



# **Strategic Plan to Address Underage Drinking at the Community Level**

**East Haven, CT**

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*Prepared by*

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*and*

*The East Haven Youth Services Commission*



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## **Section I: Introduction**

### ***Who is the Coalition?***

The Youth Services Commission, which acts as the core group of the East Haven Coalition was established by the East Haven Town Council in 2008 to advise and make recommendations on policy and program direction for the Youth Services Bureau. The Youth Services Commission also serves as the Town's Local Prevention Council. The Youth Services Commission is comprised of 9 members, 5 adults and 4 teens, appointed by Mayor April Capone Almon.

The expectation is to have representation on the Coalition by twelve different community sectors: Youth, Parents, the Business Community, Media Organization, Schools, Youth-Serving Organizations, Law Enforcement Agencies, Faith-Based Organizations, Civic and Volunteer Organizations, Healthcare Professionals, Government Agencies, and Other Prevention Organizations. Currently, the Coalition does not have membership representing all of the recommended twelve sectors, but is in the process of expanding its membership to create a fully representative community coalition. While the coalition presently is representative of the gender and age of the East Haven community, as the coalition is expanded to include community sectors special efforts will be made to recruit members to the coalition who are reflective of the diversity of the East Haven community.

The coalition meets once per month, except for summer months which depends upon vacation schedules. Special meetings were convened to address several steps in the process of completing the Strategic Plan.

The Coalition will be utilizing our new Regional Action Council (RAC) Director, Marlene McGann to enhance the Coalitions efforts in its commitment to reduce underage drinking in East Haven. Also an available resource for the coalition is Catherine LeVasseur, Governor's Prevention Partnership (GPP) (several coalition members have worked with her in the past on retail availability in response to Underage Drinking).

### ***Who is being served by this coalition?***

In 2009 the Town of East Haven had a population of 28,875.

	<b><i>East Haven</i></b>	<b><i>New Haven</i></b>
<b><i>Below age 18</i></b>	<b><i>22%</i></b>	<b><i>23%</i></b>
<b><i>Age 18-24</i></b>	<b><i>8%</i></b>	<b><i>10%</i></b>
<b><i>Age 25-49</i></b>	<b><i>35%</i></b>	<b><i>34%</i></b>
<b><i>Age 50-64</i></b>	<b><i>19%</i></b>	<b><i>19%</i></b>
<b><i>Age 65 and older</i></b>	<b><i>16%</i></b>	<b><i>14%</i></b>
<b><i>Median Age</i></b>	<b><i>41</i></b>	<b><i>39</i></b>

<b>Race/Ethnicity:</b>	<b>East Haven</b>
Caucasian	90%
Black	3.2% ( <i>New Haven: 11.7% - over 3.5 times EH</i> )
Asian	3.1%
Hispanic	6.3% ( <i>New Haven: 13.6%</i> )
Other/Multi-racial	3.7%

<i>CERC Data</i>	<i>East Haven</i>	<i>Comparison data</i>
Poverty Rate	5.2%	9.5% New Haven county
Median Household Income	\$60,357	\$61, 329 New Haven
Age 25 or older having college degree	22%	36% statewide

All town demographic statistics quoted in this Strategic Plan come from The Connecticut Economic Resources Center, Inc. (CERC). CERC statistics were chosen for relevancy since 2000 US Census data are now about ten years old, while CERC data is from 2009.

<i>East Haven Public School District Data</i>	
October 1, 2007 # students	3,674
Strategic School Profile, DOE for academic year 2007-2008	
EH students eligible for free or reduced lunch	28.9% *
EH students not fluent in English	4.8% *
Student minorities - comparative	
East Haven students	19.1%
New Haven students	16.4%
Primary language in home: non-English	8.4%
Number of non-English language in home	26 languages
	<i>* similar to state data on these indicators</i>

### *What is the problem the Coalition is addressing?*

The East Haven Coalition held four planning meetings in May and June in follow up to the series of problem assessment meetings held in March - May. The East Haven Coalition conducted a careful and extensive review of existing community data and decided it must address its most pressing youth substance abuse problem: **underage drinking**.

### *What are the reasons the problem exists (risk factors)?*

During this community data review process, the Coalition identified three underage drinking risk factors that were most problematic in our community and at the same time deemed these three risk factors most conducive to change through Coalition action. These three risk factors are **Retail Availability, Low Perception of Risk and Harm** associated with underage use of alcohol by both youth and adults and **Family Norms** related to underage drinking.

The conclusions, based on our data, that lead to these risk factor choices boiled down to the fact that youth have been, at least in some establishments able to purchase alcohol on their own, and that low perception of risk/harm combined with permissive family norms has led to the current problematic environment as evidenced by the recent community reaction to high school football players and cheerleaders being caught at an underage drinking party. The Coalition members reported they are surprised and thankful that the East Haven community has not experienced any number of recent tragedies related to underage drinking due to the enabling family norms combined with the low perception of risk/harm.

***What is the Coalition going to do about the problem and the risk factors?***

The East Haven coalition proposes a four pronged approach to address these three risk factors using a comprehensive community prevention initiative. These four broad strategies include:

1. Increasing awareness through the provision of information. Some of this information will be tailored to adults while other information will be tailored towards youth.
2. Enhancing the skill level of adults who work with youth as well as parents themselves to address alcohol related issues with the youth they interact with.
3. Provide ongoing community support to parents through coalition members and parent leaders to address underage drinking issues with their kids.
4. Change community consequences through increased enforcement by using compliance check and party patrol operations.

***What are the Coalition's overall goals (short and long term outcomes)?***

<b>Risk Factor</b>	<b>Short-term Goals</b>	<b>Long-term Goal</b>
Retail Availability	<ul style="list-style-type: none"> <li>• Achieve an 85% success rate in compliance check operations by December 31, 2011</li> </ul>	<b>Reduce 30-day use rates for youth alcohol use by 10% by 2014</b>
Low Perception of Risk/Harm	<ul style="list-style-type: none"> <li>• Decrease the percentage of East Haven youth who report that many of their close friends drink alcoholic beverages by 5% by fall 2012</li> <li>• Increase the perception of harm towards regular alcohol use by 10% by fall 2012 as reported through student surveys.</li> </ul>	
Family Norms	<ul style="list-style-type: none"> <li>• Increase by 10% the number of youth reporting their family has clear rules to discourage them from drinking alcoholic beverages by fall 2012 as reported through student surveys.</li> <li>• Increase by 10% the number of youth reporting their parent would feel it is wrong or very wrong for them to drink beer, wine, or hard liquor by fall 2012 as reported through student surveys.</li> <li>• Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who knows underage drinking is taking place by fall 2012 as reported through student surveys.</li> <li>• Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who <b>does not</b> knows underage drinking is taking place by fall 2012 as reported through student surveys.</li> <li>• Increase by 10% the number of youth reporting parental strictness about drinking as an important factor in preventing kids from drinking alcohol by fall 2012 as reported through student surveys.</li> </ul>	

**Section II. Problem and Risk Factor Summary*****A summary of the data that was identified, gathered organized and analyzed***

Coalition members collected and analyzed local and state data related to underage drinking of alcohol. Data that was collected and analyzed as part of the needs assessment process include: rates of Middle School absenteeism, tardiness, expulsions, detentions, dropout rates and staff turnover rates (*East Haven School System, CT State Epidemiological Website*); babies born affected by alcohol or other drugs (*Family Resource Center, DC Moore School*); Liquor Control operations and disciplinary actions including most recent compliance check data; liquor law violations and citations (*Department of Consumer Protection Liquor Control, and East Haven Police Department*), social hosting law citations, citations for minors purchasing alcohol &

third party sales of alcohol (*East Haven Police Department, and Governor's Prevention Partnership*); injury/death related to underage drinking (*East Haven Fire Department, East Haven Police Department*); and pre-trial drug and alcohol program referrals from East Haven (*State of CT New Haven Superior Court, and East Haven Police Department*).

