

SUPTRS Strategic Plan: Steele County Public Health

Underage Alcohol Use

Problem Statement: *There is a high incidence of underage alcohol use in Steele County due to the use of fake ID's.*

- Supporting Data: 23.79% of 15-20 year-olds in North Dakota have consumed alcohol in the last 30 days.
- Supporting Data: 20.6% of middle schoolers in North Dakota have used alcohol in their lifetime.
- 32% of youth are getting alcohol using fake ID's, which is consistent with the Steele County Sheriff's Office opinion and observations, that most underage alcohol use begins when it's purchased with a fake ID.
- Steele County has one liquor establishment for every 255 people, compared to the average of one establishment per 546 people in North Dakota as a whole.

Goal One: *Reduce underage alcohol use in Steele County by decreasing fake ID use.*

Strategy One: *Increase compliance and awareness at retail establishments in Steele County in collaboration with the Steele County Sheriff's Office.*

- Activities
 - Work with sheriff's office to provide server training in liquor establishments.
 - Provide forensic ID scanner training to the Sheriff's Department.
 - Provide forensic ID scanner training from Sheriff's Office to retail establishments.
 - Create incentives for retail establishments for participating in training, having successful compliance checks, and for any use of the forensic ID scanners. This includes the possibility of financial incentives, newspaper article/recognition, certificate for good standing, etc.
 - Collaborate with the Sheriff's Department to provide written communication on clear and current expectations for liquor establishments outlining the law and penalties on serving underage citizens, and what to do when a fake ID is detected at their site.
 - [Dram Law awareness and enforcement more widespread.](#)

Strategy Two: *Heighten enforcement and reporting capability, both for the use of prevention and for data collection to pinpoint our strategies more precisely in the future.*

- Activities
 - Establish NDTip with Sheriff's Office, which is currently not in use.
 - Begin building rapport between Public Health and local liquor establishments to create a two-way flow of communication and a symbiotic working relationship. The Sheriff's Department will be an important liaison for us in this strategy.
 - Take initiative toward building relationships with school administration, coaches, pastors/preachers, and other key stakeholders in our community that play a large role in the youth of Steel County's lifestyle, awareness, and decision making.

Goal Two: Reduce underage alcohol use by increasing communication and partnerships with the schools, students, and parents in our community.

Strategy One: Collaborate with schools in the community to gain insight and communication from the population we seek to affect, and to further our ability to collect data and information to pinpoint our strategy more effectively.

- Tasks
 - Take initiative toward creating a youth group through building relationships with school administration, coaches, teachers, and students themselves.
 - Continue to regularly distribute Parents Lead resources to the schools to increase knowledge, make education readily available, and make the resources and our presence here at Public Health known. We believe this is a great way to create a working relationship and increase “buy-in” from the parents in our community.
 - Collaborate with Steele County NDSU Extension's Advisory Council on community needs
 - Hopefully pulling from SC NDSU's AC, create a Substance Abuse Prevention Coalition for Steele County

Problem Statement: 23.79% of 15-20 year-olds have consumed alcohol within last 30 days, and 20.6%of middle schoolers have used alcohol in their lifetime.

Goal One: Reduce consumption of alcohol in 13-20 year-olds.

Strategy One: *Create a Substance Abuse Prevention Coalition for guidance and access to feedback.*

- Activities
 - Create contacts in community, get to know stakeholders
 - Attend and collaborate with NDSU Extension Advisory Council
 - CREATE VISIBILITY – newspaper articles/ads; Facebook posting; school newsletters for parents; Parent Teacher Conferences

Strategy Two: *Educate youth.*

- Activities
 - Create a regular visit calendar with the schools.
 - Create and distribute survey to better focus efforts.
 - Big focus on mental health education
 - Events/Activities for youth (TBD)

Strategy Three: *Educate Parents/Influential Adults in the Community*

- Activities
 - Parent survey
 - School newsletters
 - Focus on mental health and brain development
 - Parent/Teacher Conferences (Hidden in Plain Sight)
 - Parenting Classes
 - Enlist coaches, counselors, teachers to help in our efforts.