms**

- Alcohol Restrictions and Security at Community Events

The first step in the implementation workbook process is to list the Causal Areas and Evidence- Based Strategies identified in your current Strategic Plan.

Table 1. Targeted Causal Areas and Identified Strategies

| Potential Causal Areas | Is Your Community Targeting this Causal Area? (Yes or No) | What Evidence-Based Strategies are being Implemented to Address this Causal Area? |
|---|---|---|
| Retail Availability | | 1) Responsible Beverage Server Training facilitated by the Liquor License Protocol;<br>2) Compliance Checks coordinated through Substance Abuse Advisory Council (SAAC)/CMCA & WyCIA;<br>3) Warning Signs posted at city establishments through Liquor License Protocol |
| Criminal Justice | Yes | 1) Enforcement – DUI Enforcement & Media Campaign;<br>2) Judicial Changes – Court Task Force<br>3) Public Awareness of Enforcement – DUI Social Norms Media Campaign |
| Social Availability | Yes | 1) Party Patrols – SAAC/ CMCA & WyCIA;<br>2) Parent Outreach – CMCA<br>3) Hotels & Motels – CMCA<br>4) College – CMCA<br>5) Faith organizations – CMCA<br>6) Work sites – CMCA |
| Promotion | | |

| Potential Causal Areas | Is Your Community Targeting this Causal Area? (Yes or No) | What Evidence-Based Strategies are being Implemented to Address this Causal Area? |
|---|---|---|
| Community Norms | Yes | 1) Alcohol Restrictions & Security – Community Events;<br>2) Schools – Social Norms, Resource Book;<br>3) Youth Coalition;<br>4) Substance Abuse Initiative;<br>5) Interagency Workshop;<br>6) Inform & Invest Stakeholders |
| Individual Factors | | |

**Question 1.**

Have your targeted causal areas changed? If yes, what data supports this change?

Initially our coalition determined Individual Factors to be our #3 priority. We are not focusing on this causal area in order to better implement environmental strategies and to have a wider impact on the community as a whole.

**Question 2.**

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them?

**Liquor License Protocol**: We are adding the Liquor License Protocol to our strategic plan. The Liquor License Protocol is a policy that brought changes to the alcohol ordinances of the Gillette City Code. The protocol requires signage in all liquor license establishments detailing the laws regarding legal age to purchase/possess and the consequences for violation of those laws. The signs also report consequences for selling to or buying for underage persons. Additional items of the protocol include: notification to police if an underage person attempts to purchase; notification to police of an assault; and the protocol makes it illegal to serve an obviously intoxicated person. The protocol encourages responsible beverage server training as an avenue to mitigate fines for violations. Since the protocol began, participation in RBS training has increased greatly. The protocol was passed by city council in May, 2008, prior to the determination of the Prevention Framework strategic plan. A year after its inception, it is clear that some minor changes need to be made to the protocol. Changes will likely include: language that will address a recent judicial judgment that nullified portions of the protocol; elements that will make it illegal for servers to consume alcohol while on the job. The coalition will work with the City Attorney to advocate for the policy changes and the educate the Council on the need for the policy changes. In addition, the coalition will collaborate with the Gillette Police Department to offer responsible beverage server training every two months. The Prevention Framework Project Coordinator is a trained TIPS (RBS training) facilitator and leads TIPS classes for servers.

**Warning Signs at County Liquor Establishments:** The Liquor License Protocol only regulates liquor license establishments that are located in the city limits; thus, only city establishments are required to post warning signs. With this strategy, the Substance Abuse Advisory Council will advocate with the County Commissioners that the liquor establishments in the county also be required to post such signs. This was not in our previous strategic plan.

**Partnership with the College**: In our cooperation with Gillette College this past year, we have provided some prevention education to the students. As the college moves to become a residential facility in the next year, the coalition feels the need to fine tune our collaboration. The Gillette Police Department provides law enforcement for the college and has a vested interest in any policies that the school has that will work to enhance public safety. The coalition believes that comprehensive substance abuse policies and security plans for the dorms will work to ensure such safety. We plan to collect policies from Gillette College, Sheridan College and Northwest College. In addition, we will research best practices nationwide for college substance abuse policies. If a comprehensive policy does not exist for Gillette College, we will make recommendations for such a policy.

**Partnership with the Public Schools:** In implementing our strategic plan we are assisting the County Attorney in providing a resource book for all 6th graders. We also planned to provide substance abuse training for staff. However, we are putting this element of the strategy on hold due to recent developments with the schools. In July the school district was awarded the Safe Schools/Healthy Students Initiative grant. As part of this grant, the school district is hiring a coordinator who will facilitate substance abuse prevention and intervention for the schools. We will wait to coordinate any training for staff with this new staff person. We are adding elements to our partnership with the schools. With the

Safe Schools/Healthy Students grant, the school district will be implementing a social norms campaign to reduce student substance use. The coalition will seek to collaborate with the school in this effort, combining our social norms resources.

**Parent Outreach**: We have made changes in the Parent Outreach strategy of our plan. Initially we planned to develop a parent organization – a coalition of sorts. As we looked closer at the community, we decided that the county could not support a parent organization. Participation in other parent organizations is quite low (i.e., parent-teacher organizations, parenting classes, Sunday School classes). At the same time we conducted the Communities Mobilizing for Change Foundation Overview Training. There we learned about "informal policies." Informal policies are the standards that rule such institutions as families. We decided to develop a way to train parents how to develop policies/expectations for their families that would coincide with standards as detailed in the CMCA document "What Parent's Can Do." We are developing a template for a Family Prevention Pact. The template is a blank contract. Parents and youth will fill in the contract with what they agree to do to reduce the misuse of alcohol (underage drinking and adult binge drinking) in their families. The template contains suggestions for what may be included in the contract. The coalition plans to coordinate with the DARE program to train families on the CMCA standards and to implement the contracts. We will assist in planning and implementing the DARE Parent Nights (a total of 11 to cover the elementary schools) for all 6th grade students and their parents/guardians. We are soliciting donations of pizza and door prizes for the Parent Nights. In addition, we are negotiating with the local hotel/water park for a party for the schools who meet their attendance goals. As follow-up to the Parent Nights and Family Prevention Pact, the Substance Abuse Advisory Council will publish an e-newsletter with parent tips for the families that participate.

**Partner with Work Sites:** Initially this strategy involved setting meetings with work sites to instruct them on what they can do to prevent underage drinking (using the standards set forth in Communities Mobilizing for Change on Alcohol). In June, 2008, the Substance Abuse Advisory Council became the parent coalition for the Drug Free Workplace Task Force (already in place in the community). The DFWTF will work to satisfy the strategy to partner with work sites for the strategic plan. In doing so, the partnership with work sites will change to some degree. The DFWTF works to encourage businesses to adopt drug free workplace policies that comply with the standards set by the Wyoming Workers Safety and Compensation Division. The DFWTF has set an initial goal of recruiting 5 restaurants to adopt policies. In the next three months the DFWTF will be determining a strategic plan for its operations.

If your current plan does not include at least one evidence-based strategy per casual area from the list on page 6, or only includes CMCA, then you should meet with your CAC to review and approve changes. This makes for a more effective planning process and creates important "buy in" for CAC members as you move forward with the implementation of your PF strategies. Figure 1 below details one possible process for working with your CAC to update the PF strategic plan. Feel free to use this process as outlined or to pick and choose the portions that will be most important for your CAC. The PF coordinator and/or WyPTAC representatives can meet with your coalition to aid in this process if you would like.

Figure 1. Steps to Working With a CAC to Update or Create a Strategic Plan

1. Call a meeting of your coalition and get as many people there as possible. Inform coalition members that this is the meeting where they will choose from the various policy changes/evidence-based strategies within the causal areas chosen in the needs assessment workbook.

2. On a white board, blackboard, or and easel print the titles of the two casual areas identified in your needs assessment workbook. For example, social availability and community norms.

3. Under each casual area, write the list of evidence-based strategies for that casual area shown on page six of this workbook. These will be the strategies in which the coalition will chose from to work on.

4. Begin the meeting by reviewing the results of the needs assessment with the coalition, the casual areas chosen and the evidence-based strategies under each casual area.

5. Facilitate a discussion of the strategies under one causal area. The discussion should be about what each strategy is, what it would take to get that strategy/change accomplished in the community, and how many of the listed strategies could be attempted by the coalition. The coalition should probably attempt no more than two strategies under each casual area. Discussion of the strategies under each casual area should be limited to around thirty minutes.

6. When the discussion of strategies is concluded, give each person a magic marker or

two stick-on dots and have each coalition member go to the list of strategies and vote for the two they believe would have the highest impact on the community, that they would be interested in working on, and that they believe would have a good chance of successfully being accomplished. Count the votes and note the two strategies that received the most votes.

7. Move on to the next casual area and go through the same steps as outlined above for selecting policy changes/strategies.

8. At the completion of the selection process you should have at least two and up to four policy changes voted on to accomplish. Facilitate a discussion of how many strategies the coalition believes it can work on. A minimum of two should be chosen.

9. Inform the coalition that the next meeting will focus on identifying the action items that would be necessary to get the changes accomplished. Schedule the next meeting and have them think about what the action items might be before you meet again.