***A summary of student survey data related to underage drinking with an emphasis on the four core measures***

The coalition did identify many gaps in East Haven data that could not be filled, mostly from the lack of a student survey, including data on the four core measures. East Haven does not have student survey data at this time, so there is no data on the four core measures: 30 day use, age of onset, parental disapproval and perception of harm. A pilot survey of 76 youth attending teen center activities was conducted in April of 2010. This survey did not cover all four core measures, but results are summarized in the Table below:

Measure	East Haven 7-8 Grade Responses (n=76)
Alcohol – lifetime use	16.4%
Perception of Risk/Harm towards Alcohol - moderate or great harm	79.5%
Perception of Parental Disapproval of Alcohol - wrong or very wrong	93.3%
Ridden in a car in the last 12 months whose driver had been drinking?	15%
Been to a party in the last 12 months where kids your age were drinking?	18.5%
Ease of Access of Alcohol (very easy, sort of easy)	20%
Closest Friends using alcohol	22.5%

In lieu of our own student survey data, we have opted to include comparison data from a like community to use as our baseline data. Upon review of some towns from the Connecticut Economic Resource Center (CERC) website, Branford was chosen as a comparison town for its similarities in demographics. It is our short term goal to complete a student survey in East Haven Public Schools and derive East Haven data that should be utilized for our SPF process.

Data received from Branford on 10/21/10 did not address all four core measures, with no data on 30-day use. This is somewhat problematic since reducing 30-day use is our long-term outcome. Four core measure data available from Branford is as follows:

**Age of Onset:**

- 2008 student survey data: average age of onset = 14 yrs

**30-Day use** (*Because of a technical problem in their on-line survey, only the 7<sup>th</sup> grade students answered the question about their current use (past 30 days) of alcohol. High School students only answered a lifetime alcohol use question.*)

- 6% of 7<sup>th</sup> grade students reported past 30-day use of alcohol

**Perception of Harm**

- 74% of students reported moderate to great risk to drink 5 or more drinks once or twice per week.
- In a 2008 Branford youth survey, 68% of youth reported a moderate risk to drinking 5 or more drinks once or twice a week.

- Students in this survey also strongly disapproved (89.4%) of someone their age having 1-2 drinks every day.
- Data from both 2005 & 2009 on-line surveys in Branford show that 38% of youth see alcohol use as a rite of passage

### **Perception of parental disapproval**

- According to 2001 survey data from the Town of Branford, 45% of parents reported never talking to their kids about alcohol and other drugs, and 19% of students reported not getting clear rules surrounding alcohol/drug use
- In a 2005 adult survey in Branford, 64% of adults reported never having a conversation or expressing expectations around their kid using alcohol.
- In a 2005 survey, 50% of parents reported that that drinking is a rite of passage
- A 2007 Branford adult survey showed that 89% of parents feel it is not acceptable for youth to drink alcohol

### ***A summary description of what the data revealed about each risk factor including:***

#### **1. Retail Availability**

This risk factor received a moderate magnitude and high changeability. The last compliance checks were completed almost four years ago in 2006 with an overall compliance rate of 73%. The lack of current compliance checks and the resulting data to help us understand the extent of retail availability to alcohol is a prominent gap in our current data, and in other communities where a gap in compliance checks occurred, failure rates skyrocketed once compliance checks were started again. For example, the Town of Glastonbury conducted a final compliance check in a series of operations on 5/8/04 that resulted in a 7.69% failure rate. After a four year gap, compliance checks were resumed on 4/26/08 but resulted in an 85.71% failure rate, while a follow up compliance check operation on 3/7/09 brought the failure rate back down to 14.29%. The State of CT Liquor Control Division shows that as of February there were 44 licensees in East Haven. Eighteen of the licensed establishments are off-premise consumption, while twenty-five licensed establishments are on-premise consumption. Because of East Haven's urban setting and being a beach community, there are concerns about an increased potential for sales of alcohol to minors at retailers near the beach. Funds to conduct compliance checks have been unavailable for three to four years, creating a gap in current data. East Haven Police Department is committed to performing compliance checks with resources from this SPF project, and The Connection, Inc. will provide training for servers and owners to address the failure rate of underage sales of alcohol in East Haven.

Fortunately, there have been no incidents of injury or death related to retail access in East Haven for many years, meaning tragedy related to youth obtaining alcohol through retail availability has not been directly felt for some time.

East Haven has worked on the issue of underage drinking in the past. As a former grant recipient of the Community Trials national evaluation project, East Haven's past efforts have focused mostly on increasing enforcement. A police officer involved in the Community Trial project remains involved in the current East Haven Coalition.

#### **2. Social Access**

This risk factor was rated with high magnitude and low changeability. In key informant interviews with youth, they reported alcohol was easy to obtain and that many of their peers obtained alcohol through friends, older siblings and in some cases their own homes. The key informants that participated in

interviews (on 3-11-10, 4-15-10 and 5-12-10) are three (3) middle school students (all male) and two (2) high school students (1 female, 1 male). The police officer on the coalition also confirmed this information, saying that youth are able to access alcohol, and often, this access was through social means. A non representative sample of 7<sup>th</sup> and 8<sup>th</sup> graders was surveyed in April of 2010 using an eight question instrument developed by TCI and approved by East Haven. This survey was used for its simplicity and neutrality so as not to arouse anti-survey sentiments as we prepare for a larger survey this fall. Of the 7<sup>th</sup> & 8<sup>th</sup> graders who took this survey (n=76), 20.3% said alcohol was very easy or sort of easy to get.

Due to recent events involving athletics teams, where social access played a part, athletes seem to be more affected by social access in East Haven. While we do not have the quantitative data to substantiate this, this example does at least identify this one group as being impacted by social access. Overall, in the non representative survey of 7<sup>th</sup> and 8<sup>th</sup> graders from April of 2010, 18.4% reported they had attended a party where kids their age were drinking.

East Haven does have some gaps in both services and resources. There is a lack of community understanding of the issue, or knowledge of how to approach the issue of underage drinking where there is greater understanding. In other words, community readiness, while higher in some areas, remains lower across the community. The lack of a student survey to help us understand the extent of social access to alcohol is a prominent gap that once filled, will help us increase understanding and community readiness. As far as related services, there has been little community activity in regards to enforcements efforts, policy attention or changes, grassroots efforts or town initiatives in the past few years related to acknowledging and targeting the issue of social access. While we have very little data that addresses cultural disparities in social access to alcohol in East Haven at this time, multicultural considerations or gaps will need to be properly assessed before we can effectively address them.

Data received from our chosen “like” community, Branford, validates our own data. According to data from the Town of Branford, kids aged 10-18 years old get their alcohol from family members and friends, including liquor cabinets in their own house. Eighty-five percent of students reported getting alcohol at house parties.

### **3. Enforcement of Liquor Laws**

This risk factor was rated medium magnitude and medium changeability. East Haven’s compliance checks in 2006 yielded a somewhat high failure rate considering that only one suspension of a liquor permit for sales to minor has been issued as a result of these operations (Michael’s Café, Dec. 14, 2009). During 2008-2009 there were three citations related to hosting underage drinking parties, but there are little to no resources in the East Haven Police Department to conduct compliance checks, party patrols or other underage drinking enforcement operations. In September of 2009, 23 students were given citations for possession of alcohol at a house party. Four athletes and two cheer leaders were kicked off the team, an action by the school that seemed to incite negative response from both students and adults. Subsequently, the athletes and cheerleaders were reinstated on the team. This example confirms anecdotal information that the schools are not consistent in enforcing their policies regarding alcohol use.

Data on DUI rates from New Haven Superior Court for East Haven residents show that 17-20 year olds represent 15% of referrals from East Haven while this age group represents a much smaller percentage of the town population (8% for 18-24 year olds). While we generally know that Disproportionate Minority Contact is an issue across Connecticut in regards to enforcement efforts, the number of juvenile arrests within East Haven for the two year period of 2008-2009 is so small (2 juvenile DUIs, and no citations for either purchasing or 3<sup>rd</sup> party sales), that it is not possible to make multi-cultural disparity conclusions.

There is a supportive police force and school board in the East Haven community, but they lack either financial resources or the community support to be as effective as we need them to be to change the



community culture related to underage drinking. The East Haven coalition and The Connection Inc. will prove to be invaluable resources to these efforts in East Haven.

Data received from our chosen “like” community, Branford also substantiates significant underage drinking problems. According to data from the Town of Branford, in both 2006 & 2009, underage liquor law violations exceeded the regional averages.

#### 4. Low Commitment to School

Suspension/Expulsions (per 1,000)	East Haven	South Central Region	State of CT
06-07 school year	30.2%	15.8%	12.4%
07-08 school year	44.1%	16.5	12.2

What data we have seems to indicate a high magnitude for this risk factor and low changeability. 2006-2007 & 2007-2008 school suspension data from the State Epidemiological Website (SEW) demonstrates that East Haven ATOD suspension/ expulsion rates are very high. Data from the middle school show that a small but significant percentage of middle school students (almost 5%) have been absent for 20 or more days this school year (2009-2010).

