



LiveFree! Substance Abuse Prevention Coalition of Pinellas County
Comprehensive Community Action Plan

<p>Problem Statement: Clearwater and Pinellas Park show high rates of crime and substance use by youth. In Pinellas County more youth use alcohol than any other drug. In the 2006, FYSAS 46.9% of youth in Pinellas County reporting using alcohol in the past 30 days and 32.2% reported past 30 day alcohol use in the 2006, Prevalence of Substance Use among Pinellas County Students survey. 28.2% of Pinellas County youth reported binge drinking in the past 30 days in the 2006, FYSAS and 23.3% in the 2006, Prevalence of Substance Use among Pinellas County Students survey. In 2007, out of the 2,288 youth who were given an assessment by DJJ in Pinellas County, 76.5% (1,751) reported alcohol use. In 2007 in Pinellas County there were 9,863 charges from youth presented to the Pinellas Juvenile Assessment Center (PJAC). 9,475 charges were able to be analyzed. Of the total charges, 1,486 (15.5%) were from youth who live in the City of Clearwater and 441 (4.7%) were from Pinellas Park. The highest charges in Clearwater were for Orders, e.g. pick-up (377, 25.7%), followed by theft/burglary (246, 16.7%) and 186 (12.7%) were for alcohol or drug charges. The highest charges in Pinellas Park were for Orders, e.g. pick-up (122, 27.7%), followed by theft/burglary (75, 17%) and 43 (9.8%) were for alcohol or drug charges. In 2006 there were 1,750 arrests of minors age 20 and below for alcohol and non-alcohol related drug charges Countywide. 16.2 % of these arrests were in Clearwater and 7.2% in Pinellas Park. In 2006 there were 82 driving under the influence crashes in Pinellas County by youth ages 15-20.</p>		
<p>Goal 1: By 2009, there will be greater community awareness (among parents, youth and key community leaders) of the effects of alcohol use by youth, including juvenile crime, and greater support for enforcement to reduce alcohol availability to youth, with emphasis placed on the City of Clearwater and Pinellas Park.</p>		<p>Long Term Outcome 1: By 2009, the amount of youth who report that crimes were committed while under the influence of alcohol or in order to obtain alcohol will be identified</p>
<p>Objectives:</p>	<p>Short Term Outcomes: (change in local contributing factor) 10 months</p>	<p>Intermediate Outcomes: (change in intervening variable/risk factor) 16 months</p>
<p>1. Intervening Variable : Social norms- accepting and encouraging youth drinking</p> <ul style="list-style-type: none"> • S1: By 2009, there will be a decrease in the amount of youth that perceive their parents believe that alcohol use is not wrong or not very wrong by youth. • S2: By 2009, there will be a decrease in the amount of youth who feel that they will be perceived as “cool” if they drink alcohol regularly. 	<p>Social Marketing campaign that will target parents to educate them on the effects of underage drinking and how their attitudes effect youth in the community, including parent newsletters that promotes positive prevention messages</p> <p>Social Marketing campaign that will target youth and restaurant and other vendors on the dangers of underage drinking and the positive effects of living a substance free lifestyle.</p>	<p>Increased awareness by parents and youth on the dangers underage drinking and the harmful effects of alcohol.</p>

