

Strategic Plan Outline

Problem Statement: There is high prevalence of underage drinking (ages 15-18) in Valley City, ND.

- ❖ Supporting data: 20.9% of students currently drank alcohol during the 30 days prior to taking the 2021 YRBS.
- ❖ Supporting data: In 2017, 8.9% of high school students stated they gave someone money to buy them alcohol.
- ❖ Supporting data: In 2017, 10.1% of high school students stated someone gave alcohol to them.
 - Goal 1: Decrease percentage of teens saying it is not hard to get alcohol from parents/family/someone
 - Objective 1: Reduce social availability of alcohol among Valley City, ND youth
 - Strategy 1: Partner with daycares/schools (meet with school counselors)/churches to have Parents Lead material in facilities
 - Strategy 2: Media dissemination ie: radio recordings, facebook posting/resharing parents lead materials

Problem Statement: There is a high prevalence of underage drinking (18-20) in bars in Valley City, ND.

- ❖ Supporting data: Spoke with VCPD, Officer Sean Hagen, stated there is one bar in particular in Valley City that is known for not carding/letting minors drink at bar. Valley City officers in 2024 want to switch focuses from doing traffic stops to doing compliance checks in all bars and off sale sites.
 - Goal 1: Decrease number of minors drinking in bars.
 - Objective 1: Increase number of passed compliance checks
 - Strategy 1: Increase forensic ID scanners available to bars in Valley City.
 - Strategy 2: Connect with law enforcement regarding conducting compliance checks, do a round in winter and again in the summer time per VCPD request.
 - Strategy 3: Increase forensic ID scanners available at community events where liquor is available.