Wyoming's Prevention Framework to Reduce the Misuse of Alcohol

Community Implementation Workbook
2008
Uinta County

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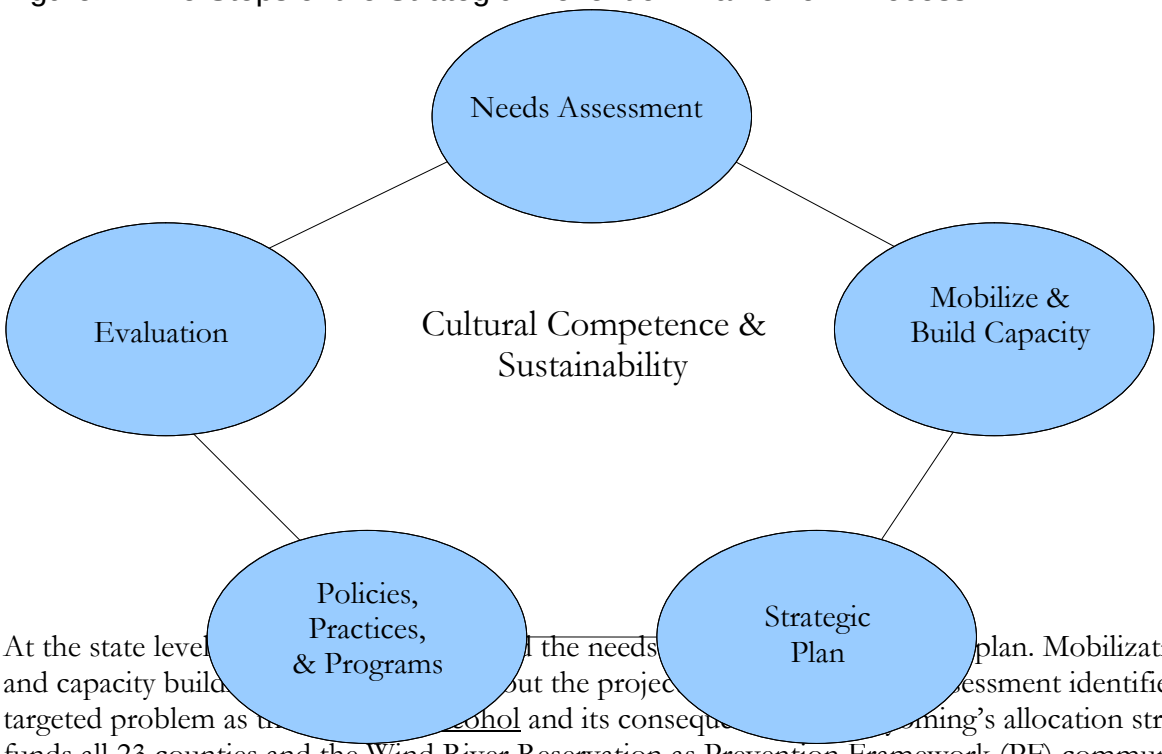
Introduction

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

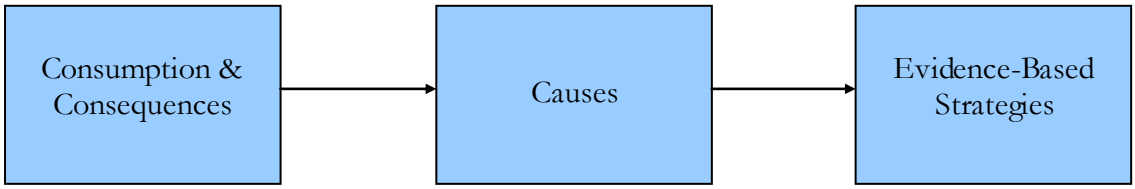


At the state level the needs plan. Mobilization and capacity build out the projec essment identified the targeted problem as t ohol and its conseque ming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees 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	No	---
Criminal Justice	Yes	**Compliance Checks** – assistance with youth to go to establishments as they attempt to buy from. **Party Patrol –** Officers are assigned to conduct patrols of known party house, attend community events where alcohol is serves and conduct walk-through patrols at the bars ensuring that underage drinking is not taking place. This will include watching and patrolling drive up liquor windows, conducting shoulder taps, patrolling parking lots of liquor establishments, bar checks in order to check for identification and ensure that there are no minors in the establishment, neighborhood patrols at locations that are known to be party houses, and a law enforcement at community events where alcohol is sold to deter minors from obtaining alcohol at those events. **Social Host Laws –** Education and awareness to community. **Keg Registration –** 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. **Public Awareness of Enforcement with Education** with programs such as Camp P.O.S.T.C.A.R.D – Police Officers Striving To Create and Reinforce Dreams. Joint effort between school district and law

