

Rolette County Public Health District

SUPTRS Grant Strategic Plan 2023-2026

Problem:

Underage Drinking

When reviewing our most current, local (regional) data, the alcohol rates for the percentage of middle school students (grades 7-8) who currently drank alcohol (at least one drink of alcohol, on at least 1 day during the 30 days before the survey) is 10.3% compared to the state rate of 6.2%. Whereas the alcohol rates for the percentage of high school students (grades 9-12) who currently drank alcohol (at least one drink of alcohol, on at least 1 day during the 30 days before the survey) is 29.45% versus the state rate of 23.7%.

With the knowledge of this data, we can visibly see that our high school rates are higher than our middle school rates. However, we are choosing to focus our prevention efforts on youth among the middle school age or those in grades 6-8. It is known that most adults with substance abuse problems begin experimenting and using substances during their adolescent years. Our goal is to provide prevention initiatives to delay the onset of use or to decrease the continued use of alcohol into high school years. Youth-focused prevention initiatives will include various educational and skills training programs for young people in school settings; programs that teach parents effective ways to monitor and communicate with their children and establish and enforce family rules regarding substance use; and community-based programs that combine these components with additional mass media or public policy components.

Intervening Variable:

Social Availability: Provision of alcohol to minors.

Community Norm: Youth alcohol use and abuse is a concern for the community.

Local Conditions:

Social Availability: Older siblings/other young adults/friends provide alcohol to underage persons.

Community Norm: Community members believe that youth alcohol use is an accepted behavior; lack of support by the community for prevention efforts; there is a low perceived risk of harm for youth alcohol consumption.

Strategic Plan:

Social Host Liability Laws: To educate, bring awareness and knowledge of the strategy to encourage support of passing social host laws.

What	Who	When	Process Measure
1. Educate parents about the effects of alcohol on the adolescent brain and the consequences for them as parents using educational presentations/newsletters/e-newsletters	Jodi Hajicek School Secretary School Nurse	January 2024- Ongoing	<ul style="list-style-type: none"> • Document # of formal presentations and # of attendees • Document the publication dates and # distributed
2. Not in My House and Parents Who Host Lose the Most Campaign including fact cards will be distributed at school events, yard signs, etc.	Jodi Hajicek Youth Group	Per event and Summer months- Ongoing through grant cycle	<ul style="list-style-type: none"> • Document the #, campaign type and location of materials distributed
3. Social & Digital Media posts regarding the dangers of underage drinking in homes and awareness on the social host law	Jodi Hajicek Janelle Disrud	January 2024- Monthly Ongoing	<ul style="list-style-type: none"> • Track dates of media posts by month • Document #'s reached, boosting costs, etc.
4. Educate parents/community members on consequences of providing alcohol to other youth (not your own child)	Jodi Hajicek	January 2024- Monthly Ongoing (Presentations as opportunities are available)	<ul style="list-style-type: none"> • Document the # of formal presentations and # of attendees. • Track dates of media posts by month and #'s reached
5. Educate community about dangers/consequences of underage drinking (legal and medical) through articles, workshops, and resource materials	Jodi Hajicek Prevention Staff	January 2024- Monthly Ongoing (Presentations as opportunities are available)	<ul style="list-style-type: none"> • Track # of formal presentations/booths and #'s reached. • Track # of articles shared and #'s reached.
6. Obtain technical assistance from NDHHS (Tom) to educate Law Enforcement regarding the benefits of supporting Social Host Liability Law	Jodi Hajicek NDHHS Law Enforcement	Upon community readiness 2024	<ul style="list-style-type: none"> • Track # of presentations & # of attendees at each session
7. Parent Program targeted towards parents of 5 th -8 th grade to	Jodi Hajicek School	January 2024- Ongoing	<ul style="list-style-type: none"> • Track # of formal presentations and # of participants.

