

## Application Face Page

SPF SIG Grant FY 2009-2010

Date Application Submitted to State <b>July 24, 2009</b>	Person Submitting Application <b>Erin Teichert, Prevention Specialist</b>	No. Pages <b>50</b>	County <b>Sweetwater</b>
---	--	------------------------	-----------------------------

**Fiscal Agent Information**

Name of Agency Serving as Fiscal Agent: **Southwest Counseling Service**  
 Contact Person: **Linda Acker** Title: **Executive Director**  
 Address: **1124 College Drive; Rock Springs, WY 82901**  
 Phone: **307.352.6680** Fax: **307.352.6614**  
 Email: **lacker@swcounseling.org**

**Program Manager Information**

Name: **Erin Teichert** Title: **Prevention Specialist**  
 Address: **2300 Foothill Blvd.; Rock Springs, WY 82901**  
 Work Phone: **307.352.6677** Cell Phone: **307.389.4840**  
 Email: **eteicher@swcounseling.org**

**Coalition Information**

Formal Name of Community Coalition: **Sweetwater County Prevention Advisory Council**  
 Date/Time/Location of Regular Meetings: **Monthly meetings at 2300 Foothill Blvd., noon – 1:00 PM**

**EXECUTIVE SUMMARY:**

This application for SPF-SIG funding for the fiscal year of 2009 – 2010 is based on addressing the causal areas of Social Availability, Community Norms, and Retail Availability. These causal areas directly relate to current alcohol-related needs in Sweetwater County. The Primary Plan and Special Projects are based on these causal areas.

The Primary Plan consists of four evidence-based strategies: 1) TIPS training and Mandatory Responsible Beverage Service Training policy change, 2) a policy change surrounding the way malt beverage permits are granted, 3) Compliance Checks, and 4) public education and mobilization through Communities Mobilizing Change on Alcohol.

Through SPF-SIG funds in the past, we have collaborated with the police department to provide TIPS training to those who serve or sell alcohol in our county. The largest community in our county has discussed the possibility of a mandatory server training policy, and our prevention coalition has decided to make a policy change in this area a priority. This policy change will address retail availability as well as community norms, and will help reduce youth access to alcohol along with the over-consumption of alcohol by adults.

The second strategy our coalition has chosen is a policy change regarding the way malt beverage permits are distributed by the city. Current policies have few stipulations and permits are almost universally granted in both larger communities. Our desired policy will be similar to that of Laramie, WY. Servers will be required to have TIPS training, and other mandates based on event type, size, and history must be met in order for an applicant to be granted a temporary permit. The permit will be issued if conditions regarding security, training, and other requirements are met. This policy change will address

community norms, social availability, and retail availability in our county.

Both large communities in our county currently conduct compliance checks. Our collaboration will primarily assist with notifying the public of upcoming checks and publicly recognizing those establishments who successfully pass their checks. Several communities have used these approaches in cooperating with local law enforcement with success. While this strategy does address retail availability, we will focus more on the community norms aspect by promoting action taken by local law enforcement to address the problem of underage drinking.

A significant part of our Primary Plan is the public education and mobilization we will provide through the CMCA (Communities Mobilizing Change for Alcohol). Our plan is to present progressive messaging to specific groups in the community on a quarterly basis. We will provide information to groups representing each age category, with special attention to populations who may not be getting this information from other sources. Each strategy and special project we have chosen will support and provide consistent messaging to improve the strength of the education and to further prepare the public for mobilization. The first quarter will focus on the general and real dangers associated with underage drinking and adult over-consumption of alcohol. The second quarter will raise awareness that we have these problems in our county. The third quarter will provide information and promote mobilization to make small changes to reduce the risk and harm of alcohol – changes such as parents locking up alcohol in their homes or a student calling the community hotline to report a party with underage drinking. The fourth quarter will provide education or assistance surrounding the policy changes we have targeted.

The Sweetwater County Prevention Advisory Council is a combined coalition. The Tobacco Coalition, the HIV/Hepatitis Coalition and the previous Meth Initiative Coalition collaborated to form the present group. While the coalition does assist with these associated projects, the main role of the group is to further the interests of the SPF-SIG Grant. Preventing underage drinking and adult binge drinking are two of the highest priorities of the coalition.

There are many perspectives represented by the coalition including education representatives, community clubs and civic organizations, the faith community, prevention professionals, city government, state government, interested community members, community health and medical professionals, media, city and county attorney as well as other judiciary, youth representatives, family services, law enforcement, and mental health. The coalition facilitates significant cooperation among interested agencies in our county. While there are still populations and interests that are not represented in our coalition, the group is constantly expanding.

The Special Projects our coalition has elected to implement also support the identified causal areas. The Special Projects we have chosen are a highly effective Individual Program (such as All Stars), Youth Group Empowerment, C.A.R.E. (Community Assessments for Responsible Events), and a Community Texting Hotline.

The Individual Program will provide a stronger structure for education provided to middle-school students. Two schools have asked for weekly presentations to help decrease substance use. The skills and education provided by this program will assist with community norms and build resistance and refusal skills in the youth which will help reduce social demand. There will also be opportunities for

parental education through this program.

Our current anti-drug youth group is evolving toward the end goal described by the ideal of Youth Empowerment. We have budgeted funds for an advisor and will work on strengthening and enhancing the structure of the group according to the guidelines provided. In turn, our youth group will assist with efforts to provide education and positive role models for younger peers. This will contribute to changing community norms as well.

Community Assessments for Responsible Events (C.A.R.E.) is a project patterned after Project Safer – a program for increasing safety at events that serve alcohol. Volunteers assist in performing assessments of events with the event planner’s permission. Based on the assessment, recommendations are made to allow the event planner to increase safety and reduce liability at their event. This project is designed to be a friendly resource for planners, not as a tool for enforcement. We have had good success with this strategy in its first year. This strategy addresses all three causal areas identified as targets.

The Community Texting Hotline is a project that will lend cohesion to the other strategies identified by giving the community and youth an opportunity to take an active role in the prevention of underage drinking. The state will provide the funding for running the hotline and we will coordinate efforts with local law enforcement for the implementation and promotion of the hotline. This is another strategy that addresses all three causal areas.

While each of these strategies will address the problems related to underage drinking and adult over-consumption, it is important that we implement all of them together in a comprehensive plan. By raising awareness of the harm associated with underage drinking and adult misuse or abuse of alcohol we can pave the way for cooperation in preventing alcohol-related problems in our county. The education and information we provide will help mobilize our community members for both small and large environmental changes that will further prevent alcohol-related harm. The strategies funded by this grant will be a key part of the prevention work done in Sweetwater County.

Worksheet 1. Targeted Causal Areas and Identified Strategies (from 08-09)

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	Yes	<i>TIPS (Training for Intervention ProcedureS)</i> a <b>Responsible Beverage Service</b> training availability and coordination of efforts with law enforcement regarding <b>Compliance Checks</b> . <i>TIPS</i> training is done in conjunction with law enforcement.
Criminal Justice	No	
Social Availability	Yes	<i>C.A.R.E. (Community Assessment for Responsible Events)</i> project works with local event planners to facilitate safer future events based on assessment of current events. This process promotes event safety through recommendations for <b>Restricting Access to Alcohol and Restriction on Drinking Locations and Possession</b> .
Promotion	No	
Community Norms	Yes	<i>Communities Mobilizing for Change on Alcohol</i> works to organize community efforts around the misuse of alcohol and build community capacity for policy change. <i>C.A.R.E. (Community Assessment for Responsible Events)</i> project works with local event planners to facilitate safer future events based on assessment of current events.
Individual Factors	No	

## Worksheet 2: Causal Area & Evidence-Based Strategy Assessment

### Question 1.

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

The causal areas which the Prevention Advisory Council has decided to target are the same causal areas that were identified in the 2008-2009 grant application. Social Availability and Community Norms were identified as the most significant causal areas along with Retail Availability. In the past, Retail Availability was viewed as a more significant causal area than was Community Norms.

### Question 2.

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

Some of the evidence-based strategies we have chosen to implement are different from the original.

- TIPS training will continue to be offered, but we will also be working toward a mandatory Responsible Beverage Service Training policy change in both Rock Springs and Green River. TIPS addresses both Community Norms and Retail Availability.
- Compliance checks are already in place, but we will work more closely with the Green River PD as well as be consistent in helping to promote compliance checks and recognize those establishments who pass checks successfully. Compliance Checks primarily address Retail Availability.
- We will continue to use Communities Mobilizing Change on Alcohol as the basis to provide community education and encourage mobilization in effecting the environmental strategies chosen. CMCA addresses all three chosen causal areas, but primarily Social Availability and Community Norms.
- We will be working on a new strategy regarding the way malt beverage permits are handled which is modeled after a Laramie, WY policy. This will address all three causal areas, but primarily Community Norms.
- We have removed the 0.0.1.3. guidelines for responsible drinking because it is not an approved strategy.
- We will be moving Project C.A.R.E. (Community Assessments for Responsible Events) to a Special Project position.

Worksheet 3. Current CAC Membership Roster & Planning Meeting Attendance

<b>Member Name</b>	<b>Organization</b>	<b>Email</b>	<b>Phone</b>	<b>Attended Meeting? (Y/N)</b>
Richard Beckwith	Assistant City Attorney, RS		307.352.1538	Y
Stan Colgan	R.S.P.D.	<a href="mailto:stan_colgan@rswy.net">stan_colgan@rswy.net</a>	307.389.8191	Y
Dwane Pacheco	R.S.P.D.	<a href="mailto:dwane_pacheco@rswy.net">dwane_pacheco@rswy.net</a>		Y
Melinda Baas	YWCA – BBBS	<a href="mailto:bbbs@ywcawetwater.org">bbbs@ywcawetwater.org</a>	307.352.6635	Y
Cathie Hughes	SW-WRAP	<a href="mailto:swwrap@q.com">swwrap@q.com</a>		Y
Ray Buzis	SW-WRAP	<a href="mailto:raybuzis@q.com">raybuzis@q.com</a>		Y
Tammy Goodwin	Citizen of Wamsutter	<a href="mailto:Hisown115@yahoo.com">Hisown115@yahoo.com</a>		Y
Lena Warren	SCS	<a href="mailto:lwarren@swcounseling.org">lwarren@swcounseling.org</a>		Y
Martha Atkins	Mount of Olives	<a href="mailto:martha-atkins@hotmail.com">martha-atkins@hotmail.com</a>		Y
Teresa Weyer	Community Nursing	<a href="mailto:teresa.weyer@health.wyo.gov">teresa.weyer@health.wyo.gov</a>		Y
Sharon Pribyl	WIC	<a href="mailto:sharon.pribyl@health.wyo.gov">sharon.pribyl@health.wyo.gov</a>		Y
Erin Teichert	SCS SPF	<a href="mailto:eteicher@swcounseling.org">eteicher@swcounseling.org</a>		Y
Susan Soto	R.S. citizen	<a href="mailto:Susancrafts@hotmail.com">Susancrafts@hotmail.com</a>		Y
Terri Nations	P.E.N.	<a href="mailto:sweettn@msn.com">sweettn@msn.com</a>	307.389.1718	Y
Pete Rust	Green River, City Council/SD #1	<a href="mailto:rustp@sw1.k12.wy.us">rustp@sw1.k12.wy.us</a>		Y
Carmeinda Cornell	DFS	<a href="mailto:CCORNE@state.wy.us">CCORNE@state.wy.us</a>		Y
Bridget Giovale	SCS	<a href="mailto:bgiovale@swcounseling.org">bgiovale@swcounseling.org</a>		Y