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?
		enforcement within Uinta County and the state of Wyoming.
Social Availability	Yes	**Social Host Liability –** awareness and education to community **Party Patrols –** **Restricting Access to Alcohol –** Alcohol-Free Events. **Alcohol Restrictions -** **Increasing Public Events which are alcohol-free - (Cinco de Mayo, Chili Cook-off, YOU!)** One of the most important protective factors in preventing alcohol initiation and limiting its use and abuse is providing youth with opportunities for involvement in activities and social interaction with their peers outside the school day. (ie, New Years Eve Youth & Family Dance, alternative to sensation seeking behavior on the high risk holidays) **High School After Hours –** Provide later hours for older age adolescents who do not hang out with middle school aged students.
Promotion	No	---
Community Norms	Yes	**Media Advocacy –** to increase community concern about underage drinking. (Ads, newspapers, radio, WFLI) **Social Norms Campaign –** **Social Marketing Campaign –** Media Campaign/Media Education: "According to *Community Guide* rules of evidence, the studies reviewed provides strong evidence that mass media campaigns that are carefully planned, well executed, attain adequate audience exposure and are

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?
		implemented in conjunction with other ongoing prevention such as enhanced aid law enforcement, are effective in reducing alcohol-impaired driving." We would like to have a campaign with signage and printed information around the county to educate our public dangers of the misuse of alcohol. **Assist with School Random Drug Testing Policy –** informing and educating the community.
Individual Factors	No	---

Question 1.

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

No, we have not changed our causal areas.

Question 2.

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

The evidence based strategies are relatively the same as before, however with the experience we have gained in the past six months, we feel more confident with adapting a few of the strategies to better suit our needs. We will be looking into tweaking each evidence-based strategy to fit our community better. For example, the party patrol is an on-going evidence based strategy, however there are peak times (such as extended holiday weekends, warmer weather, etc.) which require additional attention and planning that we would like to implement.

We have ongoing events in which we have begun to see positive change. After meeting with our CAC the end of July and with WyPTAC, we are in agreement that the outcomes we are looking for are: alcohol restrictions (social availability) in terms of limiting the number of drinks an individual can purchase at one time), and implementing a hotline (social availability) to report alcohol misuse and/or abuse. We thought we could either enhance the current CrimeStoppers hotline or incorporating text messaging with our School Resource Officer, or we could inquire about using the current dispatch system. We will explore the criteria for receiving an alcohol permit, and incorporate our Take It Back youth to help create a plan to eliminate drive-up liquor windows. We will be preparing for an Ernie Johnson meeting which will focus on Enforcement (Criminal Justice) and how to implement the entire county in our efforts. We also would like to address the public awareness and increase media through radio, newspaper, posters, school newspapers, direct mailings, etc.

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	The 2009 grant will focus on three strategies. The first strategy will be Public Meetings. This will include a series of public meetings and speaking engagements designed to raise public awareness about substance abuse prevention. The public meetings will be geared toward reducing the number of drive-through liquor establishments in the county, and other prevention goals as set by the youth coalitions and the prevention specialist team. The second strategy involves providing Alternatives. This will provide for the participation of youth in activities that exclude drug use and promote healthy lifestyles. This will be achieved, in part, by the newly formed youth coalition. The long-term goals of this strategy will by the decrease of illegal use of alcohol, inhalants and marijuana use, since these are gateway drugs. The final strategy involves changing community norms and attitudes. Various forms of media will be used in providing correct statistics about substance abuse in a community norming campaign. Other parties, which will be involved in executing the goals, will be the administration and counselors at the three county school districts, the Prevention Framework provider and the Tobacco Grant provider, and other key community members.		Suzanne Seppala
Most of Us social norming campaign	Letter to parents in Back to School Packets YRBS Data/PNA Data media advertising Posters/Signage promoting positive behavior	Back to School Packets – August 08 PNA Data	Tera Lawlar
The Line social marketing campaign	Promote alcohol free events Uinta County Fair – July 26th, 2008 Stencils, signs, etc. at YOU! Center, Evanston High School, Evanston Middle School, Davis Middle School, liquor stores with window clings, Evanston Police Department window decals, Evanston High School scrolling marqee, city council/Mayor overpass chalk drawing, Radio and Newspaper, Billboard on I-80 (on school property), posters in every classroom by clock	July 26th, 2008	Tera Lawlar and Candi Odde