Overall the schools are very supportive, but unfortunately, due to significant and widespread early retirements by most school administrations at the end of the school year, school cooperation during our assessment efforts has been low. There is also a lack of school climate initiatives that are supported by the community, i.e. a comprehensive school/community approach. Partnerships between the schools and the Coalition will need to be built in order to collaborate on school climate issues. Due to these issues, changeability for commitment to school was rated as low in the short-term. This can be revisited during the next two action planning processes to assess changeability improvements as new administrators start working with the Coalition. Qualitative data gathered from a student survey will increase knowledge of the magnitude of low commitment to school as a risk factor to underage drinking. Understanding student beliefs and perceptions will also help to identifying potential solutions to these barriers

#### 5. Promotion of Alcohol

Promotion of alcohol was rated as medium magnitude with low changeability. National research from numerous sources including the Center on Alcohol Marketing and Youth (CAMY) and Partnership for a Drug Free America consistently demonstrate that use of national media to market alcohol to minors is a significant contributor to youth alcohol use. However, on a local basis with no advertising in newspapers, billboards, transportation and even (anecdotally) radio; and no promotions at community events, this risk factor is impacting East Haven youth through television the internet and social media without local promotions or advertising.

CAMY data suggests that some subpopulations of youth are more at risk for affect from Alcohol promotions. Quite simply, youth who are exposed or expose themselves to more TV, radio social media and print (magazines seem to be the place to target youth with print media) the greater the potential for impact on youth alcohol use. In the past several years, certain minority populations have been targeted by the industry with culturally sensitive advertisements. However, there is not enough data and information on this risk factor to address cultural disparities at this time for East Haven youth. Coalition members feel that groups of youth who use these media are most impacted due to risk factor overlap with peer norms.

East Haven Coalition and community sector members, including local media, local government & youth will be invaluable resources for addressing alcohol promotions, however that coalition is unable to impact national media at this time.



## 6. Peer Norms

Peer Norms was rated as high magnitude and medium changeability. The September of 2009 incident involving football players and cheerleaders indicates that there are strong peer norms encouraging underage drinking. Additional reports from middle and high school students and adults in the community support this through strong beliefs that peer norms is a major contributing factor to underage drinking in East Haven. While there is no quantitative data on this risk factor, in a small unrepresentative sample of 7<sup>th</sup> & 8<sup>th</sup> graders, 22.4% reported that at least one of their closest friends drank alcohol. In East Haven, peer groups such as athletes seem to be the most affected by this risk factor. Youth and adults focus groups and key informant interviews indicate that these unhealthy peer norms are most impactful at youth gathering and parties (structured or unstructured, supervised or unsupervised).

The East Haven coalition includes parents, students, school, police and local government which are necessary resources for addressing peer norms. The coalition will focus on adults involved with youth such as coaches, youth group leaders, teachers, religious community teachers and others who are not currently trained to address these unhealthy peer norms with the youth with which they come into contact.

Data received from our chosen “like” community, Branford also substantiates significant underage drinking problems. Branford data from both 2005 & 2009 on-line surveys in Branford show that 38% of youth see alcohol use as a rite of passage. In addition, in both 2005 & 2009 student athletes were suspended from their sports programs due o underage drinking.

## 7. Family Norms

Family Norms was rated as high magnitude and medium changeability. While there is very little quantitative data on the magnitude of this risk factor in East Haven, recent incidents have provided some valuable qualitative data on family norms that accept or encourage underage drinking. In the fall 2009 football team incident, some parents were clearly “in-shock” at the school policies and related consequences. Parent responses ranged from denying their kid was drinking at the party and therefore no consequences were justified, to inappropriate comments and actions that actually led to the arrest of a parent who thought the athletes should be punished but not suspended for an entire season for a first offense. At the very least, this demonstrates a very low level parent readiness to handle alcohol issues involving youth in the community. Some of the comments made at the Board of Education meeting where 8 parents and the football coach spoke, illustrate some troubling family norms. One theme that was expressed a number of times was doubt that some of the youth were “guilty”. Guilt only seemed to apply to those students (if any) who were actually drinking. Parents reported believing their kids when they told them they were not drinking, and if this were true of all the youth attending the party, then no one was drinking. Yet the police found alcohol. We believe this incident has helped to shine a light on the fact that family norms in East Haven that accept, encourage or enable underage drinking are active. In the small survey of 7<sup>th</sup> & 8<sup>th</sup> graders, over 90% reported their parents would feel it was wrong or very wrong for them to drink alcohol. But given a lack of high school students in this survey, its unrepresentative nature and the other incidents mentioned above, Family Norm was rated as high magnitude.

We also have very little information to be able to address cultural disparities in our data at this time. Multicultural disparities will need to be properly assessed before we can effectively address the issue of family norms, and we hope to accomplish this through the student survey and follow-up focus groups in the coming fall and winter. Also, there are currently no outreach, educational or marketing efforts that target families with information about the dangers of underage drinking, the community’s position on underage drinking, or trying to change family behaviors and norms that allow, accept or encourage underage drinking.

Data received from our chosen “like” community, Branford also substantiates significant family norms issues that are a factor in underage drinking problems. For example:

- According to 2001 survey data from the Town of Branford, 45% of parents reported never talking to their kids about alcohol and other drugs, and 19% of students reported not getting clear rules surrounding alcohol/drug use
- In a 2005 adult survey in Branford, 64% of adults reported never having a conversation or expressing expectations around their kid using alcohol.
- In a 2005 survey, 50% of parents reported that that drinking is a rite of passage
- A 2007 Branford adult survey showed that 89% of parents feel it is not acceptable for youth to drink alcohol

With the re-formed East Haven Coalition and its increasing community sector representation, East Haven's resources to address family norms are increasing. These sector members, including youth, parents and other adults, school, youth serving and government personnel currently lack the coordinated coalition approach to address problematic family norms, but will be a targeted focus area for improvement under this Strategic Prevention Framework project.

## **8. Low Perception Risk or Harm**

Low perception of harm was rated as high magnitude and high changeability. Using recent incidents such as the fall 2009 football team incident and key informant interview information from East Haven youth, parents, schools and police sectors would seem to indicate that there is low perceived risk of harm related to alcohol use. Youth and East Haven police members of the coalition in particular reported that youth in town perceive little harm from using alcohol. This is despite the data from the small unrepresentative survey of 7<sup>th</sup> & 8<sup>th</sup> graders (n=76) in which 79.6 % of those middle school students surveyed reported moderate to great harm in using alcohol regularly. This 7<sup>th</sup> through 8<sup>th</sup> grade student data is similar to what other towns along the shoreline experience at these grade levels, but we lack the data that these other towns have that demonstrates sharp decreases in perception of harm in 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> grades. Again, coalition and other community members feel this perception of harm issue is most impactful in East Haven among some families and youth peer groups. There seems to be a lack of understanding on the part of both parents and youth of the harms and consequences related to alcohol use. The East Haven coalition will have to build a much more coordinated community approach to effectively address low perception of harm.

To address low perception of harm, East Haven Coalition members are becoming conversant in the research on the affects of alcohol on the developing adolescent brain and state and national data demonstrating the negative impacts and consequences of alcohol use by youth, and the increasing readiness of community sector members will be significant resources for the coalition to begin to change norms through addressing this risk factor.

Data received from our chosen "like" community, Branford also substantiates significant perception of harm issues that are a factor in underage drinking problems. In a 2008 Branford youth survey, only 68% of youth reported a moderate risk to drinking 5 or more drinks once or twice a week. On the other hand, students in this survey strongly disapproved (89.4%) of someone their age having 1-2 drinks every day. This seems to demonstrate some sense that some amount of alcohol (1-2 drinks every day) is too much while drinking 5 or more drinks once or twice a week is not.

*The risk factor(s) prioritized by the coalition using the prescribed prioritization process including multi-cultural considerations that impact the decision.*

The East Haven Coalition prioritized three underage drinking risk factors for planning and action. These three risk factors are:

- Retail Availability
- Low Perception of Harm
- Family Norms

See the Table below for a complete picture of how the eight risk factors were prioritized by the Coalition.

		CHANGEABILITY	
		High	Low
IMPORTANCE	High	Retail Availability Low Perception of Harm Peer Norms Family Norms	Social Access Low Commitment to School
	Low	Enforcement Levels	Promotion of Alcohol Use

While some cultural considerations were identified (athletes and parents of athletes), other considerations will be investigated as the coalition is expanded to include faith based representation, as well as expansion youth and parents from different demographic groups. The coalition looks forward to comparisons of impact on peer and family norms, as well as implications of social access.