Worksheet 4. Meeting Report

<b>Date of Initial CAC Planning Meeting</b> July 14, 2009	<b>Place of Meeting</b> Southwest Counseling Service 2300 Foothill Blvd.	<b>Length of Meeting</b> 1 ½ hrs.	<b>No. CAC Members Attending</b> 18
--	--	--------------------------------------	--

**STRATEGIES IDENTIFIED FOR PRIMARY PLAN**

<b>Name of Strategy</b>	<b>Why Did You Select This Strategy?</b>	<b>What Are You Going to Accomplish?</b>	<b>Potential Barriers</b>
1. TIPS Mandatory Server Training Policy Change	This strategy was chosen to address retail availability and community norms. Mandatory responsible beverage server training addresses a community norm where guidelines for how alcohol is served and sold are not established. This strategy will also help to prevent adult over-consumption in retail environments.	We will work on increasing voluntary compliance in having servers and sellers TIPS trained as well as working for a policy change mandating servers and sellers of alcohol in both major communities in our county to be TIPS trained. We will also train an additional TIPS trainer for our area.	Barriers would be the general lack of enthusiasm for mandating anything to do with bars. This issue arose during the campaign for a smoke-free ordinance.
2. Malt Beverage Permit Policy Change	This strategy was selected by the coalition based on information of how Laramie, WY handles their malt beverage permits – specific requirements are made based on how many people will be attending, etc., as well as to whom the permit is routed. This strategy will address social availability, community norms, and retail availability.	We will provide education on how the Laramie procedure works and how it is received. We will plan to have a policy change in how the malt beverage permits in Rock Springs and Green River are handled.	Barriers could be those who think this will drive away business or over-regulate the industry or those who may think it is too complicated.
3. Compliance Checks	This strategy was chosen to address the community norm that underage drinking is not seen as wrong. It also addresses retail availability.	We will continue to work with the Rock Springs Police Department and will increase cooperation with Green River Police Department to offer support, to recognize establishments who pass compliance checks, and to give information and resources to establishments to improve their ability to pass checks in the future.	Getting information from the Law Enforcement in a timely manner may be a barrier.
4. Public Education CMCA	This strategy addresses the causal areas of Community Norms and Social Availability. This will address the social norm that underage drinking is not harmful and that alcohol in general poses no danger.	Educational presentations will be given in the community which are designed to raise awareness of the consequences of underage drinking and adult binge drinking, that we have this problem in our county, and to encourage community members to implement changes on both small and large scales to provide a safer and healthier environment. Presentations will be given in series to specific groups on a quarterly basis.	Barriers could include time restraints on the part of groups targeted for presentations. It may be difficult for some groups to fit us in to have a conversation each quarter.

**SPECIAL PROJECTS SELECTED**

Name of Project	Why Did You Select This Project?	What Are You Going to Accomplish?	Potential Barriers
1. Individual Program	This strategy was chosen in order to better organize requests by schools to provide ongoing education to students. The program will also help to address community norms that seem to make substance use appear as a right of passage or a common-place behavior of youth.	By implementing this strategy, we will improve our relationships with educational systems in two communities, significantly increase exposure time of these students to a curriculum shown to delay the onset of substance use, and also increase access to parents.	Potential barriers include difficulties in the first year of implementation of curriculum.
2. Youth Empowerment	This special project was selected to improve an anti-drug youth group already in place, and to work with the youth to help change community norms.	We will add more structure to the youth group, increase student leadership, and improve cooperation with school administrations to further efforts of the youth to talk with their peers about resisting substance use. We will also extend the youth program into other communities in the county.	It may be difficult to get students to lead the groups, and it may be difficult to establish chapters of the group in other communities.
3. C.A.R.E.	C.A.R.E. will be in the second year of operation, and the acceptance of the program continues to grow. This strategy addresses all three targeted causal areas: Community Norms, Social Availability, and Retail Availability. It is also a project that is a friendly offering to event planners and increases cooperation between those who desire to distribute responsibly and those who are working to prevent misuse and abuse of alcohol.	We will increase awareness in the communities that policies surrounding alcohol can reduce incidents. By working with event planners to implement recommendations made by the program, it will be more difficult for those under 21 to purchase or consume alcohol, and will also decrease the amount of over-consumption by adults. By reducing the visible misuse or over-use of alcohol at community events, the norms in the community will continue to change as well.	One barrier with this strategy is convincing event planners and the public that this is a friendly resource and should never be used as an enforcement tool.
4. Texting Hotline	The Community Texting Hotline was chosen as an added resource to address each of the targeted causal areas. It is a good resource to add emphasis and a support to each of the other strategies.	We will work out the particulars of the hotline with each of the police departments in the county and ensure their cooperation. We will advertise and promote the hotline as an easy way to make a difference in the community.	A possible barrier may be the logistics of how the hotline is set up, how the calls are routed, and training on how to use the software.
<p><b>Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If no, why not? If yes, what type did you request?</b></p> <p>We asked Mike and Rich to come to our PAC meeting.</p>	<p><b>Did you request WyPTAC or the Division provide direct assistance in facilitating this meeting? If no, why not?</b></p> <p>Yes.</p>	<p><b>Did you receive the TA requested?</b></p> <p>Yes.</p>	

Local Prevention Initiatives other than the PF	Major Strategies	Critical Dates and Events	Local Contact	Potential Collaboration Y/N
Federal Prevention Block Grant	Increase community readiness for programming and policy change surrounding alcohol and other drugs through community education.		Joe M. Barbuto	Y
Most of Us social norming campaign	Social Norming		Diane Hipp	N
The Line social marketing campaign	Social Marketing		Meg Hanceford	Y
Community Initiative to integrate prevention	Reducing recidivism through the support of reentry for youth offenders and grandparents raising grandchildren.		Cathie Hughes (SW-WRAP) Cassandra Vincelette (Southwest Counseling Service)	Y
Youth Initiatives (post-FACE activities)	Youth Empowerment toward policy change in schools and community		Joe M. Barbuto Erin Teichert	Y
Anti-Drug Programs				
School Prevention Programs	Youth Empowerment and Volunteer opportunities		Lisa Plant/ Craig Sorensen/Dr. Kalicke	Y
Law Enforcement Prevention Programs	DARE and Wyoming Communities in Action TIPS		Russ Petek(RSPD) Dan Futia (GRPD) Dwayne Pacheco(RSPD)	Y
Suicide Prevention Programs	Community Coalition and Prosocial Involvement for Youth	Fall 09 Art Show and Suicide Prevention Month	Mike Bauer	Y
Wyoming Tobacco Prevention and Control Program	Reduction of youth initiation and Cessation promotion	National Anti-Tobacco Awareness Dates	Sheila Smith	Y
Public Health Programs and	Real AIDS Prevention Project	World AIDS Day	Bridget Giovale	Y

Initiatives		December 1 <sup>st</sup>		
Juvenile Justice	Reduce Recidivism in Youth		Karin Realing	Y
DFS-Foster Care	Increase Education for Families and the Prevention of Abuse	April Child Abuse Awareness Month	Carmelinda Cornell	Y

Worksheet 6 – Potential Local Partnerships and Collaborations

AGENCY NAME/CONTACT: **Joe M. Barbuto**

IDEAS FOR COLLABORATION: **Coordinate efforts with Prevention Block Grant to educate the community on issues surrounding underage drinking and the misuse of alcohol. Mr. Barbuto will be increasing community readiness on policy change for alcohol and other drugs and that will compliment the efforts of SPF projects.**

AGENCY NAME/CONTACT: **Cathie Hughes/Cassandra Vincelette**

IDEAS FOR COLLABORATION: **Mrs. Hughes and Ms. Vincelette both collaborate with SPF by providing information from their experiences with high risk youth and families that assists in determining current community issues surrounding alcohol.**

AGENCY NAME/CONTACT: **The Line Social Marketing Campaign**

IDEAS FOR COLLABORATION: **The Line campaign will support and compliment other community messages that are in the SPF media plan.**

AGENCY NAME/CONTACT: **Youth Initiatives (R.O.A.D.)**

IDEAS FOR COLLABORATION: **SPF collaborates R.O.A.D. to get the youth perspective on the current issues surrounding alcohol use in the community. The group also works with SPF to gain information that makes their efforts more directed and effective.**

AGENCY NAME/CONTACT: **School Prevention Programs**

IDEAS FOR COLLABORATION: **SPF coordinates efforts with School Administration and Prevention Programs to further programming and opportunities to involve youth in activities to reduce initiation of alcohol.**

AGENCY NAME/CONTACT: **Law Enforcement**

IDEAS FOR COLLABORATION: **SPF collaborates with Law Enforcement on a variety of points. Rock Springs Police Department works with SPF to provide TIPS training, and participate on the Prevention Advisory Council. The Rock Springs and Green River Police Departments both participate in the compliance check program. Green River Police Department also has officers that serve on the Prevention Advisory Council. Both Departments have also expressed interest in TIPS training and event safety.**

AGENCY NAME/CONTACT: **Suicide Prevention Coalition**

IDEAS FOR COLLABORATION: **The Suicide Prevention Coalition keeps the Prevention Team up to date on there activities and support underage drinking reduction in the**

**community. The collaboration with this group will be to gain support for policy change.**

**AGENCY NAME/CONTACT: Sheila Smith, Tobacco Prevention**

**IDEAS FOR COLLABORATION: Mrs. Smith collaborates with the SPF project on the effective individual programs. The tobacco program works with SPF more closely on youth programs and they share the Prevention Advisory Council.**

**AGENCY NAME/CONTACT: Bridget Giovale, HIV/Hepatitis Prevention**

**IDEAS FOR COLLABORATION: SPF collaborates with the HIV Prevention program to get information out through their volunteers about alcohol issues in the community.**

**AGENCY NAME/CONTACT: Juvenile Justice**

**IDEAS FOR COLLABORATION: This is a recent addition to the SPF collaborations and look to be very supportive in providing insight to the legal system and issues surrounding Sweetwater County Youth.**

**AGENCY NAME/CONTACT: Department of Family Services**

**IDEAS FOR COLLABORATION: Department of Family Services has a staff member that is a member of the Prevention Advisory Council and also supports prevention efforts through information provided to their clients. They have also provided venues for discussion with parents.**

