



Public Health
Prevent. Promote. Protect.

Cavalier County Health District

901 3rd Street, Suite 11

Langdon, ND 58249

Phone: 701-256-2402 Fax: 701-256-5765

Monday-Friday 8:00 am-4:30 pm

Cavalier County Health District

Cavalier County Health District Adult Binge Drinking Prevention Strategic Plan 2023-2026

Problem: Social norm of adult binge drinking in Cavalier County

Supporting Data: Adults report high levels of binge drinking on the BRFSS and local data collection. Arrest data reflects higher rates of arrest for adult alcohol related offenses than for other substances or for youth offense. Local stakeholders report adult alcohol use results in the most problematic outcomes in their work. Local data self reporting shows adults in Cavalier County have little recognition of what constitutes binge drinking. Local stakeholders report having few events without alcohol and few alcohol restrictions at events with alcohol. Cavalier County has high alcohol outlet density compared to the state of ND and the US as a whole.

Goal 1: 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).

Objective 1: Pass local ordinances requiring RBS as a condition of liquor licensure to reduce adult binge drinking resulting from overserving.

Strategy 1.1: Partner with Cavalier County Sheriff Department to offer no cost RBS training to local liquor license holders.

Activity 1.1.a Create partnerships with Cavalier County Sheriff Department to offer RBS training.

Persons responsible Stephanie Welsh, Cavalier County Sheriff, Gabe Johnston RBS trainer

Activity 1.1.b Offer incentives for Cavalier County Sheriff Department to offer RBS training.

Persons responsible Stephanie Welsh, Gabe Johnston

Activity 1.1.c Secure commitment from Sheriff Department to sustain RBS training in the event CCHD funding support is not available.

Persons responsible Cavalier County Sheriff, Stephanie Welsh

Activity 1.1.d Periodic meeting for updates with Cavalier County Sheriff Department RBS training staff on the current status of RBS training, barriers, successes, and strategies to increase



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participation rates.

Persons responsible Stephanie Welsh, Gabe Johnston

Activity 1.1.e Celebrate liquor license holders participating in RBS using communication channels such as print, radio or social media.

Persons responsible Gabe Johnston, Barbara Crockett

Strategy 1.2: Incentivize RBS training by offering a handheld ID scanners to liquor license holders participating in RBS.

Activity 1.2.a RBS trainer will assess if a liquor license holder has a handheld scanner when doing training and if it is functional.

Persons responsible Gabe Johnston

Activity 1.2.b RBS Trainer will offer license holders without scanners or those whose scanners are no longer functional due to outdated a new scanner.

Persons responsible Gabe Johnston

Activity 1.2.c Handheld scanners will be purchased by CCHD and provided by RBS trainer to license holders participating in RBS without a functional handheld scanner.

Persons responsible Stephanie Welsh, Gabe Johnston

Strategy 1.3: Educate community stakeholders on the benefits of RBS training.

Activity 1.3.a Conduct a media campaign on the benefits of RBS using communication channels such as earned and print media, newsletters, radio and social media. Locate and create, place and evaluate the reach of media placements.

Persons Responsible Barbara Crockett, Stephanie Welsh

Activity 1.3.b Update community stakeholders, partners and decision makers on the benefits of RBS training at meetings an community events such as coalition meetings, county and city commission meetings, department head meetings, board meetings and health fairs.

Persons Responsible Stephanie Welsh, Cavalier County Sheriff, Gabe Johnston

Strategy 1.4: Build support among stakeholders such as elected officials,



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liquor license holders, law enforcement, and servers for RBS ordinance.

Activity 1.4.a Meet with local liquor license holders/owner/operators, law enforcement, and servers to identify benefits and barriers to RBS training and RBS ordinance.

Persons Responsible Stephanie Welsh Cavalier County Sheriff Department, Liquor license establishment owner/operators, servers

Activity 1.4.b Share stakeholder input with decision makers such as elected officials.

