

## What is the SPF SIG Project?

The Strategic Prevention Framework State Incentive Grant (SPF SIG) is built on a community-based risk and protective factors approach to prevention and a series of guiding principles that can be operationalized at the Federal, State and community levels. Sussex County is one of twelve communities in New Jersey to receive this grant.

The Strategic Prevention Framework is a five step process that assists communities, coalitions and agencies in identifying community issues, available resources, gaps in services, and selecting interventions that address the unique needs of that community. The Strategic Prevention Framework (SPF) process focuses on using data and building capacity within each community to impact the consequences of substance use-related issues.



The focus of our SPF SIG Project is the harmful consequences of fatal and non-fatal alcohol and substance related motor vehicle crashes and DWI arrests among 18-25 year olds. The goals of this grant will be reached through a variety of strategies and objectives utilized from the individual level to the community as a whole.

Department of Health and Human Services  
Substance Abuse and Mental Health Services Administration  
Center for Substance Abuse Prevention  
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## Fast Forward Campaign

SPF SIG has teamed up with Sussex County Community College to create and implement a social media campaign to reduce harmful consequences of alcohol and other drugs on 18-25 year olds. Kurt Kemple, a graphic design and member of the *Design Squad*, won the contest to create the campaign, which he appropriately named Fast Forward. On February 22nd, the first event of the campaign was launched and was an enormous success!

To follow-up, an alcohol screening day and presentations were held on campus on April 7th. Finally, before graduation, an outdoor event was held with a live local band, *Let's Become Bugs*, and games. Original Skateboards, Fatal Vision Goggles, giveaways and free food were incentives for all the Fast Forward events. This campaign was designed to show students ways to have fun without the use of alcohol and other drugs.

## Facts on Tap

Education is one of the primary objectives of SPF SIG. At the end of the spring semester at Sussex County Community College, weekly facts about alcohol in relation to young adults were disseminated via campus-wide email blasts and Facebook. To get the information out to more students, the college has decided to include a weekly "Facts on Tap" section in the 2011-2012 planner, which is given out



to every freshman and most students in the fall semester.

To view a sample of the "Facts on Tap" go to the SPF SIG section of the Center for Prevention and Counseling website at <http://centerforprevention.org/strategic-prevention.htm>

## Community Collaboration

SPF SIG is collaborating with different members of the community to reduce the availability of alcohol to those under the legal age of 21.

Before summer kicked into gear, we went to alcohol retailers, restaurants and bars around Sussex County to drop off the most recent ID Checking Guide. This handbook depicts all US state and territory driver's licenses and IDs, a variety of foreign IDs, passports, military IDs and other forms of identification to which a server or cashier can compare a customer's ID to check for validity. During these visits, we informed the managers of these establishments that we can provide TIPS training for their staff. TIPS, Training for Intervention Procedures, is a skills-based program that educates in the responsible service, sale and consumption of alcohol. It is designed to prevent intoxication, underage drinking and drunk driving. By offering these tools and educational opportunities, we hope to reduce underage access to alcohol.

Another important collaboration is with the mayors and deputy mayors of our six target communities. The Center for Prevention and Counseling held a luncheon for the mayors at Cheddar Alley in

Newton to discuss the distribution and sale of alcohol at community events. We have introduced a six step strategy to holding a successful and safe event including ID checking and the implementation of beer gardens to prevent underage access of alcohol.

We are looking forward to the progress towards the SPF SIG goal of reducing underage alcohol access that will be made with these community collaborations.

## Summer Safety Tips

**Alcohol greatly increases the risk of injury during summer activities.**

**In the warmer weather, alcohol use can lead to dehydration and heat exhaustion because alcohol is a diuretic. Instead of consuming alcoholic beverages, keep hydrated with plenty with non-alcoholic and non-caffeinated beverages, like water or juice.**

**Alcohol is also a leading contributor to boating and swimming deaths. Never use alcohol and operate a boat or swim. Alcohol can affect one's coordination, judgment and ability to determine distance and water depth.**