

Lake Region District Health Unit
524 4th Ave NE Unit 9
Devils Lake, ND 58301
Phone 701-662-7040
Monday-Friday 8:00 am to 5:00pm

Lake Region District Health Underage Drinking Prevention Strategic Plan for 2023-2026

Problem: Underage individuals are obtaining alcohol from of-age drinkers, either friends, siblings, or from a parent's home. The alcohol in homes is not being monitored by parents and kids are taking it to drink at an unsupervised location.

Supporting Data: The latest YRBS reported 24.8% of students grade 9-12 drank alcohol in the last 30 days. While 15.1% reported binge drinking in the last 30 days. 28.34% of 18 to 20 year olds report binge drinking. Devils Lake Police Dept/ Ramsey County reported 98 mic/mip in 2021, 94 in 2022 and 99 in 2023. The 2022 Community Readiness Survey Results indicate that 27.2% of adults say it is not at all difficult for youth to get alcohol from friends or family. 61.1% of youth reported that it is not at all difficult for them to sneak alcohol from their parents and 51% of youth report that it is not at all difficult to get an adult to buy them alcohol. When asked where kids are getting alcohol from, 9 out of 10 youth report obtaining alcohol from older friends or taking it from a parent's home.

Goal : To decrease the youth reporting alcohol use in the last 30 days in grades 9-12 by 4%, from 24.8% to 20.8% and reduce 18-20 year old binge drinking by 3% to 25.34%

Objective 1: Reduce social access of alcohol to minors.

Strategy 1: Promotion of Tip411 to the Sheriff Dept to report underage drinking.

Activity 1: Contact the Sheriff's Department to help set up Tip411 for its use in the community to report underage drinking activity.

Activity 2: Promote Tip411 throughout the community to report illegal activity.

Activity 3: Follow up with the Sheriff's Dept to ensure it is being used.

Strategy 2: Place Forensic Scanners with training in liquor establishments in our area.

Activity 1: Contact liquor establishments on the benefits of forensic scanners and ask for partnerships.

Activity 2: Deliver Forensic Scanners to establishments as they become available and train staff on its use.

Activity 3: Share speaks volume material and Parents Lead coasters to promote parent role modeling of responsible drinking.

Strategy 3: Host quarterly Responsible Server Training for liquor establishments.

Activity 1: Coordinate dates for training and secure place for training.

Activity 2: Promote the event through mailings to liquor establishments and on social media.

Activity 3: Assist instructor with training.

Strategy 4: Recognition program for Liquor establishments using Forensic scanners and turning in fake IDs.

Activity 1: Recognize liquor establishments by advertising in local newspapers.

Activity 2: Offer monetary reward for establishments turning in fake IDs.

Activity 3: Monthly check-ins with liquor establishments to assist with scanner challenges and collect data.

Strategy 5: Promote the use of the handheld scanners for special events throughout the year where alcohol is served.

Activity 1: Mail out reminders quarterly to liquor establishments of the availability of the handheld scanners for special events.

Activity 2: Deliver scanner as requested by establishments and collect data after event.

Objective 2: Increase public awareness on the consequences of providing alcohol to underage individuals.

Strategy 1: Release a community survey to gather specific underage drinking community data.

Activity 1: Create survey monkey and share with schools, college and community members.

Activity 2: Evaluate data and create results to share with school and community through brochures, radio and presentations.

Activity 3: Use yearly surveys to measure progress on effectiveness of activities.

Activity 4: Share Community survey results with parents and stakeholders in the community.

Strategy 2: Hold monthly coalition meetings to meet with stakeholders.

Activity 1: Attend meetings and share updated prevention information and current activities with stakeholders.

Strategy 3: Disseminate information to the local community on billboards, radio and local access channels.

Activity 1: Share Parents Lead coasters in liquor establishments to raise awareness of consequences of providing alcohol to youth.

Activity 2: Monthly Messaging on billboards, radio, local access channels, and morning edition.

Strategy 4: Educate on social hosting at community events.

Activity : Provide social hosting education at Parent/ Teacher events, community family activities, and presentations.

Objective 3: Raise Awareness in youth and parents of the dangers of underage drinking.

Strategy 1: Provide underage drinking presentations to youth in the schools.

Activity 1: Contact schools at the beginning of the school year to get calendars to schedule Parent Teacher Conferences and activity night

Activity 2: Share information with schools throughout the year.

Activity 3: Provide education to students and teachers as requested throughout the school year.

Activity 4: Bulletin Board Challenge

Strategy 2: Provide support for alcohol free events.

Activity 1: Provide prevention information at post prom parties

Activity 2: Attendance and prevention information at alcohol free annual dance

Strategy 3: Attend school events to educate parents and students.

Activity 1: Hidden in Plain Sight Alcohol Activity.

Activity 2: Prevention Messaging at sporting events.