**SPF - SIG CALENDAR 2009 - 2010**

<b>Strategy</b>	<b>Action Step</b>	<b>Date of Completion</b>	<b>Responsible Party</b>
<b>C.A.R.E.</b>			
<b>C.A.R.E.</b>	<b>Explain to event planners the dangers of misuse of alcohol &amp; how C.A.R.E. can help.</b>	October-December	<b>PF Manager</b>
C.A.R.E.	Radio program with Al Harris	October	PF Manager/PAC
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks	October	PF Manager/volunteers
C.A.R.E.	Mailing to event planners	November	PF Manager
C.A.R.E.	Information at city halls & chambers of commerce (brochures and/or 1-sheets)	November	PF Manager
C.A.R.E.	Items to event planners with C.A.R.E. information & information about dangers of underage drinking & over consumption	November	PF Manager/PAC
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks (Cowboys Against Cancer/Ronnie Cole)	November	PF Manager/volunteers
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks	December	PF Manager/volunteers
<b>C.A.R.E.</b>	<b>Emphasize to event planners that we have a problem with underage drinking and over consumption in our community and that C.A.R.E. is designed to help with that.</b>	<b>January-March</b>	PF Manager/PAC
C.A.R.E.	Radio program with Al Harris	January	PF Manager
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks	January	PF Manager/volunteers
C.A.R.E.	Information at city halls & chambers of commerce (brochures and/or 1-sheets)	February	PF Manager/PAC
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks	February	PF Manager/volunteers
C.A.R.E.	Promotional items to circulate message	March	PF Manager
C.A.R.E.	Letter to the editor	March	PF Manager/PAC
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks (Rocky Mountain Elk Foundation)	March	PF Manager/volunteers
<b>C.A.R.E.</b>	<b>Focus on inviting all events to have C.A.R.E. assessments &amp; to implement suggestions. Also use principles to suggest to smaller event planners.</b>	<b>April-June</b>	PF Manager/PAC
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks	April	PF Manager/volunteers
C.A.R.E.	Radio spots about C.A.R.E. assessments (Cinco de Mayo)	April/May	PF Manager/PAC
C.A.R.E.	Make up packets for private events with suggestions for safety.	April-June	PF Manager/PAC
C.A.R.E.	Promotional items to circulate message	April-June	PF Manager

C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks (Cinco De Mayo?)	May	PF Manager/ volunteers
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks (Flaming Gorge Days)	June	PF Manager/ volunteers
<b>C.A.R.E.</b>	<b>Promotional items and advertising to circulate message</b>	<b>July-September</b>	<b>PF Manager</b>
C.A.R.E.	Letter to the editor	July	PF Manager/PAC
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks (Red Desert Rodeo, Fair, International Day)	July	PF Manager/ volunteers
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks (URA event, Demolition Derby, River Festival)	August	PF Manager/ volunteers
C.A.R.E.	Event Assessment--meet with event planner at least one month ahead, follow-up within two weeks	September	PF Manager/ volunteers

Strategy	Action Step	Date of Completion	Responsible Party
<b>CMCA</b>			
<b>CMCA</b>	<b>Give presentations in the community about the dangers of underage drinking and adult binge drinking – work on continuity &amp; relationship building.</b>	<b>October-December</b>	<b>PF Manager/PAC</b>
CMCA	Parent packets for each student reinforcing the messaging given during Red Ribbon Week and other school presentations and inviting parents to further events or upcoming speaker series	October	PF Manager/ Prevention Team
CMCA	Incentives for parental participation in Red Ribbon Week activities and education (pizza party for top class or top school or individual incentive or drawings for prizes)	October	PF Manager/ Prevention Team
CMCA	PAC Meeting	October	PF Manager/PAC
CMCA	Red Ribbon Week will be first presentation for elementary schools – have some giveaways for students	October	PF Manager
CMCA	Press releases for presentations (Try to have at least 10 presentations a quarter)	October-December	PF Manager/PR
CMCA	Giveaways to hand out – maybe message pens with messaging about the harms of underage drinking	October-December	PF Manager
CMCA	Billboard – message about underage drinking danger or alcohol-related crime	October-December	PF Manager
CMCA	PAC Meeting	November	PF Manager/PAC
CMCA	PAC Meeting	December	PF Manager/PAC

<b>CMCA</b>	<b>Give presentations in the community to the same groups to raise awareness that underage drinking and over consumption are problems in our community – should be a continuation of other presentations.</b>	<b>January-March</b>	<b>PF Manager</b>
CMCA	PAC Meeting	January	PF Manager/PAC
CMCA	Press releases for presentations (Try to have at least 10 presentations a quarter)	January-March	PF Manager/PR
CMCA	Giveaways to hand out – maybe magnet with hotline # & message. (may still have from last quarter)	January-March	PF Manager
CMCA	PAC Meeting	February	PF Manager/PAC
CMCA	Radio Spots	February & March	PF Manager
CMCA	PAC Meeting	March	PF Manager/PAC
CMCA	P.A.C. Task Force to evaluate progress	March	PF Manager/PAC
CMCA	PAC Meeting	April	PF Manager/PAC
<b>CMCA</b>	<b>Encourage groups to take small actions like locking up liquor at home, utilizing other programs in place, talking to people about what people can do to make a difference.</b>	<b>April-June</b>	<b>PF Manager</b>
CMCA	Press releases for presentations (Try to have at least 10 presentations a quarter)	April-June	PF Manager/PR
CMCA	Giveaways to hand out – maybe brochure with suggestions & hotline number -- distribute these widely	April-June	PF Manager
CMCA	Radio spots with suggestions	May	PF Manager
CMCA	PAC Meeting	May	PF Manager/PAC
CMCA	PAC Meeting	June	PF Manager/PAC
CMCA	P.A.C. Task Force to evaluate progress	June	PF Manager/PAC
<b>CMCA</b>	<b>Continue with presentations – educate specifically toward policy changes coming up (Mandatory Server Training &amp; Malt Beverage Permits) -- if policies have been passed, present to educate about policies</b>	<b>July-September</b>	<b>PF Manager</b>
CMCA	PAC Meeting	July	PF Manager/PAC
CMCA	PAC Meeting	August	PF Manager/PAC
CMCA	PAC Meeting	September	PF Manager/PAC

Strategy	Action Step	Date of Completion	Responsible Party
<b>Community Texting Hotline</b>			
<b>Community Texting Hotline</b>	<b>Give information about why underage drinking is dangerous &amp; why it is helpful to call or text in information to the hotline.</b>	<b>October-December</b>	<b>PF Manager/PAC</b>
Community Texting Hotline	Magnets with the hotline number & message about danger of underage drinking or over-consumption – about 1,000	October	PF Manager
Community Texting Hotline	Letter to the editor	October	<b>PF Manager/PAC</b>
Community Texting Hotline	Organizational meeting with Police Department--R.S.	October	PF Manager/PD
Community Texting Hotline	Organizational meeting with Police Department--G.R.	October	PF Manager/PD
Community Texting Hotline	T-shirts for youth group to wear with hotline number and a message about dangers of underage drinking (about 50-100 t-shirts).	November	PF Manager/Youth Group
Community Texting Hotline	Radio spots about the harms of underage drinking and how the hotline is a way to help. (New Year's spots)	December	PF Manager
<b>Community Texting Hotline</b>	<b>Raise awareness that underage drinking is a problem in our community &amp; that using the hotline is a way to assist in reducing the problem.</b>	<b>January-March</b>	<b>PF Manager</b>
Community Texting Hotline	Print ad about hotline and how the hotline is a way to help the problem that we have in the community.	January	PF Manager
Community Texting Hotline	Meeting with Police Department if needed--R.S.	January	PF Manager/PD
Community Texting Hotline	Meeting with Police Department if needed--G.R.	January	PF Manager/PD
Community Texting Hotline	Billboard.	January-March	PF Manager
Community Texting Hotline	Stickers with hotline number and message to stick on pizza boxes & take-out boxes – distribute and/or apply to boxes of businesses.	February	PF Manager/PAC
Community Texting Hotline	Promotional items to help circulate message	March	PF Manager
<b>Community Texting Hotline</b>	<b>Encourage people to utilize the hotline – it is a simple way to help. Emphasize that they are helping, not infringing on others' rights.</b>	<b>April-June</b>	<b>PF Manager</b>
Community Texting Hotline	Pen with messaging about hotline & helping.	April	PF Manager
Community Texting Hotline	T-shirts for youth group to wear with hotline number and a message about doing what you can (about 50-100 t-shirts).	April	PF Manager/Youth Group
Community Texting Hotline	Stickers with hotline and message to stick on condiments or something.	May	PF Manager
<b>Community Texting Hotline</b>	<b>Encourage people to utilize the hotline – it is a simple way to help. Emphasize that they are helping, not infringing on others' rights.</b>	<b>July-September</b>	<b>PF Manager</b>

Community Texting Hotline	Movie Ad	July, August	PF Manager/Youth Group/PAC/PD
Community Texting Hotline	Billboard.	July-September	PF Manager/Youth Group/PAC/PD
Community Texting Hotline	Promotional items to help circulate message	July-September	PF Manager

Strategy	Action Step	Date of Completion	Responsible Party
<b>Compliance Checks</b>			
<b>Compliance Checks</b>	<b>Explain reasoning &amp; dangers of underage drinking and how compliance checks help combat the dangers.</b>	<b>October-December</b>	<b>PF Manager/PD</b>
Compliance Checks	Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)	October	PF Manager/PD
Compliance Checks	Flyers to businesses (or postcards) announcing upcoming compliance checks	October	PF Manager
Compliance Checks	Print ad congratulating businesses who pass compliance checks (Green River and Rock Springs)	December	PF Manager
<b>Compliance Checks</b>	<b>When we publish results of compliance checks, make note that the police department is doing this to confront the real local problem of underage drinking.</b>	<b>January-March</b>	<b>PF Manager/PD</b>
Compliance Checks	Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)	January	PF Manager/PD
Compliance Checks	Follow-up with information to places that failed with information about TIPS & hotline	February	PF Manager
Compliance Checks	Take calendars or signage to bars & liquor stores along with local statistics of effects of underage drinking.	March	PF Manager
<b>Compliance Checks</b>	<b>Encourage/invite people to volunteer for compliance checks &amp; to carry their ID with them when buying alcohol, and for servers to check ID.</b>	<b>April-June</b>	<b>PF Manager/PD</b>
Compliance Checks	Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)	April	PF Manager/PD
Compliance Checks	Flyers to businesses (or postcards) announcing upcoming compliance checks	April	PF Manager
Compliance Checks	Letter to the editor	May	PF Manager/PD
Compliance Checks	Print ad congratulating businesses who pass compliance checks (Green River and Rock Springs)	June	PF Manager
Compliance Checks	Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)	July	PF Manager/PD
Compliance Checks	Follow-up with information to places that failed with information about TIPS & hotline	August	PF Manager/PD

