



HANK RICHARDSON



**UNDERAGE
DRINKING
PREVENTION**



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SUPTRS Strategic Plan: MHA Nation

Three Affiliated Tribes

Underage Drinking Prevention Program

Problem Statement: There is a high percentage of under age alcohol use in students who drank alcohol according to the current YRBS report for 2023.

- ***Native American youth have one of the highest rates of taking a sip of alcohol before age 11.***

- *12.2% is what current data reflects as our native American youth have the highest rates and risk factors especially on the reservations.*
- *34.9% of the Native American students surveyed said they have drunk in their lifetime according to the 2023 YRBS North Dakota Middle School Survey.*

Goal One: Decrease the number of Minors in Consumption in 2024 by 3% and continue to monitor monthly surveys to grades 6-12 in our schools.

Strategy One: Work with local law enforcement to implement continuing education through weekly Underage Drinking Curriculums and community events and outreach opportunities.

- *Activities*
 - Promote parents lead information dissemination at all schools visited.
 - Continue to work together with our Youth Prevention Coalition to establish new strategies

and curriculums to have part of our yearly school presentations.

-Help create and facilitate a youth school prevention coalition council to have a better understanding of the current culture and climate allowing students to give us their perspectives and thoughts on how to approach our prevention efforts.

-Have monthly incentives for group participation with awards and student trips to movies and bowling trips.

Problem Statement: 15% of youth age 18-20 in the past 30 days report alcohol use. Social norms and access to alcohol play a huge role affecting students across the reservation.

Goal One: Shift perception of the youth as well as adults in educating what the social norms are in our communities and taking a stand against underage drinking.

Strategy One: Create Youth Prevention Coalition with directors in our communities to help in the prevention efforts in all stages of wellness and health.

- Activities

- Meet with stakeholders and coalition monthly to create effective strategies as we work together to address the harsh realities we are facing in MHA Nation.

- Continue with Social Media Campaigns as well as utilizing locals papers and radio station to promote Underage Drinking Prevention.

- Continue Weekly Presentations at the schools to educate the negative effects of alcohol on all aspects of our health and well being.

Strategy Two: Increase awareness and compliance at retail establishments within MHA Nation that sell alcohol in collaboration with TAT Law Enforcement.

- Activities:

- Meet with local retailer to implement Fake ID scanner provided from the state to be utilized in the daily operation of said establishment to provide data points and to curb any fake ids being used within the community.

- Provide server training to the establishment who is also utilizing the fake id scanner to help educate and promote healthy and safe measures so customers are not being over served and over intoxicated leaving the establishment.

- Try to implement NDTip with local law enforcement to help engage our community for more participation and awareness for our youth.