

Strategic Plan

SUPTRS Prevention Block Grant
 October 1, 2023 – September 30, 2026
 Fargo Cass Public Health

Problem Statement: There is a high incidence of alcohol use among young adults aged 18 to 20.

- **Supporting Data:** 46.6% of NDSU students under the age of 21 reporting past 30-day alcohol use. (North Dakota Student Wellness and Perception Survey, 2020).
- **Supporting Data:** 33% of North Dakota adults aged 18 to 20 years old report 30-day alcohol use. (North Dakota Young Adult Survey, 2020).

Goal: Reduce 30-day alcohol use by adults aged 18 to 20 years old by 5% by 2026.

Objective 1: Reduce retail availability of alcohol.

Strategy 1) Increase the use of forensic ID scanners by retail alcohol establishments from zero to 34 by December 31, 2025.

Activities & Action Plan

ACTIVITY 1 →		Provide education and demonstrate forensic ID scanners.		
Action Steps		Who	When	Process Measure(s)
Meet with Commissioner that chairs the LCB to garner support.		Robyn	February 2024 and periodically	Meeting held, support garnered
Provide underage prevention presentation and ID scanner demonstration at City of Fargo Liquor Control Board (LCB) meeting.		Tom Volk	January 2024	Presentation and demonstration provided, # of people reached
Provide underage prevention presentation and ID scanner demonstration to alcohol retailers.		Robyn	As needed	# of presentations, # of demonstrations, # of people reached, # of establishments reached
Provide underage prevention presentation and ID scanner demonstration at Fargo Cass Public Health Board of Health meeting.		Robyn	June 2024	Presentation and demonstration provided, # of people reached

ACTIVITY 2 →		Solicit retailers to loan forensic scanners.		
Action Steps		Who	When	Process Measure(s)
Require scanner use for establishments with repeated alcohol violations.		Police Chief/LCB Chair	As needed	Requirement applied

Approach bar owners or management individually to solicit scanner use.	City Auditor	February 2024 & ongoing	# of contacts made, # of people reached, # of establishments reached.
Create and post solicitation messages on social media.	Robyn	April 2024 & ongoing as needed	# of messages created, # of platforms used, # of posts, # reached, # of impressions
Promote and encourage participation by publicizing data, participation rates, and successes stories of participating retailers via social media.	Robyn	Quarterly	# of social media messages created, # of messages posted, # of platforms used, # reached, # of impressions
Promote and encourage participation by publicizing data, participation rates, and successes stories of participating retailers via earned media.	Robyn	Biannually or as information arises	# of news releases, # of interviews, # of news stories, # of news outlets, approximate reach
Solicit scanner use during LCB meetings and include information in meeting minutes.	LCB Chair	Bi-monthly as needed	Scanner loan program is presented at LCB meetings every other month, # of times program is mentioned, # of times it's included in meeting minutes, # of people reached

ACTIVITY 3 → Provide scanners and training & technical assistance to alcohol retailers.			
Action Steps	Who	When	Process Measure(s)
Create Loan Agreement document between FCPH and retail establishment.	Robyn	February 2024	Loan agreement created
Test scanners in office.	Robyn	Before installation	# of scanners received, # of scanners tested, # of scanners placed at retailers
Deliver scanners to alcohol retailers and provide training on use.	Robyn	Ongoing as requested	# of scanners placed, # of retail alcohol establishments receiving scanners, # of trainings provided, # of people trained
Review Loan Agreement with retailer and obtain signature. Provide copy of agreement to retailer.	Robyn partners	Upon installation	# of signed loan agreements on file, # of retailers provided copies
Contact retailers to check on status of scanner implementation.	Robyn Cheryl	1-2 weeks post scanner installation	# of contacts made, # of retailers contacted, dates of scanner placements and status checks
Provide scanner updates, signage, report reminders, and technical assistance.	Robyn Cheryl	Ongoing as needed	# of updates, signs, and report reminders provided, # of technical assistance requests, # of fulfilled technical assistance requests