## Identification of Community Prevention Efforts

In Table 2 below, list all prevention efforts and initiatives running in your community which may impact the PF project. The table has been pre-populated with a number of projects that are likely in your communities already, and several blank rows have been included for other potential projects. Also, list the strategies being implemented, any important dates that each program has identified on their implementation calendar, if any, and the local contact for each project.

Table 2. Local Community Prevention Efforts

| Local Prevention Initiatives other than the PF | Strategies | Critical Dates | Local Contact |
|---|---|---|---|
| Federal Prevention Block Grant | Therapeutic foster care<br>Nurturing Parent program<br>Prevention classes at Westwood Alternative High School<br>Summer program for at-risk youth | Sept & Jan<br><br>June | Spring Wilkins |
| Most of Us social norming campaign | PNA results<br>Community survey results<br>Webinars | Fall | Charlotte Carr |
| The Line social marketing campaign | The new phase of the campaign has yet to be announced | TBA | |
| Wyoming's First | | | |

| | | | |
|---|---|---|---|
| Lady's Initiative | | | |
| Community Initiative to integrate prevention | Behavioral health therapist housed at DFS | N/A | Mike Purcell<br>Bonnie Volk |
| FACE | Community Briefing<br>Youth Coalition Training | September-TBA<br>Late summer – TBA | Brandi Benson |
| State Sponsored Anti-Drug Programs | N/A | | |
| School Prevention Programs | Currently hiring to fill position<br>Recently received Safe Schools/Healthy Students Initiative grant<br>Hope to collaborate with social norms through SS/HS grant | TBA | TBA |
| Law Enforcement Prevention Programs | WyCIA compliance checks & party patrols | | |
| Suicide Prevention Programs | N/A | | |
| Wyoming Tobacco Prevention and Control Program | Currently hiring to fill position | TBA | TBA |
| DARE | Parent Nights | TBA | Scott Matheny |
| Community Coalition Against Underage Drinking | Alcohol Awareness Month placemats & table tents in restaurants | April | Susan Shippy |
| Substance Abuse Initiative | Currently working on strategic plan | TBA | Charlotte Carr |

## Creation of a Prevention Framework Calendar

This section requires you to work with your CAC to create a two year calendar for the PF project. You will do this by placing the steps to accomplish each strategy in your revisited strategic plan and each strategy from Question 4 above on a Google Calendar. The directions on how to use Google Calendar are below, and Table 3 provides a template for how to plan each of your PF strategies. It is not necessary to list all the steps required to accomplish the strategies of other local prevention initiatives. Rather, it is important to know about when and where these strategies will take place in order to plan your own efforts. For example, if the local tobacco coalition is attempting to pass a smokefree ordinance in the summer of 2008 you may want to wait to push the city council to address alcohol ordinances at community events until 2009. An example of an Activities Calendar for a secondhand smoke ordinance, without identification of responsible parties, can be found in Appendix B.

Figure 2. Steps to Working With a CAC to Update or Create an Action Plan Calendar

Action plan calendar steps

1. Buy two desktop calendars for the year 2008. One will be used for 2008 and the other will be used for 2009, unless you can actually find a 2009 calendar.

2. Before the calendar meeting begins, tape the months of the calendar in order up on a wall and put the dates of any of the calendar items from other prevention programs on the calendar. Other prevention dates will help determine dates you can use to reinforce your strategy or avoid, if necessary.

3. Have the coalition discuss the action steps that will need to be taken to get the strategy or strategies implemented. (These are the strategies identified under the first causal areas addressed in the selection process.) List those items on an easel, white or black board. Action steps, for example, may be:

    - Conduct research on the policy change to know as much about it as possible
    - Determine if any policies exist currently
    - List key leaders and other interested people who would be willing to support and work on the change – develop a strategy to recruit them
    - Determine who actually makes the decision on the change, e.g. city council
    - Survey the council, for example, and find out what their attitudes are for the change
    - Determine if there is a need for a media education campaign

4. Once the list of action items is identified, put them in order of what item needs to be accomplished first and so on until all the action items have been put in order. Depending on how easy or difficult the coalition believes the strategy may be in getting accomplished, to a large degree, will determine the overall length of the

timeline. A strategy involving changing a community event may take three months, while getting a city council to pass an open container ordinance may take a year.

5. Once the action items are in order, begin writing each action step on the calendar according to when it needs to be accomplished. Determine how long it may take to get it done before the next item is put on the calendar. At the end of this process you should have a timeline of necessary action items to accomplish the listed strategy.

6. Once all the action steps have been put onto the calendar, go back to the first step and with that step, and every step to follow, determine who will be in charge of see that step through.

7. When step six is completed, you should have a timeline of action steps and assignments written on a calendar. A progress report of the timeline should be included on the agenda of every future regularly scheduled coalition meeting.

   Note: Timelines can be adjusted if specific action items are accomplished either faster or slower than anticipated.

8. Transfer all the identified steps, for the coalition's strategy and any other prevention program, on a Google calendar.

Once the wall calendar is completed place the action steps, dates, and responsible parties from the wall calendar into table 3.

Table 3. Steps to Accomplish PF Strategies

| Strategy: **DUI Enforcement with Increased Media Attention** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Trash Trucks w/ Logo | 10/1/08 | Brent Wasson, Law Enforcement Team |
| Complete graphic art | 10/3/08, 3/6/09, 10/2/09 | Graphic artist |
| Record radio ads | 10/3/08, 3/6/09, 10/2/09 | Law Enforcement Team |
| Arrange newspaper ads | 10/10/08, 3/13/09, 10/9/09 | Law Enforcement Team |
| Arrange ads on GPA TV | 10/10/08, 3/13/09, 10/9/09 | Law Enforcement Team |

| | | |
|---|---|---|
| Arrange radio ads | 10/17/08, 3/13/09, 10/16/09 | Law Enforcement Team |
| Go live with website | 10/17/08 | Charlotte Carr |
| Devise plan for Letters to Editor & Press Releases | 10/24/08, 3/27/09, 10/23/09 | Law Enforcement Team |
| Launch Phase of Media Campaign | 11/3/08, 4/6/09, 11/2/09 | Law Enforcement Team |
| Submit 4 Letters to Ed or Press Releases | 1/23/08, 6/26/09, 1/29/09 | Law Enforcement Team |
| DUI Enforcement | Every Fri & Sat Night | Police Dept & Sheriff's Office; Law Enf. Team Coordinates |
| DUI Enforcement, Memorial Day | 5/24-25/09, 5/23-24/10 | Police Dept & Sheriff's Office; Law Enf. Team Coordinates |
| DUI Enforcement, August/Labor Day NHTSA Crackdown | 9/7/09, 9/6/10 | Police Dept & Sheriff's Office; Law Enf. Team Coordinates |

| Strategy: **Liquor License Protocol** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Offer responsible beverage server training every 2 months | Ongoing | Rebecca Elger |
| Present ordinance changes to City Attorney | 1/30/09 | Rod Hauge |
| Present ordinance changes to City Council | 2/27/09 | Chief Rich Adriaens |
| Speak at City Council meetings as needed during 3 readings for proposed ordinance changes | 4/30/09 | Chief Rich Adiaens, Charlotte Holden Carr, Others TBD |
| Interface with newspaper and radio during 3 readings | 4/30/09 | Chief Rich Adriaens, Others TBD |
| Arrange for Letters to the Editor if need be to address opposition | 4/30/09 | Charlotte Holden Carr |
| Liquor License Protocol finalized | 4/30/09 | |

| Strategy: **Warning Signs in County Establishments** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Introduce County Commissioners to the issue | 10/15/08 | Task Force |
| Contact liquor license establishments to gauge opinions | 10/31/08 | Task Force |
| Report to the Commissioners regarding warnings signs and request adoption of policy | 11/30/08 | Task Force |

| Strategy: **Parent Outreach - CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Meet with DARE officers to finalize plans | Prior to Fiscal Year | Parent Outreach Task Force |
| Meet with school principals | Prior to Fiscal Year | Parent Outreach Task Force |
| Meet with Fairfield Inn to negotiate water park party(ies) | Prior to Fiscal Year | Parent Outreach Task Force |
| Solicit donations from Dominoes | Prior to Fiscal Year | CASA |
| Solicit donations from community for door prizes | Prior to Fiscal Year | CASA |
| Invitation mailed to parents | 10/1/08, 2/6/08 | Parent Outreach Task Force |
| Train presenters | 10/3/08, 2/13/08 | Parent Outreach Task Force |
| Fall Family Nights Completed (5 Schools) | 10/24/08, 11/30/09 | Parent Outreach Task Force |
| Spring Family Nights Completed (6 Schools) | 5/1/09, 5/7/10 | Parent Outreach Task Force |
| Launch E-Newsletter | 12/1/08 | Charlotte Holden Carr |

| Strategy: **Focused Law Enforcement for Underage Drinking - CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Complete compliance check of ½ of liquor license establishments | 6/30/09, 6/30/10 | Law Enforcement Team |
| Complete compliance check of remaining liquor license establishments | 12/31/09 | Law Enforcement Team |
| Football Party Patrols | 10/3, 10, 35/08 | Law Enforcement Team |
| Halloween Party Patrol | 10/31/08, 10/31/09 | Law Enforcement Team |
| Thanksgiving Party Patrol | 11/26-29/08<br>11/25-28/09 | Law Enforcement Team |
| Winter Break Party Patrol | 12/19, 20, 26, 27, 31/08<br>1/1-3/09<br>2009-10 TBD | Law Enforcement Team |
| Graduation Party Patrol | 5/16-17/09 | Law Enforcement Team |
| Last Day of School Party Patrol | 5/28/09 | Law Enforcement Team |
| Spring Carnival Party Patrol | 6/30/09, 6/30/10 | Law Enforcement Team |
| July 4th Party Patrol | 7/3-4/09, 7/2-4/10 | Law Enforcement Team |
| Summer Carnival Party Patrol | 8/31/09, 8/31/10 | Law Enforcement Team |

