

Center for Prevention and Counseling
Sussex County Coalition for Healthy Safe Families Underage Drinking Task Force
ACTION PLAN 2006/2007

Updated 2/9/2007

<u>Objective</u>	<u>Responsible Party</u>	<u>Activities</u>	<u>Prevention Level</u>	<u>Timeline</u>	<u>Goal Range</u>	<u>Status</u>	<u>Actions</u>
OBJECTIVE I: Reduce the availability of alcohol	Dan Storey, Becky Carlson, Task Force Members	1. Encourage adoption of keg registration in county a. Contact Riverside Police Department for details on adopting keg registration b. Work with League of Municipalities to encourage adoption of keg ordinance	MS, HS, YA	Sept. 2007	Mid-term	Started	Dan Storey obtain a copy of the ordinance from the Riverside Police Department.
	Barbara Adolphe, Becky Carlson, Task Force members	2. Support statewide keg registration a. Advocate and support through the statewide Childhood Drinking Coalition	MS, HS, YA	Sept. 2007	Mid-term	Started	Barbara Adolphe and Becky Carlson attended a statewide training in regards to the keg registration initiative.
	Becky Carlson, Task Force members	3. Support Underage Drinking on Private Property Ordinance a. Encourage and support Branchville, Hardyston, Walpack, Stanhope, Sussex and Lafayette to adopt the underage drinking ordinance b. Educate community about the ordinance and its purpose utilizing DEFY youth group members and selected Task Force members c. Research/advocate Colorado's "Hold Harmless" bill for possible inclusion in ordinance	MS, HS, YA	June 2007	Short-term		Members have worked with many town councils in 2005 and 2006 to educate about the ordinance.
	Becky Carlson, Meg Samuel-Siegel, Jane Butz, Task Force members	4. Support local liquor establishments and police in enforcement of alcohol purchasing laws a. Offer server training information and handouts b. Assist with compliance checks done by law enforcement c. Utilize We Check for 21 campaign to educate liquor retailers d. Utilize We Check for 21, Too campaign to educate parents and encourage them to sign pledge e. Utilize FACE "0/1/3" campaign to educate community about consumption amounts f. Address alcohol advertising and sales at community events utilizing DEFY youth group members and selected Task Force members g. Showcase responsible vendors and proactive alcohol retailers through use of public service announcements, letters to the editor, Coalition newsletter and other media outreach	MS, HS, YA	June 2008	Mid-term	Started	Becky Carlson contacted St.Patrick's Day parade committee to request that the banners to be used not include liquor advertising.

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OBJECTIVE II: Increase the effectiveness of school and legal systems and policies	Barbara Adolphe, Becky Carlson, Task Force members	1. Support legislation for passive versus active consent for student surveys a. Educate legislators about the importance of passive consent through written and verbal correspondence b. Educate school administrators about the importance of drug surveys done on a regular and consistent basis	MS, HS, YA	2007	Short-term	Started	
	Barbara Adolphe, Becky Carlson, Meg Samuel-Siegel, Lisa Frisbie, Task Force members	2. Encourage standardized alcohol policies in schools a. Research the sports program implemented in Nevada for countwide approach b. Research and compile recap of current guidelines and penalties schools have for youth who are caught engaging in underage drinking	MS, HS	2008	Long-term		
	Barbara Adolphe, Tammie Horsfield, Becky Carlson, Meg Samuel-Siegel, Jane Butz, Task Force members	3. Encourage standardized sanctions for underage drinking offenses on municipal and countywide level a. Assess current guidelines and penalties in municipal and county court system b. Increase knowledge among judges and juvenile conference committee members of trends, research and dangers of underage drinking through presentations, newsletters and email c. Research possible "education prevention program" accessible through court/JCC/school mandate for youth who commit or are involved in alcohol-related incidents to include: 4-week curriculum for 1st offense; 16-week for additional offenses (using CFPC IDRC course); separate tracks for different age groups; mandatory parental involvement; mandatory individual assessment	MS, HS, YA	June 2008	Long-term		