Compliance Checks	Take calendars or signage to bars & liquor stores along with local statistics of effects of underage drinking.	September	PF Manager

Strategy	Action Step	Date of Completion	Responsible Party
<b>Individual Program</b>			
Individual Program	<b>Stick to the program curriculum, emphasizing that alcohol poses a danger.</b>	<b>October-December</b>	<b>PF Manager</b>
Individual Program	Information for parents to support program education	October	PF Manager/ Tobacco Preventionist/ Educational facility
Individual Program	Organizational meeting with teachers/administrators-- R.S.	October	PF Manager/ Tobacco Preventionist/
Individual Program	Organizational meeting with teachers/administrators-- G.R.	October	PF Manager/ Tobacco Preventionist/
Individual Program	Commercial printing associated with program	October- December	PF Manager
Individual Program	Promotional items to enhance curriculum & further message	October- December	PF Manager
Individual Program	Parent Night	December	PF Manager/ Tobacco Preventionist/ Educational Facility
Individual Program	<b>Stick to the program curriculum, raising awareness that there is a problem in our community and that we are aware of it.</b>	<b>January-March</b>	<b>PF Manager</b>
Individual Program	Information for parents to support program education	January	PF Manager/ Tobacco Preventionist/
Individual Program	Commercial printing associated with program	January-March	PF Manager
Individual Program	Promotional items to enhance curriculum & further message	February	PF Manager
Individual Program	Organizational meeting with teachers/administrators-- R.S.	March	PF Manager/ Tobacco Preventionist/
Individual Program	Organizational meeting with teachers/administrators-- G.R.	March	PF Manager/ Tobacco Preventionist/
Individual Program	<b>Stick to the program curriculum, encouraging students to take action by reporting parties, calling city council, creating alternatives &amp; knowing the danger. Raise the conversation.</b>	<b>April-June</b>	<b>PF Manager</b>

Individual Program	Parent Night	April	PF Manager/ Tobacco Preventionist/ Educational Facility
Individual Program	Information for parents to support program education	April-June	PF Manager/ Tobacco Preventionist/
Individual Program	Commercial printing associated with program	April-June	PF Manager
Individual Program	Promotional items to enhance curriculum & further message	April-June	PF Manager
Individual Program	Organizational meeting with teachers/administrators-- R.S.	June	PF Manager/ Tobacco Preventionist/
Individual Program	Organizational meeting with teachers/administrators-- G.R.	June	PF Manager/ Tobacco Preventionist/
Individual Program	Parent Night	August	PF Manager/ Tobacco Preventionist/ Educational Facility
Individual Program	Information for parents to support program education	September	PF Manager
Individual Program	Commercial printing associated with program	September	PF Manager
Individual Program	Promotional items to enhance curriculum & further message	September	PF Manager

Strategy	Action Step	Date of Completion	Responsible Party
<b>Malt Beverage Permit Policy Change</b>			
<b>Malt Beverage Permit Policy Change</b>	<b>Raise awareness that underage drinking and over-consumption are dangerous and that some modifications of our malt beverage permit process can help.</b>	<b>October-December</b>	<b>PF Manager/PAC</b>
Malt Beverage Permit Policy Change	Packet with information about Laramie permit process and information about dangers of alcohol to distribute to city councils, law enforcement, etc. (folders, etc.) (approximately 100 packets)	October	PF Manager/PAC
<b>Malt Beverage Permit Policy Change</b>	<b>Raise awareness that we have a problem in our community with underage drinking and adult over-consumption (make note of community norms) and that some modifications of our malt beverage permit process can help.</b>	<b>January-March</b>	<b>PF Manager/PAC</b>
Malt Beverage Permit Policy Change	Packet with information about Laramie permit process and information about dangers of alcohol to distribute to city councils, law enforcement, etc.	January-March	PF Manager/PAC

<b>Malt Beverage Permit Policy Change</b>	<b>Raise awareness that we have a problem in our community with underage drinking and adult over-consumption (make note of community norms) and that some modifications of our malt beverage permit process can help.</b>	<b>April-June</b>	PF Manager/PAC
Malt Beverage Permit Policy Change	Assist with planning and printing packets for permit applicants	April-June	PF Manager/PAC
<b>Malt Beverage Permit Policy Change</b>	<b>Continue to educate to changes in permit processes— Policy should be passed by now</b>	<b>July-Sept</b>	PF Manager/PAC
Malt Beverage Permit Policy Change	Assist with packets for permit applicants	July-Sept	PF Manager/PAC

<b>Strategy</b>	<b>Action Step</b>	<b>Date of Completion</b>	<b>Responsible Party</b>
<b>TIPS/RBS Mandatory Training Policy</b>			
<b>TIPS/RBS Mandatory Training Policy</b>	<b>Explain to servers &amp; owners the reasoning behind TIPS &amp; how program addresses real dangers of underage drinking and over-consumption</b>	<b>October-December</b>	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Radio program with Al Harris (in conjunction with compliance checks & C.A.R.E.)	October	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Take information to bars and liquor stores about TIPS availability – leave information about trainings and the dangers of underage & over-consumption (maybe a calendar with TIPS info & monthly information)	October	PF Manager
TIPS/RBS Mandatory Training Policy	Meeting with community members on policy change--R.S.	October	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Brochure or flyer to mail to bars & event planners (100 places)	November	PF Manager
TIPS/RBS Mandatory Training Policy	Information to City Councils	November	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Letter to the editor	December	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Meeting with community members on policy change--G.R.	December	PF Manager/PAC
<b>TIPS/RBS Mandatory Training Policy</b>	<b>Share with servers &amp; owners that underage drinking and over consumption are problems in our community and that TIPS helps to address that problem.</b>	<b>January-March</b>	<b>PF Manager</b>
TIPS/RBS Mandatory Training Policy	Radio program with Al Harris (in conjunction with compliance checks & C.A.R.E.)	January	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Print ad advertising TIPS availability	February	PF Manager
TIPS/RBS Mandatory Training Policy	Meeting with community members on policy change--R.S.	February	PF Manager/PAC

TIPS/RBS Mandatory Training Policy	Magnet with information about TIPS trainings and number to call for classes.	March	PF Manager
<b>TIPS/RBS Mandatory Training Policy</b>	<b>Encourage owners and operators to get TIPS trained – it is something they can do to make a real difference in the community.</b>	<b>April-June</b>	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Radio spots encouraging anyone who serves or sells alcohol to get TIPS trained.	April	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Meeting with community members on policy change--G.R.	April	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Sponsor promotion for any establishment or event that has all current employees or volunteers TIPS trained -- we will recognize them in the paper or with some kind of gift.	May	PF Manager
TIPS/RBS Mandatory Training Policy	Meeting with community members on policy change--R.S.	June	PF Manager/PAC
<b>TIPS/RBS Mandatory Training Policy</b>	<b>Should be passing ordinance about mandatory server training</b>	<b>July-September</b>	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Radio program with Al Harris	July	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Provide education	July-Sept	PF Manager/PAC
TIPS/RBS Mandatory Training Policy	Meeting with community members on policy change--G.R.	August	PF Manager/PAC

<b>Strategy</b>	<b>Action Step</b>	<b>Date of Completion</b>	<b>Responsible Party</b>
-----------------	--------------------	---------------------------	--------------------------

## Youth Group Empowerment

<b>Youth Group Empowerment</b>	<b>Help youth group raise awareness on the dangers of underage drinking.</b>	<b>October-December</b>	<b>PF Manager/Youth Group Advisor</b>
Youth Group Empowerment	R.O.A.D. logo stickers to give out at HS	October	PF Manager/Youth Group Advisor
Youth Group Empowerment	Some activity with youth presenting to younger schools about dangers of underage drinking. Have a press release and things to give out with messaging...	October	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Meeting	October	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Meeting	November	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Quarterly activity for members	November	PF Manager/Youth Group Advisor
Youth Group Empowerment	Radio spots for recruitment on stations kids listen to. (Can use for internet messaging as well)	November	PF Manager

Youth Group Empowerment	Parental information for students to hand out/take home supporting messaging	November-December	PF Manager
Youth Group Empowerment	Daytimers for student participants	December	PF Manager
Youth Group Empowerment	R.O.A.D. Meeting	December	PF Manager/Youth Group Advisor
<b>Youth Group Empowerment</b>	<b>Help youth group raise awareness that there is a problem in our community and that we are aware of it.</b>	<b>January-March</b>	<b>PF Manager/Youth Group Advisor</b>
Youth Group Empowerment	Some activity with youth presenting to younger schools about dangers of underage drinking. Have a press release and things to give out with messaging.	January	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Meeting	January	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Recruitment Event	January	PF Manager/Youth Group Advisor
Youth Group Empowerment	Materials supporting messaging and encouraging mission of youth group for giving to students	January-March	PF Manager
Youth Group Empowerment	Radio spots for recruitment on stations kids listen to. (Can use for internet messaging as well)	January-March	PF Manager/Youth Group Advisor
Youth Group Empowerment	Newspaper story about youth group (feature article)	February	PF Manager
Youth Group Empowerment	R.O.A.D. Meeting	February	PF Manager/Youth Group Advisor
Youth Group Empowerment	Letter to the editor	March	Member of Youth Group
Youth Group Empowerment	R.O.A.D. Meeting	March	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Quarterly activity for members	March	PF Manager/Youth Group Advisor
<b>Youth Group Empowerment</b>	<b>Help the youth group encourage their peers &amp; younger students to take action by reporting parties, calling city council, creating alternatives &amp; knowing the danger. Raise the conversation.</b>	<b>April-June</b>	<b>PF Manager</b>
Youth Group Empowerment	R.O.A.D. Meeting	April	PF Manager/Youth Group Advisor
Youth Group Empowerment	Activity with youth presenting to younger schools about dangers of underage drinking. Have a press release and items with messaging to give to students.	April	PF Manager/Youth Group Advisor
Youth Group Empowerment	Billboard with youth	April-June	PF Manager
Youth Group Empowerment	R.O.A.D. Meeting	May	PF Manager/Youth Group Advisor

Youth Group Empowerment	R.O.A.D. Quarterly activity for members	May	PF Manager/Youth Group Advisor
<b>Youth Group Empowerment</b>	<b>Work with the youth to promote policy changes in the community and in the schools.</b>	<b>July-September</b>	<b>PF Manager/Youth Group Advisor</b>
Youth Group Empowerment	R.O.A.D. Quarterly activity for members	July	PF Manager/Youth Group Advisor
Youth Group Empowerment	Advertising and promotional materials	July-September	PF Manager
Youth Group Empowerment	R.O.A.D. Meeting	September	PF Manager/Youth Group Advisor
Youth Group Empowerment	R.O.A.D. Recruitment Event	September	PF Manager/Youth Group Advisor

