

SPF/SIG END OF GRANT REPORT

The Strategic Prevention Framework/State Incentive Grant was awarded and begun in January 2014. A community needs assessment and a strategic planning phase were completed and the grant began implementation in 2015. Initially nine strategies were chosen which included: Information Dissemination, Responsible Event/Conditional Use Permit; Environmental Communication, Compliance Checks of Retailers and Enhancing Policy, Responsible Beverage Server Training, Campus Policy, Cops in Shops and Sobriety Check Points. In October 2015, Cops in Shops and Sobriety Check Points were discontinued based on interest or the fact that it was being done by another department through a different grant. The grant focused on Underage Drinking and Adult Binge Drinking. This grant ended September 2016.

Information Dissemination: Parent's Lead information was distributed through a variety of means including: The West Dakota Parent and Resource Center newsletter which is distributed to all schools in the eight county area; the Health Tracks program; Kid's Health and Safety Fair; Health Fair at DSU; and the Slick Tracy Program in Taylor school. During the Kid's Health and Safety Fair, parents were surveyed to assess parental attitudes regarding underage drinking and opinions regarding the radio ads. All parents surveyed believe underage drinking should not be allowed even in their homes under supervision. Parent's Lead information (brochures, flyers, magnets, cards, back packs, coloring books, etc.) was distributed to **64,857 community members in the eight county service area.**

Responsible Event/Conditional Use Permits: The main Community Event, First on First (formerly Alive @ Five) made some changes including: a name change, physical layout, and allowed beer and wine consumption only from approved event cups. Through the grant we offered use of ID scanners and purchased **10,000 "Over 21" wristbands.** Responsible Beverage Server Training and ID Scanner training was held for 15 volunteers working the First on First events. ID scanners have been utilized in Killdeer, Bowman, Reeder, Regent, Mott, Taylor and Dickinson. They have also been utilized for various events including: 4th of July events, Taylor Horse Fest, Fireman's Chili Cook-Off, the Ukrainian Cultural

Institute, Pride of Dakota and alcohol tasting events. Since May 2015, ID scanners have scanned 18018 IDs having found 63 fake, 61 expired, and 93 underage.

“Alive @ Five” scanned 2470 IDs through the Rock in 2015. In 2016, “First on First” scanned 8230 IDs through the event group and the Rock. Of these numbers scanned 4658 were male while 3540 females. Age groups were: 4174 were ages 21-30; 1739 were ages 31-40; 1291 were ages 41-50; 807 were ages 51-60 and 175 were ages 61+.

Environmental Communication: The “Learn the Facts: campaign was created and published in the Dickinson Press during the month of August 2015 and ended with a two sided full page color insert in the Sunday Paper. A total of 23 print ads were published. Circulation numbers were over 6000 on any given day with Sunday having higher numbers. Beginning in December 2015, ads were developed and aired on three different radio stations. This continued monthly through July 2016. A total of 15 radio ads were created with 400 airing and 39 public service announcements were created with 2084 broad cast. Surveys completed by parents and college students indicated a positive response to the ads saying they were informative and were conversation starters.

Compliance Checks of Retailers and Policy: Since October 2014, 137 compliance checks of retailers were completed in the city of Dickinson and Stark and Dunn Counties through our contract with Community Action Program (Becky Byzewski). Of those, 31 failed.

Responsible Beverage Server Training: During the grant period, a total of 39 server trainings were provided through the contract with CAP (Becky Byzewski). These trainings trained 450 people about responsible serving. Trainings have been provided in Dickinson, Killdeer, and Beach. Bowman and Medora continue to provide this training in their communities.

Campus Policy: Efforts have been made without much success. DSU has been going through a lot of change so it has been difficult in getting calls returned. Our best effort and result came from having a psychology intern with SWDHU. She organized a health fair on campus and made efforts to involve SWDHU in their freshman orientation program. Students surveyed during the campus health fair have an overall belief that it is OK to drink when over 18 but under 21 as long as they are in a safe environment.

Overall end results:

In the Southwest Region we have seen a decrease in alcohol related crashes, dropping to 163 per 100,000 in 2014 from 179 per 100,000 in 2013; a decrease in alcohol related crime (DUI arrests, liquor law violations and disorderly conduct) to 1495 in 2014 from 1993 in 2013.

Results from the 2015 Youth Risk Behavior Survey (YRBS) shows that youth drinking and driving behaviors have declined in our region. Both riding and driving have decreased 2% from 2013 survey. (NOTE: in 2005 percentages were 52% who rode with someone who had been drinking - now 19% and 34% for driving when drinking – now 9%). Also declining are the numbers who have had one drink or have had 5 or more drinks in a row in the past 30 days. One drink decreased by 5% and 5 or more drinks decreased by 2%. (NOTE: In 2005 those numbers were 66% and 50% respectively).

The Community Readiness Survey (CRS) looked at adults regarding behaviors, attitudes and perceptions in their community. Unfortunately the original done in 2008 varied from the one completed in 2015 so results could not directly be compared. What we do know is that in our Southwest Region 8:

- 1). The majority of adults perceive alcohol use among adults and youth in their community as a problem (80% serious or moderate problem).
- 2). Over half (58%) of adults did not think that youth drinking was acceptable in their community.
- 3). A very strong majority of adults (83%) did not support youth alcohol use even if they did not get drunk at parties or drive afterwards.
- 4). 44% of high school students⁴⁴⁵ reported getting alcohol they drank from someone giving it to them.
- 5). Most adults responded that it would be quite difficult or extremely difficult for youth to obtain alcohol from ordering it at a bar but only 3% adults saw sneaking alcohol from their home or a friend's home as quite or extremely difficult.
- 6). 89% adults did not think it was acceptable for parents to offer alcohol to youth that were not their own in their homes.

7). Region 8 adults are not in support of advertising bans regarding alcohol on TV or billboards. Only 27% support bans while 30% have no opinion.

8). The majority of adults 76% believe that drinking and driving laws are enforced in their community and they also support compliance checks(68%) and DUI checkpoints(85%).

9). 38% adults support an increase in alcohol tax while 40% disagree but 22% neither agree or disagree.