

## Issue: Underage Drinking

### Problem Statements:

- #1. Oakland County 8th, 10th and 12th graders report high illegal alcohol consumption.
- #2. Oakland County youth begin illegal alcohol consumption at an early age.

**Vision:** Oakland County is a community untouched by the harmful use and abuse of alcohol

**Goal:** Eliminate underage drinking in Oakland County.

Objective (from intervening variables)	Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
<p><b>Intervening Variable:</b> Enforcement</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. By September 30, 2010 increase enforcement activities targeting underage drinking.</li> <li>2. By September 30, 2010 increase the number of Oakland County communities that have a Minor in Attendance (MIA) or other comparable ordinance.</li> <li>3. By September 30, 2010 increase community reporting of underage drinking.</li> </ol> <p>Capacity Building Actions:</p> <ul style="list-style-type: none"> <li>-Collaborate with local law enforcement units to establish baseline data by determining which communities currently conduct compliance checks and how many checks are done.</li> <li>-Training for coalitions and other community groups on policy development strategies</li> <li>-Form a Party Patrol Task Force</li> </ul>	<p>Employ evidence-based environmental strategies designed to impact alcohol access and availability, policy, enforcement, and community norms.</p> <ol style="list-style-type: none"> <li>1. Alcohol Compliance Checks and Retailer Education</li> <li>2. Policy Development</li> <li>3. Underage Drinking Hotline/Party Patrols</li> </ol> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Underage Drinking Enforcement Training Center – OJJDP</li> <li>• Community Trials Intervention To Reduce High-Risk Drinking (PIRE)</li> <li>• Environmental Prevention Model (Institute for Public Strategies)</li> <li>• Communities Mobilizing for Change on Alcohol (University of Minnesota)</li> </ul>	<ol style="list-style-type: none"> <li>1. Short-term Outcome measured by a decrease in retailer’s willingness to sell alcohol to minors through compliance checks.</li> <li>2. Short-term Outcome measured by the increase in the number of community ordinances that impact underage drinking.</li> <li>3. Short-term Outcome measured by the implementation of a community tip-line and formation of local party patrols.</li> </ol> <p>Long-term Outcome measured by: reduced Past 30 Day Use of Alcohol as reported by Oakland County youth.</p>

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Objective (from intervening variables)	Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
<p><b>Intervening Variable:</b> Perception of Risk</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. By September 30, 2010 provide educational opportunities regarding underage drinking issues for adults who interact with youth.</li> <li>2. By September 30, 2010 engage youth in prevention strategies to increase perception of risk and promote positive choices.</li> </ol> <p>Capacity Building Actions: -Funding and training for evidence-based strategies to be implemented and evaluated with fidelity.</p>	<p>Employ evidence-based education and communication strategies focused on increasing knowledge and awareness of risks, changing attitudes, and influencing and sustaining healthy behavior.</p> <ol style="list-style-type: none"> <li>1. Culturally appropriate educational trainings focused on health and legal consequences of underage drinking.</li> <li>2. Culturally and age appropriate youth development programs</li> </ol> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Underage Drinking Not a Minor Problem</li> <li>• Most of Us (Social Norms)</li> <li>• FACE Project</li> <li>• Life Skills Training</li> <li>• Project Northland</li> <li>• Project SUCCESS</li> </ul>	<p>Short-term Outcomes measured by:</p> <ul style="list-style-type: none"> <li>• Pre-Post Test</li> <li>• Number of trainings delivered to target population</li> <li>• Amount of media coverage</li> <li>• Number of individuals served</li> <li>• Other measures TBD based on strategy selected</li> </ul> <p>Long-term Outcome measured by: increased Perception of Risk as reported by Oakland County youth.</p>

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Objective (from intervening variables)	Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
<p><b>Intervening Variable:</b> Community Norm</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. By September 30, 2010 increase awareness for the need to prevent underage drinking.</li> <li>2. By September 30, 2010 increase capacity to plan, implement, and sustain environmental strategies targeting underage drinking.</li> </ol> <p>Capacity Building Actions:</p> <ul style="list-style-type: none"> <li>-Collaboration among sectors to track community changes.</li> <li>-Training on selecting environmental strategies</li> </ul>	<p>Employ evidence-based environmental strategies designed to impact alcohol access and availability, policy, enforcement, and community norms.</p> <p>1. Community Education and Mobilization</p> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Community Trials Intervention To Reduce High-Risk Drinking (PIRE)</li> <li>• Environmental Prevention Model (Institute for Public Strategies)</li> <li>• Communities Mobilizing for Change on Alcohol (University of Minnesota)</li> <li>• Preventing Underage Drinking: Using Getting to Outcomes with the SAMHSA Strategic Prevention Framework to Achieve Results</li> </ul>	<p>Short-Term Outcomes measured by:</p> <ul style="list-style-type: none"> <li>• Tracking of Community Changes (RAND Health)</li> <li>• Other measures TBD based on strategy selected</li> </ul> <p>Long-term Outcome measured by: reduced Past 30 Day Use of Alcohol as reported by Oakland County youth.</p>