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OBJECTIVE III: Change norms regarding underage drinking	Becky Carlson, Meg Samuel-Siegel, Wendy Cooney, Task Force members	1. Educate parents about dangers of early first use of alcohol and the risks associated with it, along with the latest research and prevention tips through collaboration with law enforcement, schools and youth a. Utilize a variety of venues to reach parents (DARE classes and graduation ceremony; Project Alert presentation; back-to-school night; PTA meetings) b. Disseminate information through Coalition and school newsletters; Coalition and school mailing; letters to the editor and public service announcements	MS	Spring/Fall 2007	Mid-term	Started	Each Project Alert event includes education about underage drinking, including the 15-5-21 and brain development research.
	Becky Carlson, Meg Samuel-Siegel, Wendy Cooney, Lisa Frisbie, Task Force members	2. Educate parents about consequences of hosting underage drinking party or providing alcohol to minors through presentation, literature dissemination and collaboration with youth a. Utilize a variety of venues to reach parents (high school orientation for 9th graders; Project Alert presentations; back-to-school night) b. Research use of Parents Who Host Lose the Most program	HS	Spring/Fall 2007	Mid-term	Started	
	Barbara Adolphe, Becky Carlson, Meg Samuel-Siegel, Lisa Frisbie, Task Force members	3. Educate Sussex County community about dangers of binge drinking through presentations, media campaign and collaboration with youth a. Educate parents of high school students about the latest trends in binge drinking through presentation/s and information dissemination and collaborating with DEFY youth group members b. Educate medical personnel about the risks of binge drinking and how to identify at-risk youth through participation in the statewide CRAFFT "Card" initiative c. Provide parents of high school seniors with an education component to prepare them for their 1st year in college through presentation/s and information dissemination	HS, YA	Spring/Fall 2007	Long-term		

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OBJECTIVE III: Change norms regarding underage drinking	Barbara Adolphe, Becky Carlson, Meg Samuel-Siegel, Lisa Frisbie, Task Force members	<p>d. Develop brief presentation for high school Student Assistance Counselor to present at high school "college financing" programs where large number of parents are in attendance</p> <p>e. Create or find appropriate pamphlet to disseminate to parents with children entering college about dangers/risks of college drinking (specifically addressing binge drinking trends, college freshman use of alcohol statistics, caffeine drinks, etc.) and tips for resisting pressure while saving face</p> <p>f. Collaborate with Sussex County Community College to create vehicle to reach incoming freshman regarding binge drinking and other alcohol trends/dangers (i.e. "freshman seminar")</p> <p>g. Utilize the "0/1/3 Domino Strategy for alcohol use" campaign by FACE, to educate youth and adults regarding appropriate consumption of alcohol use by adults</p> <p>h. Develop a social norms media campaign regarding binge drinking</p>	HS, YA	Spring/Fall 2007	Long-term		<p>In December, Lisa Frisbie prepared and presented to county SACs information about how to do a presentation about college drinking to parents with high school seniors which included tips on how to address this issue with their children.</p> <p>Lisa Frisbie found a booklet that the Center for Prevention and Counseling purchased 2,000 of the booklets, which is enough for all parents that currently have a senior in high school.</p>
	Barbara Adolphe, Becky Carlson, Meg Samuel-Siegel, Lisa Frisbie, Task Force members, DEFY	<p>4. Educate parents and youth about alcohol-free alternative activities through presentations, information dissemination, use of media and collaboration with youth</p> <p>a. Compile and distribute age specific suggestions for youth with positive ways to spend time</p> <p>b. Develop a list of ideas for alcohol-free prom and graduation nights</p> <p>c. Develop a media campaign using a motto to promote positive alternative activities for youth ("Boredom is a State of Mind" or "Actions Speak for Tomorrow")</p>	HS, YA	Spring 2008	Long-term		

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OBJECTIVE III: Change norms regarding underage drinking	Barbara Adolphe, Becky Carlson, Meg Samuel-Siegel, Lisa Frisbie, Task Force members, DEFY	d. Investigate the possibilities of volunteer opportunities in which youth can participate within the county by outreaching to schools, organizations, houses of worship e. Outreach to SCCC students to seek their participation in and collaboration with the Task Force	HS, YA	Spring 2008	Long-term		