<p>establish/strengthen family bonding, enhance family communication and learn refusal skills to guide and reinforce with youth when faced with high-risk situations.</p>	<p>Secretary/ Admin. Parents</p>	<p>(Presentations as opportunities are available)</p>	<ul style="list-style-type: none"> Track # of contacts made or ways of contact with parents
<p>8. Promote the use of ND Tip. Place materials in prominent places throughout the community (banners, table tents, lawn signs, window clings, coasters, buttons, etc.)</p>	<p>Jodi Hajicek Law Enforcement Youth</p>	<p>January 2024-Ongoing</p>	<ul style="list-style-type: none"> Track # of media posts and #'s reached. Document conversations with Law Enforcement for ND Tip use Track # of materials distributed and locations.
<p>9. Work with local governments to pass social hosting ordinances, by providing 1) reasons to do so, 2) examples of other local municipalities that have done so, 3) suggested ordinance wording, and 4) advocates at council meetings to support passage, 5) provide model policy examples and technical assistance.</p>	<p>Jodi Hajicek Prevention Staff</p>	<p>January 2024-Ongoing Upon community readiness 2024 (Presentations as opportunities are available)</p>	<ul style="list-style-type: none"> Track # of presentations made, # of meetings attended, # of attendees and meeting minutes. Documentation of policy change/ordinance adoption achieved.
<p>10. Increase distribution and access to Parents Lead materials with topics of concern to parents/adults through collaboration with school newsletters/events.</p>	<p>Jodi Hajicek School Secretary RCPHD Health Tracks</p>	<p>January 2024-Monthly Ongoing</p>	<ul style="list-style-type: none"> Track # of school participating. Track material topics and #'s distributed per source
<p>11. Reminders of the law and consequences to be placed in prominent places throughout community (banners, table tents, lawn signs, window clings, coasters, buttons, etc.)</p>	<p>Jodi Hajicek</p>	<p>January 2024-Ongoing</p>	<ul style="list-style-type: none"> Document participating/collaborating entities. Track the # of materials created and distributed
<p>12. Purchase the “Too Good for Drugs” evidenced based curriculum to utilize in grades 5-8. Start implementation at St. John School. (Beginning students with curriculum this year will result</p>	<p>Jodi Hajicek School Admin. and staff</p>	<p>March 2024-Ongoing</p>	<ul style="list-style-type: none"> Document purchase of curriculum. Track education sessions and progress of student’s participation. # of participants and # of class sessions.

potential to 3 years of exposure to curriculum).			
13. Create youth survey for local data collection pertaining to youth alcohol and other drug use and abuse.	Jodi Hajicek	August 2024- Ongoing	<ul style="list-style-type: none"> • Document creation of youth survey. • Obtain permission to administer survey to youth (parents/schools, etc.) • Track # of surveys collected, Track results and process.

Local Media Campaign: Parents Lead, Positive Community Norms Campaign and Media Advocacy.

What	Who	When	Process Measure
<p>1. Increase public knowledge and access to “Parents Lead”, “Not in My House” and “Talk They Hear You” Campaign messages through comprehensive messaging via:</p> <ol style="list-style-type: none"> 1. Local print media in Turtle Mountain Star and Turtle Mountain Times 2. Social Media ads (Rolette County Wellness and RCPHD Facebook) 3. Radio ads 4. Movie Trailer at local theater (Curt’s Theater Rolla) 5. Quarterly RCPHD Newsletter 6. Sticker/Poster Shock 7. NIHM Yard signs and gain participation for signing pledge. 8. Health Tracks Program clients to receive relating campaign info to address their identified needs 	<p>Jodi Hajicek</p> <p>RCPHD Prevention and Nursing Staff</p> <p>Youth</p> <p>Health Tracks Program</p>	<p>January 2024- Ongoing</p>	<ul style="list-style-type: none"> • Track/Report # of newspaper ad including #'s reached. • Track/Report # of social media posts including #'s reached. • Track/Report # of radio ads including #'s reached. • Document movie trailer utilized and potentially #'s of those reached. • Document newsletter creation and topic included and # distributed. • Track/Report # of stickers/posters distributed including locations and potentially # of those reached.

