


# Welcome to the IPLAN Web-Conference

## Youth Substance Abuse Prevention

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# Presenters

- *Kim Fornero, Illinois Department of Human Services*
- *Mary Ellen Shannon, Prevention First*
- *Anne Cox, Illinois Department of Human Services*
- *Liz Nelson, Lake County Health Department*

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## Substance Abuse Prevention Strategies

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## Scope of Problem

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- Alcohol continued to be the #1 drug of youth, and use among 6<sup>th</sup> and 8<sup>th</sup> grade students increased significantly.
- The percent of 8<sup>th</sup> grade youth using alcohol increased from 19.1% in 2004 to 29.0% in 2006.
- Cigarette use was the one gateway drug with consistent decreases from 2004 to 2006.
- Cigarette use fell the most in the 10<sup>th</sup> grade (from 17.7% past month use in 2004 to 16.0% in 2006) and 12<sup>th</sup> grade (from 27.0% to 24.2%).


\*Results from 2006 Youth Study on Substance Use Comparing 2002, 2004 and 2006

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## Scope of the Problem

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- Marijuana was still the most used illicit substance, used in the past month by about one out of eleven 8<sup>th</sup> graders and more than one out of five 12<sup>th</sup> grade youth.
- Of other substances used, the largest percentage was for pain pills (15.0% used in the past year) and the smallest was for Steroids (0.6%).



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## What is Prevention?

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Prevention is a process which promotes health by empowering people with resources necessary to confront complex, stressful life conditions and by enabling individuals to lead personally satisfying, enriching lives.

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## Components of the Strategic Prevention Framework

- **Assessment**
- **Capacity Building**
- **Development of a Strategic Plan**
- **Implementation of Evidence-based Programs, Practices and Policies**
- **Evaluation**

Two overarching components are cultural competence and sustainability

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## Strategic Prevention Framework



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## Assessment

- **Self report**
- **Archival**
- **Resource**
- **Readiness**
- **Environmental Scan**



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## Illinois Youth Survey

### Information Collected:

- **Alcohol, tobacco and other drugs**
- **Gambling**
- **Teen dating violence**
- **Nutrition**
- **Safety**
- **Bullying**
- **Latch key status**



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## Illinois Youth Survey

### Benefits:

- **Schools obtain reports (by building or as requested by school, e.g. district)**
- **Community specific information (v. state or national levels) – \*if school is willing to share results**
- **With regular participation, obtain trend data**
- **Includes information needed for federal reporting (Safe and Drug Free Schools, Drug Free Community Support Program Grantees)**
- **Collects information needed for grant applications and prevention planning**

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## Illinois Youth Survey

- **Free for all Illinois public schools**
- **Targets schools with grades: 6, 8, 10 & 12**
- **Available in English and Spanish**
- **Paper version or on line administration**
- **Schools can add up to 15 questions of their own**
- **Conducted every two years**

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## Risk and Protective Factors

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- **Communities That Care (CTC) Risk and Protective Factors**
  - Substance Abuse
  - Delinquency
  - Teen Pregnancy
  - Depression and Anxiety
  - School Drop Out
  - Violence

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## Risk and Protective Factors

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**Examples**


- **Family**
  - Family history of the problem
  - Family management problems
  - Family conflict
  - Favorable parental attitude and involvement in problematic behavior

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## Intervening Variables

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- Price
- Promotion
- Social Access
- Retail Access
- Social Norms
- Perceived Risk or Harm
- Enforcement

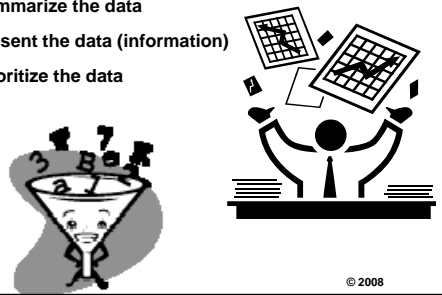


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## Assessment – What to do with all of that data?

