

Ransom County Public Health Department secured a three-year SUPTRS block grant through the State of North Dakota. With this funding, our overall goals are to boost community engagement, encourage community buy in, advance levels of community capacity, and provide strategic prevention education. In order to achieve all of these successes, we must first identify the problem area we are going to focus our efforts on.

Problem Statement: 22.9% of high school students in North Dakota have had at least one drink of alcohol, on at least 1 day during the 30 days before the 2021 YRBS, CDC survey.

In addition, 13.7% of high school students in North Dakota have had their first drink of alcohol before the age 13 years (2021 YRBS, CDC Survey).

Intervening Variable: Research shows that individuals who start drinking before the age of 15 are 4x more likely than individuals who start drinking at the age of 21 to meet criteria for alcohol use disorder at some point in their lives (National Institute on Alcohol Abuse and Alcoholism-NIAAA)

Supporting Data:

- 70% of our surveyed youth stated the local youth are obtaining their alcohol from friends who are over 21 (Ref: our 2022 survey monkey).
- In 2022, 24% of ND adults agreed that in my community, drinking among teenagers is acceptable. (Ref. 2022 North Dakota Community Readiness Survey).

Long-Term Outcome: Decrease rates by 3% of high school students who report current alcohol use within the past 30 days on the 2025 YRBS CDC Survey.

COMMUNITY PROBLEM: HIGH SOCIAL ACCESS

GOAL 1: DECREASE SOCIAL ACCESS TO ALCOHOL BY 3% (MEASURED BY OUR 2025 SURVEY MONKEY).

OBJECTIVE 1.1: PROVIDE A FORENSIC ID SCANNER TO AN ALCOHOL RETAIL ESTABLISHMENT WITHIN RANSOM COUNTY.

Strategy 1.1.1:	Obtain an ID scanner, from the State, and introduce to an alcohol retail establishment.
Strategy 1.1.2:	Train alcohol retail establishment on how to use forensic scanner.
Strategy 1.1.3:	Collect monthly data, provide support, and advertise the use of the forensic scanner at the alcohol retail establishment.
Strategy 1.1.4:	Obtain additional ID scanners, from the State, and begin utilization in other alcohol retail establishments within Ransom County.

To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Provide a forensic ID scanner to an alcohol retail establishment within Ransom County.

Measurable: This objective will be measured by the number of fake IDs confiscated. In addition, we will need to obtain at least one more ID scanner, from the State, to reach our long-term goal.

Achievable: Over the next year, our strategy is to utilize our one forensic ID scanner within Ransom County. This will allow us to start small and in one localized area in order to fully understand how the scanner works and the data collection process.

Relevant: This small yearlong strategy will help us with our long-term strategy of obtaining and utilizing additional ID scanners in other alcohol retail establishments in Ransom County.

Time-bound: As stated above, our yearlong strategy is to utilize the one forensic ID scanner within Ransom County for a full year. We will then add additional sites throughout the 2023-2026 grant cycle, if additional scanners are obtained through the State.

OBJECTIVE 1.2: PROVIDE RESPONSIBLE BEVERAGE SERVER TRAINING (RBST) TO ALL ALCOHOL RETAIL ESTABLISHMENTS WITHIN RANSOM COUNTY.

Strategy 1.2.1:	Have local Sherriff's Department attend Responsible Beverage Server Training.
Strategy 1.2.2:	Start offering training to all alcohol retail establishments in Ransom County.
Strategy 1.2.3:	Collect data regarding RBST for grant data points.
Strategy 1.2.4:	Maintain a log of trainings completed, and establish a training schedule for establishments.

To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Provide Responsible Beverage Server Training (RBST) to all alcohol establishments within Ransom County.

Measurable: This objective will be measured by the number of bars and staff trained in Ransom County. In addition, we would like to offer RBST to all 11 alcohol establishments within Ransom County by the end of the 2023-2026 grant cycle.

Achievable: We will begin by training the Ransom County Sherriff's Department in RBST. We will then offer RBST training to all alcohol retail establishments within Ransom County.

Relevant: We will begin to offer RBST as soon as our Sherriff's Department receives their training. Currently there are no alcohol retail establishments within Ransom County that have received RBST. Any increase to our current numbers will help us with our long-term strategy.

2023-2026

Time-bound: As stated above, we will begin to offer RBST as soon as our Sherriff's Department receives their training. Throughout the 2023-2026 grant cycle, we will increase RBST training to all alcohol retail establishments within Ransom County.

OBJECTIVE 1.3: ATTEND TRAININGS/CONFERENCES, PUT ON BY THE NDHHS AND OTHER NATIONAL INSTITUTES, TO OBTAIN AND ENHANCE OUR KNOWLEDGE ON SUBSTANCE ABUSE.

Strategy 1.3.1:	Attend monthly Q&A meetings hosted by the North Dakota Health and Human Services (NDHHS), Behavioral Health division.
Strategy 1.3.2:	Attend quarterly meetings/trainings hosted by the NDHHS Behavioral Health division and Growth Partners.
Strategy 1.3.3:	Attend other trainings/conferences suggested by the NDHHS (i.e. Core Competences, SAPST) in order to further enhance our knowledge.
Strategy 1.3.4:	Maintain a log of trainings completed.

To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Attend trainings/conferences, put on by the NDHHS and other National Institutes, to obtain and enhance our knowledge on substance abuse.

Measurable: This objective will be measured by the number of trainings/conferences attended.