	<p>LiveFree! School Clubs and Florida Youth Delegation Pinellas members will work to educate youth on the dangers of alcohol use in their schools and communities.</p> <p>AlcoholEDU for Youth Sanctions web-educational sessions will provided to Pinellas County school students and youth under probation and parole with Department of Juvenile Justice.</p>	
<p>2. Intervening Variable : Enforcement of Sales, Use, Possession Regulations</p> <ul style="list-style-type: none"> • E1: By 2009, the capacity to measure the amount of youth that report alcohol use to the PJAC, DJJ or arresting officers at time of arrest will be established • E2: By 2009, the amount of underage alcohol sales compliance checks preformed will increase 	<p>Relationships will be strengthened to implement the Last Drink Survey at time of arrest or DUI for youth with MOUs between collaborations.</p> <p>Awareness of Dr. Dennis Embry’s model of Rewards and Reminders will begin where establishments that do not sell to youth are positively recognized in the community.</p>	<p>Through the increased relationships and between LiveFree! and the PJAC, DJJ or arresting officers a Last Drink Survey will be implemented to see where youth are gaining access to alcohol and if alcohol is impacting crimes</p> <p>Compliance check rates in the City of Clearwater or Pinellas Park will increase due to increased efforts from youth and law enforcement agencies.</p> <p>If an establishment was not in compliance and sold alcohol to underage youth, compliance re-checks will be done within 60 days.</p>
<p>3. Retail Access</p> <ul style="list-style-type: none"> • R1: By 2009, the amount of liquor serving establishments that serve to minors will decrease • R2: By 2009, the amount of convenience stores that have signs posted that they will not serve to minors will increase 	<p>Increased awareness of the penalties for selling alcohol to minors.</p> <p>Increased awareness of the benefits for posting signs.</p>	<p>Through compliance checks, Dr. Dennis Embry’s Rewards and Reminders model and the AET model the amount of convenience stores that do not sell alcohol to minors will increase and establishments will be recognized by the coalition for their efforts to help reduce underage drinking.</p>

		Through the help of compliance checks and youth driven community briefing projects, establishments that do not have signs posted will be identified and encouraged by the coalition to help reduce underage liquor sales, by showing teens that their clerks will ID.
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<p>Problem Statement: According the Prevalence of Substance Use among Pinellas County Students survey from 2006, 32.3% of Pinellas county high school students have consumed alcohol in the past 30 days, however looking at just North County high schools 37.4% of youth reported using alcohol in the past 30 days. In Pinellas County, Clearwater/Clearwater Beach area makes up 19.4% of liquor licenses, the highest for any area in the County. In order to reduce the rates of crimes committed by youth in Pinellas County that are alcohol-related, certain strategies must be put in place to identify where underage youth and young adults are gaining access to alcoholic beverages. In our capacity assessment the following areas were identified as gaps: 1) A Lack of a Last Drink Survey at time of arrest and/or arrival to the Pinellas Juvenile Assessment Center; Lack of shoulder taps/compliance checks throughout the county; 2) A Lack of Responsible Beverage Server Training (RBST) to licensed alcohol vending establishments; 3) A Lack of Social Marketing campaign to address social norming issues. The Alcohol Enforcement Team (AET) model will be used to implement evidence-based environmental strategies to reduce underage alcohol use and its harmful consequences. The project will utilize the Social Marketing campaign developed by state stakeholders and youth enrolled in Florida Youth Delegation and LiveFree! clubs.</p>		
<p>Goal 2: By 2009, develop the capacity to understand where youth are gaining access to alcohol and improve the capacity of the Pinellas Epidemiology Network/SARG Tampa Bay Assessment committee to serve as the data collection and data sharing resource for all community stakeholders involved.</p>		<p>Long Term Outcome 2: Develop strategies through data collection and AET model so it will be apparent to know where to focus efforts to reduce underage drinking in Social Marketing campaign.</p>
<p>Objectives:</p>	<p>Short Term Outcomes: (change in local contributing factor) 10 months</p>	<p>Intermediate Outcomes: (change in intervening variable/risk factor) 16 months</p>
<p>1. By 2009, develop the capacity to have a strong information sharing/data collection and evaluation unit to support efforts to reduce underage drinking</p>	<p>Partners identified for support and membership</p>	<p>The Pinellas Epidemiology Network/SARG Tampa Bay Assessment committee (SARG Coordinator and Evaluator) will analyze data collected via Compliance Checks, prioritized areas and Last Drink Survey.</p>
<p>2. By 2009, area will be identified to participate in Social Marketing campaign</p>	<p>Collaboration with local agencies will help to identify areas of concern</p>	<p>LiveFree! will participate in Florida Social Marketing campaign informing youth and adults on the places youth are gaining access to alcohol and promote positive messages in targeted areas on alcohol and other drug free life styles.</p>