Worksheet 8. Meeting Report – Workplan and Calendar Meeting

<b>Date of CAC Workplan Meeting</b>	<b>Place of Meeting</b>	<b>Length of Meeting</b>	<b>No. CAC Members Attending</b>
May 20, 2009	Southwest Counseling Service	1 hour	27 (attended at least one meeting)
June 16, 2009	2300 Foothill Blvd.	1 hour	
July 14, 2009	Rock Springs, WY 82901	1 ½ hours	
<b>Names of CAC Members Attending (these attended at least one of the three planning meetings):</b>			
Martha Atkins, Sharon Pribyl, Brenn Callahan, Brett Johnson, Dwane Pacheco, Susan Soto, Lena Warren, Bridget Giovale, Sheila Smith, Joseph Barbuto, Erin Teichert, Jana Erickson, Allyson Pastor, John Tacke, Kathy Tacke, Katie Monroe, Pete Rust, Teri Nations, Joyce Corcoran, Richard Beckwith, Stan Colgan, Melinda Baas, Cathie Hughes, Ray Buzis, Tammy Goodwin, Teresa Weyer, Carmelinda Cornell.			
<b>What Challenges and/or Problems Did Coalition Members Experience in Completing the Workplan?</b>			
One challenge our Prevention Advisory Council had in completing the workplan was creating a calendar and plan before we had the exact specifics of the new grant. We had to change some of our plans to fit the new outlines of the current grant application. In our final planning meeting, one strategy that had seemed to have a high priority previously was not chosen as a strategy to work on for this coming fiscal year.			
<b>How Did the Coalition Members Decide to Address Those Challenges?</b>			
Most of our goals and strategies fit in well with the new grant. For those strategies that didn't fit into the grant or were not chosen to be included, we simply changed our plans and found another way to address the causal areas that specific strategy had targeted.			
<b>Did Any of the Strategies Decided at the First Meeting Change During the Workplan Process? (If Yes, How Did They Change and Why?)</b>			
Yes. The campaign for responsible drinking guidelines, 0.0.1.3, was dropped from the plan because it is not an			

evidence-based strategy. A policy change for a social hosting ordinance was dropped from the final plan based on the decision of the coalition. A new policy change based on Laramie's procedures for granting malt beverage permits was introduced at the final meeting and immediately accepted by the PAC. These changes were based on the perceived readiness of the community and the city council.

**Please provide any final comments regarding the strategic planning process with your CAC:**

Our coalition has been working on the workplan and calendar for the past three months. The final strategies outlined in our July 14th meeting with Mike and Rich were inserted into our general calendar and plan.

**Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If yes, what type did you request?**

We requested help for the final planning meeting. We asked for Mike and Rich to come and help with our planning process.

**Did you request WyPTAC or the Division provide direct assistance in facilitating this meeting?**

We did request that help.

**Did you receive the TA requested?**

Yes.

## FY 2009-10 SPF SIG Budget

### Primary Plan

COST DESCRIPTION	STRATEGY 1 TIPS Mandatory Server Training Policy Change	STRATEGY 2  Malt Beverage Permit Policy Change	STRATEGY 3  Compliance Checks	STRATEGY 4  Public Education (CMCA)	TOTAL BUDGET
<b>PERSONEL SERVICES</b>					
Salaries & Wages	8,296.41	8,296.41	8,296.41	8,296.41	33,185.64
Employer Paid Benefits	3,690.65	3,690.65	3,690.65	3,690.65	14,762.60
<b>SUPPORTING SERVICES</b>					
Internet					0.00
Telephone	87.50	87.50	87.50	87.50	350.00
Other -- please specify					0.00
<b>TRAVEL/TRAINING/MEETINGS</b>					
Travel In-State	700.00	600.00	200.00	1,500.00	3,000.00
Travel Out-of-State	2,500.00	0.00	0.00	3,000.00	5,500.00
Training Costs	1,000.00	0.00	0.00	1,500.00	2,500.00
Misc. Meeting Exp.	400.00	350.00	350.00	1,500.00	2,600.00
<b>SUPPLIES</b>					
Consumable Supplies	300.00	300.00	300.00	300.00	1,200.00
Publications Purchased	2,000.00	300.00	200.00	2,000.00	4,500.00
Postage	125.00	125.00	125.00	250.00	625.00
<b>ADVERTISING/MEDIA COSTS, PROMOTIONAL ITEMS, COMMERCIAL PRINTING</b>					
Commercial Printing	120.00	4,800.00	550.00	6,000.00	11,470.00
Advertising	2,700.00	500.00	1,000.00	4,500.00	8,700.00
Promotional Items	1,800.00	0.00	0.00	6,950.00	8,750.00
<b>EQUIPMENT RENTAL</b>					
<b>CONTRACTUAL SERVICES</b>					
1. SCS PR time	625.00	625.00	625.00	625.00	2,500.00
<b>SUB TOTAL</b>	<b>24,344.56</b>	<b>19,674.56</b>	<b>15,424.56</b>	<b>40,199.56</b>	<b>99,643.24</b>
<b>OTHER COSTS</b>					
A. Fiscal Agent @ 10%	4,421.22	4,421.22	4,421.22	4,421.22	17,684.88
<b>TOTAL</b>	<b>28,765.78</b>	<b>24,095.78</b>	<b>19,845.78</b>	<b>44,620.78</b>	<b>117,328.12</b>

FY 2009-10 SPF SIG Budget

**PRIMARY PLAN & SPECIAL PROJECTS**

COST DESCRIPTION	Primary Plan Total Budget	SPECIAL PROJ. Individual Program	SPECIAL PROJ. Youth Empowerment	SPECIAL PROJ. C.A.R.E.	SPECIAL PROJ. Texting Hotline	Program TA and Eval	TOTAL BUDGET
<b>PERSONEL SERVICES</b>							
Salaries & Wages	33,185.64		9,000.00				42,185.64
Employer Paid Benefits	14,762.60						14,762.60
<b>SUPPORTING SERVICES</b>							
Internet	0.00						0.00
Telephone	350.00	100.00	75.00	87.50	87.50		700.00
Other -- please specify	0.00						0.00
<b>TRAVEL/TRAINING/MEETINGS</b>							
Travel In-State	3,000.00	1,000.00	300.00	500.00	500.00		5,300.00
Travel Out-of-State	5,500.00						5,500.00
Training Costs	2,500.00	2,500.00	500.00		500.00		6,000.00
Misc. Meeting Exp.	2,600.00	1,866.00	1,450.00	610.00	300.00		6,826.00
<b>SUPPLIES</b>							
Consumable Supplies	1,200.00	1,000.00	150.00	150.00	150.00		2,650.00
Publications Purchased	4,500.00	7,800.00	400.00				12,700.00
Postage	625.00	125.00	0.00	125.00	125.00		1,000.00
<b>ADVERTISING/MEDIA COSTS, PROMOTIONAL ITEMS, COMMERCIAL PRINTING</b>							
Commercial Printing	11,470.00	6,500.00	2,000.00	1,000.00	500.00		21,470.00
Advertising	8,700.00		3,000.00	1,400.00	5,400.00		18,500.00
Promotional Items	8,750.00	1,000.00	2,500.00	1,000.00	3,500.00		16,750.00
<b>EQUIPMENT RENTAL</b>							
<b>CONTRACTUAL SERVICES</b>							
1. SCS PR time	2,500.00	625.00	625.00	625.00	625.00		5,000.00
<b>OTHER COSTS</b>							
A. Fiscal Agent	17,684.88						17,684.88
C. C.A.R.E. volunteer costs				3,000.00			3,000.00
<b>SUB TOTAL</b>	<b>117,328.12</b>	<b>22,516.00</b>	<b>20,000.00</b>	<b>8,497.50</b>	<b>11,687.50</b>	<b>0.00</b>	<b>180,029.12</b>
<b>Program TA &amp; Evaluation</b>							
1. WyPTAC @ 10%						18,002.91	
2. WYSAC @ 5%						9,001.46	
<b>TOTAL</b>	<b>117,328.12</b>	<b>22,516.00</b>	<b>20,000.00</b>	<b>8,497.50</b>	<b>11,687.50</b>	<b>27,004.37</b>	<b>207,033.49</b>

# Budget Justification

## A. Personnel Services

Role	Name	Annual Salary	Annual Benefits	Level of Effort	Annual Cost
Prevention Framework Manager	Erin Teichert	\$33,185.64	\$14,762.60	100%	\$47,948.24
Advisor – Youth Empowerment	To be determined	\$9,000.00		5 hrs. a week	\$9,000.00
				<b>TOTAL</b>	<b>\$56,948.24</b>

**Justification:** The Prevention Framework Manager has day-to-day responsibility for project implementation and coordination, working closely with the local Prevention Advisory Council, as well as with WyPTAC, WYSAC and the Mental Health and Substance Abuse Services Division to carry out the implementation plan submitted for federal FY 2009-2010. Erin Teichert is the current Prevention Specialist working with the Prevention Framework grant. She has been in the position for approximately one year.

The Advisor for Youth Empowerment will facilitate monthly meetings with the existing group. The advisor will also assist the PF Manager with youth group activities and events.

**Request for Personnel Services: \$56,948.24**

## B. Supporting Services

Type	Rate	Cost
Telephone	\$58.33/month	\$700.00

**Justification:** Southwest Counseling Service provides the PF manager with cellular service necessary to perform the essential duties of the job.