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- Analyze the data
- Summarize the data
- Present the data (information)
- Prioritize the data



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## Comprehensive Strategic Plan Components


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- Present the data, findings and priority
- Logic Model
- Identify strategies for addressing the priority
- Plan for implementation
- Plan for evaluation
- Plan for sustainability
- Plan to address cultural competence

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## What is “evidenced-based” prevention?

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Evidence-base practices are programs, principles and policies that have been shown through research and evaluation to be effective at preventing and/or delaying health problems and youth problem behaviors.

*(adapted from Western CAPT, 1999)*

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## Evidence-based Programs, Practices and Policies

- Youth Prevention Education
- Parent Education
- Tutoring
- Mentoring



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## Evidence-based Programs, Practices and Policies

- Alcohol & tobacco policies
- Alcohol & tobacco enforcement strategies
- Student Assistance Program



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## Evaluation

- Process
  - Staffing (training)
  - Satisfaction
  - Numbers Served
  - Retention Rates
  - Fidelity

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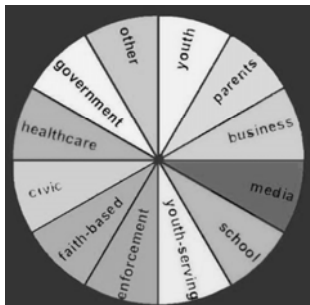
## Evaluation

- Outcome
  - Knowledge
  - Attitude
  - Intention
  - Beliefs
  - Behavior



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## Community Building – Engaging Community Sectors



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## Capacity Building

- Involvement of a group of concerned individuals (coalition) in all components of the framework
  - Building the knowledge and skills of the group to use strategic planning
- Building the coalition's leadership, organization, functioning, etc.



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## Cultural Competence and Sustainability

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- **Addressed in every component of the framework**
- **Sustainability**
  - **Determine if the program is worth sustaining. If yes, then consider:**
    - Identifying additional financial resources (e.g. additional grants, private funds, etc.)
    - Institutionalizing a program within an organization

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## Realistic Strategies for Health Departments

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## Overview

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- Alcohol Compliance Checks
- Merchant Education




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## What are compliance checks?

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**A compliance check is a tool to identify alcohol establishments that sell alcohol to underage youth.**

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## Compliance Checks can be used for two purposes:

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- **To enforce state statutes, local ordinances, or both.**
- **To identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth.**



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## Compliance Check Procedures:

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- **Alcohol licensees are informed.**
- **A person under the age of 21 attempts to purchase or order an alcoholic beverage.**
- **If the establishment sells or serves alcohol to the young person, an enforcement agent issues a citation or warning.**

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## Why Compliance Checks are important for your community:

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- In many communities, youth are able to purchase alcohol at commercial outlets.
- Studies show that compliance checks are effective in reducing youth access to alcohol.



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## Why Compliance Checks are important for your community:

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- Compliance checks encourage alcohol licensees to “police” themselves.
- Compliance checks can motivate citizen participation and support.



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## What are Merchant Education programs?

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Education and training of merchants and servers who sell alcohol in order to promote voluntary compliance with laws and regulations governing the sale of alcohol to underage youth.

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## Educational approaches can take a variety of forms:

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- Distribution of materials to alcohol retailers summarizing the laws and penalties regarding sales to underage youth;
- Training programs offered to managers and employees; and
- Mandatory education programs for establishments or employees.

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## Components of a Merchant Education program:

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- Information about laws and penalties
- Information on public health and safety
- Emphasis on proper management techniques
- Information on the effects of alcohol

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## Components of a Merchant Education program:

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- Proper carding techniques
- Tips on how to refuse a sale safely and comfortably



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## Components of a Merchant Education program:

- Information on server liability
- Information on enforcement programs



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## Merchant Education can serve many purposes:

- Provide information about laws and penalties that help merchants understand the risks associated with underage sales;
- Persuade merchants that selling to minors is dangerous and violates not just the law but the norms of the community;



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## Merchant Education can serve many purposes:

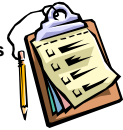
- Help owners & managers establish responsible management policies; and
- Teach skills – such as detecting fake IDs that can help prevent sales to minors.