Strategy Action Plan

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe 9/1/08 to 12/31/09	Expected Total Cost
LiveFree! Substance Abuse Prevention Coalition of Pinellas County	Building Capacity Indicator Report MOUs	<ol style="list-style-type: none"> 1. Increase partnership between LiveFree!, the PJAC, DJJ, Pinellas Park Police Department and Clearwater Police Department. 2. PJAC , DJJ or local law enforcement will implement Last Drink Survey at time of youth arrival or arrest 3. LiveFree! will collect and analyze data from each agency 4. LiveFree! will present report to agencies and will help to educate all entities on where outreach needs to be done in the community to help combat underage drinking. 	9/1/08 to 12/31/09	See Attached Budget for Match \$ and \$ leveraged from other sources; FSU Requested amount for 16 months (\$116,273);
LiveFree! Substance Abuse Prevention Coalition of Pinellas County	Last Drink Survey	<ol style="list-style-type: none"> 1. Increase partnership between local law enforcement and LiveFree! 2. The Last Drink Survey will be implemented during the third shift at the Pinellas Juvenile Assessment Center via the Admission Screener and/or Assessor. A total of 200 surveys are expected monthly, 3,200 within 16 months. 3. LiveFree! SARG Coordinator will collect and analyze data. 	9/1/08 to 12/31/09	See Attached Budget. FSU Requested amount \$13,500 for overtime salaries of PJAC staff - Admission Screener/and or Assessor

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe 9/1/08 to 12/31/09	Expected Total Cost
		4. LiveFree! will present report to local law enforcement that will help to educate all entities on where outreach needs to be done in the community to help combat underage drinking.		
LiveFree! Substance Abuse Prevention Coalition of Pinellas County	Compliance Checks RBST Training Social Marketing Campaign	<p>1. LiveFree! will work to gain stronger partnership with ABT and local media outlets.</p> <p>2. LiveFree!, ABT, Pinellas Park Police Department, Clearwater Police Department and Pinellas County Sheriff's Office will facilitate compliance checks and attend a Responsible Beverage Server Training (RBST).</p> <p>3. All partners will be oriented in Social Marketing Campaign utilizing the Dr. Dennis Embry's Rewards and Reminders model.</p> <p>3. LiveFree! youth will begin to conduct Compliance Checks with ABT agents, Pinellas Park Police Department, Pinellas County Sheriff's Office and Clearwater Police Department.</p> <p>4. Data gathered will help identify problem areas.</p> <p>5. Through Social Marketing Campaign,</p>	9/1/08 to 12/31/09	See Attached Budget. FSU requested amount \$15,000 for Social Marketing Campaign and \$7,500 overtime salaries of law enforcement.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe 9/1/08 to 12/31/09	Expected Total Cost
		<p>the Rewards and Recognition program will begin to inform the public of establishments that did the right thing and did not sell alcohol or tobacco to underage youth.</p> <p>6. Data gathered from the Social Marketing campaign will identify problem areas.</p>		
LiveFree! Substance Abuse Prevention Coalition of Pinellas County	225 individual AlcoholEDU for Youth Sanctions web-based sessions	1. AlcoholEDU for Youth Sanctions will be administered to youth at Pinellas County Schools and those under probation and parole with the Florida Department of Juvenile Justice and in the Pinellas Regional Detention Center.	9/1/08 to 12/31/09	FSU requested amount \$10,125 (\$45 per session x 225 sessions).
LiveFree! Substance Abuse Prevention Coalition of Pinellas County	The Pinellas Epidemiology Network/ SARG Tampa Bay Assessment Committee	<p>1. Through relationship building with PJAC, DJJ, local law enforcement agencies, enroll 1 member from each entity in SARG Tampa Bay Assessment Committee.</p> <p>2. Use group as data collaborative that can continue to grow throughout community to increase awareness of underage drinking problems.</p>	9/1/08 to 12/31/09	See attached budget.