### Section III. Evidence-Informed Strategies and Activities

Risk Factor	Strategy	Why Selected?	Strategy Reach	Evidence of Effectiveness	Activities	Fidelity, Cultural Considerations and Sustainability
Retail Availability	Increase Awareness/Provide Information	Community Anti-Drug Coalitions of America (CADCA) & Office of Juvenile Justice and Delinquency Prevention (OJJDP) evidence-based strategy	All residents and businesses in East Haven	Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices Office of Juvenile Justice and Delinquency Prevention (OJJDP) strategy	<ul style="list-style-type: none"> <li>Communications efforts to inform community of the issue of selling alcohol to minors</li> <li>Communications to advertise compliance results</li> </ul>	Language and cultural barriers within community will be addressed with assistance from the Multicultural Institute, Inc.
Retail Availability	Merchant Education & Compliance Checks	Evidence-based strategy, addresses current gap in services	All retail outlets in East Haven	Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices Office of Juvenile Justice and Delinquency Prevention (OJJDP) strategy	<ul style="list-style-type: none"> <li>Merchant Education for all retailers</li> <li>Conduct compliance check operations</li> </ul>	PIRE and CT guidelines will be utilized during operations. Language and cultural barriers among retailers will be addressed by visiting each merchant individually and gathering the information needed to ensure the education of all employees will be successful, with assistance from the Multicultural Institute, Inc. Sustainability will be a long-term outcomes issue.
Low Perception of Harm	Increase Awareness/Provide Information - Education	CADCA coalition strategy, addresses current gap in services	East Haven Community	ONDCP – Drug Free Communities Support Program 4 Core Measures	<ul style="list-style-type: none"> <li>Education efforts targeting both parents and youth re affects of alcohol on the adolescent brain to increase perception of harm</li> </ul>	Language and cultural barriers within community will be addressed.
Low Perception of Harm	Coordinated multi-sector coalition activities to increase positive peer influence	Addresses current gap in services, utilizes Youth Developmental Asset Approach	Youth-serving adults and organizations across East Haven	CADCA- Capacity Primer: Building Membership, Structure and Leadership  Search Institute 5 Action Strategies Copyright © 2003 Search Institute	<ul style="list-style-type: none"> <li>Train adults who work with youth (coaches, teachers, parks &amp; recreation staff, youth services etc.) to build positive peer influence against underage drinking</li> <li>Positive youth development focused on increasing positive peer influence</li> </ul>	Build work with 12 community sectors Coordinate multi-sector activities to increase collaborations and strategy reach & impact  Coalition sustainability will be built over time
Low Perception of Harm	Increase Awareness/Provide Information – Social Marketing	Evidence in changing attitudes and behaviors, Addresses current	All East Haven youth and parents of school-aged children	Social Norms and the Prevention of Alcohol Misuse in Collegiate Contexts Perkins. 2002, Telling it like it is:	<ul style="list-style-type: none"> <li>Conduct a social marketing campaign aimed at increasing youth's low perception of harm through marketing strategies targeting both parents and</li> </ul>	Marketing Campaign adheres to the four P's of Marketing: product, price, place and promotion Uses multiple media targeting audiences

Risk Factor	Strategy	Why Selected?	Strategy Reach	Evidence of Effectiveness	Activities	Fidelity, Cultural Considerations and Sustainability
		gap in services		Using social norms marketing campaigns to reduce student drinking DeJong, Linkenbach. 1999	youth. Both traditional (newspaper, radio billboards) and non-traditional (social media, in-school campaigns) media will be used.	Language and cultural barriers within community will be addressed
Low Perception of Harm	Change Consequences	Addresses current gap in services	Youth in public school and their families	Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices Office of Juvenile Justice and Delinquency Prevention (OJJDP) strategy	<ul style="list-style-type: none"> <li>Party Patrols</li> <li>Increased school enforcement</li> </ul>	Consistently enforced policies, sustainability through regular training and reinforcement Address cultural barriers within the schools PIRE guidelines utilized during operations
Family Norms	Increase Awareness/Provide Information	Evidence in changing parental and other adult attitudes and behaviors  Addresses current gap in services	East Haven parents of 5-12 grade students	Office of National Drug Control Policy (ONDCP) – Drug Free Communities Support Program 4 core measures Telling it like it is: Using social norms marketing campaigns to reduce student drinking DeJong, Linkenbach. 1999 Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices Office of Juvenile Justice and Delinquency Prevention (OJJDP) strategy	<ul style="list-style-type: none"> <li>Increase the # of parents who express disapproval of using alcohol before age 21 through a social marketing campaign focused on strengthening family norms against underage drinking and using traditional media such as newspaper, radio and billboards</li> <li>Reduce family sources of alcohol via “Lock your Liquor Cabinet” campaign</li> <li>Communications to advertise results of party patrol operations</li> <li>Increase parental and other adult awareness of the dangers of alcohol on the developing adolescent brain and other consequences of underage drinking</li> </ul>	Address language and cultural barriers within the community  Marketing Campaign adheres to the four P’s of Marketing: product, price, place and promotion Uses multiple media targeting audiences Sustainability will be a long-term outcomes issue
Family Norms	Change Consequences	Addresses current gap in services  OJJDP & SAMHSA evidence-based strategy	Town of East Haven	Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices Office of Juvenile Justice and Delinquency Prevention (OJJDP) strategy	<ul style="list-style-type: none"> <li>Conduct party patrol operations resulting in arrests and citations of both adults and minors.</li> </ul>	PIRE guidelines utilized during operations Address language and cultural barriers within the community Sustainability will be a long-term outcomes issue
Family Norms	Provide Support	Evidence in changing parental attitudes and behaviors Addresses current gap in services	East Haven parents	ONDCP – Drug Free Communities Support Program 4 core measures	<ul style="list-style-type: none"> <li>Establish parent-to-parent discussions increasing parental disapproval for underage drinking and promoting a norm against underage drinking in the East Haven community through parent pledge group presentations at existing parent groups and other community events.</li> </ul>	Address language and cultural barriers within the community  Coalition sustainability will be built over time

## Section IV. Resources/Inputs

Activities	Existing Resources	Needed Resources/ Strengthening Capacity
<ul style="list-style-type: none"> <li>Communications efforts to inform community of the issue of selling alcohol to minors</li> <li>Communications to advertise compliance results</li> </ul>	<ul style="list-style-type: none"> <li>The Connection, Inc staff,</li> <li>Regional Action Council</li> <li>Local media</li> <li>Financial Resources (The Connection, Inc.)</li> <li>Computer with internet access</li> <li>Copy Machine</li> <li>Staff Office/Meeting Space</li> </ul>	<ul style="list-style-type: none"> <li>Media Partners</li> <li>Multi-Cultural Leadership Institute</li> </ul>
<ul style="list-style-type: none"> <li>Merchant Education for all retailers</li> <li>Conduct compliance check operations</li> </ul>	<ul style="list-style-type: none"> <li>Financial Resources (OT for Law Enforcement paid by The Connection, Inc.)</li> <li>Department of Liquor Control</li> <li>East Haven Police</li> <li>New Teen Center facility</li> <li>Ability to collect and analyze data (Governor's Prevention Partnership, TCI's Quality Improvement Team, Region Action Council)</li> </ul>	<ul style="list-style-type: none"> <li>Media Partners</li> <li>Marketing/Communications Specialist or Consultant</li> </ul>
<ul style="list-style-type: none"> <li>Education efforts targeting both parents and youth re affects of alcohol on the adolescent brain</li> </ul>	<ul style="list-style-type: none"> <li>Coalition Volunteers</li> <li>TCI staff</li> <li>New Teen Center</li> <li>Youth</li> <li>Regional Action Council</li> <li>GPP Staff</li> <li>Computer with internet access and PowerPoint</li> <li>Copy Machine</li> <li>Staff Office/Meeting Space</li> </ul>	<ul style="list-style-type: none"> <li>Multi-Cultural Leadership Institute</li> <li>School Sector</li> <li>Parents</li> <li>Faith-based sector</li> <li>Health Care sector</li> </ul>
<ul style="list-style-type: none"> <li>Train adults who work with youth (coaches, teachers, parks &amp; recreation staff, youth services etc.) to build positive peer influence against underage drinking</li> <li>Positive youth development focused on increasing positive peer influence</li> </ul>	<ul style="list-style-type: none"> <li>Prevention knowledge and skills</li> <li>Youth members of Coalition</li> <li>Local Government Support</li> <li>Coalition members &amp; Staff</li> <li>New Teen Center</li> <li>Computer with internet access and PowerPoint</li> <li>Copy Machine</li> <li>Staff Office/Mtg Space</li> </ul>	<ul style="list-style-type: none"> <li>Coaches/Youth Serving Organizations</li> <li>School Support</li> <li>Business Sector Support</li> <li>Faith-based sector</li> <li>Health Care sector</li> </ul>
<ul style="list-style-type: none"> <li>Conduct a social marketing campaign aimed at increasing youth's low perception of harm through marketing strategies targeting both parents and youth. Both traditional (newspaper, radio billboards) and non-traditional (social media, in-school campaigns) media will be used.</li> </ul>	<ul style="list-style-type: none"> <li>Coalition members</li> <li>The Connection, Inc staff,</li> <li>Marketing Consultant</li> <li>Regional Action Council</li> <li>Local media</li> <li>Ability to collect and analyze data</li> <li>Financial Resources</li> <li>Computer with internet access</li> <li>Copy Machine</li> <li>Staff Office/Meeting Space</li> </ul>	<ul style="list-style-type: none"> <li>Media Partners</li> <li>Marketing/Communications Specialist or Consultant</li> <li>Culturally competent marketing and youth development strategies</li> <li>Multi-Cultural Leadership Institute</li> <li>Business Sector support</li> <li>Faith-based sector support</li> <li>Health Care sector</li> <li>Youth focus groups</li> </ul>
<ul style="list-style-type: none"> <li>Increased school enforcement</li> <li>Party Patrols</li> </ul>	<ul style="list-style-type: none"> <li>East Haven Police</li> <li>Financial Resources</li> <li>School Sector to consistently enforce existing school policies</li> <li>Coalition Parents/Community</li> </ul>	<ul style="list-style-type: none"> <li>Media Partners</li> <li>Marketing/Communications Specialist or Consultant</li> <li>Cultivating relationships with new principals of local schools</li> </ul>