Wyoming's First Lady's Initiative	Take It Back – FACE		Tera Lawlar
Community Initiative Grant	Billboard sponsored by grant for "The Line" – billboard located on EMS School Property		Candi Odde
FACE	Take It Back Youth to have a dance to promote positive non-alcoholic activities Newspaper in school and Uinta County Herald, Scroll at EHS,		Tera Lawlar and Suzanne Seppala
School Prevention Programs	21 Century Grant		Tamra Petersen
School Prevention Programs	Random Drug Testing Policy, Camp P.O.S.T.C.A.R.D.		Kay Fackrell, Tera Lawlar, Jon Kirby
Law Enforcement Prevention Programs	Camp P.O.S.T.C.A.R.D. Party patrol WYDAC - Drug & Alcohol Court Compliance Checks, Keg Reg, Shoulder Taps		Jon Kirby
YOU! Youth Opportunities Unlimited Center	Alcohol Free Events – Prom, Homecoming, New Years Eve Party, Make Your Mark Dances, Cinco de Mayo		Grace Zolnosky and Amy Velaquez
CYC – Community Youth Coalition	Boy Scouts Chili Cook-off in April Cooper's Rec Center Lock-In April is Alcohol Awareness Month		Joy Bell, Cooper Family

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 <u>not</u> 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:		
Action Steps	Day/Month/Year of Completion	Responsible Party
Research Alcohol Restrictions Assessment Tool	August 13, 2008	Lawlar, Vercauteren, Kirby, Cornia
Meet with Uinta County Fire Fighters	August 22, 2008	Lawlar, Kirby, Cornia, Zolnosky
Videotape Demolition Derby – Alcohol patterns, current restrictions (if any)	September 6, 2008	Evanston Police Department
Take It Back Initial Meeting with Youth at EHS	September 10, 2008	Lawlar, TIB Youth, EHS Administration
Videotape Rodeo – Alcohol patterns	September 12, 2008	EPD
List supporters for Ernie Johnson Meeting – Enforcement	September 17, 2008	Kirby, Lawlar, Johnson, Zolnosky
Media Plan for Alcohol Restrictions	October 6, 2008	Lawlar, Kirby, Zolnosky, Bodine, Seppala
Take It Back Initial Meeting with Youth at EHS	October 8, 2008	Lawlar, TIB Youth, EHS Administration
Party Patrol	October 8, 2008	Lawlar, Kirby
List of stakeholders for Alcohol Restrictions	October 27, 2008	Lawlar
Research hotline – Media Targets	October 29, 2008	Lindsay, Vercauteren, Lawlar
Alcohol-Free Event (YOU!) New Year's Eve Event	November 1, 2008	Lawlar, Zolnosky
Take It Back Initial Meeting with Youth at EHS	November 5, 2008	Lawlar, TIB Youth, EHS Administration
Public Awareness Campaign	November 5, 2008	Lawlar, Vercauteren, Lindsay
Enforcement – City Council Work Sessions/County Commissioners	November 19, 2008	Lawlar, Kirby, Zolnosky, Johnson
Continue Stakeholders Restrictions	November 24, 2008	Lawlar
Take It Back Initial Meeting with Youth at EHS	December 10, 2008	Lawlar, TIB Youth, EHS Administration
Ernie Johnson Meeting	December 17, 2008	Kirby
Videotape New Years downtown	December 31, 2008	EPD

Alcohol-Free Event (YOU!) New Year's Eve Event	December 31, 2009	Lawlar, Zolnosky
Take It Back Initial Meeting with Youth at EHS	January 7, 2009	Lawlar, TIB Youth, EHS Administration
Party Patrol	January 7, 2009	Lawlar, Kirby
Discuss permit requirements at CAC	January 13, 2009	Lawlar
Hotline in place	January 20, 2009	Lawlar
Promote hotline	January 30, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Take It Back Initial Meeting with Youth at EHS	February 11, 2009	Lawlar, TIB Youth, EHS Administration
Public Awareness Campaign	February 11, 2009	Lawlar, Vercauteren, Lindsay
Drive-up liquor window council presentation, planning, choreography	February 17, 2009	Lawlar, CAC
Drive-up liquor window youth plan to enlist people for council meeting	February 25, 2009	Lawlar
Promote hotline	February 20, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Alcohol-Free Event (YOU!) Prom planning	February 21, 2009	Lawlar, Zolnosky
Drive-up liquor 1st reading	March 10, 2009	CAC
Drive-up liquor 2nd reading	March 24, 2009	CAC
Promote hotline	March 27, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Alcohol-Free Event (YOU!) Summer Series planning	March 31, 2009	Lawlar, Zolnosky
Drive-up liquor City Council Meeting	April 7, 2009	Lawlar
Take It Back Initial Meeting with Youth at EHS	April 8, 2009	Lawlar, TIB Youth, EHS Administration
Party Patrol	April 8, 2009	Lawlar, Kirby
Promote hotline	April 30, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Take It Back Initial Meeting with Youth at EHS	May 6, 2009	Lawlar, TIB Youth, EHS Administration
Alcohol Restrictions – commitment from fire fighters for Demolition Derby	May 13, 2009	Lawlar, Kirby, Cornia
Promote hotline	May 29, 2009 (monthly)	Lindsay, Vercauteren, Lawlar