| Strategy: **Alcohol Monitoring at Community Events – CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Re-assess Chili Cook-off using Project SAFER alcohol assessment | 10/30/08 | Community Events Task Force |
| Report on Chili Cook-off w/ recommendations completed; Evaluation of strategy | 11/7/08 | Community Events Task Force |

| | | |
|---|---|---|
| implementation | | |
| Meet with Crawfish Boil to present recommendations from 2008 assessment | 4/1/08 | Community Events Task Force |
| Reassess Crawfish Boil | 4/30/09 | Community Events Task Force |
| Report on Crawfish Boil w/ recommendations; Evaluation of strategy implementation | 5/8/09 | Community Events Task Force |
| Identify 1-2 community events to add for next fiscal year | 9/1/09 | Community Events Task Force |

| Strategy: **Partner with college - CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Collect substance abuse policies from Gillette College, Sheridan College, Northwest College | 1/9/09 | TBD |
| Meet with College administration re: public safety and substance abuse | 2/27/09 | TBD |
| Determine recommendations, if necessary, for substance abuse policy | 3/20/09 | TBD |

| Strategy: **Partner with work sites - CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Drug Free Workplace Task Force will determine a strategic plan for recruiting 5 restaurants for Workers Comp drug free program | 11/10/08 | DFWTF |
| DFWTF will recruit 5 restaurants | 9/30/09 | DFWTF |

| | | |
|---|---|---|
| | | |

| Strategy: **Partner with hotels and motels - CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Recruit police officers for project | 1/12/09 | Rod Hauge |
| Brochure to be handed out to hotels and motels completed | 2/9/09 | Police Officers |
| Hotels & motels completed | 4/30/09 | Police Officers |

| Strategy: **Partner with Public Schools - CMCA** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Recruit Safe Schools/Healthy Students staff person to coalition | 10/31/08 | Charlotte Holden Carr, Linda Jennings |
| Coordinate PNA data with school | 11/21/08 | Charlotte Holden Carr |
| Coordinate Parent Survey data with school | 12/30/08 | Charlotte Holden Carr |
| School resource directory reviewed | 7/17/09 | TBD |
| School resource directory printed | 8/3/09 | TBD |

| Strategy: **Youth Coalition** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Training plan for youth coordinator and youth | 10/3/08 | Brandi Benson, Charlotte Holden Carr |
| Youth coalition representatives begin meeting with SAAC | 10/9/08 | Brandi Benson |
| Flyer/brochure for youth coalition | 10/10/08 | Brandi Benson |

| | | |
|---|---|---|
| Youth coalition network with youth agencies in county | 10/31/08 | Brandi Benson |
| Youth coalition identifies 1-2 projects for the year | 11/21/08 | Youth coalition, Brandi Benson |
| Youth coalition increases membership by 5 members | 12/5/08 | Youth coalition, Brandi Benson |

| Strategy: **Merge with Substance Abuse Initiative** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Complete strategic planning to address drugs other than alcohol | 12/30/08 | SAI Strategic Plan Subcommittee |
| Implementation of strategic plan begins | 1/5/09 | Substance Abuse Advisory Council |
| Begin planning for the evaluation of SAI | 1/5/09 | TBD |
| Begin plan for sustainability of SAI | 1/5/09 | TBD |
| Evaluation plan completed | 7/1/09 | TBD |

| Strategy: **Interagency Workshop / Agency Cooperation** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Begin researching feasibility of interagency planning – conversation within coalition | 11/13/08 | Charlotte Holden Carr |
| Research Jackson & Laramie interagency plans | 2/3/09 | TBD |
| Determine course for future interagency planning (i.e., hire | 3/12/09 | Substance Abuse Advisory Council |

| | | |
|---|---|---|
| facilitator, series of workshops, continue within coalition, discontinue altogether) | | |

| Strategy: **Court Task Force** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Chief will meet with judges to hear reasons for not continuing to meet with court task force | 10/15/08 | Chief Rich Adriaens |
| Assess data on circuit court caseload | 2/27/09 | Charlotte Holden Carr |

| Strategy: **Inform and Invest Stakeholders** | | |
|---|---|---|
| Action Steps | Day/Month/Year of Completion | Responsible Party |
| Launch E-Newsletter | 12/1/08 | Charlotte Holden Carr |
| Presentations to Hospital Board, County Commissioners, City Council, and School Board re: SAI Strategic Plan | 2/27/09 | Charlotte Holden Carr |
| Communicate to stakeholders re: Parent Outreach | 6/30/09 | Charlotte Holden Carr |

Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

## Prevention Framework Budget for October 2008 through September 2009

| COST DESCRIPTION | ADMINISTRATIVE BUDGET | | | TOTAL BUDGET |
|---|---|---|---|---|
| **PERSONAL SERVICES** | | | | |
| Salaries & Wages | 29,415 | | | |
| Employer Paid Benefits | 14,119 | | | |
| **SUPPORTING SERVICES** | | | | |
| Communications: | | | | |
| Internet | | | | |
| Telephone | 1,000 | | | |
| Vehicle Expenses | | | | |
| **TRAVEL/TRAINING/MEETINGS** | | | | |
| Travel In-State | 2,200 | | | |
| Travel Out-of-State | | | | |
| Training Costs | | | | |
| Miscellaneous Meeting Exp. | 300 | | | |
| **SUPPLIES** | | | | |
| Consumable Supplies | 500 | | | |
| Commercial Printing | | | | |
| Publications Purchased | | | | |
| **ADVERTISING/MEDIA COSTS** | | | | |
| **EQUIPMENT RENTAL** | | | | |
| **CONTRACTUAL SERVICES (please describe)** | | | | |
| **1. WYSAC** | 6,070 | | | |
| **2. WYPTAC** | 12,141 | | | |
| **3.** | | | | |
| **4.** | | | | |
| **5.** | | | | |
| **OTHER COSTS (specify)** | | | | |
| **A.** | | | | |
| **B.** | | | | |
| **C.** | | | | |
| **D.** | | | | |
| TOTAL | 65,745 | | | Continued next page |

## Prevention Framework Budget for October 2008 through September 2009

| COST DESCRIPTION | STRATEGY 1 DUI | STRATEGY 2 Parent Outreach | STRATEGY 3 Community Events | |
|---|---|---|---|---|
| **PERSONAL SERVICES** | | | | |
| Salaries & Wages | | | | |
| Employer Paid Benefits | | | | |
| **SUPPORTING SERVICES** | | | | |
| Communications: | | | | |
| Internet | | | | |
| Telephone | | | | |
| Vehicle Expenses | | | | |
| **TRAVEL/TRAINING/MEETINGS** | | | | |
| Travel In-State | | | | |
| Travel Out-of-State | 1,900 | | | |
| Training Costs | | | | |
| Miscellaneous Meeting Exp. | | 500 | | |
| **SUPPLIES** | | | | |
| Consumable Supplies | | | | |
| Commercial Printing | | 450 | | |
| Publications Purchased | | | | |
| **ADVERTISING/MEDIA COSTS** | 20,000 | | | |
| **EQUIPMENT RENTAL** | | | | |
| **CONTRACTUAL SERVICES (please describe)** | | | | |
| **1. Sheriff's Office Enforcement** | 6,225 | | | |
| **2.** | | | | |
| **3.** | | | | |
| **4.** | | | | |
| **5.** | | | | |
| **OTHER COSTS (specify)** | | | | |
| **A. Police Department Enforcement** | 6,225 | | | |
| **B. Postage** | | 250 | | |
| **C. Entrance Fees** | | | 150 | |
| **D.** | | | | |
| **TOTAL** | 34,350 | 1,200 | 150 | Continued next page |

## Prevention Framework Budget for October 2008 through September 2009

| COST DESCRIPTION | STRATEGY 4 Hotels/Motels | STRATEGY 5 Schools | STRATEGY 6 Youth Coalition | TOTAL BUDGET |
|---|---|---|---|---|
| **PERSONAL SERVICES** | | | | |
| Salaries & Wages | | | | 29,415 |
| Employer Paid Benefits | | | | 14,119 |
| **SUPPORTING SERVICES** | | | | |
| Communications: | | | | |
| Internet | | | | |
| Telephone | | | | 1,000 |
| Vehicle Expenses | | | | |
| **TRAVEL/TRAINING/MEETINGS** | | | | |
| Travel In-State | | | | 2,200 |
| Travel Out-of-State | | | 2,960 | 4,860 |
| Training Costs | | | 1,200 | 1,200 |
| Miscellaneous Meeting Exp. | | | 800 | 1,600 |
| **SUPPLIES** | | | | |
| Consumable Supplies | | | | 500 |
| Commercial Printing | 50 | 3,260 | | 3,760 |
| Publications Purchased | | | | |
| **ADVERTISING/MEDIA COSTS** | | | | 20,000 |
| **EQUIPMENT RENTAL** | | | | |
| **CONTRACTUAL SERVICES (please describe)** | | | | |
| **1.** | | | | 12,295 |
| **2.** | | | | 12,141 |
| **3.** | | | | |
| **4.** | | | | |
| **5.** | | | | |
| **OTHER COSTS (specify)** | | | | |
| **A. Youth Coordinator Stipend** | | | 11,700 | 17,925 |
| **B.** | | | | 250 |
| **C.** | | | | 150 |
| **D.** | | | | |
| **TOTAL** | 50 | 3,260 | 16,660 | 121,415 |

# Appendix A: Causal Areas and Evidence-Based Strategies

## A. Retail Availability

### I. Mandatory Responsible Beverage Service

According to the National Highway Traffic Safety Administration, a responsible beverage service program has two goals:

- To establish policies and procedures in retail alcohol outlets for preventing alcohol sales and service to minors and intoxicated persons.