	members to support school enforcement	
<ul style="list-style-type: none"> <li>• Increase the # of parents who express disapproval of using alcohol before age 21 through a social marketing campaign focused on strengthening family norms against underage drinking and using traditional media such as newspaper, radio and billboards</li> <li>• Reduce family sources of alcohol via “Lock your Liquor Cabinet” campaign</li> <li>• Communications to advertise results of party patrol operations</li> <li>• Increase parental and other adult awareness of the dangers of alcohol on the developing adolescent brain and other consequences of underage drinking</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention knowledge and skills through TCI, MLI</li> <li>• Marketing Consultant</li> <li>• Local Media</li> <li>• Coalition &amp; Community Parents</li> <li>• Ability to collect and analyze data</li> <li>• Financial Resources (TCI and in-kind services from local printers)</li> <li>• Coalition members &amp; Staff</li> <li>• Computer with internet access and PowerPoint</li> <li>• Copy Machine</li> <li>• Staff Office/Mtg Space</li> </ul>	<ul style="list-style-type: none"> <li>• Media Partners</li> <li>• Marketing/Communications Specialist or Consultant</li> <li>• Culturally competent marketing and youth development strategies (MLI)</li> <li>• Multi-Cultural Leadership Institute</li> <li>• Business Sector support</li> <li>• Parent Sector</li> <li>• Faith-based sector support</li> <li>• Health Care sector</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct party patrol operations resulting in arrests and citations of both adults and minors.</li> </ul>	<ul style="list-style-type: none"> <li>• Local law enforcement</li> <li>• Intelligence support from schools and other community members</li> <li>• Financial Resources</li> <li>• Computer with internet access Copy Machine</li> <li>• Staff Office/Mtg Space</li> </ul>	<ul style="list-style-type: none"> <li>• School Sector information support</li> <li>• Parents/Community members</li> </ul>
<ul style="list-style-type: none"> <li>• Establish parent-to-parent discussions promoting a parental norm against underage drinking in the East Haven community through parent pledge group presentations at existing parent groups and events in the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention knowledge and skills</li> <li>• Coalition members &amp; Staff</li> <li>• Ability to collect and analyze data</li> <li>• New teen center</li> <li>• Computer with internet access and PowerPoint</li> <li>• Copy Machine</li> <li>• Staff Office/Mtg Space</li> </ul>	<ul style="list-style-type: none"> <li>• Parent Sector</li> <li>• Marketing/Communications Specialist or Consultant</li> <li>• Faith-based sector</li> </ul>



## V. Short and Long Term Outcomes

## East Haven Underage Drinking Prevention Logic Model

Problem	Community Specific Risk Factors	Strategies and Activities	Resources and Inputs	Short-Term Outcomes	Long-Term Outcomes
Underage Drinking	<b>Retail Availability</b>	<u>Provide Information:</u> Communications efforts targeting the whole community to inform them of the issue of selling alcohol to minors  Merchant Education for all retailers  Communications to advertise results of the operations  <u>Change Consequences:</u> Conduct Compliance Check Operations	Local media participating in the coalition, coalition members  Merchant Ed. program, trainers, East Haven Police, youth  Police, trained minors, Liquor control agents  Local media participating in the coalition, coalition members	Achieve an 85% success rate in compliance check operations by December 31, 2011	<b>Reduce 30-day use rates for youth alcohol use by 15% by 2014. (Using Branford 7<sup>th</sup> grade data as baseline, we expect to decrease 7<sup>th</sup> grade use rates from 6% in 2010 to 5% in 2014)</b>
	<b>Low Perception of Harm</b>	<u>Provide Information/Increase Community Awareness:</u> <ul style="list-style-type: none"> <li>Education efforts targeting both parents and youth re affects of alcohol on the adolescent brain</li> <li>Conduct a social marketing campaign targeting youth &amp; parents using traditional and non-traditional media</li> <li>Communications to advertise results of party patrol operations</li> </ul>	School Sector Coaches/Youth Serving Organizations Local Government Health Care Sector Business Sector Parents Youth Coalition members & Staff  Media Partners	Decrease the percentage of East Haven youth who report that many of their close friends drink alcoholic beverages by 5% by spring 2013  Increase the perception of harm towards regular alcohol use by 8% by spring 2013 as reported through student surveys <b>from 74% reporting moderate to great risk to drink 5 or more drinks once or twice per week to 80% reporting moderate to great risk to drink 5 or more drinks once</b>	

Problem	Community Specific Risk Factors	Strategies and Activities	Resources and Inputs	Short-Term Outcomes	Long-Term Outcomes
Underage Drinking		<u>Enhance Skills:</u> <ul style="list-style-type: none"> <li>Train adults who work with youth (coaches, teachers, parks &amp; recreation staff, youth services etc.) to build positive peer influence against underage drinking</li> <li>Positive youth development focused on increasing positive peer influence</li> </ul> <u>Change Consequences:</u> <ul style="list-style-type: none"> <li>Conduct party patrol operations resulting in arrests and citations of both adults and minors.</li> </ul>	Financial Resources  Marketing/Communications Specialist or Consultant  Multi-Cultural Leadership Institute  Local law enforcement  Prevention knowledge and skills  Ability to collect and analyze marketing campaign data, pre-posttest data and student survey data  Culturally competent marketing and youth development strategies	or twice per week using Branford 2010 data as baseline.	Reduce 30-day use rates for youth alcohol use by 10% by 2014 ( <i>Using Branford 7<sup>th</sup> grade data as baseline, we expect to decrease 7<sup>th</sup> grade use rates from 6% in 2010 to 5% in 2014</i> )