**Request for Supporting Services: \$700.00**

## C. Travel/Training/Meetings

Purpose of Travel	Location	Item	Rate	Cost
<b>Travel In-State</b> Travel for PF Manager to attend required trainings, training events, and meetings to support the PAC's Primary Plan	In-State	Mileage, meals, & lodging	Prevailing Federal	\$3,000.00

<b>Travel In-State</b> PF Manager for Individual Program trainings, meetings, and project implementation	In-state	Mileage	Prevailing Federal	\$1,000.00
<b>Travel In-State</b> PF Manager for Youth Empowerment trainings, meetings, and project implementation	In-state	Mileage	Prevailing Federal	\$300.00
<b>Travel In-State</b> PF Manager for C.A.R.E. volunteer trainings, meetings, and project implementation	In-state	Mileage	Prevailing Federal	\$500.00
<b>Travel In-State</b> PF Manager for texting hotline trainings, meetings, and project implementation	In-state	Mileage	Prevailing Federal	\$500.00
<b>Travel Out-of-State</b> PF Manager travel to approved national prevention conference	Out-of-State	Mileage, meals, lodging, standard airfare	Prevailing Federal for mileage, agency rate for meals, actual out-of-pocket for airfare, lodging, and training fees.	\$3,000.00
<b>Travel Out-of-State</b> Prevention Specialist travel to TIPS train-the-trainer session	Out-of-State	Mileage, meals, lodging, standard airfare	Prevailing Federal for mileage, agency rate for meals, actual out-of-pocket for airfare, lodging, and training fees.	\$2,500.00
<b>Training Costs</b> Cost to train Prevention Specialist as a TIPS trainer	Out-of-State	Training Cost	Actual cost of training	\$1,000.00
<b>Training Costs</b> Special Projects training costs for Individual Program – costs to bring trainer to Rock Springs or to train PF Manager out-of-state	In-State (Out-of-state if trainer can not be brought in)	Cost of trainer, cost to fly trainer here, cost of hotel for trainer, meals for trainer	Actual cost, Prevailing Federal rate for mileage if applicable	\$2,500.00
<b>Training Costs</b> Special Projects training costs for Youth Empowerment to help bring trainer or speaker to Rock Springs	In-State	Cost of trainer, cost to fly trainer here, cost of hotel for trainer, meals for trainer	Actual cost, Prevailing Federal rate for mileage if applicable	\$500.00
<b>Training Costs</b> Training costs for mandatory state trainings associated with SPF SIG grant	In-State	Mileage, meals, & lodging	Prevailing Federal for mileage, agency rate for meals	\$1,500.00
<b>Training Costs</b> Costs for training law enforcement in new Community Texting Hotline if needed	In-State	Cost of trainer, cost of travel, hotel and meals for trainer if applicable, meal for attendees	Actual cost, Prevailing Federal rate for mileage if applicable	\$500.00

<p><b>Miscellaneous Meeting</b> Estimated costs for food for twelve monthly meetings of the PAC (\$75 x 12=\$900) and special committee meetings and task force meetings as needed to implement Primary Plan (\$100 x 2=\$200), and lunch meetings with PAC members (\$50 x 8=\$400)</p>	In-State	Meals and mileage	Prevailing Federal for mileage, agency rate for meals	\$1,500.00
<p><b>Miscellaneous Meetings</b> Estimated costs for meetings to support the PAC's Primary Plan (Mandatory RBS training, Malt Beverage Permit Policy Change, and Compliance Checks) – six meetings for each strategy @ \$50 a meeting (\$900), and mileage for travel to meetings (average of 20 miles per meeting – 360 miles @.55 per mile (about \$200).</p>	In-State	Mileage and food for meetings	Prevailing Federal for mileage, actual costs for food	\$1,100.00
<p><b>Miscellaneous Meetings</b> Estimated costs for meetings to plan and implement Special Project Individual Program – six meetings @ \$50 a meeting (\$300), and mileage for travel to meetings (average of 20 miles per meeting – 120 miles @.55 per mile (\$66). Estimated costs for semester parent night/award night for students and parents (5 @ \$300 = \$1,500)</p>	In-State	Mileage and food for meetings  Cookies, drinks, and door prizes for semester parent nights	Prevailing Federal for mileage, actual costs for food	\$1,866.00
<p><b>Miscellaneous Meetings</b> Estimated costs for food for Special Project Youth Empowerment (R.O.A.D.) monthly meetings and special events/ meetings – nine monthly meetings during the school year @ \$50 a meeting (\$450), four quarterly group events @ \$100 (\$400), and food for two major events sponsored by R.O.A.D. @\$300 (\$600)</p>	In-State	Drinks and snacks	Actual Costs	\$1,450.00

<b>Miscellaneous Meetings</b> Estimated costs for food for Special Project C.A.R.E. (Community Assessments for Responsible Events) volunteer training meetings (4 training sessions @ \$50 a session = \$200), meetings for event planners (3 meetings @ \$100), and mileage to attend events and meetings at an estimated 200 miles (200 x .55 = \$110)	In-State	Mileage, drinks and snacks	Prevailing Federal for Mileage, Actual Costs for food	\$610.00
<b>Miscellaneous Meetings</b> Estimated costs for food for Special Project Community Texting Hotline meetings and lunches to promote and implement project (six meetings @ \$50 a meeting = \$300)	In-State	Drinks and snacks or lunches	Actual Costs	\$300.00
			<b>TOTAL</b>	<b>\$23,626.00</b>

**Justification:**

- Travel In-State for PF Manager to attend an estimated 4 two-day training/conferences (@ \$200.00 per training), the required yearly state training (@ \$500.00), mileage for travel between the communities served by the Sweetwater County PAC (estimating 2,500 miles @ .55/mi with a total allowance of \$1,375.00), and an allowance for any unexpected meetings that may come up (@ \$325.00).
- Travel In-state is requested under special projects for the PF Manager to implement the Individual Program at East Jr. High in Rock Springs and at the Plato's Loft after school program in Green River (1,500 miles @ .55 = \$825.00), and allowance for program planning (@ \$125.00).
- Travel In-state is requested under special projects for the PF Manager or other designated youth leader to facilitate the youth group empowerment meetings (estimated at \$300.00).
- Travel In-state is requested under special projects for the PF Manager or other volunteers or staff to attend C.A.R.E. volunteer trainings, meetings, and to perform event assessments (estimated @ \$500.00).
- Travel In-state is requested under special projects for the PF Manager to travel around the county promoting the Community Texting Hotline, and to attend planning and implementation meetings and trainings (estimated @ \$500.00).
- Travel Out-of-state is requested for the PF Manager to attend one approved national prevention conference (estimated @ \$3,000.00 based on expenditures from previous years).
- Travel Out-of-state is requested for a prevention specialist in the county to attend a TIPS train-the-trainer session (estimated @ \$2,500.00 based on expenditures from previous years).

- Training Costs are requested for a prevention specialist in the county to be trained as a TIPS trainer (estimated @ \$1,000.00 based on expenditures from previous years).
- Training Costs are requested under Special Projects to bring a program trainer to train PF Manager and other facilitators in the Individual Program. Costs will include a \$1,500.00 fee for the trainer and travel expenses for the trainer (estimated @ a total cost of \$2,500.00).
- Training Costs are requested under Special Projects to bring speakers or trainers for the Youth Empowerment project to Sweetwater County. Costs will include assisting with speaker fees and travel expenses (estimated @ \$500.00).
- Training Costs are requested for any other trainings necessary for the PF Manager to meet requirements for carrying out responsibilities (estimated at \$1,500).
- Training Costs are requested for any trainings needed to implement the new Community Texting Hotline (estimated at \$500.00).
- Funding for meeting costs is requested for the Primary Plan and Special Projects and has been requested and allocated according to frequency and number of meetings (see above).

**REQUEST FOR TRAVEL/TRAININGS/MEETINGS: \$23,626.00**

#### **D. SUPPLIES**

<b>Item</b>	<b>Rate</b>	<b>Cost</b>
Consumable Supplies for Primary Plan	Averaged at \$100.00/month	\$1,200.00
Consumable Supplies for Individual Program	Actual Cost for Program Implementation	\$1,000.00
Consumable Supplies for Youth Empowerment Projects	Actual Cost for Program Implementation	\$150.00
Consumable Supplies for C.A.R.E. Project	Actual Cost for Program Implementation	\$150.00
Consumable Supplies for Community Texting Hotline	Actual Cost for Program Implementation	\$150.00
Publications Purchased for Primary Plan (TIPS training manuals (125 books @ \$16/book = \$2,000))	Actual Cost for Program Implementation	\$4,500.00
Publications Purchased for Individual Program estimated at (student manuals for 450 students @ \$15/student = \$6,750, instructor manuals & materials for 3 instructors @ \$250/instructor = \$750, budget for teaching aids @ \$300)	Actual Cost for Program Implementation	\$7,800.00

Publications Purchased for Youth Empowerment project (including materials from Take it Back! or Where Do You Draw the Line?)	Actual Cost for Program Implementation	\$400.00
Postage	Actual Cost for Postage	\$1,000.00
	<b>TOTAL</b>	<b>\$16,350.00</b>

**Justification:** Consumable office supplies, copies, small equipment, and printer ink are needed for general operation of the Primary Plan and are allocated at a monthly rate based on usage rates from previous grant years. Consumable supplies for carrying out the chosen Individual Program are estimated at \$1,000.00 for the year. The costs for consumable supplies for each of the special projects of Youth Empowerment, C.A.R.E., and the Community Texting Hotline are estimated at \$150.00 each. The cost of publications for the Primary Plan including TIPS training manuals (\$2,000), publications supporting messaging for CMCA (\$2,000), and ID checking literature for alcohol service establishments (\$500) is estimated at \$4,500.00. Publications for the Individual Program are estimated at \$7,800.00. Publications purchased for the Youth Empowerment project are estimated at \$500.00. Postage is estimated at \$1,000.00.

**REQUEST FOR SUPPLIES: \$16,350.00**

#### E. ADVERTISING/MEDIA COSTS,PROMOTIONAL ITEMS,COMMERCIAL PRINTING

Item	Rate	Cost
Commercial Printing for Primary Plan	Actual Cost for Commercial Printing	\$11,470.00
Commercial Printing for Individual Program	Actual Cost for Commercial Printing	\$6,500.00
Commercial Printing for C.A.R.E.	Actual Cost for Commercial Printing	\$1,000.00
Commercial Printing for Community Texting Hotline	Actual Cost for Commercial Printing	\$500.00
Commercial Printing for Youth Empowerment (R.O.A.D.)	Actual Cost for Commercial Printing	\$2,000.00
Advertising Costs for Primary Plan	Actual Cost for Paid Media	\$8,700.00
Advertising Costs for Youth Empowerment project	Actual Cost for Paid Media	\$3,000.00
Advertising Costs for C.A.R.E.	Actual Cost for Paid Media	\$1,400.00
Advertising Costs for Community Texting Hotline	Actual Cost for Paid Media	\$5,400.00
Promotional Items for Primary Plan	Actual Cost for Items	\$8,750.00
Promotional Items for Individual Program	Actual Cost for Items	\$1,000.00
Promotional Items for Youth Empowerment	Actual Cost for Items	\$2,500.00

Promotional Items for C.A.R.E.	Actual Cost for Items	\$1,000.00
Promotional Items for Community Texting Hotline	Actual Cost for Items	\$3,500.00
	<b>TOTAL</b>	<b>\$56,720.00</b>

**Justification:** Paid media will be used to promote and educate the benefits of TIPS training and the evidence of mandatory server training policies, as well as the benefits to modifying the existing Malt Beverage Permit policies. Paid media will also be used to publicly support local law enforcement in conducting compliance checks and providing education surrounding underage drinking and supporting the messaging that has been outlined in the Primary Plan. Paid media will be used by the Youth Empowerment project to assist the youth in their prevention of underage drinking, by the C.A.R.E. project to promote a higher level of safety at events that serve alcohol, and to promote the Community Texting Hotline. **Detailed estimated cost breakdowns for each media plan are attached hereto.**

**REQUEST FOR ADVERTISING, PROMOTION, & MEDIA COSTS: \$56,720.00**

#### **F. EQUIPMENT RENTAL**

No costs for Equipment are budgeted.