- To train managers and servers/clerks to implement those policies and procedures effectively. Server/clerk training focuses on serving and selling procedures, signs of intoxication, methods for checking age identification, and intervention techniques. Manager training includes the server/clerk training as well as policy and procedures development and staff supervision.

A program is designated as mandatory if state law requires at least some alcohol retail employees to attend an RBS training. Thirteen states require some type of RBS training, but these states vary widely in who must participate: Wyoming does not have any RBS provisions, laws or incentives reported. Some of the provisions your community can work on include;

- Type of employee: Statutes may require owners or licensees, managers and servers/clerks, or a subset of these classifications to participate;

- Type of outlet: Statutes may require either on-sale or off-sale establishments, or both, to participate; and

- Date of license issuance: Statutes may require participation from establishments with licenses issued after the legislation is enacted or from all establishments, regardless of the date of the license.

  - Please see the following website for more specific information on this topic. http://www.nhtsa.dot.gov/people/injury/alcohol/AlcBevContWeb/pages/RespBevService.html
  - http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm

## II. Compliance Checks/Retail Compliance Checks

Your community should begin developing a protocol for compliance checks.

A compliance check is a tool to identify alcohol establishments that sell alcohol to underage youth. The practice of conducting compliance checks can be:

- Mandated by a local ordinance that outlines standards for conducting the checks, people or agencies responsible for conducting the compliance checks, and penalties for establishments, servers and sellers who illegally sell or serve alcohol to underage youth.

- Voluntarily implemented by law enforcement or licensing authorities.

Compliance checks can be used for two purposes:

- Enforcement: to enforce state criminal statutes, local administrative ordinances, or both.

- Educational: to identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth.

Generally, compliance checks are implemented by the following procedures: A plan should be developed in union with law enforcement to ensure legality of procedures.

- Alcohol licensees are informed that compliance checks will occur at various times throughout the year and about potential penalties for selling alcohol to underage youth.

- While an enforcement agent (police officer or other authorized person) waits outside the premises, a person under age 21 attempts to purchase or order an alcoholic beverage.

- If the alcohol establishment sells alcohol to the young person, the enforcement agent issues a citation either to the seller/server or to the establishment:
    - The police officer may charge the server or seller who sold the alcohol (when compliance checks are used to enforce state laws governing servers and sellers.)
    - The officer may issue an administrative citation, which is imposed upon the alcohol license holder rather than the individual server or seller (when compliance checks are used to enforce local administrative ordinances.) Because administrative charges are easier, faster, and less expensive to prosecute, they can be the best option-and in some communities the only option-for penalizing alcohol establishments.

Implement vigorous, well designed, fair, and consistent retail compliance checks. Work with the community to build support and awareness of the compliance check program.

- Retrieved from: The Alcohol Epidemiology Program at the University of Minnesota suggests: http://www.epi.umn.edu/alcohol/policy/compchks.shtm (retrieved 5/19/08)
- http://wdh.state.wy.us/mhsa/prevention/Freenocost.html
- http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529

- The youthinaction.org website offers an Alcohol Purchase & 'Shoulder Tap' Surveys: How-To Guide at http://www.youthinaction.org/index.cfm?cID=about&scID=infoDetail&ID=1349

## III. Outlet Density

Outlet density is defined as the amount of liquor licenses existing within an established geographic area. Studies have demonstrated a strong correlation between outlet density, heavy and frequent drinking, and drinking related problems.

- **Type of Licenses**

Generally there are two broad categories of alcohol licenses. On-site licenses are for businesses such as bars and restaurants that sell alcohol for consumption on the premises. Off-site licenses are businesses such as grocery stores, liquor stores, convenience stores and corner markets that sell alcohol for consumption off site. One-day licenses are for the sale of alcohol at special events.

- **Location of Licenses**

Local governments may use various guidelines to determine the appropriateness of an alcohol license in an application's proposed land-use environment. They may consider restrictions on location, based on proximity of the proposed license to schools, churches, hospitals, residences and playgrounds. They may also consider the current density of alcohol licenses in the area of the application, whether it would create traffic problems, whether it is a high crime area, and whether it might contribute to law enforcement problems.

Local jurisdictions can pass ordinances to put distance limits on new alcohol licenses, such as having no new license within 1,000 feet of an existing license. Alcohol may be prohibited by local ordinance in public parks, at beaches or by rules about public locations such as sports arenas and community centers.

The community can work to reduce outlet density by making ordinance changes to the following:

- Reduce the number of on-site licenses
- Reduce the number of off-site licenses
- Location of licenses

  - http://www.niaaa.nih.gov/
  - http://www.hsph.harvard.edu/amod/pdf/GIS.pdf, http://alcalc.oxfordjournals.org/cgi/content/abstract/39/4/369
  - http://www.capitolneighborhoods.org/pdf/fact_sheet_outletdensity_2_03.pdf
  - http://www.thecommunityguide.org/alcohol/alcohol_outlet_density.htm
  - http://www.marininstitute.org/alcohol_policy/alcohol_licenses.htm

## IV. Happy Hour Restrictions

Drink promotions and happy hours are practices that may contribute to excessive and rapid consumption of alcohol, if not adequately controlled. These include things such as events or theme nights where certain people receive free drinks. Promotional activities such as "buy one get one free", or promotional activities that require people to drink more than four standard drinks in a day to win a prize. Your community can work on happy hour restrictions by;

- Changing laws that define what's considered ONE drink
- Changing laws concerning the time allowed for happy hour or between happy hours
- Putting restrictions or banning promotional activities including shot girls
- Restrict individuals from buying an entire pitcher of beer or bottle of wine
- Restrictions on drink promotions

- http://media.www.dailyillini.com/media/storage/paper736/news/2007/03/16/News/Proposed.Happy.Hour.Laws.Could.Put.Restrictions.On.Local.Bars-2777697.shtml
- http://www.jointogether.org/keyissues/laws/life-saving-laws-readmore.html

## V. Warning Signs Posted at Retail Establishments

Obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window) to deter potential underage buyers.

Your community can work toward making Responsible Vendor Programs, or ordinance or licensing changes with requirements including;

- Stores must have obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window.)
- Stores must post a warning sign regarding the minimum legal drinking age and the store's alcohol sales policy.
- The RVP could offer incentives for on- and off-premise outlets, such as reduced sanctions for selling to underage buyers (e.g., lower fine for selling alcohol to an underage buyer and no suspension of the store's alcohol sales license.)

- http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529
- http://www.servsafe.com/downloads/pdf/ssa_keylaws/Wyoming.pdf

### a) Third Party Transactions

A third-party sale occurs when an adult buys alcohol for an underage youth from a commercial establishment for his or her underage consumption. In some cases, the adult will ask for or accept a fee and/or a portion of the alcohol in exchange for making the purchase. The amount of alcohol obtained by underage drinkers from these transactions can range from one drink in a bar to a keg of beer.

All states and local jurisdictions have laws and ordinances that restrict underage youths' ability to obtain alcohol. Depending upon the language of these statutes, many may include provisions that directly address third-party sales. Other states and communities have complemented their basic laws regarding underage drinking with specific laws and ordinances constructed with the reduction of third-party sales in mind.

Other programs that can help:

- Shoulder tap programs to reduce purchase of alcohol for minors by adult strangers. Instruct retailers regarding their role in preventing shoulder tapping; if the practice continues repeatedly outside a retail establishment and the retailer refuses to take action despite instruction and warning, utilize public nuisance regulations to impose sanctions.
- Source investigations which conduct investigations after arrests or citations are issued and to identify how and from whom minors are obtaining alcohol.
- Use "cops in shops" programs sparingly and only for possible limited targeting of retail outlets popular with youth purchasers. Establish a working relationship with retailers as a first step toward implementing a comprehensive prevention strategy that includes compliance-check program.

- http://www.publicstrategies.org/pdfs/ventura_special_events_updated.pdf
- http://wdh.state.wy.us/mhsa/prevention/Freenocost.html
- http://www.2young2drink.com/law_enforcement/Reducing3rdPartyTransactions.pdf
- http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm
- http://www.lcb.state.pa.us/phe/_interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices_SIP

# B. Social Availability of Alcohol

## I. Social Host Liability (enforcement)

Social host liability laws (also known as teen party ordinances, loud or unruly gathering ordinances, or response costs ordinances) target the location in which underage drinking takes place. Social host liability laws hold non-commercial individuals responsible for underage drinking events on property they own, lease, or otherwise control. They send the message that other adults have a responsibility in the way they manage their homes, rentals, and other private property to prevent underage drinking parties and their consequences.