Alcohol-Free Event (YOU!) Back to School Block planning	June 1, 2009	Lawlar, Zolnosky
Promote hotline	June 26, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Mud Races – Veterans Board	June 27, 2009	Lawlar, McLean
Party Patrol	July 5, 2009	Lawlar, Kirby
Promote hotline	July 31, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Implement Media Plan – Demolition Derby – newspaper, radio, etc.	August 3, 2009	Lawlar, Bodine, Kirby
Alcohol-Free Event (YOU!) Homecoming planning	August 21, 2009	Lawlar, Zolnosky
Promote hotline	August 28, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Demolition Derby Policy Change	September 5, 2009	Bodine, Lawlar, Kirby, Cornia, Zolnosky
Take It Back Initial Meeting with Youth at EHS	September 9, 2009	Lawlar, TIB Youth, EHS Administration
Promote hotline	September 25, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Take It Back Initial Meeting with Youth at EHS	October 7, 2009	Lawlar, TIB Youth, EHS Administration
Party Patrol	October 7, 2009	Lawlar, Kirby
Promote hotline	October 30, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Alcohol-Free Event (YOU!) New Years Eve planning	November 1, 2009	Lawlar, Zolnosky
Take It Back Initial Meeting with Youth at EHS	November 1, 2009	Lawlar, TIB Youth, EHS Administration
Promote hotline	November 27, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Take It Back Initial Meeting with Youth at EHS	December 9, 2009	Lawlar, TIB Youth, EHS Administration
Party Patrol	December 9, 2009	Lawlar, Kirby
Promote hotline	December 18, 2009 (monthly)	Lindsay, Vercauteren, Lawlar
Alcohol-Free Event (YOU!) New Years Eve Event	December 31, 2009	Lawlar, Zolnosky

Prevention Framework Budget for October 2008 through September 2009

COST DESCRIPTION	SPF-SIG	STRATEGY 1 (Hotline)	STRATEGY 2 (Alcohol Restrictions)	STRATEGY 3 (Enforcement Party Patrol)	STRATEGY 4 (Alcohol-Free Events)	TOTAL BUDGET
PERSONAL SERVICES						
Salaries & Wages	36,000.00					
Employer Paid Benefits						
SUPPORTING SERVICES						
Communications:						
Internet	300.00					
Telephone	360.00					
Vehicle Expenses						
TRAVEL/TRAINING/MEETINGS	1,000.00					
Travel In-State	300.00					
Travel Out-of-State						
Training Costs	200.00					
Miscellaneous Meeting Exp.	1,000.00					
SUPPLIES						
Consumable Supplies	2,000.00	1,000.00	1,000.00			
Commercial Printing						
Publications Purchased						
ADVERTISING/MEDIA COSTS		3,000.00	1,000.00			
EQUIPMENT RENTAL						
CONTRACTUAL SERVICES (please describe)						
1. WypTAC	5916.00					
2. WYSAC	3697.00					
3. Audit Fee	500.00					
4. Fiscal Agent (8%)	5916.00					
5.						
OTHER COSTS (specify)						
A. Police Enforcement (Camp Postcard, Compliance Checks, Party Patrol, Incentives, Community Ernie Johnson Meeting)				6,000.00		
B. Alcohol-Free Events/Media					4769.00	
C.						
D.						
TOTAL	57,189.00	4,000.00	2,000.00	6,000.00	4,769.00	73,958.00

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.juveniledivision.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

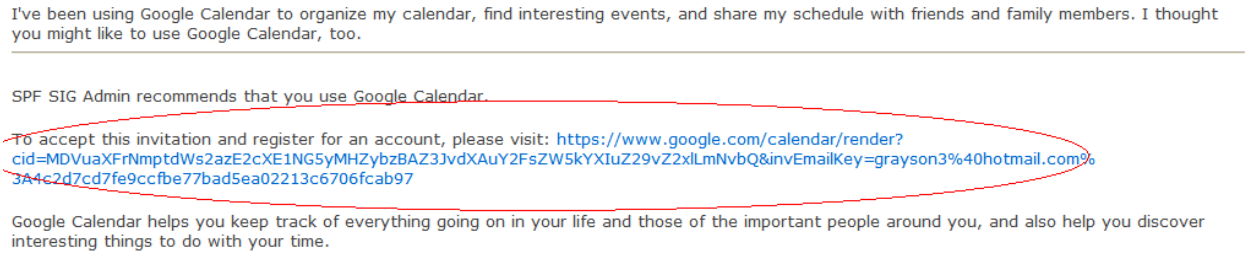
MAY 2009

- 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.

