

SUPTRS Block Grant

Towner County Public Health District

Planning Phase
Due: December 30, 2023
(Extension Requested on 12/27/23)



Public Health
Prevent. Promote. Protect.

Towner County Public Health District

Contact Information

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Step 1: Identify Goals

Problem Statement: High rates of underage drinking in Towner County as evidenced by surveys given to the North Star students Grades 7-12.

Goal: To decrease the percentage of students that initiate drinking in Junior High. As of 2023 Survey, 18% of students initiate drinking in grades 7-8. Which in turn will hopefully decrease the percentage of students drinking when they reach high school age. The 2023 survey 54% of North Star students in grades 9-12 reported drinking at least one drink in the last 30 days.

Step 2: Identify Objectives

Goal 1:	Decrease percentage of students who ride in a vehicle with a person who has been drinking by 2%. (2023 Survey 36% of students grades 7-8 and 15% of students grades 9-12 reported this)
Objective 1:	Local Media Campaigns for targeted audiences.
Objective 2:	Related Education/Information presented to students.
Objective 3:	Initiate a school evidence-based education curriculum on youth alcohol prevention.

Goal 2:	Decrease the percentage of students who initiate drinking in Junior High by 2%. (2023 Survey, 18% of students initiate drinking in grades 7-8)
Objective 1:	Parents Lead activity/information disbursement.
Objective 2:	Decrease early exposure to alcohol by investigating underlying reasons students start drinking.
Objective 3:	Initiate a school evidence-based education curriculum on youth alcohol prevention.

Goal 3:	Decrease the percentage of students who are getting alcohol from older siblings/friends by 2% (2023 Survey reports alcohol is provided by 10% siblings and 31% from friends 21 and older)
Objective 1:	Attempt to alter individual factors by providing information and awareness that contribute to alcohol use (attitudes, beliefs, perception).
Objective 2:	Social Media campaigns that target laws for individuals 21 years and older regarding supplying alcohol to underage individuals.
Objective 3:	Information Disbursement throughout the community to raise prevention and awareness of underage alcohol use.

Goal 4:	Decrease the percentage of students who have reported drinking alcohol (other than a few sibs) by 2%. (2023 Survey reports 18% of students grades 7-8 and 54% of students grades 9-12)
Objective 1:	Initiate a school evidence-based education curriculum on youth alcohol prevention and awareness.
Objective 2:	Disburse information to teachers and parents/guardians on youth alcohol awareness/prevention.
Objective 3:	Have students participate and be involved in disbursing youth alcohol prevention information.

Step 3: Writing Outcomes

Long-Term Outcomes: Long term outcomes that TCPH wishes to achieve in the next three to five years are the same as the stated above goals.

1. Decrease percentage of students who ride in a vehicle with a person who has been drinking by 2%. (2023 Survey 36% of students grades 7-8 and 15% of students grades 9-12 reported this)
2. Decrease the percentage of students who initiate drinking in Junior High by 2%. (2023 Survey, 18% of students initiate drinking in grades 7-8)
3. Decrease the percentage of students who are getting alcohol from older siblings/friends by 2% (2023 Survey reports alcohol is provided by 10% siblings and 31% from friends 21 and older)
4. Decrease the percentage of students who have reported drinking alcohol (other than a few sibs) by 2%. (2023 Survey reports 18% of students grades 7-8 and 54% of students grades 9-12)

Intermediate Outcomes: Intermediate Outcomes that TCPH are hoping to achieve are to change students' attitudes, beliefs, and perception of drinking alcohol. There are multiple variables as far as where the students are getting their alcohol, why they are drinking alcohol, and why they initially started drinking alcohol. With starting and evidence-based curriculum such as Project Northland, this will hopefully be the change and awareness the students need to say no to alcohol and change factors that attributed them to drinking.

Short-Term Outcomes: Initial expected short-term outcomes that Towner County Public Health would hope to achieve would be to implement an evidence-based educational curriculum for North Star Public School students grades 7-12 as well as implementation of local media campaigns, information dissemination, providing support, building capacity, and enhancing access/reducing barriers.