Problem	Community Specific Risk Factors	Strategies and Activities	Resources and Inputs	Short-Term Outcomes	Long-Term Outcomes
Underage Drinking	Family Norms	<p><u>Increase Awareness/Provide Information</u></p> <ul style="list-style-type: none"> <li>Conduct a “Lock your Liquor Cabinet” campaign to reduce family sources of alcohol</li> <li>Increase the number of parents who talk to their kids about their disapproval of their using alcohol before age 21 through a social marketing campaign focused on strengthening family norms against underage drinking and using traditional media</li> <li>Communications to advertise results of party patrol operations</li> <li>Increase parental and other adult awareness of the dangers of alcohol on the developing adolescent brain and other consequences of underage drinking</li> </ul> <p><u>Change Consequences:</u></p> <ul style="list-style-type: none"> <li>Conduct party patrol operations resulting in arrests and citations of both adults and minors.</li> </ul> <p><u>Provide Support:</u></p> <ul style="list-style-type: none"> <li>Establish parent-to-parent discussions discouraging parental support for underage drinking and promoting a norm against underage drinking in the East Haven community through parent pledge group presentations at existing parent groups and events throughout the community.</li> </ul>	<p>Coalition members &amp; Staff Parents Youth Health Care Sector Coaches/Youth Serving Organizations School Sector Local Government Business Sector</p> <p>Prevention knowledge and skills</p> <p>Local law enforcement</p> <p>Marketing/Communications Specialist or Consultant</p> <p>Multi-Cultural Leadership Institute</p> <p>Financial Resources</p> <p>Media Partners</p> <p>Ability to collect and analyze marketing campaign data, pre-posttest data and student survey data</p> <p>Culturally competent marketing and youth development strategies</p>	<p>Increase by 10% the number of youth reporting their family has clear rules to discourage them from drinking alcoholic beverages by spring 2013 as reported through student surveys.</p> <p>Increase by 10% the number of youth reporting their parent would feel it is wrong or very wrong for them to drink beer, wine, or hard liquor by spring 2013 as reported through student surveys.</p> <p>Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who knows underage drinking is taking place by spring 2013 as reported through student surveys.</p> <p>Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who <b>does not</b> knows underage drinking is taking place by spring 2013 as reported through student surveys.</p> <p>Increase by 10% the number of youth reporting parental strictness about drinking as an important factor in preventing kids from drinking alcohol by spring 2013 as reported through student surveys.</p>	<p><b>Reduce 30-day use rates for youth alcohol use by 10% by 2014</b><i>(Using Branford 7<sup>th</sup> grade data as baseline, we expect to decrease 7<sup>th</sup> grade use rates from 6% in 2010 to 5% in 2014)</i></p>

## The Connection Inc. Evaluation Plan

### Overview

The Connection Inc. in partnership with East Haven Youth Services Commission will implement a prevention initiative within the guidelines set forth by the Department of Mental Health and Addiction Services (DMHAS) Strategic Prevention Framework (SPF). **The Connection Inc.'s Quality Improvement Team**, consisting of three Quality Improvement Specialists and one Quality Improvement Director, will conduct the project evaluation and assure that the five steps/elements (e.g. assessment, capacity building, planning, implementing, and evaluating) of the strategic prevention framework are successfully implemented.



The focus in this section will be on the evaluative component of the SPF. The purpose of the evaluation plan drafted by The Connection Inc.'s Quality Improvement Team will be to establish the extent to which the short-term and long-term goals are achieved as well as the strengths and challenges related to the coalition's success. Thru the evaluative component, the coalition will further attempt to determine whether the strategies selected are working as planned; if said strategies need to be modified or discontinued; and/or if the selected strategies (and related activities) are cost-effectiveness.

A quarterly report and annual report will be prepared by the Program Facilitator (R Callahan), which shall be shared with the Quality Improvement Team and Program Director (G Sorkin). Data collection for these reports shall be gathered as follows:

**SHORT-TERM OUTCOME EVALUATION****Extent of the change expected and timeframe:**

- Achieve an 85% success rate in compliance check operations by December 31, 2011

**Risk factors:**

- Retail Availability

Activities	Input	Output	Target Population	Data Source	Collection Frequently	Person Responsible
Offer and where applicable provide Merchant Education prior to the initial compliance check to all interested establishments.	Merchant Ed. Trainers, Prevention Program Staff, East Haven Police, Coalition Members	Number of establishments trained in merchant education  Number of establishments refusing merchant education	East Haven Merchants	Merchant Education Logs (showing the date, name of establishment, acceptance or refusal status, number of staff trained, summary of training and/or support provided).	As Appropriate	Robin Callahan, Program Facilitator
Communication efforts targeting the whole community to inform them of the issues of selling alcohol to minors	Local Media, Coalition Members, Prevention Staff	Number and type of communications efforts delivered to the community	East Haven Merchants; Community	Community Communication Efforts Logs (showing the date, type of activity, summary of communications efforts delivered). <ul style="list-style-type: none"><li>• Copies of brochures, posters pamphlets, etc. (including where applicable date of publication, distribution &amp; audience provided to)</li></ul>	Quarterly  As Appropriate	Program Facilitator
Compliance Check Operations	East Haven Police, Trained Minors, Liquor Control Agents	Number of compliance checks conducted per year  Per Compliance Check Operation: <ul style="list-style-type: none"><li>• # of establishments that sold alcohol</li><li>• # and type of penalties issued</li></ul>	East Haven Merchants	Law Enforcement& Liquor Control Records;	Annually	Program Facilitator; The Connection Inc.'s Quality Improvement Team
Communications to advertise results of Operations	Local Media, Coalition Members, Prevention Staff	Number of articles printed related to compliance checks  Number of positive articles & number of negative articles	East Haven Merchants; Media; Community	Review of Local Newspapers (1 week post Compliance Check Operation)	As Appropriate (e.g. after each Compliance Check Operation conducted)	Program Facilitator

**SHORT-TERM OUTCOME EVALUATION****Extent of the change expected and timeframe:**

- Decrease the % of East Haven youth who report that many of their close friends drink alcoholic beverages by 5% by fall 2012
- Increase the perception of harm towards regular alcohol use by 8% by fall 2012 as reported through student surveys from 74% reporting moderate to great risk to drink 5 or more drinks once or twice per week to 80% reporting moderate to great risk to drink 5 or more drinks once or twice per week using Branford 2010 data as baseline.

**Risk factors:**

- Low Perception of Harm

Activities	Input	Output	Target Population	Data Source	Collection Frequently	Person Responsible
Education efforts targeting both parents and youth re affects of alcohol on the adolescent brain	School Sector, Local Media, Coalition Members, Prevention Staff	Number and type of education efforts provided regarding the affects of alcohol on the brain	Youth (grades 7 through 12); schools; community	Education Efforts Logs (showing the date, type of activity, audience, summary of education efforts).	Quarterly	Program Facilitator
		Comparison results in student surveys targeting perception of harm.		Student Surveys	Biennially	
Train adults who work with youth (coaches, teachers, parks & recreational staff, youth services etc.) to build positive peer influence against underage drinking	School Sector, Coalition Members, Prevention Staff	Number of adults trained to build positive peer influence against underage drinking <ul style="list-style-type: none"> <li>• Number of schools represented in the training program</li> <li>• Number of schools not represented in the training program</li> </ul>	Adults who work with youth	Education Efforts Logs (showing the date, type of activity, audience, summary of education efforts delivered).	Quarterly	Program Facilitator
Conduct a social marketing campaign aimed at increasing youth's low perception of harm through marketing strategies targeting both parents and youth. Both traditional (newspaper, radio billboards) and non-traditional (social media, in-school campaigns) media will be used.	School Sector, Local Media, Coalition Members, Prevention Staff	Number and type of social marketing activities targeting youth efforts delivered in the community	Parents, Youth, Community	Social Marketing Activities Logs (showing the date, type of activity, summary of activities/efforts delivered). <ul style="list-style-type: none"> <li>• Copies of brochures, posters pamphlets, etc.</li> </ul>	Quarterly	Program Facilitator  The Connection Inc.'s Quality Improvement Team
		Comparison results in student surveys targeting perception of harm		Student Surveys	Biennially	

**SHORT-TERM OUTCOME EVALUATION****Extent of the change expected and timeframe:**

- Decrease the % of East Haven youth who report that many of their close friends drink alcoholic beverages by 5% by fall 2012
- Increase the perception of harm towards regular alcohol use by 8% by fall 2012 as reported through student surveys from 74% reporting moderate to great risk to drink 5 or more drinks once or twice per week to 80% reporting moderate to great risk to drink 5 or more drinks once or twice per week using Branford 2010 data as baseline.

**Risk factors:**

- Low Perception of Harm

Activities	Input	Output	Target Population	Data Source	Collection Frequency	Person Responsible
Increase consequences (or perception of consequences) related to drinking	Law Enforcement, School Sector, Local Media, Coalition Members, Prevention Staff	Number of articles printed related to the consequences of drinking	Parents, Youth, Community	Local Newspapers	Annually	Program Facilitator, The Connection Inc.'s Quality Improvement Team
		Number of school violations or consequences related to drinking		School data		
		Number and type of underage citations		Law enforcement data		
		Comparison results in student surveys targeting perception of harm		Student Surveys	Biennially	
Positive youth development focused on increasing positive peer influence	Youth, School Sector, Coalition Members, Prevention Staff	Number of youth initiatives developed <ul style="list-style-type: none"> <li>• Number of peer to peer activities focused on improving peer influences</li> </ul>	Youth	Youth Groups meeting minutes	Quarterly	Program Facilitator



## SHORT-TERM OUTCOME EVALUATION

### Extent of the change expected and timeframe:

- Increase by 10% the number of youth reporting their family has clear rules to discourage them from drinking alcoholic beverages by fall 2012 as reported through student surveys.
- Increase by 10% the number of youth reporting their parent would feel it is wrong or very wrong for them to drink beer, wine, or hard liquor by fall 2012 as reported through student surveys.
- Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who knows underage drinking is taking place by fall 2012 as reported through student surveys.
- Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who **does not** know underage drinking is taking place by fall 2012 as reported through student surveys.
- Increase by 10% the number of youth reporting parental strictness about drinking as an important factor in preventing kids from drinking alcohol by fall 2012 as reported through student surveys.

