

Oakland County SPF-SIG Implementation Plan Matrix						
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.		Evidence-Based Programs, Strategies, Policies, and Interventions				
		Communities Mobilizing for Change on Alcohol	Community Trials Intervention to Reduce High-Risk Drinking	Saving Lives	Coping with Work and Family Stress	Team Awareness
Objectives	Intervening Variable: Perception of Risk					
	1. By September 30, 2010 increase awareness of low risk drinking guidelines among adults.	•	•	•	•	•
	2. By September 30, 2010 increase awareness of risk associated with riding with someone who has been drinking.	•	•	•		
	Intervening Variable: Enforcement					
	1. By September 30, 2010 increase community awareness and support of enforcement efforts and consequences of driving impaired.	•	•	•		
	Intervening Variable: Community Norm					
1. By September 30, 2010 change community perception of drunk driving to include "buzzed or impaired driving".	•	•	•			
Capacity Building Actions	▶ Training on CSAP's Eight Guidelines for Social Marketing Program Development					
	▶ Assess the needs of local law enforcement units to achieve the goal.					
	▶ Create a system for tracking enforcement efforts at the community level.					
	▶ Recognize law enforcement and judges who utilize effective enforcement strategies.					
	▶ Collaboration among all sectors of the community to change community norms.					
	▶					

