

**Martin County  
Comprehensive Community Action Plan (CCAP) Worksheet (5/19)**

**Problem Statement:** *Social Access-Martin County youth have access to alcohol in their homes and in the homes of others.* Of the 27.9% of Martin Co. HS students who reported drinking in the last 30 days, 35.9% reported their usual drinking location was in their own home and 46.4% reported it was someone else's home. Among reported high school drinkers, 36.7% of Martin Co HS students said someone gave them alcohol, whereas when compared to the state, 41.9% of FL HS students reported someone gave them alcohol. (FYSAS 2018)

**Goal 1:** Among reported high school drinkers, reduce by 10% the number of youth who reported drinking in their homes and in the homes of others.

**Long Term Outcome 2:** By the FYSAS 2024, reduce by 5% the number of Martin Co. HS students who said someone gave them alcohol. (36.7% of Martin Co. HS students said someone gave them alcohol-FYSAS 2018)  
**2 to 5 YEARS**

**Objectives/Strategy:**

**Short term Outcomes** (change in local contributing factor)  
By 2020 increase the number of local teens registered for the Friday Night Done Right (FNDR) by 20%, from 15 engaged teens to 18-20 or more engaged teens representing the Three area HS and 4 MS  
**1 to 3 Years**

**Intermediate Outcomes** (change in intervening variable/risk factor) Social Access: Reduce by 2% the number of youth reporting that someone gave them alcohol by 2022 FYSAS. (36.7% of Martin HS students said someone gave them alcohol - FYSAS 2018)  
**1-5 Years**

**Objective 1: Inform and educate the community on the dangers of underage drinking.**

Promote student and parent focused evidenced based or promising practices programs, such as Botvin Life Skills Training (Tykes and Teens), Alcohol Literacy Challenge, Strengthening Families Dinners, Not My House, in the school setting (public, private and charter schools), afterschool programs, youth empowerment centers, community centers and other youth focused environments.

**Measurement: The Coalition will survey all of the organizations providing evidence based underage drinking prevention programs. The Coalition will work with the managing entity to collect and document the number served, including whether elementary, middle, high school or parent and the location of the delivered service.**

**Objective 2: Utilize COW (Coalition On Wheels).**

Take COW (Coalition On Wheels) to community and school events-distributing information on the dangers of serving youth alcohol, the fact that is illegal, sharing the negative health affects alcohol has on youth as well as promoting county wide environmental strategies and programs (Friday Night Done Right, Not My House, Tykes and Teens, MCSO, MCHHS etc.)

**Measurement: All activities will be documented with the event date, location and the number of people reached per event, general population and disseminated items**

**Objective 3: Promo & National Strengthening Family Dinner**

Promote National Strengthening Family Dinner, encouraging parents to increase positive, meaningful daily communication with their children, communicating the positive benefits of staying alcohol free and the risks associated with drinking alcohol.

**Measurement: Municipalities participating in National Strengthening Family Dinner will be documented including participating community partners. The Coalition will track yearly the number of families that sign a pledge to increase their number of shared family meals and receive tips and tools from the Coalition to increase family engagement.**

**Objective 4: Increase development of Teen Leadership Coalition (Friday Night Done Right)**

FNDR will promote and enhance teen involvement in alcohol/Substance free activities in their school and the community. Provide trainings and allow teens to develop and facilitate programs and events.

**Measurement: Membership in FNDR, Youth participation in Coalition events**

**Objective 5: Engage Community in Not My House Campaign.**

Inform parents of the dangers of underage drinking, the consequences of allowing underage drinking in their home and collect pledges for our Not My House campaign (Parental pledge to not allow underage drinking in their home)

**Measurement: Document the number of pledges and number of unique visits to web site.**

**Problem Statement:** *Perceived Risk-Martin Co Parents and youth are unaware of the consequences of drinking alcohol.* Martin Co parents and youth need more education on the dangers of underage drinking: 76.3% of Martin Co youth do not consider the daily use of alcohol as harmful. 25% of Martin Co youth report that it is not wrong for someone their age to drink alcohol. Consequently 95.6% of youth report they think their parents would disapprove of their alcohol use. (FYSAS 2018)

**Goal 2:** Increase by 10% the number of youth who report that alcohol is harmful.

**Long Term Outcome 2:** By 2024, reduce by 5% the number of youth who report that it is not wrong for someone their age to drink alcohol, from 25% to 20%.  
**2-5 Years**

**Objectives/Strategies:**

**Short term Outcomes** (change in local contributing factor):  
Increase by 4% the number of youth reporting that daily use of alcohol is harmful on the 2020 FYSAS, from 49.0% to 53.0%.

**1 to 3 Years**

**Intermediate Outcomes** (change in intervening variable/risk factor):  
Reduce by 2% the parental attitudes favorable toward ATOD use on the 2022 FYSAS. (2.6% of Martin middle school students and 5.3% of Martin HS students reported favorable parental attitudes towards alcohol use. (FYSAS 2018)

**1-5 Years**

**Objective 1: Inform and Educate parents and youth of the dangers of underage alcohol use at community events, use of web sites, social media and community norm messaging.**

Develop and utilize web-based information for parents and students on the dangers of alcohol (i.e. NotMyHouse.org) Utilize social media and environmental messaging campaigns to inform parents and youth on the dangers of alcohol and selling, serving and giving alcohol to underage youth.

**Measurement: The Coalition will collect and document the number of unique viewings to the social media and environmental messaging campaigns.**

**Objective 2: Coordinate a county-wide media social norm campaign to promote an alcohol free lifestyle by underage youth.**

Sustain or increase the participation in the Alcohol/Drug Prevention media campaign initiative. Increase number of participating youth.

**Measurement: Document the number of submissions, participants and social media analytics to measure saturation**

**Objectives 3: Implement evidence-based prevention strategy for youth at school settings (public, private and charter schools), YMCAs, Explorers, Youth Empowerment Centers and/or other community sites.**

Promote student and parent focused evidenced based or promising practices programs, such as Botvin Life Skills Training (Tykes and Teens), Alcohol Literacy Challenge, Project SUCCESS, Strengthening Families, Active Parenting, (public, private and charter schools) and community settings (afterschool programs, Project LIFT, Explorer troupes, Youth Empowerment Centers, community centers and other youth focused environments). Support the Youth Empowerment Centers, Explorers, YMCAs, by training them to provide and implement alcohol prevention strategies. Support prevention providers to provide evidence-based curriculum.

**Measurement: Document the use of evidence-based prevention programs/strategies, locations and the numbers served.**

**Objective 4: Coordinate and promote community youth summits.**

Design and promote youth summit events that educate teens on the health risks of underage drinking and increase positive pro social skills and behaviors. Promote the use of evidence-based prevention programs and practices at Youth Summits. Promote hosting parent training workshops in conjunction with the Youth Summit. Work with community partners to increase the size, scope and impact of the summit on our youth.

**Measurement: Document the number of youth summits held in the community yearly and the participating community partners. Document the number of youth and/or parents in attendance, their age, school, and other personal data, such as their and their parents' email and phone number so that additional prevention material may be delivered to them throughout the year.**