

Central Valley Health District
SUPTRS Strategic Plan

Problem Statement:

There is a high incidence of underage drinking in the City of Jamestown.

Supporting Data:

- 20.1% of Jamestown Middle School students reported ever drinking alcohol. (JMS YRBS, 2021)
- 37% of young adults (ages 18-20) in North Dakota report binge drinking in the last 30 days. (Young Adult Survey, 2020)

Goal 1	Reduce retail access of alcohol to young adults in the City of Jamestown.
Objective 1:	Increase availability and utilization of ID scanners in popular college bars.
Objective 2:	Increase availability and access to Responsible Beverage Server Training (RBST).

Goal 2	Reduce social access of alcohol to youth in the City of Jamestown.
Objective 1:	Implement evidence-based substance use prevention curriculum in Jamestown Middle School.
Objective 2:	Implement media campaign targeting parents of middle schoolers to reduce social hosting of alcohol to minors.
Objective 3:	Increase opportunities for alternative activities for underage youth and/or young adults in the City of Jamestown.