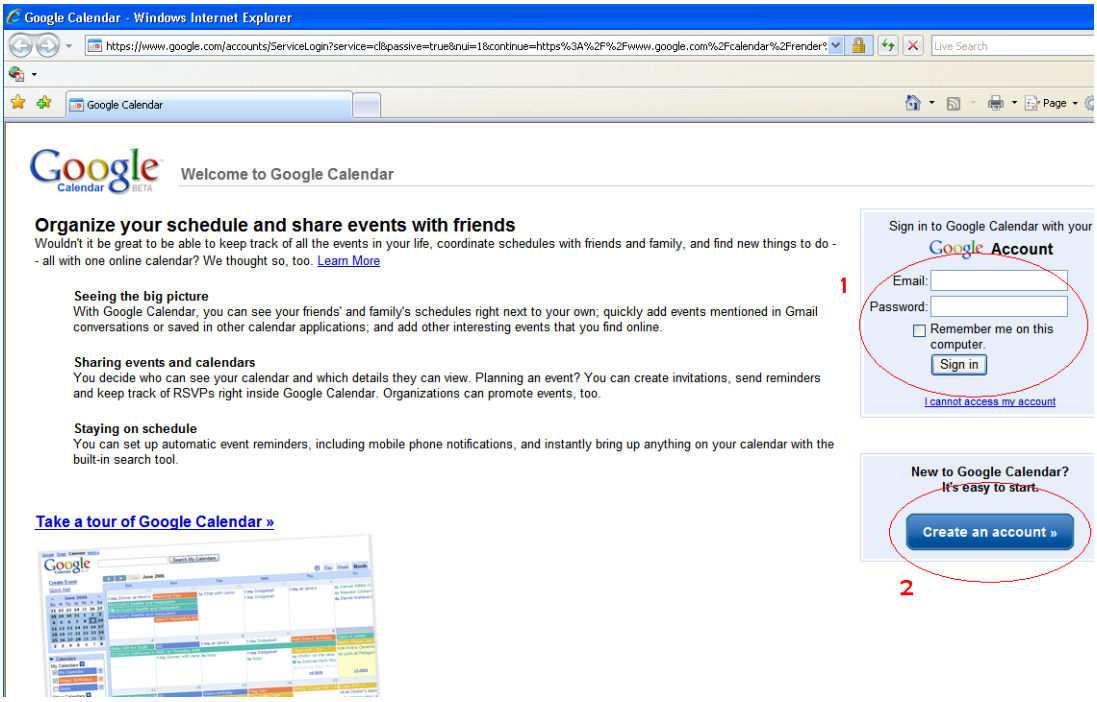
SPF SIG Admin recommends that you use Google Calendar.

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.

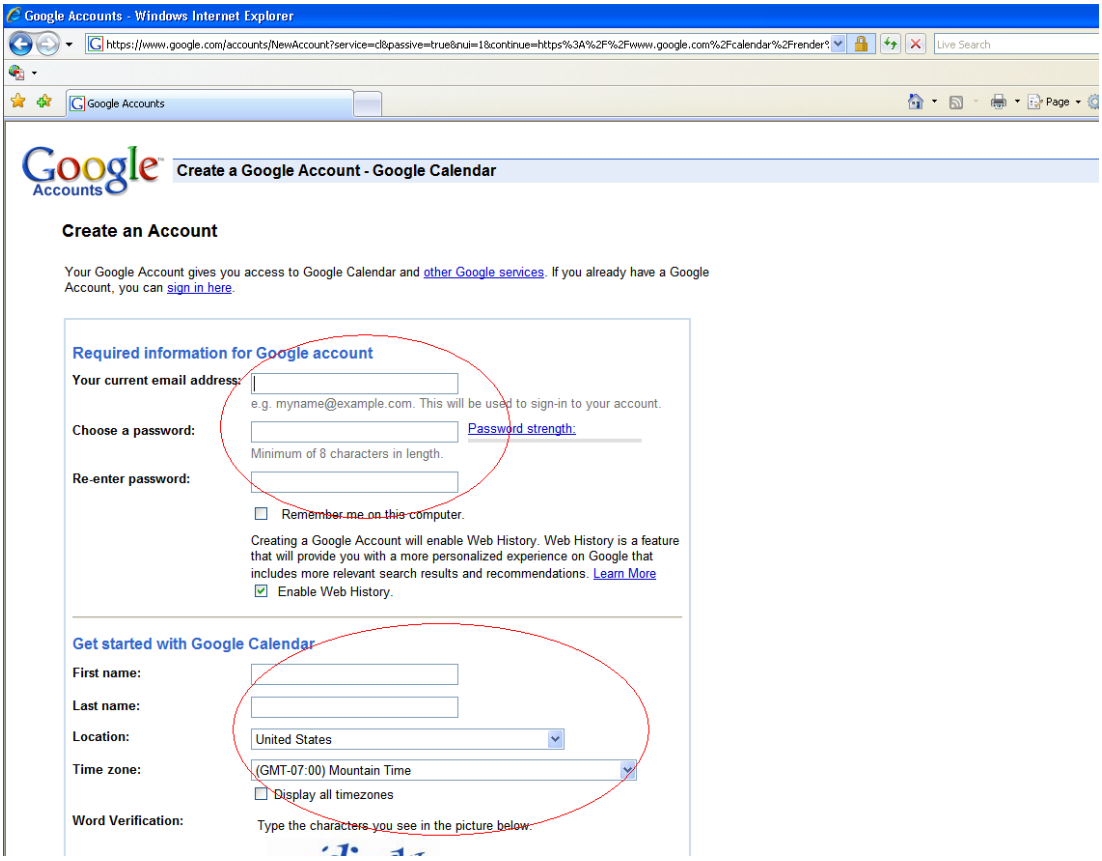
3. When you click on the hyperlink, it will take you to a login screen (see picture below).