- Under social host liability laws, adults who serve or provide alcohol to minors or persons who are obviously intoxicated can be held liable if the person who was provided alcohol is killed or injured, or kills or injures another person.
- In some states, social host liability is covered under dram shop law. Dram shop liability refers to a drinking establishment's potential financial liability for serving alcohol to an intoxicated or underage person who later causes injury to a third party. However, dram shop law normally only covers commercial service and not private parties.
- Note that social host laws vary from state-to-state. Some state laws may only target those who provide to underage youth vs. intoxicated persons.

A checklist for drafting and underage drinking party (social host) ordinance is available at the first website listed.

- http://www.cslep.org/Publications.aspx
- http://www.socialhost.org/
- http://www.epi.umn.edu/alcohol/policy/hostliab.shtm

## II. Restricting Access to Alcohol

State, local laws and regulations can be effective at reducing underage access to alcohol. The right laws and regulations can minimize opportunities for young people to use alcohol and maximize the opportunities for effective enforcement and prevention.
Your community can work to change these laws and regulations to:

- Restrict the commercial availability of alcohol to youth, with a focus on the practices of alcohol retailers.
- Restrict social availability to youth with a focus on non-commercial sources of alcohol and non-commercial venues where young people consume alcohol.
- Restrict youth possession to deter young people from attempting to purchase or consume alcohol.
- Require retailers to identify kegs with a tag, sticker, or other form of identification. At purchase, the retailer requires a deposit and records the purchaser's name, address etc.

The following website is a guide to assist in making such changes.

- http://www.udetc.org/documents/accesslaws.pdf
- http://resources.prev.org/resource_pub_pud.pdf
- http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF

## III. Party Patrols

Many states do not prohibit youth possession in private residences or permit parents to supply alcohol to their minor children. Police detecting a teen party may not have legal grounds to enter the premises, be unable to confiscate the alcohol, trace its origin, or hold the adult householder responsible for allowing the party on the premises. In an effort to combat one of the largest sources of teenage drinking your community could:

- Implement teen party ordinances that prohibit teen drinking parties at private residences and impose fines and fees on the responsible householder.
- Restrict and monitor teen parties at motels and hotels.

  - http://resources.prev.org/resource_pub_pud.pdf

## IV. Restrictions on Drinking Locations and Possession of Alcohol

Communities often have special temporary licenses for alcohol sales at special events such as fairs, rodeos, celebrations, and sporting events. They are often readily available at low cost with few restrictions. These events create high risk for underage drinking and other related problems. Some steps your community can take to reduce these risks include:

- Restricting the issuance of licenses at youth-oriented and family-oriented events.
- Prohibiting alcohol sales at specific venues popular with youth.
- Designating alcohol-free days or periods within longer events such as community fairs.
- Establishing restricted drinking sections where young people are not permitted to enter.
- Prohibiting participants from bringing alcohol into the event
- Requiring responsible beverage service management policies and training.

http://resources.prev.org/resource_pub_pud.pdf
http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF
http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF

## V. Curfew Ordinance/Programs

A curfew ordinance may help reduce the likelihood that children will be the victims of criminal acts or become involved in criminal acts during curfew hours. It can also aid parents and guardians in their responsibility to supervise their children as well as give police officers support for enforcing activities taking place after curfew hours.

Your community's curfew program might include:

- Creation of a dedicated curfew center or use of recreation centers and churches to receive juveniles who have been picked up by the police for violating curfew.
- Staffing of curfew centers with social service professionals and community volunteers.
- Intervention, in the form of referrals to social service providers and counseling classes, for the juveniles and their families.
- Procedures for repeat offenders, including fines, counseling, or sentences to community service.
- Recreation and jobs programs.
- Anti-drug and anti-gang programs.
- Hotlines for follow-up services and crisis intervention.

http://www.ncjrs.org/txtfiles/curfew.txt

### VI. Noisy Assembly Ordinance

A noise ordinance may help police officers control underage drinking parties in private residences.

http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm

## C. Promotion

- **Advertising Restriction**

Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages, particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance or state law, or can be implemented voluntarily by a business, event or organization and can include:

- Banning ads on buses, trains, kiosks, billboards and supermarket carts, and in bus shelters, schools, and theme parks.
- Banning or limiting advertising and sponsorship at community events such as festivals, parties, rodeos, concerts, and sporting events.
- Banning advertising in areas surrounding schools, residential areas, faith organizations, etc.
- Restricting or banning TV and/or radio alcohol commercials.
- Restricting alcohol advertising in newspapers and/or on the Internet.
- Countering alcohol ads with public service announcements.
- Restricting the size and placement of window advertisements in liquor and convenience stores.
- Requiring all alcohol ads in the local media to include warnings about the health risks of alcohol consumption.
- Setting a maximum for the percentage of total advertising space those alcohol ads can cover.

- Reducing the disproportionately high number of alcohol billboards in low-income neighborhoods.
- Prohibit images and statements that portray or encourage intoxication.
- Enforcing existing restrictions on alcohol advertising.

http://www.epi.umn.edu/alcohol/policy/adrstrct.shtm
http://camy.org/factsheets/index.php?FactsheetID=27

- **Counter advertising**

Counter advertising is used to balance the effects alcohol advertising has on alcohol consumption. Your community can participate in counter advertising through public service announcements and other conventional forms of media.

www.epi.umn.edu/mch/resources/hg/hgp_alcoholv_toomey.ppt
http://pubs.niaaa.nih.gov/publications/arh26-1/15-21.pdf
http://marininstitute.com/alcohol_industry/alcohol_responsibility.htm

- **Billboard Bans**

Banning alcohol billboards all together might seem like a large feat, however, there are steps your community can take to begin the process. You may start by first reducing the number of billboards in your community. The website below has samples of the following actions your community can take.

- Gather information about sign ordinances, zoning, and how billboards are currently regulated, permitted and taxed.
- Find allies among community leaders, neighborhood groups, health organizations, chambers of commerce, and others.
- Conduct a billboard survey. Find out how many billboards, where, what neighborhoods, near what, what size, what they advertise.
- Write a report of your survey findings.
- Conduct a press conference. Include letter-writing campaigns, news coverage, endorsements, and other activities.
- Petition city or county government for a moratorium on new signs.
- Know your opposition. The billboard industry is well-funded and experienced in fighting these efforts.

http://www.faceproject.org/Resources/PDF/Alcohol-Billboard-CAK.pdf

- **Media Advocacy Education**

Media advocacy is the strategic use of mass media to support community organizing to advance a social or policy initiative. While media advocacy efforts may take many forms, often they involve

organizing attention-getting events to stimulate news coverage of an issue. One frequent goal of media advocacy is to refocus the framing of a problem and its solutions from an individual level (drinking will be solved by educating individual students) to an environmental or policy level (changing drinking patterns requires changing the environment in which the behavior occurs).

Steps your community can take include:

First, plan your message

- Define what the message is that you are highlighting.
- Identify and highlight solutions to your problem.
- Gain support of key leaders in your community.
- Define what you need to do or say to get the attention of those who can create a solution.

Second, contact the media

- Get your message out via news releases, letters to the editor, editorial board meetings, etc.

http://www.higheredcenter.org/socialnorms/mediaadvocacy/
http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf

## Criminal Justice

### I. Enforcement

Enforcing underage drinking laws and DUI laws that are already in place is a good way to help reduce underage drinking. If there are gaps in laws then the community should advocate having them implemented. Some of these laws include:

- Banning possession by minors in public and private locations.
- Apply appropriate penalties to minor's in possession.
- Zero-tolerance laws that prohibit minors with any measurable BAL from driving, authorize immediate seizure of drivers license etc.
- Banning false identification and increase the use of or implement the use of the scanning of drivers licenses by merchants.

One strategy your community might take is to formally recognize dedicated officers who are heavily involved in reducing underage drinking. Implementing a formal recognition program would be a good format in which to do this.

http://www.udetc.org/documents/accesslaws.pdf
www.udetc.org
http://www.pire.org/topiclist2.asp?cms=67

### II. Judicial

There are several changes that can be made within your communities judicial system to help with underage drinking.

Juvenile Drug Courts can operate within the juvenile justice system to address the unique needs of juvenile substance abusers. Key elements of a juvenile drug court program include:

- A drug court team that includes a judge, prosecutor, defense attorney, treatment provider, evaluator, and schools.
- Intervention as soon as possible following a juvenile's initial contact with the justice system including a comprehensive assessment at intake and follow ups.
- A court-supervised program of substance abuse treatments and other important core services to address multi-faceted needs of the juvenile and his or her family.
- Coordination of all services including treatment.
- On-going monitoring of progress.
- Immediate response to non-compliance.
- A dedicated and concerned judge who is sensitive to unique needs of individual juveniles and families.
- A strengths based program philosophy.
- Clearly defined range of incentives and sanction that are applied in a response to participation or lack thereof.

Youth Diversion Programs should seek to improve a youth's self-image, social skills, and attitudes about the legal system. It should aim to teach the youth better methods of communication and behavior. This may be included as an option through your community's juvenile drug court as a positive alternative to juvenile court. It is often set up to have youth work with adult mentors in a structured environment. Upon successful completion of the program, the alleged offense will not appear on the juvenile's record.