Step 4: Identify Evidence – Based Strategies

TCPH will devote 1-2 nursing staff to implement and evaluate the strategies and activities listed below to reduce youth alcohol use and abuse in Towner County during the duration of this SUPTRS Grant.

Strategies that TCPH plans to implement are Local Media Campaign/Advocacy, Information Dissemination, Providing Support, Building Capacity, Enhancing Access/Reducing Barriers. Activities of this strategy will be implemented by TCPH staff as well as with the help of student groups at the local public school. These strategies are being implemented due to the low perceived risk of harm for youth consumption, youth participating in alcohol consumption, youth being driven in vehicles with individuals that have been drinking, and youth initiating alcohol use between the ages of twelve and fourteen.

Examples of activities that will be implemented for this strategy are as follows but are not limited too. Information provided in the form of Parents Lead Resources, Social Media Posts, prevention and awareness posters, newspaper ads, sticker shock campaigns, billboards, commercials, Education Curriculum, Alternative events, trainings, webinars...etc.

Step 4: Describe Activities

Problem Substance:	Underage Alcohol Use
Local Condition:	<ul style="list-style-type: none"> • Increase in percentage (26% to 36%) of students who rode with a driver who had been drinking alcohol (in the car). • 18% of students report drinking alcohol (other than a few sips). • 54% of students reported drinking alcohol within the last 30 days. • 11% of students report binge drinking in the last 30 days. • Increase in percentage of students getting alcohol from older siblings (from 8% to 10%) • Increase in percentage of students getting alcohol from a friend 21 and older (23 to 31%). • Increase in percentage of students reporting bars/liquor store not carding (6% to 10%).
Strategies:	Activities:
<ul style="list-style-type: none"> • Local Media Campaign/Advocacy 	<ul style="list-style-type: none"> • Parents Lead Resources • Social Media Posts/Awareness • Prevention/Awareness Posters
<ul style="list-style-type: none"> • Information Dissemination 	<ul style="list-style-type: none"> • Four newspaper ads/month • Eight Customized social media posts/month • Flyers handed out to 10 different locations. • Posters hung up throughout the community in 10 different locations. • Billboard • Host a booth at a community event. • Presentation to group • Sticker Shock
<ul style="list-style-type: none"> • Providing Support 	<ul style="list-style-type: none"> • Mentor/Discuss Underage Drinking with local High School Students. • Creation of implementation plan • Promotion of Event • Implementation of Alternative Event • Mentoring students via Project Northland.
<ul style="list-style-type: none"> • Building Capacity 	<ul style="list-style-type: none"> • Participate in Webinars / Trainings
<ul style="list-style-type: none"> • Enhancing Access/Reducing Barriers 	<ul style="list-style-type: none"> • Implementation of alternative event (Post Prom Party).

Step 6: Finalize Strategic Plan

Strategic Plan Outline

Problem Statement: High rates of underage drinking in Towner County as evidenced by surveys given to the North Star students Grades 7-12.

- Increase in percentage (26% to 36%) of students who rode with a driver who had been drinking alcohol (in the car).
- 18% of students report drinking alcohol (other than a few sips).
- 54% of students reported drinking alcohol within the last 30 days.
- 11% of students report binge drinking in the last 30 days.
- Increase in percentage of students getting alcohol from older siblings (from 8% to 10%)
- Increase in percentage of students getting alcohol from a friend 21 and older (23 to 31%).
- Increase in percentage of students reporting bars/liquor store not carding (6% to 10%).

Goal 1: Decrease percentage of students who ride in a vehicle with a person who has been drinking by 2%. (2023 Survey 36% of students grades 7-8 and 15% of students grades 9-12 reported this)

- **Objective 1:** Local Media Campaigns for targeted audiences that are driving while intoxicated with minors.
 - Strategy: Local Media Campaign/Advocacy
 - Parents Lead Resources
 - Social Media Posts/Awareness
 - Prevention/Awareness Posters
- **Objective 2:** Related Education/Information presented to students. Mentor/Discuss Underage Drinking with local High School Students.
 - Strategy: Information Dissemination
 - Poster/Flyers Hung in high traffic areas.
 - Billboard
 - Social Media Posts
- **Objective 3:** Initiate a school evidence-based education curriculum on youth alcohol prevention.
 - Strategy: Providing Support
 - Evidence-based curriculum (Project Northland).