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…

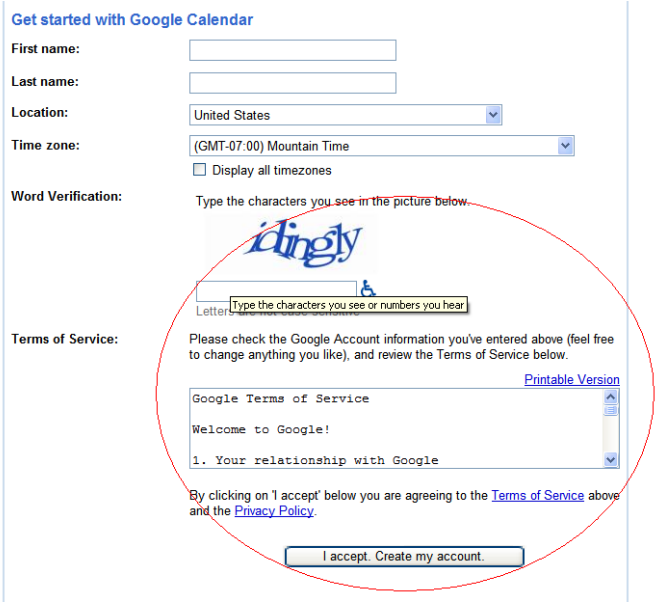


7. Enter your email address (use the email address we use to send you the link). Also create a password. (See areas circled in red, above)

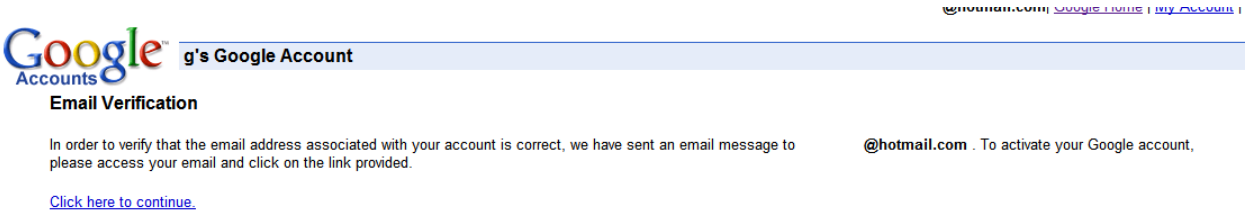
8. You also need to enter in your name, first and last.

