

2023-2026 SUPTRS STRATEGIC PLAN

SOUTHWESTERN DISTRICT HEALTH UNIT

Problem Statement: Underage - Drinking Alcohol is still the number one drug of choice among youth.

****Supporting Data** – 31.1% High School and 12.6% of Middle School students had at least one drink in the last 30 days (YRBS 2021)*

****Supporting Data** – 80.4% of our region believe it is not difficult or only slightly difficult for youth to sneak alcohol from home (CRS 2022)*

****Supporting Data** – 44.3% of youth in our region get alcohol from parents and 66.5% get an adult to buy it for them*

Goal 1: Decrease drinking among ND youth and young adults

Objective 1.1 Reduce social availability of alcohol

Strategy 1.1.1 Quarterly Alcohol Compliance Checks

Strategy 1.1.2 Conduct Forensic Scanner training with bar owners, managers, bartenders

Strategy 1.1.3 Distribute forensic scanners to bars with increased college students and/or bars with high numbers of fake ID usage

Strategy 1.1.4 Meet with Police Dept to discuss possible policy for forensic ID scanner use in the city

Strategy 1.1.5 Meet with Sheriff to discuss use of ND Tip and how we can support their use/advertising of it

Strategy 1.1.6 Consider award/certificate/competition to encourage bartenders to confiscate fake IDs with notice in newspaper and other media sources

Objective 2.1: Decrease perception youth drinking is acceptable

Strategy 2.1.1 Meet with Middle School staff to discuss implementation of evidence-based curriculum such as Stanford

Strategy 2.1.2 Participate in community events and distribute Parent Lead and other materials to provide education and information to adults

Strategy 2.1.3 Support the work of the Youth Commission; Library; and Art and Science Center in creating alcohol-free events for youth

Strategy 2.1.4 Implement media/ad campaign to general public, parents regarding prevention, Parent Lead, monitoring alcohol in the home, #NotInMyHouse and Effects of Alcohol on brain development