# Oakland County SPF-SIG Strategic Plan

## Issue: Alcohol Related Traffic Crash Deaths

**Problem Statement:** Individuals are being killed or injured in alcohol related traffic crashes in Oakland County.

**Vision:** Oakland County is a community untouched by the harmful use and abuse of alcohol

**Goal:** Eliminate fatalities and injuries due to alcohol related traffic crashes in Oakland County.

Objective (from intervening variables)	Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
<p><b>Intervening Variable:</b> Perception of Risk</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>By September 30, 2010 increase awareness of low risk drinking guidelines among adults.</li> <li>By September 30, 2010 increase awareness of risk associated with riding with someone who has been drinking.</li> </ol> <p>Capacity Building Actions: -Training on CSAP's Eight Guidelines for Social Marketing Program Development</p>	<p>Employ evidence-based education and communication strategies focused on increasing knowledge and awareness of risks, changing attitudes, and influencing and sustaining healthy behavior.</p> <ol style="list-style-type: none"> <li>Social Marketing/Health Communications <i>A strong community-based prevention program includes activities that support comprehensive communication efforts. The program will target a specific audience with a culturally appropriate prevention message and increase the general public's awareness of prevention-related issues. Raising public awareness ultimately results in a change in social policies and practices.</i></li> </ol> <p>Resources:</p> <ul style="list-style-type: none"> <li>Most of Us (Social Norms)</li> <li>Saving Lives Program (Massachusetts)</li> <li>South Bay High Intensity Prevention Zone (California)</li> <li>Project TRAC (California)</li> <li>FACE Project</li> <li>Communities Mobilizing for Change on Alcohol (University of Minnesota)</li> <li>Community Trials Intervention To Reduce High-Risk Drinking (PIRE)</li> <li>CSAP Training Library</li> </ul>	<ol style="list-style-type: none"> <li>Short-Term Outcome: TBD based on strategy selected</li> </ol> <p>Long-Term Outcome measured by: reduction in alcohol-related crash fatalities and injuries in Oakland County.</p>

## Issue: Alcohol Related Traffic Crash Deaths

Objective (from intervening variables)	Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
<p><b>Intervening Variable:</b> Enforcement</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>By September 30, 2010 increase community awareness and support of enforcement efforts and consequences of driving impaired.</li> </ol> <p>Capacity Building Actions:</p> <ul style="list-style-type: none"> <li>-Assess the needs of local law enforcement units to achieve the goal.</li> <li>-Create a system for tracking enforcement efforts at the community level.</li> <li>-Recognize law enforcement and judges who utilize effective enforcement strategies.</li> </ul>	<p>Employ evidence-based environmental strategies designed to impact alcohol access and availability, policy, enforcement, and community norms.</p> <ol style="list-style-type: none"> <li>Periodic high-intensity and sustained high-visibility enforcement efforts, supported by a coordinated media plan.</li> </ol> <p>Resources:</p> <ul style="list-style-type: none"> <li>• Saving Lives Program (Massachusetts)</li> <li>• South Bay High Intensity Prevention Zone (California)</li> <li>• Project TRAC (California)</li> <li>• Community Trials Intervention To Reduce High-Risk Drinking (PIRE)</li> <li>• Communities Mobilizing for Change on Alcohol (University of Minnesota)</li> </ul>	<ol style="list-style-type: none"> <li>Short-Term Outcome measured by: an increase in the number of local law enforcement units participating in coordinated enforcement activities</li> </ol> <p>Long-Term Outcome measured by: reduction in alcohol-related crash fatalities and injuries in Oakland County.</p>

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Objective (from intervening variables)	Strategies (to address contributing factors)	Benchmarks (How will you know you have achieved your objectives? When do you expect to achieve them?)
<p><b>Intervening Variable:</b> Community Norm</p> <p>Objective: 1. By September 30, 2010 change community perception of drunk driving to include “buzzed or impaired driving”</p> <p>Capacity Building Actions: -Collaboration among all sectors of the community to change community norms.</p>	<p>Employ evidence-based environmental strategies designed to impact alcohol access and availability, policy, enforcement, and community norms.</p> <p>1. Community Education and Mobilization</p> <p>Resources:</p> <ul style="list-style-type: none"> <li>• National Highway Traffic Safety Association</li> <li>• Community Trials Intervention To Reduce High-Risk Drinking (PIRE)</li> <li>• Communities Mobilizing for Change on Alcohol (University of Minnesota)</li> <li>• Citizen Reporting of DUI – Extra Eyes to Identify Impaired Driving (Maryland)</li> <li>• Saving Lives Program (Massachusetts)</li> </ul>	<p>1. Short-Term Outcome: TBD based on strategy selected</p> <p>Long-Term Outcome measured by: reduction in alcohol-related crash fatalities and injuries in Oakland County.</p>