**REQUEST FOR EQUIPMENT: \$0.00**

#### **G. CONTRACTUAL COSTS**

<b>Name</b>	<b>Service</b>	<b>Rate</b>	<b>Period</b>	<b>Cost</b>
Southwest Counseling Service PR time	Provide funding for agency PR employee for time spent on media	\$25/hour for 200 hours	FY 2009-2010	\$5,000.00
			<b>TOTAL</b>	<b>\$5,000.00</b>

**Justification:** Costs for the fiscal agent PR employee have been estimated at \$25 for 80 hours for assistance in media campaigns for both the Primary Plan and the Special Projects.

**REQUEST FOR CONTRACTUAL COSTS: \$5,000.00**

#### **H. OTHER COSTS**

<b>Item</b>	<b>Rate</b>	<b>Cost</b>
Fiscal Agent	10%	\$17,684.88
C.A.R.E. volunteer costs	Actual cost of volunteer ticket expenses	\$3,000.00
	<b>TOTAL</b>	<b>\$20,684.88</b>

**Justification:** Supervision from the Fiscal Agent is budgeted at 10% (an estimated \$10,198.00). Postage to support projects from both the Primary Plan and the Special

projects is estimated at \$870.00, and costs for C.A.R.E. volunteers to attend events being assessed is estimated at \$3,000.00 based on cost of events.

**REQUEST FOR OTHER COSTS: \$20,684.88**

**SUBTOTAL OF REQUESTED FUNDS: \$180,029.12**

**TA SERVICES @ 10%**

**EVALUATION SERVICES @ 5%**

**REQUEST FOR TA & EVALUATION SERVICES: \$27,004.37**

**TOTAL REQUESTED FUNDS: \$207,033.49**

## SPF - SIG MEDIA PLAN DETAILS

### PRIMARY PLAN

#### TIPS – Mandatory Server Training

	Commercial Printing	Advertising	Promotional Items	Total
<b>1<sup>st</sup> Quarter (Oct.1 – Dec.31)</b>				
<b>Raise Awareness That Alcohol Poses a Danger</b>				
Explain to servers & owners the reasoning behind TIPS & how program addresses real dangers of underage drinking and over-consumption				
Radio program with Al Harris (in conjunction with compliance checks & C.A.R.E.)		0.00		
Brochure or flyer to mail to bars & event planners (100 places)	100.00			
Take information to bars and liquor stores about TIPS availability – leave information about trainings and the dangers of underage & over-consumption (maybe a calendar with TIPS info & monthly information)			200.00	
Information to City Councils	20.00			
Letter to the editor		0.00		
<b>TOTAL</b>	<b>120.00</b>	<b>0.00</b>	<b>200.00</b>	<b>\$ 320.00</b>
<b>2nd Quarter (Jan. 1 – March 31<sup>st</sup>)</b>				
<b>Raise Awareness that there is a Problem in Our Community</b>				
Share with servers & owners that underage drinking and over consumption are problems in our community and that TIPS helps to address that problem.				
Radio program with Al Harris (in conjunction with compliance checks & C.A.R.E.)		0.00		
Print ad advertising TIPS availability		600.00		
Magnet with information about TIPS trainings and number to call for classes.			200.00	
<b>TOTAL</b>	<b>0.00</b>	<b>600.00</b>	<b>200.00</b>	<b>\$ 800.00</b>
<b>3rd Quarter (April 1 – June 30)</b>				
<b>Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol</b>				
Encourage owners and operators to get TIPS trained – it is something they can do to make a real difference in the community.				
Sponsor promotion for any establishment or event that has all current employees or volunteers TIPS trained -- we will recognize them in the paper or with some kind of gift.		1,000.00	1,000.00	
Radio spots encouraging anyone who serves or sells alcohol to get TIPS trained.		300.00		
<b>TOTAL</b>	<b>0.00</b>	<b>1,300.00</b>	<b>1,000.00</b>	<b>\$ 2,300.00</b>

4th Quarter (July 1 – Sept. 30)

**Mobilize Community Action for Policy Change  
(Educate) to Prevent Harm From Alcohol**

Should be passing ordinance about mandatory server training

Provide education		800.00	400.00		
Radio program with Al Harris		0.00			
	<b>TOTAL</b>	<b>0.00</b>	<b>800.00</b>	<b>400.00</b>	<b>\$ 1,200.00</b>
	<b>TOTAL</b>	<b>120.00</b>	<b>2,700.00</b>	<b>1,800.00</b>	<b>4,620.00</b>

# Malt Beverage Permits

---

## 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

### Raise Awareness That Alcohol Poses a Danger

Raise awareness that underage drinking and over-consumption are dangerous and that some modifications of our malt beverage permit process can help.

Packet with information about Laramie permit process and information about dangers of alcohol to distribute to city councils, law enforcement, etc. (folders, etc.) (approximately 100 packets)

300.00

---

<b>TOTAL</b>	<b>300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>\$</b>	<b>300.00</b>
--------------	---------------	-------------	-------------	-----------	---------------

---

## 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

### Raise Awareness that there is a Problem in Our Community

Raise awareness that we have a problem in our community with underage drinking and adult over-consumption (make note of community norms) and that some modifications of our malt beverage permit process can help.

Packet with information about Laramie permit process and information about dangers of alcohol to distribute to city councils, law enforcement, etc.

500.00

---

<b>TOTAL</b>	<b>500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>\$</b>	<b>500.00</b>
--------------	---------------	-------------	-------------	-----------	---------------

---

## 3rd Quarter (April 1 – June 30)

### Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol

Raise awareness that we have a problem in our community with underage drinking and adult over-consumption (make note of community norms) and that some modifications of our malt beverage permit process can help.

Assist with planning and printing packets for permit applicants

1,000.00

---

<b>TOTAL</b>	<b>1,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>\$</b>	<b>1,000.00</b>
--------------	-----------------	-------------	-------------	-----------	-----------------

---

## 4th Quarter (July 1 – Sept. 30)

### Mobilize Community Action for Policy Change (Educate) to Prevent Harm From Alcohol

Continue to educate to changes in permit processes

500.00

Assist with packets for permit applicants

3,000.00

---

<b>TOTAL</b>	<b>1,000.00</b>	<b>500.00</b>	<b>0.00</b>	<b>\$</b>	<b>1,500.00</b>
--------------	-----------------	---------------	-------------	-----------	-----------------

---

<b>TOTAL</b>	<b>4,800.00</b>	<b>500.00</b>	<b>0.00</b>	<b>\$</b>	<b>5,300.00</b>
--------------	-----------------	---------------	-------------	-----------	-----------------

---

# Compliance Checks

---

## 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

### Raise Awareness That Alcohol Poses a Danger

Explain reasoning & dangers of underage drinking and how compliance checks help combat the dangers.

Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)		0.00		
Flyers to businesses (or postcards) announcing upcoming compliance checks	100.00			
Print ad congratulating businesses who pass compliance checks (Green River and Rock Springs)		500.00		
<b>TOTAL</b>	<b>100.00</b>	<b>500.00</b>	<b>0.00</b>	<b>\$ 600.00</b>

## 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

### Raise Awareness that there is a Problem in Our Community

When we publish results of compliance checks, make note that the police department is doing this to confront the real local problem of underage drinking.

Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)		0.00		
Follow-up with information to places that failed with information about TIPS & hotline	25.00			
Take calendars or signage to bars & liquor stores along with local statistics of effects of underage drinking.	100.00			
<b>TOTAL</b>	<b>125.00</b>	<b>0.00</b>	<b>0.00</b>	<b>\$ 125.00</b>

## 3rd Quarter (April 1 – June 30)

### Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol

Encourage/invite people to volunteer for compliance checks & to carry their ID with them when buying alcohol, and for servers to check ID.

Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)		0.00		
Flyers to businesses (or postcards) announcing upcoming compliance checks	200.00			
Print ad congratulating businesses who pass compliance checks (Green River and Rock Springs)		500.00		
Letter to the editor		0.00		
<b>TOTAL</b>	<b>200.00</b>	<b>500.00</b>	<b>0.00</b>	<b>\$ 700.00</b>

## 4th Quarter (July 1 – Sept. 30)

### Mobilize Community Action for Policy Change (Educate) to Prevent Harm From Alcohol

Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)

Radio program with Al Harris (in conjunction with TIPS & C.A.R.E.)		0.00		
Follow-up with information to places that failed with information about TIPS & hotline	25.00			

Take calendars or signage to bars & liquor stores along with local statistics of effects of underage drinking.

100.00

---

<b>TOTAL</b>	<b>125.00</b>	<b>0.00</b>	<b>0.00</b>	<b>\$</b>	<b>125.00</b>
<b>TOTAL</b>	<b>550.00</b>	<b>1,000.00</b>	<b>0.00</b>	<b>\$</b>	<b>1,550.00</b>

## Public Education (CMCA)

### 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

#### Raise Awareness That Alcohol Poses a Danger

Give presentations in the community about the dangers of underage drinking and adult binge drinking – work on continuity & relationship building.

Press releases for presentations (Try to have at least 10 presentations a quarter)			0.00		
Giveaways to hand out – maybe message pens with messaging about the harms of underage drinking				750.00	
Red Ribbon Week will be first presentation for elementary schools – have some giveaways for students					2,500.00
Parent packets for each student reinforcing the messaging given during Red Ribbon Week and other school presentations and inviting parents to further events or upcoming speaker series	5,000.00				
Incentives for parental participation in Red Ribbon Week activities and education (pizza party for top class or top school or individual incentive or drawings for prizes)					3,000.00
Billboard – message about underage drinking danger or alcohol-related crime			1,500.00		
<b>TOTAL</b>	<b>5,000.00</b>	<b>1,500.00</b>	<b>6,250.00</b>	<b>\$</b>	<b>12,750.00</b>

### 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

#### Raise Awareness that there is a Problem in Our Community

Give presentations in the community to the same groups to raise awareness that underage drinking and over consumption are problems in our community – should be a continuation of other presentations.

Press releases for presentations (Try to have at least 10 presentations a quarter)			0.00		
Giveaways to hand out – maybe magnet with hotline # & message. (may still have from last quarter)				200.00	
Radio Spots			500.00		
<b>TOTAL</b>	<b>0.00</b>	<b>500.00</b>	<b>200.00</b>	<b>\$</b>	<b>700.00</b>

### 3rd Quarter (April 1 – June 30)

#### Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol

Encourage groups to take small actions like locking up liquor at home, utilizing other programs in place, talking to people about what people can do to make a difference.