Victim impact panels are an alternative sentencing program. A Victim Impact Panel is a group of three or four victims who speak briefly about an impaired driving crash in which they were injured, or in which a loved one was killed or injured, and how it impacted their lives. They do not blame or judge those who listen. They simply tell their stories, describing how their lives and the lives of their families and friends were affected by the crash. The purpose of the panels is to individualize and humanize the consequences of impaired driving, to change attitudes and behaviors, and to deter impaired driving recidivism. Panels also give victims a healing opportunity to share their stories in a meaningful way.

Youth courts are another alternative sentencing program. Youth courts, also called teen, peer, and student courts, are programs in which youthful offenders are sentenced for minor delinquent and status offenses or problem behaviors by their peers.

http://www.pire.org/topiclist1.asp?id=1
http://www.surgeongeneral.gov/topics/underagedrinking/programs.html
www.youthcourt.net

http://www.ncjrs.gov/pdffiles1/ojjdp/184744.pdf
www.helpingamericasyouth.gov
http://www.juvenilediversion.org/
http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP_index.html

### III. Public Awareness of Enforcement and Sanctions

Announcements in local media (TV, radio, newspapers, posters on community bulletin boards, School papers, etc.) And presentations by officers to community groups can provide public notice of local laws including enforcement and sanctions. This can also be an opportunity to inform your community about any upcoming compliance checks or similar programs.

By making the public aware community members are inoculated against objecting to the law enforcement efforts, and may be more likely to ask why businesses sell alcohol to youth when they know it is illegal. It provides further notification to alcohol business owners and sellers/servers that your community will enforce selling to underage youth. It heightens the attention of parents and other adults to underage alcohol use. Messages directed to adults may decrease youth access to alcohol in the home, at keg parties, or through other adults in the community. It builds support for compliance checks from the community at-large. Many citizens are concerned about youth alcohol use and will be supportive of efforts to reduce illegal youth access to alcohol.

http://64.233.167.104/u/umn?q=cache:h8dtfNy-ZAcJ:www.epi.umn.edu/alcohol/manual/manual.pdf+public+awareness+of+enforcement+and+sanctions&hl=en&ct=clnk&cd=2&gl=us&ie=UTF-8

## E. Community Norms

### IV. Alcohol Restrictions at Community Events

**At community events, underage youth may easily get alcohol by buying it directly or by having friends over 21 buy it for them.** Banning alcohol or restricting alcohol sales (through policies such as age-ID checking or limiting number of servings per person) at community events can reduce these sources of alcohol for youth.

Planning and set-up:

- Establish non-drinking areas for families and youth.
- Establish designated drinking areas where underage youth are not allowed; prohibit people from leaving these particular areas with alcoholic beverages.
- Limit alcohol sponsorship.
- Have alcohol-free days/nights.
- Establish enforcement procedures for all policies.

http://www.epi.umn.edu/alcohol/festivals/pdfs/planner_checklist.pdf
http://www.epi.umn.edu/alcohol/festivals/index.shtm
http://www.epi.umn.edu/alcohol/policy/atevents.shtm

## V. Alcohol Providers and Sellers

Other alcohol restrictions your community can have at public events also include restriction on providers and sellers of alcohol. These restrictions can include the following:

- Require alcohol license holder to have liability insurance (check your state laws for specific legal requirements on liability.)
- Require responsible beverage service training for alcohol sellers and event coordinators
- Require alcohol sellers to be at least 21 years old.
- Require a manager to be on duty at the alcohol booth at all times.
- Establish age identification checking procedures.
- Prohibit drinking by servers.
- Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.

http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF

## VI. Security

**Security at community events can have a large impact on preventing underage youth from obtaining alcohol. Some components of good security at public events include:**

- Establish procedures for handling intoxicated drinkers.
- Require that security staff be adequately trained.
- Ban alcohol consumption in parking lots and monitor the lots.

## VII. Food/Beverage

Your community can take additional steps by having regulations on food and beverage vendors or distributors. These can include:

- Limit cup size to 12 ounces.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
- Limit number of servings per person per purchase to one or two at a time.
- Stop serving alcohol at least one hour before closing.
- Sell food and non-alcoholic drinks and provide free water
- Identify specific environmental strategies currently being addressed for each causal area.
- Identify specific environmental strategies not currently being addressed for each causal area.

- Strategy selection process
- Calendar

# Appendix B

**COUNTY TOBACCO PREVENTION COALITION**
**CAMPAIGN TIMELINE**

**MAY 2008**

- Secure calendar, define roles and responsibilities
- Logo, slogan, website
- Key spokespersons identified
- Build coalition infrastructure
- Reaching out to business owners for support, chamber of commerce
- Talk to tobacco program manager about her paid media campaign and which communities she is targeting
- Clear role and calendar for the PAC
- Set up listserv for coalition:
- Establish larger coalition meeting schedule/calendar

**JUNE 2008**

- Shareholders, expand database, volunteer roles, know messages, ID negative organizations, web-site
- Build infrastructure
- Write budget (tentative – goal of $25,000 for paid media – radio, direct mail, cable TV)

**JULY 2008**

- Late July – survey council, research candidates
- Build infrastructure

**AUGUST 2008**

- 1st – Relay for Life (gather signatures)
- Official campaign launch and press conference – highlight community leaders, spokespeople, grasstops leaders, youth
- Press conference – focus on health and inoculate negative economic impact arguments
- 19th - City council primary
- Business owner/private clubs/groups outreach (presentations)

**SEPTEMBER 2008**

- Start official petition drive for signature supporters (and run through the end of September – ID targeted events or areas to petition
- Do another survey to see how things are going
- Do event
- Business owner/private clubs/groups outreach (presentations)

**OCTOBER 2008**

- Op-Eds, earned media campaign, LTEs, editorial
- Business owner/private clubs/groups outreach (presentations)

**NOVEMBER 2008**

- Youth press conference on the issue
- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets

**DECEMBER 2008**

- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets
- Start educating city council
- Petition drive

**JANUARY 2009**

- LTE, Op-eds
- Do event
- Draft ordinance – work with attorney and city attorney
- Start educating city council (who is reaching out to reach city council member, information packets
- Reaching out to a sponsor
- Hard hitting media campaign

**FEBRUARY 2009**

- Choreography for city council meeting (supporter outreach, securing speaker line-up and talking points, getting commitments of turnout to council meeting, straw poll city council again, know where you are with the council and what the vote will be as much as you can)
- LTE, Op-eds
- Create an event to raise the profile of the issue (use youth and workers) – ribbon antenna thing
- Hard hitting media campaign

**MARCH 2009**

- First reading
- Hard hitting media campaign

**APRIL 2009**

- Second reading

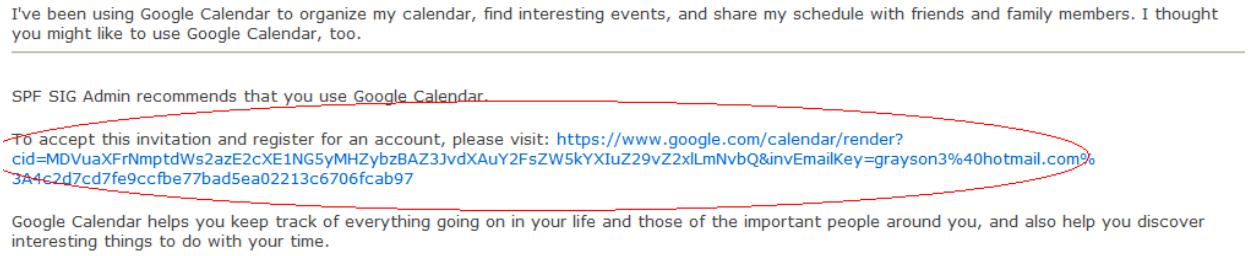
**MAY 2009**

- Third and final reading

# Appendix C

The following steps will help you create your personal Google Calendar account. Google Calendar is being used so that you can adjust and refine your timelines as necessary and so that technical assistance providers and the PF coordinator can provide timely technical assistance.

1. You will receive an **email** from the SPF SIG Admin Account:
   a. **Subject Line**: "SPF SIG Admin recommends that you use Google Calendar"
   b. **Body:** I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar too. SPF SIG Admin recommends that you use Google Calendar. To accept this invitation and register for an account, please visit: [hyperlink] .
   Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time. (see picture below).


I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar, too.