### Risk factors:

- Family Norms

Activities	Input	Output	Target Population	Data Source	Collection Frequently	Person Responsible
<ul style="list-style-type: none"> <li>• Increase the number of parents who talk to their kids about their disapproval of their using alcohol before age 21 through a social marketing campaign focused on strengthening family norms against underage drinking and using traditional media such as newspaper, radio and billboards</li> </ul>	Parents, Community, Youth, School Sector, Coalition Members, Prevention Staff	Comparison results in student surveys targeting increase in perception of parental disapproval	Parents, Youth,	Student Surveys	Biennially	Program Facilitator, Quality Improvement Team
		Number and type of social marketing activities targeting strengthening family norms against underage drinking	Parents, Youth, Community	Social Marketing Activities Logs (showing the date, type of activity, summary of activities/efforts). Copies of brochures, posters pamphlets, etc.	Quarterly	
Increase parental and other adult awareness of the dangers of alcohol on the developing adolescent brain and other consequences of underage drinking	Parents, Community, Youth, School Sector, Coalition Members, Prevention Staff	Comparison results in student surveys targeting increase in perception of parental disapproval	Parents; Youth	Student Surveys	Biennially	Program Facilitator, Quality Improvement Team
Conduct party patrol operations resulting in arrests and citations of both adults and minors.	Law Enforcement, Coalition Members, Prevention Staff	Number of party patrols completed <ul style="list-style-type: none"> <li>• Number of citations to adults</li> </ul>	Parents, Youth, Community	Law enforcement data	Quarterly	Program Facilitator, Quality Improvement

**SHORT-TERM OUTCOME EVALUATION****Extent of the change expected and timeframe:**

- Increase by 10% the number of youth reporting their family has clear rules to discourage them from drinking alcoholic beverages by fall 2012 as reported through student surveys.
- Increase by 10% the number of youth reporting their parent would feel it is wrong or very wrong for them to drink beer, wine, or hard liquor by fall 2012 as reported through student surveys.
- Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who knows underage drinking is taking place by fall 2012 as reported through student surveys.
- Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who **does not** know underage drinking is taking place by fall 2012 as reported through student surveys.
- Increase by 10% the number of youth reporting parental strictness about drinking as an important factor in preventing kids from drinking alcohol by fall 2012 as reported through student surveys.

**Risk factors:**

- Family Norms

Activities	Input	Output	Target Population	Data Source	Collection Frequently	Person Responsible
		<ul style="list-style-type: none"> <li>• Number of citations to minors</li> </ul>				Team
Communications to advertise results of party patrol operations	Media, Law Enforcement, Coalition Members, Prevention Staff	Number of articles printed related to party patrol operations	Parents, Youth, Community	Review of Local Newspapers (1 week post party patrol operations)	As Appropriate (e.g. after each party patrol conducted)	Program Facilitator
Conduct a “Lock your Liquor Cabinet” campaign to reduce family sources of alcohol	Community, Media, Parents, Youth, School Sector, Law Enforcement, Coalition Members, Prevention Staff	Number and type of social marketing activities targeting the “Lock your Liquor Cabinet” campaign	Parents, Youth, Community	Social Marketing Activities Logs (date, type of activity, summary activities/efforts delivered). copies of brochures, posters pamphlets, etc.	Annually	Program Facilitator
Establish parent-to-parent discussions discouraging parental support for underage drinking and promoting a norm against underage drinking in the East Haven community through parent pledge group presentations at existing parent groups and events throughout the community.	Parents, Community, Coalition Members, Prevention Staff	Number of known existing parent groups and events throughout the community  Number of known parent-to-parent discussions discouraging parental	Parents, Youth, Community	Focus groups, parent group meeting minutes, Education Efforts Logs (showing the date, type of activity, audience, summary of education efforts delivered).	Quarterly	Program Facilitator

**SHORT-TERM OUTCOME EVALUATION****Extent of the change expected and timeframe:**

- Increase by 10% the number of youth reporting their family has clear rules to discourage them from drinking alcoholic beverages by fall 2012 as reported through student surveys.
- Increase by 10% the number of youth reporting their parent would feel it is wrong or very wrong for them to drink beer, wine, or hard liquor by fall 2012 as reported through student surveys.
- Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who knows underage drinking is taking place by fall 2012 as reported through student surveys.
- Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who **does not** know underage drinking is taking place by fall 2012 as reported through student surveys.
- Increase by 10% the number of youth reporting parental strictness about drinking as an important factor in preventing kids from drinking alcohol by fall 2012 as reported through student surveys.

**Risk factors:**

- Family Norms

Activities	Input	Output	Target Population	Data Source	Collection Frequently	Person Responsible
		support for underage drinking and promoting a norm against underage drinking through parent pledge group presentations at and events throughout the community.				

**LONG-TERM OUTCOME EVALUATION****Extent of the change expected:**

- Decrease 30-day use of alcohol by youth from 6% in 2010 to 5% in 2014 Using Branford 7<sup>th</sup> grade data
- Increase parental disapproval of use
- Increase perception of risk or harm

Outcomes to be tracked over time	Timeframe	Target population or group impacted	Data Source/ Measurement tools (or sources of information)	Collection Frequently	Person Responsible
Low perception of harm	3-5 yrs	Youth, Parents, Community, School Sector	Student Surveys	Biennially	Program Facilitator,
Family Norms	3-5 yrs	Parents, Youth	Student Surveys	Biennially	TCI's Quality Improvement Team

**VI. Overall Timeline for Implementing the Plan Components**

Outcome	Strategy	Activities	Completion Date	Coalition Member
Retail Availability: Achieve an 85% success rate in compliance check operations by December 31, 2011	Merchant Education/Enhance Skills	<ul style="list-style-type: none"> <li>Provide merchant education to all retailers</li> </ul>	December 2010	Robin Callahan
	Compliance Checks/Change Consequences	<ul style="list-style-type: none"> <li>Provide trained youth</li> </ul>	January 2011	Governor's Prevention Partnership, Technical Assistance
		<ul style="list-style-type: none"> <li>Conduct checks 2x per year</li> </ul>	January/December 2011	M D'Amato, Bob Petrucelli, R Callahan
		<ul style="list-style-type: none"> <li>Provide media coverage on compliant merchants (local paper, town website)</li> </ul>	After each check	Local Media Coalition Member
	Increase Awareness/Provide Information	<ul style="list-style-type: none"> <li>Communications efforts targeting the whole community to inform them of the issue of selling alcohol to minors</li> </ul>	Ongoing through Dec. 2012	Coalition
		<ul style="list-style-type: none"> <li>Local media used to publish compliant retailers</li> </ul>	After each check	Robin Callahan Bob Petrucelli
Maintain at least a 85% success rate through 2014	Merchant Education/Enhance Skills	<ul style="list-style-type: none"> <li>Provide Merchant Education at least yearly as needed</li> </ul>	June 2014	Coalition Member
	Compliance Checks/Change Consequences	<ul style="list-style-type: none"> <li>Conduct ongoing compliance checks at least yearly or more often if needed</li> </ul>	June 2014	M D'Amato, Bob Petrucelli, R Callahan
	Increase Awareness/Provide Information	<ul style="list-style-type: none"> <li>Provide on-going media coverage of compliance check operation results</li> </ul>	June 2014	Local Media Coalition Member
Low Perception of Harm: Decrease the percentage of East Haven youth who report that many of their close friends drink alcoholic beverages by 5% by fall 2012	Increase Awareness/Provide Information	<ul style="list-style-type: none"> <li>Education efforts re affects of alcohol on the adolescent brain</li> <li>Communications to advertise results of party patrol operations</li> <li>Conduct a social marketing campaign targeting youth perception of harm</li> </ul>	Quarterly September 2012  After each operation September 2012	Prevention Staff CJ Cofrancesco & Emily Kuzma - Youth
Increase the perception of harm towards regular alcohol use by 10% by fall 2012 as reported through student surveys.	Enhance Skills	<ul style="list-style-type: none"> <li>Train adults who work with youth (coaches, teachers, parks &amp; recreation staff, youth services etc.) to build positive peer influence against underage drinking</li> <li>Positive youth development focused on</li> </ul>	April 2011	Prevention Staff Bob Petrucelli - YSB Al Camera - schools