Press releases for presentations (Try to have at least 10 presentations a quarter)			0.00		
Giveaways to hand out – maybe brochure with suggestions & hotline number -- distribute these widely	1,000.00				
Radio spots with suggestions			1,500.00		
<b>TOTAL</b>	<b>1,000.00</b>	<b>1,500.00</b>	<b>0.00</b>	<b>\$</b>	<b>2,500.00</b>

4th Quarter (July 1 – Sept. 30)

**Mobilize Community Action for Policy Change  
(Educate) to Prevent Harm From Alcohol**

Continue with presentations – educate specifically toward policy changes coming up (Mandatory Server Training & Malt Beverage Permits) -- if policies have been passed, present to educate about policies

		1,000.00	500.00		
<b>TOTAL</b>	<b>1,000.00</b>	<b>2,500.00</b>	<b>500.00</b>	<b>4,000.00</b>	
<b>TOTAL</b>	<b>6,000.00</b>	<b>4,500.00</b>	<b>6,950.00</b>	<b>\$ 17,450.00</b>	
<b>PRIMARY PLAN MEDIA/PROMOTIONAL PLAN TOTAL</b>	<b>11,470.00</b>	<b>8,700.00</b>	<b>8,750.00</b>	<b>\$ 28,920.00</b>	

# SPECIAL PROJECTS

---

## INDIVIDUAL PROGRAM

### 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

#### **Raise Awareness That Alcohol Poses a Danger**

Stick to the program curriculum, emphasizing that alcohol poses a danger.

Information for parents to support program education	1,500.00			
Commercial printing associated with program	125.00		0.00	
Promotional items to enhance curriculum & further message			250.00	
<b>TOTAL</b>	<b>1,625.00</b>	<b>0.00</b>	<b>250.00</b>	<b>\$ 1,875.00</b>

### 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

#### **Raise Awareness that there is a Problem in Our Community**

Stick to the program curriculum, raising awareness that there is a problem in our community and that we are aware of it.

Information for parents to support program education	1,500.00			
Commercial printing associated with program	125.00		0.00	
Promotional items to enhance curriculum & further message			250.00	
<b>TOTAL</b>	<b>1,625.00</b>	<b>0.00</b>	<b>250.00</b>	<b>\$ 1,875.00</b>

### 3rd Quarter (April 1 – June 30)

#### **Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol**

Stick to the program curriculum, encouraging students to take action by reporting parties, calling city council, creating alternatives & knowing the danger. Raise the conversation.

Information for parents to support program education	1,500.00			
Commercial printing associated with program	125.00		0.00	
Promotional items to enhance curriculum & further message			250.00	
<b>TOTAL</b>	<b>1,625.00</b>	<b>0.00</b>	<b>250.00</b>	<b>\$ 1,875.00</b>

### 4th Quarter (July 1 – Sept. 30)

#### **Mobilize Community Action for Policy Change (Educate) to Prevent Harm From Alcohol**

Information for parents to support program education	1,500.00			
Commercial printing associated with program	125.00		0.00	
Promotional items to enhance curriculum & further message			250.00	
<b>TOTAL</b>	<b>1,625.00</b>	<b>0.00</b>	<b>250.00</b>	<b>\$ 1,875.00</b>

---

<b>TOTAL</b>	<b>6,500.00</b>	<b>0.00</b>	<b>1,000.00</b>	<b>7,500.00</b>
--------------	-----------------	-------------	-----------------	-----------------

---

## Youth Group Empowerment (R.O.A..D.)

### 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

#### Raise Awareness That Alcohol Poses a Danger

Help youth group raise awareness on the dangers of underage drinking.

R.O.A.D. logo stickers to give out at HS			350.00		
Parental information for students to hand out/take home supporting messaging	1,500.00				
Some activity with youth presenting to younger schools about dangers of underage drinking. Have a press release and things to give out with messaging...			200.00		
Daytimers for student participants			350.00		
Radio spots for recruitment on stations kids listen to. (Can use for internet messaging as well)		550.00			
<b>TOTAL</b>	<b>1,500.00</b>	<b>550.00</b>	<b>900.00</b>	<b>\$</b>	<b>2,950.00</b>

### 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

#### Raise Awareness that there is a Problem in Our Community

Help youth group raise awareness that there is a problem in our community and that we are aware of it.

Newspaper story about youth group (feature article)		0.00			
Some activity with youth presenting to younger schools about dangers of underage drinking. Have a press release and things to give out with messaging.		0.00	400.00		
Materials supporting messaging and encouraging mission of youth group for giving to students	500.00		400.00		
Radio spots for recruitment on stations kids listen to. (Can use for internet messaging as well)		550.00			
Letter to the editor		0.00			
<b>TOTAL</b>	<b>500.00</b>	<b>550.00</b>	<b>800.00</b>	<b>\$</b>	<b>1,850.00</b>

### 3rd Quarter (April 1 – June 30)

#### Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol

Help the youth group encourage their peers & younger students to take action by reporting parties, calling city council, creating alternatives & knowing the danger. Raise the conversation.

Billboard with youth		1,400.00			
Activity with youth presenting to younger schools about dangers of underage drinking. Have a press release and items with messaging to give to students.			400.00		
<b>TOTAL</b>	<b>0.00</b>	<b>1,400.00</b>	<b>400.00</b>	<b>\$</b>	<b>1,800.00</b>

### 4th Quarter (July 1 – Sept. 30)

#### Mobilize Community Action for Policy Change (Educate) to Prevent Harm From Alcohol

Work with the youth to promote policy changes in the community and in the schools.

Advertising and promotional materials			500.00	400.00		
	<b>TOTAL</b>	<b>0.00</b>	<b>500.00</b>	<b>400.00</b>	<b>\$</b>	<b>900.00</b>
	<b>TOTAL</b>	<b>2,000.00</b>	<b>3,000.00</b>	<b>2,500.00</b>	<b>\$</b>	<b>7,500.00</b>

## C.A.R.E.

---

### 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

#### Raise Awareness That Alcohol Poses a Danger

Explain to event planners the dangers of misuse of alcohol & how C.A.R.E. can help.

Radio program with Al Harris		0.00			
Mailing to event planners	100.00				
Information at city halls & chambers of commerce (brochures and/or 1-sheets)	250.00				
Items to event planners with C.A.R.E. information & information about dangers of underage drinking & over consumption				250.00	
<b>TOTAL</b>	<b>350.00</b>	<b>0.00</b>	<b>250.00</b>	<b>\$</b>	<b>600.00</b>

### 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

#### Raise Awareness that there is a Problem in Our Community

Emphasize to event planners that we have a problem with underage drinking and over consumption in our community and that C.A.R.E. is designed to help with that.

Radio program with Al Harris		0.00			
Information at city halls & chambers of commerce (brochures and/or 1-sheets)	200.00				
Promotional items to circulate message				250.00	
Letter to the editor		0.00			
<b>TOTAL</b>	<b>200.00</b>	<b>0.00</b>	<b>250.00</b>	<b>\$</b>	<b>450.00</b>

### 3rd Quarter (April 1 – June 30)

#### Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol

Focus on inviting all events to have C.A.R.E. assessments & to implement suggestions. Also use principles to suggest to smaller event planners.

Make up packets for private events with suggestions for safety.	250.00				
Promotional items to circulate message				250.00	
Radio spots about C.A.R.E. assessments (Cinco de Mayo)		1,000.00			
<b>TOTAL</b>	<b>250.00</b>	<b>1,000.00</b>	<b>250.00</b>	<b>\$</b>	<b>1,500.00</b>

### 4th Quarter (July 1 – Sept. 30)

#### Mobilize Community Action for Policy Change (Educate) to Prevent Harm From Alcohol

Letter to the editor		0.00			
Promotional items and advertising to circulate message	200.00	400.00	250.00		
<b>TOTAL</b>	<b>200.00</b>	<b>400.00</b>	<b>250.00</b>	<b>\$</b>	<b>850.00</b>
<b>TOTAL</b>	<b>1,000.00</b>	<b>1,400.00</b>	<b>1,000.00</b>	<b>\$</b>	<b>3,400.00</b>

# Community Texting Hotline

---

## 1<sup>st</sup> Quarter (Oct.1 – Dec.31)

### Raise Awareness That Alcohol Poses a Danger

Give information about why underage drinking is dangerous & why it is helpful to call or text in information to the hotline.

Radio spots about the harms of underage drinking and how the hotline is a way to help. (New Year's spots)			700.00		
Magnets with the hotline number & message about danger of underage drinking or over-consumption – about 1,000				500.00	
T-shirts for youth group to wear with hotline number and a message about dangers of underage drinking (about 50-100 t-shirts).					500.00
Letter to the editor			0.00		
	<b>TOTAL</b>	<b>0.00</b>	<b>700.00</b>	<b>1,000.00</b>	<b>\$ 1,700.00</b>

## 2nd Quarter (Jan. 1 – March 31<sup>st</sup>)

### Raise Awareness that there is a Problem in Our Community

Raise awareness that underage drinking is a problem in our community & that using the hotline is a way to assist in reducing the problem.

Print ad about hotline and how the hotline is a way to help the problem that we have in the community.			600.00		
Stickers with hotline number and message to stick on pizza boxes & take-out boxes – distribute and/or apply to boxes of businesses.		300.00			
Promotional items to help circulate message				500.00	
Billboard.			1,500.00		
	<b>TOTAL</b>	<b>300.00</b>	<b>2,100.00</b>	<b>500.00</b>	<b>\$ 2,900.00</b>

## 3rd Quarter (April 1 – June 30)

### Mobilize Community to Implement Small Changes to Prevent Harm from Alcohol

Encourage people to utilize the hotline – it is a simple way to help. Emphasize that they are helping, not infringing on others' rights.

Pen with messaging about hotline & helping.			300.00	700.00	
Stickers with hotline and message to stick on condiments or something.		200.00			
T-shirts for youth group to wear with hotline number and a message about doing what you can (about 50-100 t-shirts).					500.00
	<b>TOTAL</b>	<b>200.00</b>	<b>300.00</b>	<b>1,200.00</b>	<b>\$ 1,700.00</b>

## 4th Quarter (July 1 – Sept. 30)

### Mobilize Community Action for Policy Change (Educate) to Prevent Harm from Alcohol

Encourage people to utilize the hotline – it is a simple way to help. Emphasize that they are helping, not infringing on others' rights.

Movie Ad			800.00		
Billboard.			1,500.00		

Promotional items to help circulate message				800.00		
	<b>TOTAL</b>	<b>0.00</b>	<b>2,300.00</b>	<b>800.00</b>	<b>\$</b>	<b>3,100.00</b>
	<b>TOTAL</b>	<b>500.00</b>	<b>5,400.00</b>	<b>3,500.00</b>	<b>\$</b>	<b>9,400.00</b>
<b>SPECIAL PROJECTS MEDIA/PROMOTIONAL PLAN</b>						
	<b>TOTAL</b>	<b>10,000.00</b>	<b>9,800.00</b>	<b>8,000.00</b>	<b>\$</b>	<b>27,800.00</b>
<b>TOTAL BUDGET FOR MEDIA/PROMOTION</b>						
		<b>21,470.00</b>	<b>18,500.00</b>	<b>16,750.00</b>	<b>\$</b>	<b>56,720.00</b>