Goal 2: Decrease the percentage of students who initiate drinking in Junior High by 2%. (2023 Survey, 18% of students initiate drinking in grades 7-8)

- **Objective 1:** Parents Lead activity/information disbursement.
 - Strategy: Local Media Campaign/Advocacy
 - Parents Lead Resources
 - Social Media Posts/Awareness
 - Prevention/Awareness Posters
 - Strategy: Providing Support
 - Evidence-based curriculum (Project Northland).
- **Objective 2:** Decrease early exposure to alcohol by investigating underlying reasons students start drinking.
 - Strategy: Enhancing Access/Reducing Barriers
 - Collection of more data to support the grant.
- **Objective 3:** Initiate a school evidence-based education curriculum on youth alcohol prevention.
 - Strategy: Providing Support

- Evidence-based curriculum (Project Northland).

Goal 3: Decrease the percentage of students who are getting alcohol from older siblings/friends by 2% (2023 Survey reports alcohol is provided by 10% siblings and 31% from friends 21 and older)

- **Objective 1:** Attempt to alter individual factors by providing information and awareness that contribute to alcohol use (attitudes, beliefs, perception).
 - Strategy: Information Dissemination
 - Poster/Flyers Hung in high traffic areas.
 - Billboard
 - Social Media Posts
- **Objective 2:** Social Media campaigns that target laws for individuals 21 years and older regarding supplying alcohol to underage individuals.
 - Strategy: Local Media Campaign/Advocacy
 - Parents Lead Resources
 - Social Media Posts/Awareness
 - Prevention/Awareness Posters
- **Objective 3:** Information Disbursement throughout the community to raise prevention and awareness of underage alcohol use.
 - Strategy: Information Dissemination
 - Poster/Flyers Hung in high traffic areas.
 - Billboard
 - Social Media Posts

Goal 4: Decrease the percentage of students who have reported drinking alcohol (other than a few sibs) by 2%. (2023 Survey reports 18% of students grades 7-8 and 54% of students grades 9-12)

- **Objective 1:** Initiate a school evidence-based education curriculum on youth alcohol prevention and awareness.
 - Strategy: Providing Support
 - Evidence-based curriculum (Project Northland).
- **Objective 2:** Disburse information to teachers and parents/guardians on youth alcohol awareness/prevention.
 - Strategy: Information Dissemination
 - Flyers handed out.
 - Social Media Posts
 - Parents Lead Resources
- **Objective 3:** Have students participate and be involved in disbursing youth alcohol prevention information.
 - Strategy: Information Dissemination
 - Posters hung in high traffic areas.
 - Sticker Shock
 - Flyers placed in grocery bags.

Action Plans

- Action plans consist of the following but are not limited to listed below.
 - Monthly reporting forms.
 - Implementing an Evidence Based Educational Curriculum for students in North Star School.
 - Collaboration with the following
 - North Star School
 - Towner County Sheriff's Department
 - Local Business to participate in Information Dissemination.
 - Monthly Educational Webinars/Trainings for staff.
 - Participation in Quarterly SUPRTS meetings.
 - Students participate in a Yearly Survey Monkey to gather new data.
 - Students participate in YRBS when available to gather new data.
 - Yearly Alternative Events implemented for Prom After Party.

Logic Model

INPUTS/RESOURCES

SPF STEP 2

What resources are available? Recourses and/or partnerships that Towner County Public Health have previously established with the SUPTRS are with the Towner County Emergency Management, Neumann Drug, North Star School, Cando Lutheran Church and the Towner County Sheriff's Department. Possible future partnerships that we will be seeking collaborating with this grant cycle will be with Cando Ambulance Service, Cando Fire Department, Towner County Emergency Management, NDSU Extension, and Towner County Medical Center. The biggest partnership that has evolved has been with the North Star Public School. This has been a great opportunity to bring alcohol awareness to the community by reaching out to the youth firsthand.