Outcome	Strategy	Activities	Completion Date	Coalition Member
		increasing positive peer influence		
	Underage Drinking Laws Enforcement	Conduct party patrol operations resulting in arrests and citations of both adults and minors.	Jan. 2011, June 2011 September 2011	East Haven Police Robin Callahan
Family Norms: Increase by 10% the number of youth reporting their family has clear rules to discourage them from drinking alcoholic beverages by fall 2012 as reported through student surveys.	Increase Awareness/Provide Information	<ul style="list-style-type: none"> <li>Conduct a “Lock your Liquor Cabinet” campaign to reduce family sources of alcohol</li> <li>Increase the number of parents who talk to their kids about their disapproval of their using alcohol before age 21 through a social marketing campaign focused on strengthening family norms against underage drinking</li> <li>Communications to advertise results of party patrol operations</li> <li>Increase parental and other adult awareness of the dangers of alcohol on the developing adolescent brain and other consequences of underage drinking</li> </ul>	December 2010  Fall 2012  February 2011- September 2011  Fall 2012	Robin Callahan Media Partners Mary Cofrancesco Chuck Licata Mary Varunes
Increase by 10% the number of youth reporting their parent would feel it is wrong or very wrong for them to drink beer, wine, or hard liquor by fall 2012 as reported through student surveys.				
Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who knows underage drinking is taking place by fall 2012 as reported through student surveys.	Change Consequences of Underage Drinking	<ul style="list-style-type: none"> <li>Conduct Party Patrol operations resulting in arrests/citations of adults and minors</li> </ul>	Jan. 2011 June 2011 September 2011	East Haven Police Robin Callahan
Decrease by 8% the number of youth reporting past month drinking at a party with an adult present who <b>does not</b> know underage drinking is taking place by fall 2012 as reported through student surveys.	Provide Support	<ul style="list-style-type: none"> <li>Establish parent-to-parent discussions discouraging parental support for underage drinking and promoting a norm against underage drinking in the East Haven community through parent pledge group presentations at existing parent groups and events throughout the community.</li> </ul>	December 2011	Robin Callahan Bob Petrucelli Mary Cofrancesco Chuck Licata Mary Varunes CJ Cofrancesco & Emily Kuzma-Youth Al Camera - schools
Increase by 10% the number of youth reporting parental strictness about drinking as an important factor in preventing kids from drinking alcohol by fall 2012 as reported through student surveys.				
Reduce 30-day use rates for youth alcohol use by 10% by 2014 through ongoing strategies/activities to increase perception of harm and positive family norms related to underage drinking	Ongoing use of seven strategies for community change	<ul style="list-style-type: none"> <li>Ongoing activities as described above and adjusted/refined or changed based on implementation feedback and attainment of short-term outcomes</li> </ul>	June 2014	Coalition Prevention Staff

## VII. Description of the Coalition

Member Name	Community Sector Represented	Affiliation-Organization	Data Collection Assigned Roles/Tasks Identified
CJ Cofrancesco Rob Fucci Duncan Herard Emily Kuzma Alec Palmer Cindy Recinos	Youth	East Haven Academy Student (middle school) East Haven High School Student East Haven Academy Student East Haven High School Student East Haven Academy Student East Haven High School Student	Developed map showing location of retail merchants in East Haven; *reviewed and voted on student survey to be used in fall; qualitative data regarding social availability of alcohol.  Strong presence of students on coalition ensures relevant survey instruments are chosen and cultures are represented. The youth representation is very dedicated to providing recruitment to other youth to sustain their voice on the coalition. Committed to participation in focus groups at their respective schools; assistance with education on affects of alcohol on adolescent brain, social marketing efforts; parent-to-parent and parent pledge presentations.
Mary Cofrancesco	Parents	N/A	Organized and collected youth survey completed at the new Teen Center;  Gathered qualitative data from other parents regarding survey instruments to be used; committed to organizing parents for education and focus groups; on-going recruitment efforts with parents in school communities for increased representation on coalition.
Al Camera	Schools	Teacher, Joseph Melillo Middle School	Rates of MS absenteeism, tardiness, expulsions, detentions and dropout rates, staff turnover rates; education/training adults and youth regarding positive peer influences, positive youth development activities; parent-to-parent focus groups, parent pledge group.
Mary Varunes	Youth-Serving Organizations	Director, Family Resource Center, DC Moore School	Babies born affected by alcohol or other drugs; rates of HS absenteeism, tardiness, expulsions, detentions and dropout rates, staff turnover rates.
Bob Petrucelli	Youth-Serving Organizations	Director, East Haven Youth Service Bureau Liaison to TCI	Organized and collected youth survey completed at the new Teen Center; reviewed and voted on student survey to be used in fall; Participation in compliance checks, publishing list of compliant retailers; education/training of adults in positive youth development, reduction of perception of harm; parent-to-parent focus groups, teen focus groups.



Member Name	Community Sector Represented	Affiliation-Organization	Data Collection Assigned Roles/Tasks Identified
Mike D'Amato	Law Enforcement Agencies	Youth Detective, East Haven Police Department	Liquor law violations and citations, Adult & Youth DUI, Social Hosting Law citations, citations for minors purchasing alcohol & third party sales of alcohol, compliance checks and party patrol operations; media publishes of results of checks.
Chuck Licata	Government Agencies	Assistant Chief, East Haven Fire Department	Injury/death related to UD stats from Fire Dept. and Ambulance Co.; participation in campaign and education regarding party patrols, and parent pledge presentations in community.
Gerardo Sorkin Robin Callahan	Other Prevention Organizations	The Connection, Inc. The Connection, Inc.	Pre-trial drug and alcohol program referrals from East Haven; Most recent compliance check data Liquor Control operations and disciplinary actions Merchant education training; conduct compliance checks; publish compliancy lists; education efforts with youth and adults; conducting party patrols; media campaigns; education/training of adults in positive youth development, reduction of perception of harm activities; parent-to-parent focus groups, teen focus groups.

- *Openings available that community members can volunteer to fill*

The representation being recruited for available openings on the coalition are: Business Community, Media, Faith-Based Organizations, Civic and Volunteer Groups, and Healthcare Professionals. Other areas also being recruited are more parental representation, Board of Education members and increased youth participation.

### ***Acknowledgement of sponsoring or funding entities***

This project is coming to fruition through the collaborative efforts of three entities. First, funding for this project to reduce underage drinking in East Haven comes from the Connecticut Department of Mental Health and Addiction Services. This state funding comes to The Connection Inc.'s New Haven program. The Connection Inc. identified the Town of East Haven and its Youth Services Commission as both viable collaborators as well as an appropriate target community. The Connection Inc. will provide both prevention and evaluation expertise for the project, while the Town of East Haven will provide the coalition power necessary to make changes in community attitudes and norms that will lead to reductions in underage drinking.

### ***Methods for sustaining the Coalition, even after funding has decreased***

In planning for the sustainability of our efforts, we plan to take a three tiered, prioritized approach. First and most importantly, we need to develop sustainable coalition membership that is based on community participation more than individual community members. This process will begin with targeted recruitment of key community stakeholders within the twelve community sectors previously discussed. As coalition membership expands, coalition capacity will expand through the creation of coalition committees as coalition activities are assigned, implemented and monitored by these committees outside of coalition meetings. We also need to build coalition capacity through a community integration process where members of the East Haven community come to rely on the Coalition's efforts as much as the Coalition relies on their efforts. To



accomplish this, the coalition partner with community stakeholders and find common goals to work on together, creating this mutual support and reliance. Secondly, we will work to sustain the Strategic Prevention Framework as the prevention model that is utilized by the East Haven community for all of their prevention efforts. Through our community partnerships, the coalition will build understanding of the value and usage of the Strategic Prevention Framework by our partners and community stakeholders. Finally, we will work to sustain specific underage drinking prevention initiatives that through our evaluation efforts are shown to be effective through sustainability efforts that include integrating coalition activities into the existing work plans and budgets of our community stakeholders, local and state fundraising efforts, and targeted grant writing.