

# TDHU – SUPTRS GRANT

## STRATEGIC PLAN

### DECREASE THE RATE OF TEENAGE DRINKING IN TRAILL COUNTY



*Underage drinking in rural areas exceeds rates in urban areas.*

*Current alcohol use by High School Students at Central Valley School (Rural Traill County) is 27.5% RRVEC Region is 24.3% and State is 23.7% (2021 YRBS)*

*17.1% High School Students at CV Rode in a car with driver who has been drinking. Region 13.6%, State 13.1% and National 14.1% (2021 YRBS)*

*13.9% CV High School Students drove a car while under the influence of alcohol, 5.2% Regional, 5.0% State, 4.6% National. (2021 YRBS)*

## GOALS

### 1. SHIFTING VIEWS



*Objective 1: Shift Views of the Teenagers*

- **Strategy 1.1.1:** Initial survey about perceptions, parental modeling, and alcohol use. This will first provide a baseline for all three (perceptions, parental role model, student use) as well as have students consider parental modeling vs parental rules.
- **Strategy 1.1.2:** Form school-based youth-lead coalitions to allow students to take an active roll and be involved in/vested in the voice of the message. By being school based, this allows students to participate without the constraints of other activities.
- **Strategy 1.1.3:** Implement “toilet talk” which is putting flyers up in the bathroom stalls about the true statistics- that not EVERYONE is DOING it. Statistically, most kids don’t drink, drive drunk, ride in cars with others that have been drinking.

## *Objective 2: Shift Views of the Parents*

- **Strategy 1.2.1:** First, show them the results of the role model survey. Give honest feedback about how their actions may not match their words.
- **Strategy 1.2.2:** Provide statistical information that shows how much role modeling and talking openly with your children decreases alcohol use and risky behaviors.
- **Strategy 1.2.3:** Utilize existing programs such as Parents Lead to help parents find a dialogue with their kids. Offer additional support as needed, direct parents to books, websites, etc.

## *Objective 3: Shift Views of the Community*

- **Strategy 1.3.1:** Encourage businesses to emphasize “Those 21 or older” for any advertisements involving alcohol consumption. Also provide/encourage establishments to post Speak Volumes material to decrease public intoxication.
- **Strategy 1.3.2:** Encourage schools to remind parents that pre-gaming is strongly discouraged, and school events should be sober events.
- **Strategy 1.3.3:** Ask for the support of schools with the formation of the student lead youth coalitions (2 students per class 6-12) as well as being involved in the TRAILL AHEAD county coalition.
- **Strategy 1.3.4:** Ask for the support of law enforcement, the schools, and the athletic board to come to an agreement on what best action to take for underage offenders. Community service in leu of criminal sentencing and prevention classes in leu of losing sports eligibility.

## 2. Decrease the ease of access to alcohol for teens in Traill County

### *Objective 1: Encourage Teenager Trustworthy Behavior*

- **Strategy 2.1.1:** Through youth-led coalitions allow young people to clear their own path to making good decisions and holding their peers accountable.
- **Strategy 2.1.2:** Encourage the use of NDTip to save lives.
- **Strategy 2.1.3:** Use of “Not in my house” Pledge
- **Strategy 2.1.4:** Through youth led coalitions, find community sponsorship for alcohol free activities for youth within the communities.
- **Strategy 2.1.5:**

 *Objective 2: Encourage Parental Accountability*

- Strategy 2.2.1: Utilizing several methods (email, Facebook, school presence) remind parents of the law. No hosting, no providing, no turning a blind eye.
- Strategy 2.2.2: Utilizing several methods (email, Facebook, school presence) remind parents to be accountable for their liquor/wine/beer. Provide locks for cabinets. (pending research for one that would be used/ and cost)
- Strategy 2.2.3: Use of “Not in my house” Pledge

 *Objective 3: Encourage Community Responsibility*

- Strategy 2.3.1: Work with local law enforcement to encourage 100% ID in Traill County for any alcohol purchase.
- Strategy 2.3.2: Encourage residents to use NDTip if they are aware of underage sale of alcohol or underage drinking in an establishment.
- Strategy 2.3.3: Explore the possibility of a county social host law.
- Strategy 2.3.4: Find partnerships for alcohol-free youth activities within the community.

3. Decrease the # of students that ride or drive under the influence of alcohol

 *Objective 1: Promote Responsible Behaviors of the Teenagers*

- Strategy 3.1.1: Through youth led coalitions, allow the students to develop an agreed upon code of conduct.
- Strategy 3.1.2: Encourage the use of NDTip when the situation calls for it.
- Strategy 3.1.3: Provide statistics for impaired driving fatalities and information from Vision Zero.

 *Objective 2: Promote Zero Tolerance from the Parents*

- Strategy 3.2.1: Encourage parents to make clear rules and consequences for violations.
- Strategy 3.2.2: Encourage the use of NDTip when the situation calls for it.
- Strategy 3.2.3: Provide parents with EtG tests if they want to confirm the sobriety of their teen drivers.

## Objective 3: Promote Involvement of the Community

- Strategy 3.3.1: Encourage the use of NDTip when the situation calls for it.
- Strategy 3.3.2: Encourage all students to participate in school-based drivers' education.
- Strategy 3.3.3: Work with TRAILL AHEAD coalition members, specifically, law enforcement, to find out what strategies would best serve the community. A deterrent that protects the community by intimidating youth from driving under the influence, while not punishing the offenders past the point of rehabilitation.
- Strategy 3.3.4: Work with city event coordinators to ensure alcohol consumption laws are maintained during outside community events,
- Strategy 3.3.5: Find partners within the community that are willing to partner with the youth coalitions for alcohol free events.

## EXECUTION STRATEGY

### Ongoing Surveys

Periodic feedback with surveys, working with the youth coalitions, as well as communication with schools and the community coalition, will provide a comprehensive view of the efforts being committed to this cause, progress made, as well as areas of deficit that need to be addressed to continue a wide web of prevention.

### Resources

- Electronic communication
- Flyers
- Newspaper/radio ads
- Billboards (if affordable)
- Alcohol testing supplies
- Cabinet lock hardware
- Food during some meetings

### Timeline for Execution

Key dates are outlined below. Dates are estimates.

Description	Start Date	Strategy
Project Start		4/1/23
Milestone 1		
Milestone 2		
Phase 1 Complete		
Milestone 3		
Milestone 4		
Phase 2 Complete		
Milestone 5		