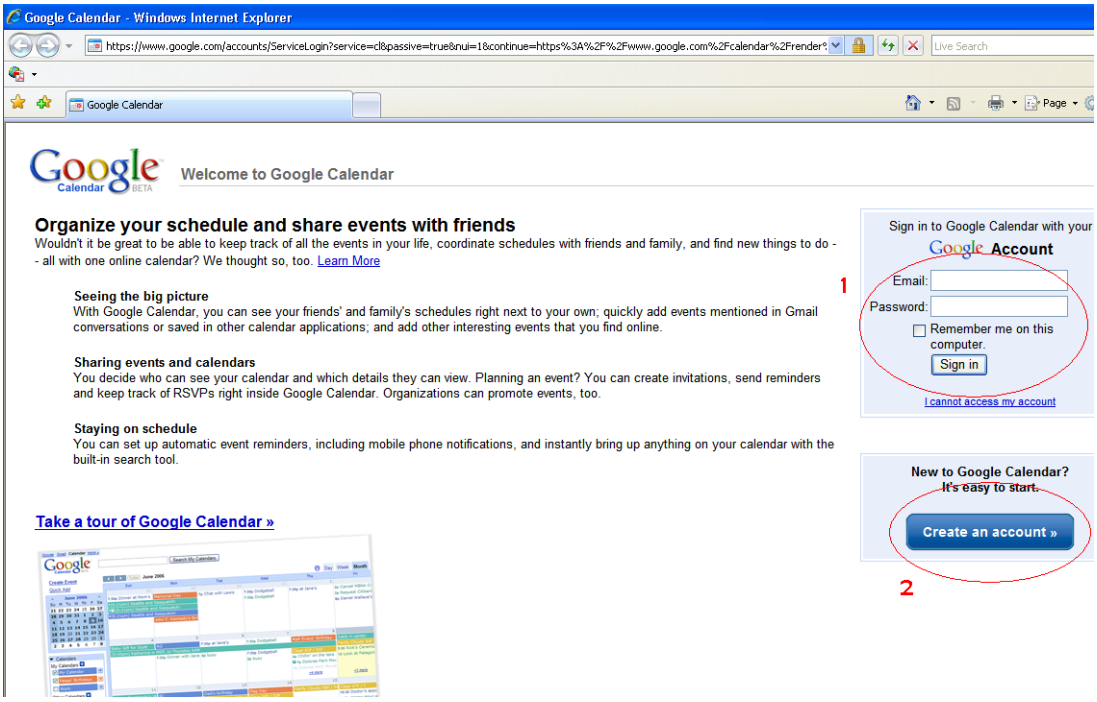
SPF SIG Admin recommends that you use Google Calendar.

To accept this invitation and register for an account, please visit: https://www.google.com/calendar/render?cid=MDVuaXFrNmptdWs2azE2cXE1NG5yMHZybzBAZ3JvdXAuY2FsZW5kYXIuZ29vZ2xlLmNvbQ&invEmailKey=grayson3%40hotmail.com%3A4c2d7cd7fe9ccfbe77bad5ea02213c6706fcab97

Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time.

2. Click on the hyperlink (circled in red, *above*) in the email sent to you.

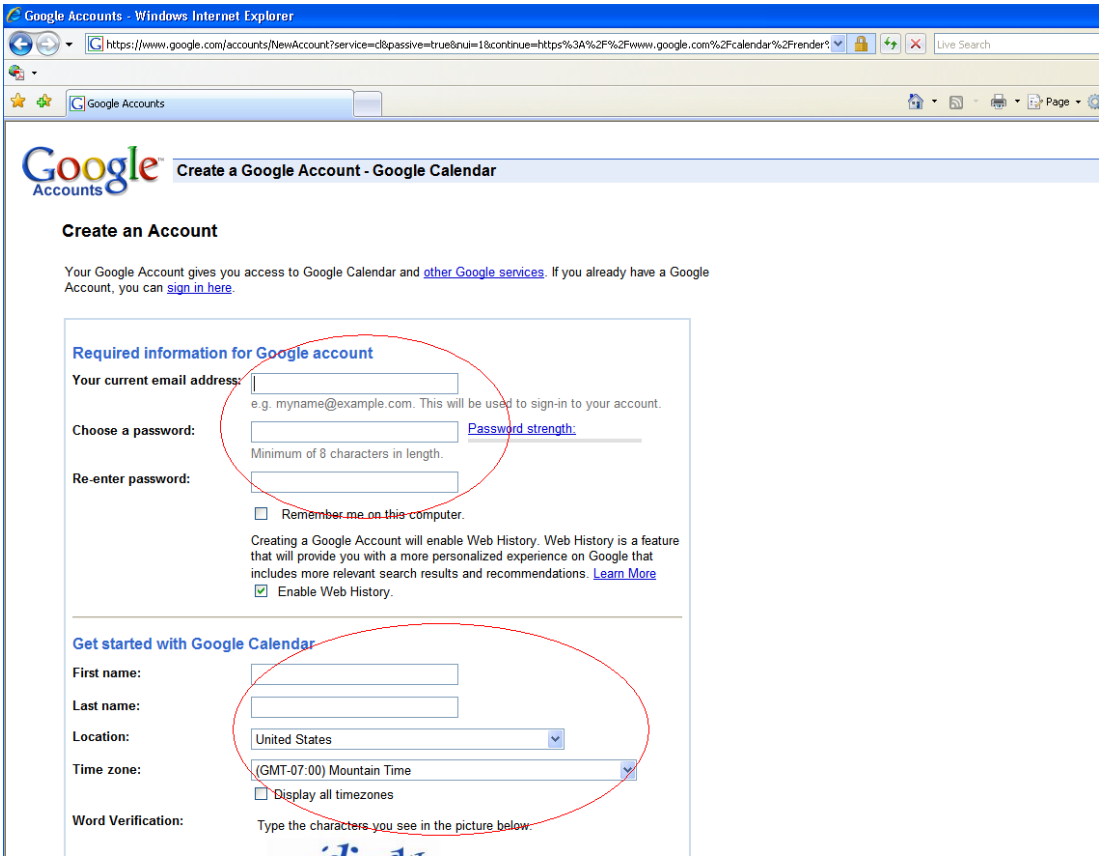
3. When you click on the hyperlink, it will take you to a login screen (see picture below).




4. If you have already have a Google Calendar account, skip to the bottom of page 18.

5. If you do not have a Google Calendar account, click on the "Create an account" button (option 2 circled in red in the picture above).

6. Now you need to sign up for Google Calendars. To do this…

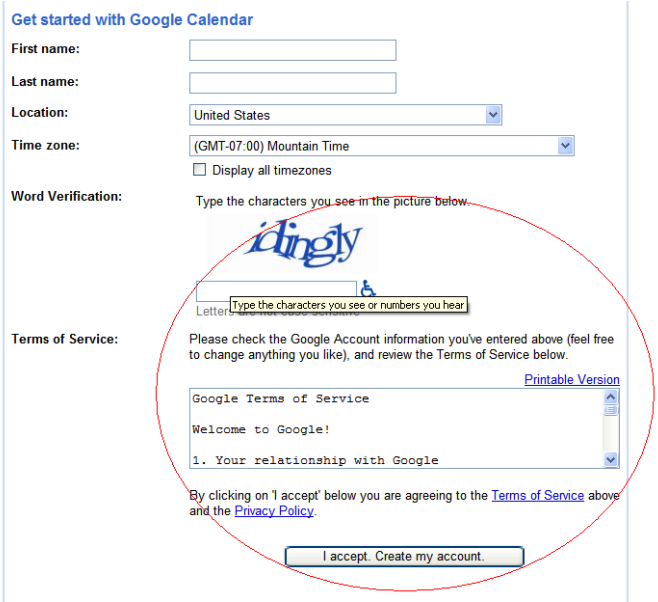



7. Enter your email address (use the email address we use to send you the link). Also create a password. (See areas circled in red, above)

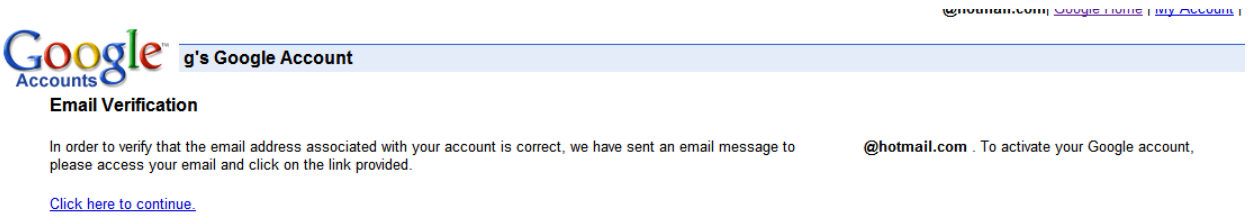
8. You also need to enter in your name, first and last.