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

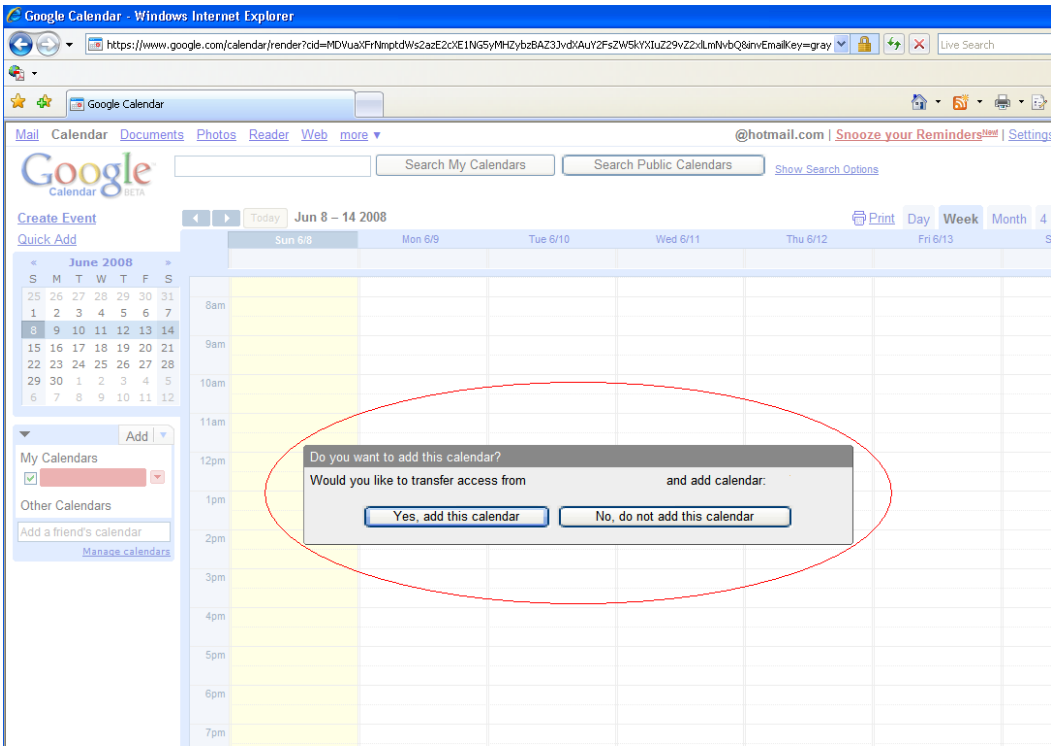
10. Read and accept the terms of use. Click on the "I accept. Create my account" button. (See picture below).



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.

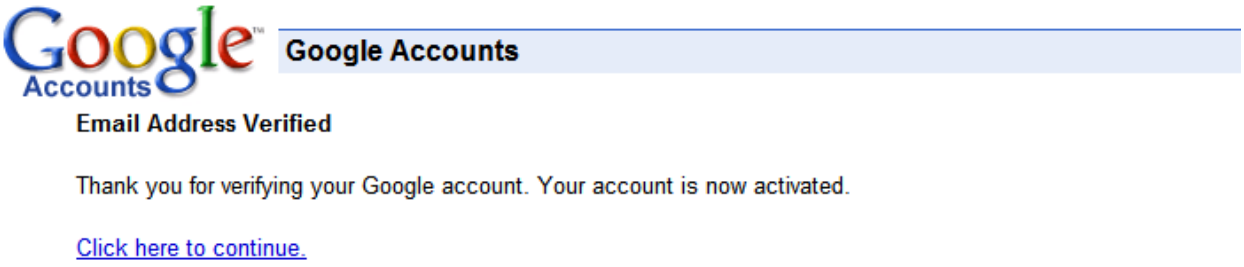
14. You will then receive an email with the following subject line and body

a. Subject line: Google Email Verification

b. Body:

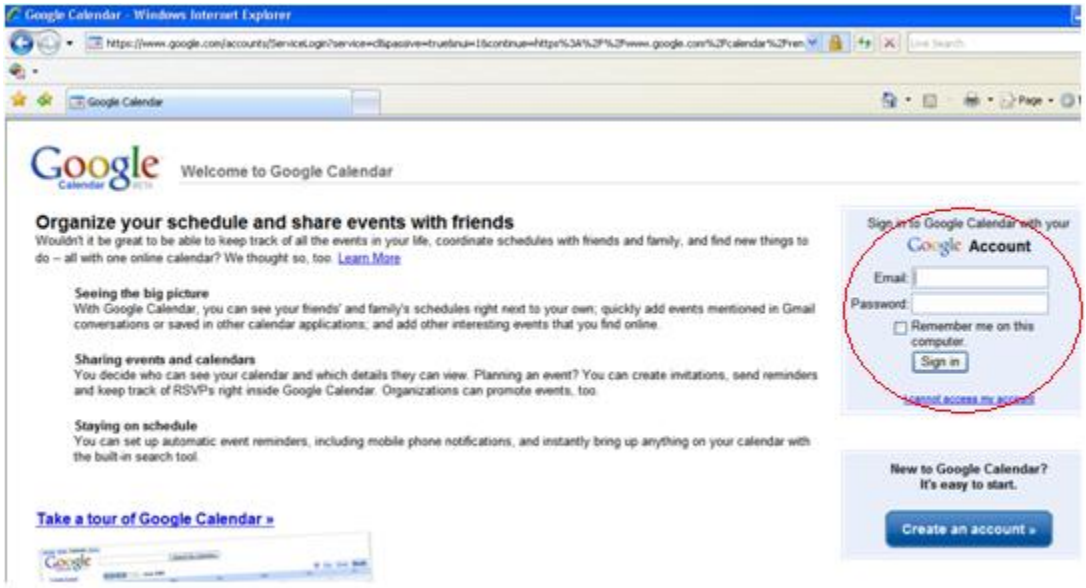
```
Welcome to Google Accounts. To activate your account and verify your e-mail
address, please click on the following link:

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).

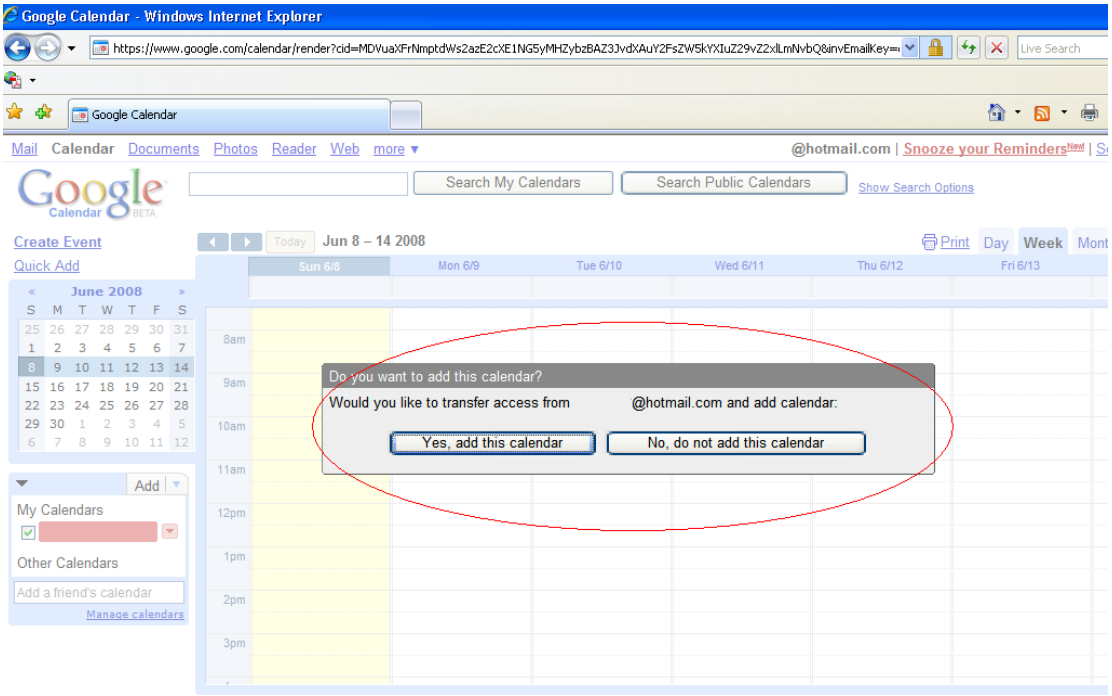


16. Click "Click here to continue" hyperlink.

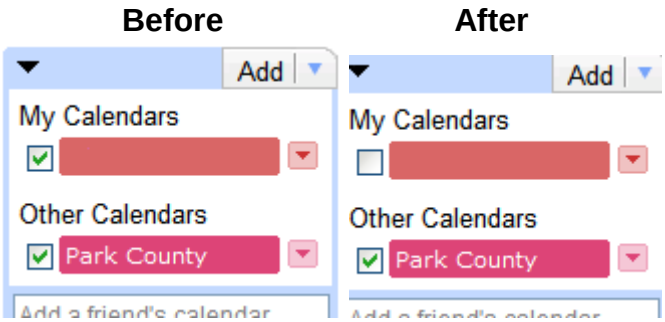
17. You will then be brought to the login screen. This time, enter in your email address and password you created in step 7.



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).



Verification of Google Calendars:

-----Original Message-----
From: CODY TERAN LAWLAR [mailto:snowvolleyball@msn.com]
Sent: Wednesday, July 30, 2008 11:21 AM
To: Grayson L Baird
Subject: Google Calendars - Uinta County

Hi Grayson,

I am the SPF-SIG Coordinator in Uinta County and have been working on my

Google Calendar. Can you verify that you can see the entries I have included under Uinta County to verify that I am doing it correctly? Thanks
so much.

Tera Lawlar
SPF-SIG Grant Coordinator - Uinta County
307-789-6363
snowvolleyball@msn.com

Hi Tera,

It looks great! I have no suggestions. By the way, thank you for filling out the contact information sheet a few days ago. It is much appreciated.

Have a good week-
Grayson