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## Compliance Check & Merchant Education best practices:

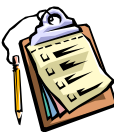
- Merchant Education is done in conjunction with compliance checks
- Enforcement of laws against the sales to minors is the key to reducing underage drinking
- Well publicized, vigorous use of compliance checks has repeatedly shown reductions in sales to minors



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## Compliance Check & Merchant Education best practices:

- Advance notification is provided to retailers about the laws, the consequences of violations, and that a compliance check is forthcoming
- Officers conducting compliance checks have completed training and conduct checks according to specified guidelines



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## Compliance Checks & Server/Merchant Education Training in Rural Areas

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## Overview of Enforcing Underage Drinking Laws Rural Project

- **Compliance Check Operations**
- **Server Merchant Education Training**



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## Key Elements for successful Compliance Checks in the Rural Setting

- **Develop collaborative partnerships with law enforcement, youth, retailers, municipal government/liquor commissioner and the media.**
- **Educate retailers**
- **Provide training for law enforcement & youth**
- **Offer incentives /rewards to retailers who pass a check**



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## Key elements for successful Server/Merchant Education Training in rural areas

- **Invite key stakeholders**
- **Offer dialogue with retailers during training to address area issues and concerns.**
- **Offer educational materials for employees unable to attend.**



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## Challenges with rural compliance checks

- **Limited resources- number of law enforcement officers**



- **Familiarity of law enforcement & minor decoy's**

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## Solutions to Compliance Check Challenges

- **Form partnerships/ agreements with other law enforcement agencies.**



- **Select underage decoy's from another area**



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## Challenges with rural compliance checks

- **Location of retailers**



- **Phone tree warning system**



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## Solutions to Compliance Check Challenges

- Plan for distance between retailers
- Plan for Phone tree warning system
- Utilize media advocacy



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## Challenges with rural Server/Merchant Education training

- **Attendance by retailers in small businesses**
- **Failure to see need**
- **Territorial**



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## Solutions to Server/Merchant Training challenges

- **Offer education materials & multiple trainings**
- **Utilize data to communicate need**
- **Open dialogue with retailers to create a partnership**



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## Conclusion



A well-thought out plan that addresses community specific challenges and implements solutions to the challenges is the key to a successful compliance check and server/merchant education training in rural areas.

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## What is Public Policy?



Institutional or organizational policies, practices and procedures that affect or regulate the sale, use, consumption, promotion or consequences of the use of alcohol, tobacco, and other drugs.

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## Public Policy includes...

- **Laws & ordinances**
- **Policies, practices and procedures of schools, law enforcement, and other organizations and businesses**
- **Enforcement or monitoring of laws, ordinances, policies, practices and procedures**



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## Policy Efforts Require...

- Active involvement of community partners
- Careful analysis of the problem that the policy will address



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## Policy Efforts Require...

- Understanding of current policies and enforcement history
- Support from those that have the power to enact the policy
- Strategic communication/advocacy plan



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## Experience with Policy Implementation

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## Overview of Policy Experience



- Collaborative effort
- Effective

Community Anti-Drug Coalitions of America  
Building Drug-Free Communities

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## Overview of Policy Experience



- Training
- Data driven
- Interest



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## Lake County Underage Drinking Prevention Task Force

- Goal – consistent ordinances
- First step – ordinance assessment



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**Lake County Underage Drinking Prevention Task Force**  
Ordinance Survey