ACTIVITY 4 →		Provide education/information supporting implementation of an ordinance requiring use of forensic ID scanners.		
Action Steps	Who	When	Process Measure(s)	
Track and present voluntary forensic ID scanner use to LCB, police chief and elected officials.	Robyn Cheryl Steve	February 2024, ongoing	# of retailers refusing to loan a scanner, # of retailers voluntarily using a scanner, # of presentations, # reached	
Track and present data from in-use scanners to LCB, police chief and elected officials.	Robyn BHD	February 2024, ongoing	# of presentations, # reached	
Create awareness of the problem and prevention strategies	Robyn	January 2025	# of messages, # of presentations, # reached	

Objective 2: Increase perceived risk of being caught with a fake ID by September 30, 2024.

Strategy 1) Implement a media campaign targeting 18 to 20 year old adults to publicize the use of forensic ID scanners at retail alcohol establishments.

Activities & Action Plan

ACTIVITY 1 →		Publicize the use of forensic ID scanners through earned media.		
Action Steps	Who	When	Process Measure(s)	
Draft and send a news release announcing forensic ID scanner loan program.	Robyn Holly	April 2024	News release drafted, sent and posted to website and social media. # of social media platforms used, # of persons reached, # of impressions #, # of media outlets sharing news release information, approximate reach of news outlets' stories	
Draft and send periodic news releases with forensic ID scanner loan program updates such as information about participation, data, success stories, etc.	Holly Robyn	Quarterly, as needed	News release drafted, sent and posted to website and social media. # of social media platforms used, # of persons reached, # of impressions #, # of media outlets sharing news release information, approximate reach of news outlets' stories	
Participate in media interviews regarding the forensic ID scanner loan program.	Robyn	Quarterly, as needed	# and type of media outlets conducting interviews, # of news stories generated from the interviews, approximate reach of news stories	

ACTIVITY 2 →		Publicize the use of forensic ID scanners through social media.		
Action Steps	Who	When	Process Measure(s)	
Create and post social media messages to raise awareness about the functions and utilization of forensic ID scanners at retail alcohol establishments.	Robyn	Weekly	# of messages created, # of platforms used, # of posts, # reached, # of impressions	
Create and post social media messages to provide updates on forensic ID loaner program successes including participation, data, success stories, etc.	Robyn	Quarterly, as information arises	# of messages created, # of platforms used, # of posts, # reached, # of impressions	
Have partners share social media messages via their social media accounts.	Holly	Monthly	# of partners sharing posts, # of posts shared	

ACTIVITY 3 →		Publicize use of forensic ID scanners using target marketing of underage college students and residents.		
Action Steps	Who	When	Process Measure(s)	
Research types, costs, and effectiveness of marketing mediums to reach underage college students and residents.	Robyn Holly Marketing contractor	May 2024	Types, costs and effectivenesses of various marketing mediums to reach underage college students and residents are known.	
Develop a marketing plan to educate minors on ND laws related to fake ID use and build awareness of forensic ID scanner use at retail alcohol establishments.	Robyn Holly Marketing contractor	June 2024	Plan is completed.	
Execute the marketing plan to educate minors on ND laws related to fake ID use and create awareness of forensic ID scanner use at retail alcohol establishments.	Robyn Holly Marketing contractor	Ongoing	Marketing plan is followed.	

Outcomes

Long-term outcome: Past 30-day alcohol use by adults aged 18 to 20 years old (minors) will decrease by 5% by 2026.

Intermediate outcome: Retail availability of alcohol to minors will decrease.

Short-term outcomes:

Outcome 1) The number of alcohol retailers using forensic scanners will increase.

Outcome 2) The number of confiscated fake IDs will increase.

Outcome 3) The number of minors attempting to enter a retail alcohol establishment will decrease.

Last updated by Robyn Litke Sall on 3/28/24