9. Type in the word you see (See picture below)

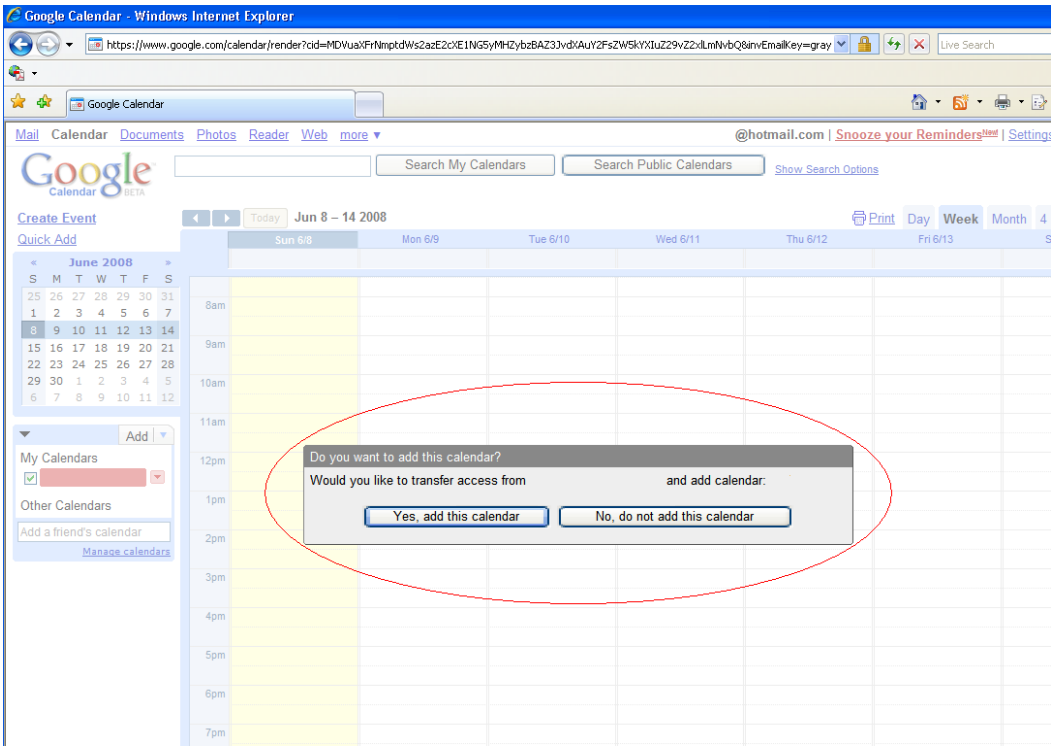
10. Read and accept the terms of use. Click on the "I accept. Create my account" button. (See picture below).




11. After creating your account, you will be taken to the screen below. Click "Click here to continue" hyperlink. (See picture below).




12. A box will appear and ask you if your account would like to add a community calendar. Click the "Yes, add this calendar" button. (See Below).




13. Now go to the upper right-hand corner and sign out.

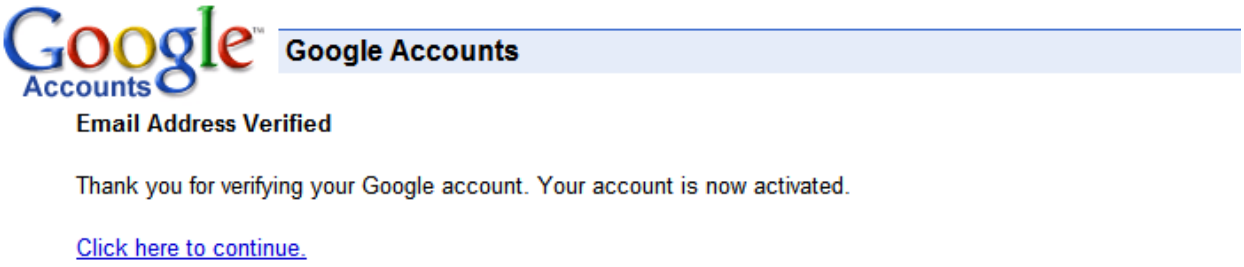
14. You will then receive an email with the following subject line and body

a. Subject line: Google Email Verification

b. Body:

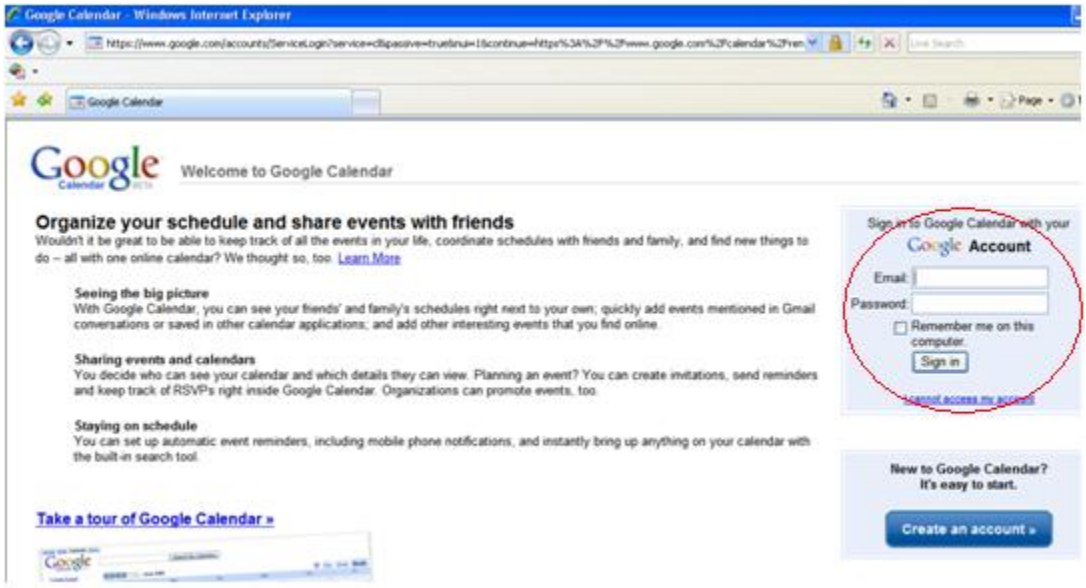
```
Welcome to Google Accounts. To activate your account and verify your e-mail
address, please click on the following link:

http://www.google.com/accounts/VE?service=cl&c=CILSxOSb_qSvYRD7zurJ3fC_1Rc&hl=en

If you have received this mail in error, you do not need to take any
action to cancel the account. The account will not be activated, and
you will not receive any further emails.

If clicking the link above does not work, copy and paste the URL in a
new browser window instead.

Thank you for using Google.

For questions or concerns regarding your account, please visit the
Google Accounts FAQ at
http://www.google.com/support/accounts/.


This is a post-only mailing. Replies to this message are not monitored
or answered.
```

15. Click on the hyper link, and you will be brought to the following (See below).

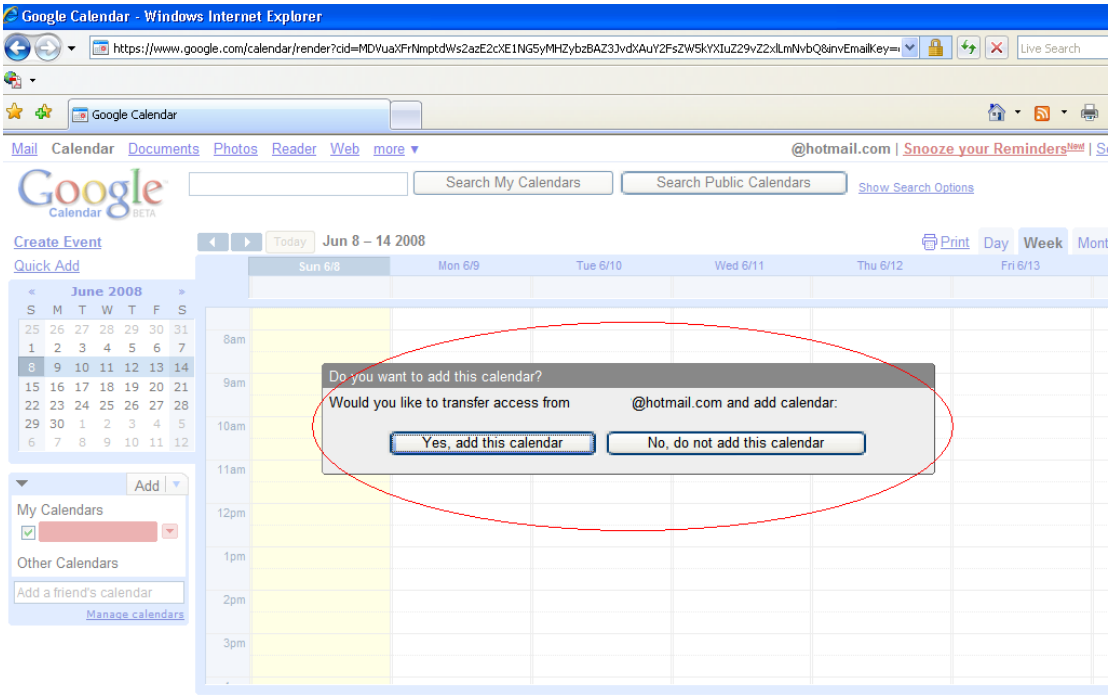


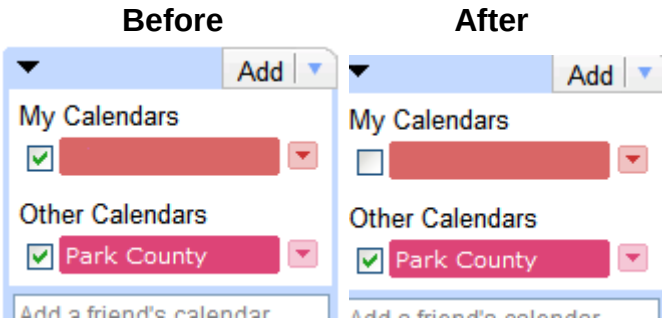

16. Click "Click here to continue" hyperlink.

17. You will then be brought to the login screen. This time, enter in your email address and password you created in step 7.




18. Again you will be asked if your account would like to add your community calendar. Click the "Yes, add this calendar" button. (See picture below)




19. When you create your Google account, it creates a calendar for your account. This Calendar is **NOT** the calendar we want you to use. Instead, use the community calendar we have made for you and you just added. To deactivate your calendar, just simply <u>uncheck</u> the box under "my Calendars" but leave the box checked under "Other Calendars" (see example below).