Achievable: We are in close communications with the NDHHS Behavioral Health division, who frequently provides guidance on upcoming trainings/conferences. This allows us to stay on task with this objective.

Relevant: We will make every effort to expand our knowledge on substance abuse by attending required and suggested trainings/conferences

Time-bound: As stated above, our objective to attend trainings/conferences in order to enhance our knowledge on substance misuse will aid in achieving our overall goal of decreasing social access to alcohol AND changing community norms within this 2023-2026 grant cycle.

COMMUNITY PROBLEM: COMMUNITY NORMS

GOAL 2: DECREASE NORTH DAKOTAN'S AGREEMENT ABOUT TEENAGE DRINKING AS AN ACCEPTABLE BEHAVIOR BY 2%

(MEASURED BY THE NEXT NORTH DAKOTA COMMUNITY READINESS SURVEY).

OBJECTIVE 2.1: PROVIDE EDUCATION TO PARENTS AND STUDENTS, IN RANSOM COUNTY, TO TEACH YOUTH HOW ALCOHOL USE EFFECTS THEIR BRAIN DEVELOPMENT.

Strategy 2.1.1:	Meet with parents and youth, where they are at (i.e. Parent/Teacher conferences), and provide education.
Strategy 2.1.2:	Provide education within Ransom County school systems.
Strategy 2.1.3:	Provide education on social media outlets (i.e. Facebook) to engage our community.
Strategy 2.1.4:	Decrease the community norms within youth and their parents.

To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Provide education to parents and students, in Ransom County, to teach youth how alcohol use effects their brain development.

Measurable: This objective will be measured by the number of educational opportunities held. In addition, our long-term goal will be measured by the decrease, in percentage, of North Dakotans agreement about teenage drinking as an acceptable behavior.

Achievable: We currently have a good working relationship with Ransom County schools, and we have a Public Health Facebook account, which will aid in these strategies being carried out.

Relevant: Our engagement with parents and youth will directly reflect our long-term goal of changing community norms.

Time-bound: As stated above, our objective to provide education to parents and youth on how alcohol use affects brain development will help to change community norms within the 2023-2026 grant cycle.

OBJECTIVE 2.2: PROVIDE MEDIA EDUCATION TO PARENTS (I.E. PARENTS LEAD)

Strategy 2.2.1:	Access Parents Lead resources online (https://parentslead.org).
Strategy 2.2.2:	Select Parents Lead resources that are relevant to monthly events/activities.
Strategy 2.2.3:	Provide Parents Lead materials in-office, within the community, and during social events.

Strategy 2.2.4:	Implement three monthly Parents Lead activities.
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To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Provide media education to parents (i.e. Parents Lead).

Measurable: This objective will be measured by ensuring we complete three Parents Lead activities, per month. These three activities will be displayed on our monthly reporting form.

Achievable: Parents Lead activities are tied to monthly reimbursement, which aids in implementation.

Relevant: Parents Lead resources are easily accessible and directly tied to our goals, objectives, and strategies.

Time-bound: As stated above, our objective to provide media education to parents (i.e. Parents Lead) will help to change community norms AND decrease social access to alcohol within the 2023-2026 grant cycle.

OBJECTIVE 2.3: PROVIDE COMMUNITY EDUCATION ON THE ND DRAM SHOP LAW.

Strategy 2.3.1:	Increase awareness that social hosts in ND can be held liable for supplying alcoholic beverages to guests who are minors, incompetent, or obviously intoxicated.
Strategy 2.3.2:	Educate on the relationship between underage drinking laws and alcohol-related problems within Ransom County.
Strategy 2.3.3:	Work with local law enforcement to ensure current laws and/or ordinances are being enforced.
Strategy 2.3.4:	Obtain and strengthen community support.

To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Provide community education on the ND Dram Shop Law.

Measurable: This objective will be measured by the number of educational opportunities held by local law enforcement and our Prevention Coordinator.

Achievable: We currently have a good working relationship with the Ransom County Sheriff's Department, which will aid in implementation.

Relevant: It is important to inform parents that alcohol consumed by minors, on their property, can result in consequences.

Time-bound: As stated above, our objective to provide education on the ND Dram Shop Law will help to change community norms AND decrease social access to alcohol within the 2023-2026 grant cycle.

OBJECTIVE 2.4: HOST AND PARTICIPATE IN COALITION MEETINGS AND STAKEHOLDER MEETINGS TO PLAN/IMPLEMENT OUR GOALS.

Strategy 2.4.1:	Determine key members to attend coalition/stakeholder meetings.
Strategy 2.4.2:	Organize meetings, when necessary.
Strategy 2.4.3:	Partner with other groups promoting substance misuse activities/education.
Strategy 2.4.4:	Obtain and strengthen community support.

To accomplish the goal/objective/strategies listed above, we will follow the below SMART model.

SMART Outcomes:

Specific: Host and participate in Coalition meetings and Stakeholder meetings to plan/implement our goals.

Measurable: This objective will be measured by the number of meetings held or participated in.

Achievable: We currently have good working relationships with many community leaders and organizations, which will aid in implementation.

Relevant: We need to obtain community buy-in, in order to implement our goals, objectives, and strategies. This is a collaborative effort with the partnerships we will/have developed.

Time-bound: As stated above, our objective to host and participate in coalition meetings and stakeholder meetings will help to change community norms AND decrease social access to alcohol within the 2023-2026 grant cycle.