Persons responsible Stephanie Welsh Cavalier County Sheriff Department, elected officials

Strategy 1.5: Propose RBS ordinance as a condition of liquor licensure to elected bodies in Cavalier County. Work with one elected body initially and then if success is achieved move on to other elected bodies one at a time. Select the commission/council to work with based of scope of impact and changeability.

Activity 1.5.a Meet with and assess level of decision maker support for RBS ordinance. Identify possible champions within elected bodies.

Persons Responsible Stephanie Welsh, Cavalier County Sheriff Department, elected officials

Activity 1.5.b Compile sample RBS as a condition of liquor licensure ordinance language to share with councils/commissions.

Persons Responsible Stephanie Welsh

Activity 1.5.c Share sample ordinance language with elected bodies such as city councils, county commissioners, auditors and city/county attorneys. Identify possible barriers and solutions to local ordinance implementation such as tracking, enforcement etc.

Persons Responsible Stephanie Welsh

Activity 1.5.d Request RBS ordinance be added to the city/county commission/council agenda, attend meetings and present on the benefits of this best practice intervention.

Person Responsible Stephanie Welsh, Cavalier County Sheriff, RBS trainer



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Goal 2: Decrease self-reported adult binge drinking on the BRFSS by 5% by 2026 (from 22.8% in 2022 to 17.8% in 2026).

Objective 2: Change the cultural norms surrounding binge drinking in Cavalier County from a norm of adult binge drinking to a norm of lower or no alcohol use.

Strategy 2.1: Conduct a communications campaign to increase recognition of what constitutes binge drinking.

Activity 2.1.a Locate and create a media campaign materials for print, radio, social media and billboards on what constitutes binge drinking.

Persons responsible Barbara Crockett

Activity 2.1.b Plan a placement schedule for binge drinking media campaign considering target populations and high risk cultural events and observances.

Persons responsible Barbara Crockett

Activity 2.1.c Evaluate and record the reach of the binge drinking media campaign.

Persons responsible Stephanie Welsh

Strategy 2.2: Conduct a communications campaign to increase recognition of the potential adverse outcomes of binge drinking.

Activity 2.2.a Locate and create a media campaign materials for print, radio, social media and billboards about potential adverse outcomes of binge drinking.

Persons responsible Barbara Crockett

Activity 2.2.b Plan a placement schedule for adverse outcomes of binge drinking media campaign considering high risk cultural events and observances.

Persons responsible Barbara Crockett

Activity 2.1.c Evaluate and record the reach of the adverse events of alcohol use media campaign.

Persons responsible Stephanie Welsh

Strategy 2.3: Support and promote alcohol free community events.



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Activity 2.3.a Identify alcohol free community events such as Chamber of Commerce Events, Northern Lights Arts Council Events, School events, fraternal organizations, faith based events through social media posts, websites, newsletters, direct outreach to organizations etc.

Persons Responsible Barbara Crockett

Activity 2.3.b Promote alcohol free community events through communications such as newsletter features and social media.

Persons Responsible Barbara Crockett

Strategy 2.4: Work with community partners to implement safer alcohol policy at events with alcohol.

Activity 2.4.a Identify local events with problematic alcohol use using local data collection.

Persons responsible Stephanie Welsh, Community partners and stakeholders

Activity 2.4.b Prioritize local events to implement safer alcohol practices using scope of impact and changeability.

Persons Responsible Stephanie Welsh, community event holders

Activity 2.4.c Meet with event holders to explore the benefits, barriers and solutions to implementing safer alcohol practices at events such as ID'ing, wrist banding, no outside alcohol policies, clear cups only, beer gardens, drink purchase limits.

Persons Responsible Stephanie Welsh, Event planners/holders

Activity 2.4.d Support event holders in implementing safer alcohol practices at events by providing policies, resources, supplies, financial stipends for implementation. Focus on providing support that directly addresses barriers to implementation.

Persons Responsible Stephanie Welsh, Event holders/planners