What barriers can you identify? During the previous cycles of this grant the Towner County Public Health has had the most barriers with the Towner County Sheriff's Department. Another barrier is that Towner County is such a small community that not all the community entities like to communicate and collaborate well. Unfortunately, some community entities do not always like to "play nicely together in the sand box". This makes outreach a hard task at times. Other barriers are also that our Public Health still is evolving and still has lots of learning and growth when it comes to Prevention. Fortunately, the last couple years we have been evolving and making strides

PROBLEM STATEMENTS			STRATEGIC PLAN	ACTIVITIES	GOAL STATEMENTS		
Problem	Intervening Variables	Local Conditions			Short-Term Outcomes	Intermediate Outcomes	Long-Term* Outcomes
<p>What is the problem or issue in your community?</p> <p>-Underage Drinking</p>	<p>Why is it a problem in your community?</p> <p>-Social Availability -Individual Factors</p>	<p>What does the problem specifically look like in your community? What is the behavior?</p> <p>-Increase in percentage (26% to 36%) of students who rode with a driver who had been drinking alcohol (in the car).</p> <p>- 18% of students report drinking alcohol (other than a few sips).</p> <p>- 54% of students reported drinking alcohol within that last 30 days</p> <p>- 11% of students report binge drinking in the last 30 days.</p> <p>- Increase in percentage of students getting alcohol from older siblings (from 8% to 10%)</p> <p>- Increase in percentage of students getting alcohol from a friend 21 and older (23 to 31%).</p> <p>- Increase in percentage of students reporting bars/liquor store not carding (6% to 10%).</p>	<p>What environmental change can you implement to impact your identified problem?</p> <p>-Local Media Campaign/ Advocacy</p> <p>-Information Dissemination</p> <p>-Providing Support</p> <p>-Building Capacity</p> <p>-Enhancing Access/Reducing Barriers</p>	<p>What are all the steps that must happen to implement the environmental change?</p> <ol style="list-style-type: none"> 1. Parents Lead Resources 2. Social Media 3. Posts/Awareness 4. Prevention/ Awareness Posters 5. Four newspaper ads/month 6. Eight Customized social media posts/month 7. Flyers handed out to 10 different locations. 8. Posters hung up throughout the community in 10 different locations. 9. Billboard 10. Host a booth at a community event. 11. Presentation to group 12. Sticker Shock 13. Mentor/Discuss Underage Drinking with local High School Students. 14. Creation of implementation plan 15. Promotion of Event 16. Implementation of Alternative Event 17. Project Northland. 18. Participate in Webinars / Trainings 19. Implementation of alternative event (Post Prom Party). 	<p>Measures the local condition – what are you doing to address the problem?</p> <p>Initial expected short-term outcomes that Towner County Public Health would hope to achieve would be to implement an evidence-based educational curriculum for North Star Public School students grades 7-12 as well as implementation of local media campaigns, information dissemination, providing support, building capacity, and enhancing access/reducing barriers.</p>	<p>Measures the intervening variable – what you are doing to reduce access?</p> <p>Intermediate Outcomes that TCPH are hoping to achieve are to change students' attitudes, beliefs, and perception of drinking alcohol. There are multiple variables as far as where the students are getting their alcohol, why they are drinking alcohol, and why they initially started drinking alcohol. With starting and evidence-based curriculum such as Project Northland, this will hopefully be the change and awareness the students need to say no to alcohol and change factors that attributed them to drinking.</p>	<p>Measures the impact to the problem – are you seeing long-term behavior change?</p> <ol style="list-style-type: none"> 1. Decrease percentage of students who ride in a vehicle with a person who has been drinking by 2%. (2023 Survey 36% of students grades 7-8 and 15% of students grades 9-12 reported this) 2. Decrease the percentage of students who initiate drinking in Junior High by 2%. (2023 Survey, 18% of students initiate drinking in grades 7-8) 3. Decrease the percentage of students who are getting alcohol from older siblings/friends by 2% (2023 Survey reports alcohol is provided by 10% siblings and 31% from friends 21 and older) 4. Decrease the percentage of students who have reported drinking alcohol (other than a few sibs) by 2%. (2023 Survey reports 18% of students grades 7-8 and 54% of students grades 9-12)