

INPUTS/RESOURCES

SPF STEP 2

What resources are available? What barriers can you identify? Cavalier County Health District (CCHD) has a long history of best practice substance use prevention work starting with tobacco prevention activities nearly 20 years ago. CCHD began focused alcohol prevention activities after receiving the SPF-SIG grant in 2015 and has worked on alcohol use and abuse prevention initiatives since that time. CCHD has been the recipient of Substance Abuse Prevention Community grants annually since 2015 including the State Opioid Response grant. Previous scope of work included both underage drinking and adult alcohol use. The most recent grant work targeted adult binge drinking through efforts to prevent overserving and overconsumption in adults.

Our agency provides a wide variety of health and prevention programs and is able to incorporate preventive programming into public health programs to reach a population of all ages and demographics. CCHD has a long history of partnership with a wide variety of community entities including law enforcement, education, the faith community, the business community, healthcare systems, social services, fraternal groups, support groups, and community members at large to accomplish prevention activities. These partnerships have been capitalized to further substance use prevention activities.

CCHD has 3 staff available who have a history of substance use prevention experience and have completed trainings specific to substance use prevention work including 2 staff completing SAPST training and 1 staff who was present for the entire SPF process. CCHD staff have attended a broad range of alcohol prevention trainings from webinars to state and national level substance use prevention trainings and conferences.

Our agency also has a history of implementing prevention activities using the resources from Parents Lead, Speak Volumes, National Highway Traffic Safety Administration, Vision Zero Campaigns, SBIRT and North Dakota Safety Council Responsible Beverage Server Training curricula.

CCHD has addressed underage drinking with varied interventions such as promoting and expanding the availability of alcohol free alternate events such as after prom and after graduation events; participating in a regional Parent's Lead media plan; conducting a local media plan to include movie trailers, radio, social media and newspaper communications; integrating Parents Lead resources into existing parent/child public health programs and utilizing community partners to share underage drinking campaigns and resources in their work.

Cavalier County Health District has worked to change the social norm of adult binge drinking in our county through education campaigns utilizing communication mediums such as social media, bar coasters, ads in a local weekly newspaper, local radio ads, community booths, fridge magnets and posters. These efforts included materials from the Speak Volumes, National Highway Traffic Safety Administration and North Dakota Vision Zero Campaigns. CCHD has an electronic billboard with 3,429 impressions/day, has a weekly earned radio spot that runs 2/day, and a weekly earned newspaper spot that runs weekly.

CCHD has also partnered with local law enforcement to offer and incentivize Responsible Beverage Server training to local bars by offering ID scanners to bars which have participated. Locating scanners in Cavalier County bars has the added benefit of environmental change and IDing practice change for these locations. Ongoing work with a local Chamber of Commerce has resulted in alcohol restrictions including required ID and wristband for alcohol use, no outside alcohol allowed and clear cups only at a prominent local event which was locally known for having a high incidence of adult binge drinking and few event specific restrictions to alcohol use.

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Cavalier County Health District has conducted local data collection and evaluation on the topic of adult binge drinking to use with community stakeholders.

Cavalier County Health District participates in a Behavioral and Mental Health Task Force comprised of representation from health, faith, education, law enforcement, justice, recovery community, social services, youth, Extension, and regional and state partners that meets monthly to identify and work to alleviate behavioral and mental health issues occurring locally including alcohol use.

PROBLEM STATEMENTS			STRATEGIC PLAN	ACTIVITIES	GOAL STATEMENTS		
Problem	Intervening Variables	Local Conditions			Short-Term Outcomes	Intermediate Outcomes	Long-Term* Outcomes
<p>What is the problem or issue in your community?</p> <p>Social norm of adult binge drinking in Cavalier County</p>	<p>Why is it a problem in your community?</p> <p>Adults report high levels of binge drinking on the BRFSS and local data collection.</p>	<p>What does the problem specifically look like in your community/what is the behavior?</p> <p>Little recognition of what constitutes binge drinking by county residents.</p> <p>Little recognition of the negative outcomes of binge drinking by county residents.</p> <p>Few events without alcohol.</p> <p>Reports of overserving at liquor license establishments.</p>	<p>What is the one environmental change you can implement to impact your identified problem?</p> <p>Ordinances requiring RBS as a condition of alcohol licensure.</p>	<p>What are all the steps that must happen to implement the environmental change?</p> <p>Increase local recognition of what binge drinking is, that it is a problem in our community, and what can be done to change it. This can be accomplished through health communication campaigns.</p> <p>Offer no cost RBS to liquor license holders to create high voluntary uptake. This will show value to owner/operators, increase support of the intervention by elected officials, and create a</p>	<p>Measures the local condition – what are you doing to address the problem?</p> <p>Partner with Cavalier County Sheriff Department to offer no cost RBS training for Cavalier County liquor license holders resulting in an increase from 11 of 15 liquor license holders participating to 13 out of 15 liquor license holders participating.</p> <p>Incentivize RBS training by providing bars participating a</p>	<p>Measures the intervening variable – what you are doing to reduce access?</p> <p># of RBS ordinances passed.</p>	<p>Measures the impact to the problem – are you seeing long-term behavior change?</p> <p>Decrease self-reported adult binge drinking on the BRFSS by 5% by 2026 (from 22.8% in 2022 to 17.8% in 2026).</p> <p>Decrease the % of Cavalier County residents reporting consuming 3 or more alcoholic beverages on the days they drank in the last 30 days on local data collection by 5% (from 30.67% in 2021 to 25.67% in 2026).</p>

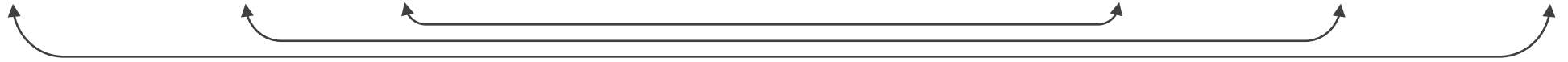
*The long-term outcomes are affected not by any single strategy, but by ALL strategies and activities

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		<p><i>High alcohol outlet density.</i></p>		<p><i>case for RBS as an institutional practice.</i></p> <p><i>Meet with stakeholders, bar owner/operators, law enforcement, elected officials to build support for RBS ordinance.</i></p> <p><i>Gather sample RBS ordinance language to provide to City Attorneys, City Councils, County Commission, and State's Attorney.</i></p> <p><i>Attend City Council and County Commission meetings to educate and advocate for RBS ordinances as a condition of liquor licensure.</i></p>	<p><i>handheld ID scanner.</i></p> <p><i>Communications campaign on the benefits of RBS training conducted.</i></p> <p><i>Communications campaign on the negative outcomes that can result from adult binge drinking conducted.</i></p> <p><i>Communications campaign on what binge drinking is and what moderate or no adult alcohol drinking looks like conducted.</i></p> <p><i>Sample RBS ordinance language compiled.</i></p> <p><i>Stakeholder meetings (owner operators, elected officials, law enforcement) held.</i></p> <p><i>City Commission/County Commission meetings attended.</i></p>		
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