Municipality: \_\_\_\_\_  
Name/Title: \_\_\_\_\_  
Phone/E-mail: \_\_\_\_\_

|  | Yes | No  |
|--|-----|-----|
| 1. Excise taxes (local)  | --- | --- |
| 2. Limits on hours or days of sale   | --- | --- |
| 3. Restrictions of density, location, or types of outlets  | --- | --- |
| 4. Dram shop liability (liability of establishments arising out of the sale of alcohol to visibly intoxicated persons or persons who subsequently cause death or injury to third parties as a result of alcohol-related car crashes and other accidents) | --- | --- |
| 5. Social host liability (reference that holds individuals (social hosts) criminally responsible for underage drinking events on property they own, lease, or otherwise control)   | --- | --- |
| 6. Mandatory warning signs or labels, i.e.   | --- | --- |
| 7. Restrictions on consumption in public places, i.e. parks, beaches, etc.   | --- | --- |
| 8. Minimum bar entry age   | --- | --- |
| 9. Key requirements regarding ordinance  | --- | --- |
| 10. Compliance compliance checks for minimum purchase age  | --- | --- |
| 11. Administrative penalties for compliance check violations   | --- | --- |
| 12. Establishment of minimum age for sellers   | --- | --- |
| 13. Mandatory server/seller training   | --- | --- |



If you answered yes for mandatory server/seller training, i.e. BASSET, TIPS, etc., is it:  
 A. Mandatory for all liquor licenses \_\_\_\_\_  
 B. Mandatory after 1<sup>st</sup> violation \_\_\_\_\_  
 C. Mandatory after 2<sup>nd</sup> violation \_\_\_\_\_  
 Other \_\_\_\_\_

PLEASE FAX TO XXXX  
AT ### BY FRIDAY, SEPTEMBER 5<sup>TH</sup>.  
YOUR PARTICIPATION IS GREATLY APPRECIATED.

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## Challenges


- Keeping people engaged and sharing work load
- Collecting data
- Using the data to drive your decisions

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## Overview of Substance Abuse Prevention at LHD

- **Funding**
  - Illinois Department of Human Services: Substance Abuse Primary Prevention
  - Illinois Department of Public Health: Tobacco Control Program
  - Office of National Drug Control Policy: Drug Free Communities Grant
- **Organization**
  - 5 service areas: administration, behavioral health, community health, environmental health, primary care
  - Over 1,000 employees




www.co.lake.il.us/health

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## Resources

- [www.illinoisyouthsurvey.org](http://www.illinoisyouthsurvey.org)
- [www.samsha.org](http://www.samsha.org)
- [www.state.il.us/lcc/](http://www.state.il.us/lcc/)
- [state.il.us/lcc/basset/CardHardMaterials.asp](http://state.il.us/lcc/basset/CardHardMaterials.asp)
- [www.alcoholpolicy.niaaa.nih.gov/](http://www.alcoholpolicy.niaaa.nih.gov/)



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## Resources

- **Prevention First, Inc. website:**  
[www.prevention.org](http://www.prevention.org)
- **Trainings:** Basic and Advanced Alcohol Enforcement Training, Public Policy To Reduce Alcohol Problems Training
- **Clearinghouse:** Pacific Institute for Research and Evaluation (PIRE) resources
- [www.prevention.org/ProfDev/documents/PublicPolicy.dpf](http://www.prevention.org/ProfDev/documents/PublicPolicy.dpf)
- [www.prevention.org/ProfDev/Provider.asp](http://www.prevention.org/ProfDev/Provider.asp)

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## Thank you for your attention & involvement!



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## Feedback

- Thank you for participating!
- Your feedback is VERY important. Please complete the online evaluation survey:  
[http://www.surveymonkey.com/s.aspx?sm=VFSx5\\_2fwMxBXozyw5ceu8jQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=VFSx5_2fwMxBXozyw5ceu8jQ_3d_3d)
- If you registered for a group, please ask them to complete the evaluation also.
- We will use this information to plan future sessions and continually improve.



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## Question and Answer Session

- Please join us now for a LIVE Q & A Session with the presenters:
  - Dial 1(877) 411-9748
  - Enter the access code: 3467868#
  - Mute your phone (\*6 to mute or un-mute).
- If you have a question that is not addressed on the conference call, please email the question to [Laurie.Call@iphionline.org](mailto:Laurie.Call@iphionline.org).



THANK YOU

