**Palm Beach County Substance Awareness Coalition**

**Comprehensive Community Action Plan (CCAP) Worksheet (3/19)**

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| **Problem Statement: *Social Access-Palm Beach County youth have access to alcohol in their homes and in the homes of others.*** Of the PBC HS students who reported drinking in the last 30 days, 35.8% reported their usual drinking location was in their own home and 36.1% reported it was someone else’s home. Among reported high school drinkers, 35.9% of PBC 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 PBC HS students who said someone gave them alcohol. (35.9% of PBC 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 Teen Coalition in Action (TCIA) by 20%, from 10 engaged teens to twelve or more engaged teens representing the primary county locations; north, south, central east, central west and west.**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. (35.9% of PBC 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, Alcohol Literacy Challenge, Project SUCCESS, Strengthening Families, Active Parenting, 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.** |
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| **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, and promoting the tip line (1-877-Means21).  |
| 1. **Measurement: All activities will be documented with the event date, location and the number of people reached per event. The number of calls received to the tip line (1-877-Means21) will be tracked monthly.**
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| **Objective 3: Promote National Family Night Out & National Strengthening Family Dinner** |
| Promote National Family Night Out & 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 Family Night Out Activities & 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.**  |
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| **Objective 4: Increase development of Teen Coalition in Action.**  |
| TCIA will promote and enhance teen involvement in alcohol free activities in their school and the community. Provide trainings and allow teens to develop and facilitate programs and events. |
| **Measurement: Membership in TCIA, Youth participation in Coalition events** |
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| 1. **Objective 5:** **Engage Community in Not My House Campaign.**
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| 1. 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)
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| 1. **Measurement: Document the number of pledges and number of unique visits to web site.**
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| **Problem Statement: *Perceived Risk-PBC Parents and youth are unaware of the consequences of drinking alcohol.*** PBC parents and youth need more education on the dangers of underage drinking: 51.6% of PBC youth do not consider the daily use of alcohol as harmful. 25% of PBC youth report that it is not wrong for someone their age to drink alcohol. Only 95.8% 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 PBC middle school students and 5.3% of PBC 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. Promote the 1-877-Means21 the tip line to inform adults not to sell, provide or give alcohol to underage youth.** |
| 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.** |
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| **Objective 2: Coordinate a county-wide school bus social norm campaign poster contest to promote an alcohol free lifestyle by underage youth.** |
| Sustain or increase the participation in the Alcohol/Drug Prevention School Bus Poster Contest. Increase number of participating schools. |
| **Measurement: Document the number of submissions, number of schools, the number of votes for posters and the number of views on buses.** |
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| **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, Alcohol Literacy Challenge, Project SUCCESS, Strengthening Families, Active Parenting, (public, private and charter schools) and community settings (afterschool programs, 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.**  |
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| **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.** |

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| **Problem Statement: *Retail Access-Youth are purchasing alcohol from stores/alcohol vendors in Palm Beach County.*** There are 3,518 alcohol licenses in Palm Beach County (PBC). Only 2% of these establishments receive alcohol compliance checks (74) this past year by ABT. (ABT PBC 2018). Of the PBC High School (HS) students who reported drinking alcohol in the last 30 days, 13.9% of the males & 6.2% of the females reported their usual source was to buy alcohol in a store (FYSAS 2018).  |
| **Goal 3:** Reduce the number of alcohol sales to underage consumers by 10%. | **Long Term Outcome 1:** By the 2024 Florida Youth Substance Abuse Survey (FYSAS): Reduce by 35% the number of students reporting that they purchased alcohol from a store. From 13.9% males & 6.2% females in 2018 to 9.0% males and 4.0% females in 2024. **2 to 6 YEARS**  |
| **Objectives/Strategies:**  | **Short term Outcomes** (change in local contributing factor) By 12/2020: Increase the point of purchase signage (1-877-Means21) by 20%, which will be accomplished with the adoption of the point of purchase ordinance by additional municipalities.**1 - 3 YEARS**  | **Intermediate Outcomes** (change in intervening variable/risk factor) By 12/2022: Increase the number of compliance checks by 10%, from 362 compliance checks yearly to 400. Measurements will be documented by the Division of Alcohol Beverage Tobacco (ABT) & Law Enforcement in 2022.**1 to 5 YEARS**  |
| **Objective 1: Annually-Implement two Responsible Beverage Trainings (RBT) and offer online Responsible Beverage Training providing certification for alcohol vendors and servers.**  |
| Implement 2 in-class Responsible Beverage Training (RBT) each year. Implement online Responsible Beverage Training on an ongoing basis. Provide vouchers for training to educate alcohol vendors & servers. Training will include information on how to verify IDs and how to identify over-served customers, etc. Both in-class and online trainings will provide a certificate of completion indicating an increase in the number of certified beverage vendors/servers |
| 1. **Measurement: Document the number of participants who complete onsite and online RBT and receive a certificate of satisfactory completion.**
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| **Objective 2: Annually- Conduct two compliance check weeks with law enforcement partners.**  |
| 1. Offer compliance check training to law enforcement agencies as needed. Work with law enforcement to conduct two compliance check weeks each year.
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| 1. **Measurement:** The Coalition will document the law enforcement agencies that participate in compliance check trainings.The Coalition will collectdata sheets on the compliance checks completed by law enforcement agencies, which includes the compliance check date, establishment reviewed and whether they passed or failed inspection.
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| **Objective 3: Work to develop a system requiring Responsible Beverage Training for alcohol license permits, new and/or renewal, or those who failed compliance checks.** |
| Work with ABT, local law enforcements and municipalities to require Responsible Beverage Training for new, and/or renewals of alcohol license permits, and/or those who failed compliance checks.  |
| **Measurement: Document the number of meetings with ABT, law enforcement, and/or municipalities where the Coalition meeting objective requires RBT for new and/or renewal alcohol license permits, and/or for those who fail compliance checks. Document any meetings the Coalition is on the city council or Palm Beach County meeting agenda to present the adoption of requiring RBT for new and/or renewal alcohol license permits, and/or for those who fail compliance checks.**  |
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| **Objective 4:** **Work with municipalities to adopt the county ordinance.** |
| Work with municipalities to adopt the county ordinance regarding point of purchase signage (1-877-Means21).  |
| **Measurement: Document the number of municipality meetings where the coalition is on the agenda to present the ordinance and the number of municipalities that adopt the ordinance.** |
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| **Objective 5:** Increase awareness of 877-MEANS21 Tip Line |
| Inform and educate the community on the 1-877-Means21 toll free tip line that is used to report anyone in Palm Beach County buying, selling or providing alcohol to someone underage |
| **Measurement: Document the number of COW (Coalition on Wheels) events, community meetings, trainings, and media where the 1-877-Means-21 is promoted.**  |