

2013

Compendium of Model and Promising Strategies

Underage, Heavy and Binge Drinking

This compendium provides a list of evidenced-based strategies that have shown effectiveness or promise in addressing underage, heavy, and/or binge drinking.

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Compendium Overview

The Georgia State University Community Initiative Task Force (CITF) under the direction of the Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD) Office of Prevention Services and Programs (OPSP) compiled this compendium. This document serves as a resource to the Georgia Strategic Prevention Systems - Alcohol Prevention Initiative (GASPS-API). The primary purpose of this compendium is to guide GASPS-API Providers in the selection of approved model and promising strategies to address the following three State Priorities**:

- 1. Reduce the early onset of alcohol use among 9-20 year olds**
- 2. Reduce access to alcohol and binge drinking among 9-20 year olds**
- 3. Reduce binge drinking and heavy drinking among 18-25 year olds**

Providers are encouraged to use this compendium in concert with the Step 3: Planning materials and to aid in the development of a comprehensive strategic plan that addresses their respective goal and needs assessment findings.

Method

The selection of approved strategies is the result of a two-phase process. In phase one, the CITF researched and compiled a list of strategies that have been shown to be effective or promising to reduce and/or prevent onset of alcohol, access to alcohol, and binge and heavy drinking. Next, the CITF sought out to align the strategies to correspond with the seven predetermined intervening variables and contributing factors associated with each of the GASPS-API goals (see Table 1)¹. The list of strategies, along with a brief description, was submitted to OPSP for further review and approval. In phase two, OPSP convened a group of GASPS-API Providers to review the compendium and offered them an opportunity to provide constructive feedback. All feedback was considered and integrated, when appropriate.

****NOTE: The term "Goal" used in the remainder of this document is now being referred to as "State Priority"****

¹ NOTE: The research and selection of strategies included in this document are specifically focused on the seven intervening variables and associated contributing factors that ultimately impact the Individual-Level contributing factors.

Table 1 - List of GASPS-API Intervening Variables and Contributing Factors Chart

Goal #1: Reduce the early onset of alcohol use among 9-20 year olds	
Intervening Variable	Contributing Factor
Individual-Level	<ul style="list-style-type: none"> • Age of initial use • Past 30 day use
Social Availability	<ul style="list-style-type: none"> • Provision to minors • Community celebrations • Availability of unsupervised places to drink • Lack of parental monitoring of supply in the home • Shoulder tapping • Social hosting parties
Social and Community Norms	<ul style="list-style-type: none"> • Parental acceptance • Youth's perception peer norms • Cultural acceptability • Availability in homes • Adult perceptions of underage drinking • Adult perceptions of adult drinking • Adult perceptions of law enforcement penalties and/or arrests
Perception of Risk	<ul style="list-style-type: none"> • Low perceived risk of arrests or penalties
Goal #2: Reduce access to alcohol and binge drinking among 9-20 year olds	
Intervening Variable	Contributing Factor
Individual-Level	<ul style="list-style-type: none"> • Current binge drinking
Retail Availability	<ul style="list-style-type: none"> • Compliance with minimum drinking/purchase age laws • Outlet Density • Product Placement • Hours and day of retail sale
Social Availability	<ul style="list-style-type: none"> • Provision to minors • Community celebrations • Availability of unsupervised places to drink • Lack of parental monitoring of alcohol supply in the home • Shoulder tapping • Social host parties
Perception of Risk	<ul style="list-style-type: none"> • Low perceived risk of arrest or penalties • Perceived harm of drinking
Goal #3: Reduce binge drinking and heaving drinking among 18-25 year olds	
Intervening Variable	Contributing Factor
Individual-Level	<ul style="list-style-type: none"> • Past 30 day use • Initial age of binge drinking • Current binge drinking • Binge drinking and driving • Drinking habits • Perceived harm of heavy drinking • Perceived harm of binge drinking
Social and Community Norms	<ul style="list-style-type: none"> • Peer norms • Cultural acceptability • Heavy drinking perceptions
Economic Availability	<ul style="list-style-type: none"> • Drink pricing • Container pricing
Promotion	<ul style="list-style-type: none"> • Local alcohol promotions
Enforcement	<ul style="list-style-type: none"> • Law enforcement practices • Compliance checkpoints • Saturation Patrols • ID Checks

Environmental and Individual-Level Strategies

The strategies in this compendium fall into two categories: Environmental and Individual-level. **Environmental strategies**, or *population-level strategies*, “seek to establish or change community standards, codes, and attitudes, thereby influencing the incidence and prevalence of drug use in the general population².” **Individual-Level** strategies tend to be programs that seek to increase knowledge, change attitudes and build the skills of individuals. Table 2 further differentiates the two strategy types.

Table 2. A Comparison of Environmental and Individual Strategies³

Environmental Strategies	Individual Strategies
Focus on policy and policy change	Focus on behavior and behavior change
Focus on the social, political, and economic context of alcohol/drug-related problems	Focus on the relationship between the individual and alcohol/drug-related problems
Long-term focus on policy development	Short-term focus on program development
People gain power by acting collectively	Individual generally does not participate in decision making
Individual as advocate	Individual as audience

Source: CADCA's National Institute

There are 37 strategies included in this compendium, with 22 listed as environmental strategies and 15 as individual-level strategies.

Organization of Document

There are two sections in the document: **Strategy Chart** and **Strategy Synopsis**. The **Strategy Chart** contains the name of the strategy, strategy type (e.g. individual or environmental), the associated goal(s), intervening variable(s), and possible contributing factor(s). The **Strategy Synopsis** briefly provides a brief synopsis of each strategy and the expected outcomes. To maintain an accurate description of each strategy, when possible, the summaries come directly from the source. Both the Strategy Chart and Strategy Synopses are organized according to Environmental-level and Individual-level strategies.

² Source: Georgia Strategic Prevention Framework State Incentive Grant (2010). Planning Training Manual

³ Commonwealth of Virginia Community Guide for Preventing and Reducing Underage Drinking

Resources

There were several resources reviewed to compile the list of strategies. First, approved strategies from SPF SIG states that addressed similar goals, to include Georgia, Florida, Maine, Maryland, Nebraska, and South Dakota were considered and adapted as needed. Additional resources examined to select and summarize the strategies include the following:

- Alcohol Epidemiology Program <http://www.epi.umn.edu/alcohol/policy/compchks.shtm>
- Center for Applied Research Solutions: Preventing Adolescent Binge Drinking - http://www.youthbingedrink.org/strategies/strategies_intro.php
- Environmental Strategies: Selection Guide, Reference List, and Examples of Implementation Guidelines - http://www.dsamh.utah.gov/spf/pdf/environmental_strategies.pdf
- National Registry of Evidence-Based Program and Practices (NREPP) - <http://nrepp.samhsa.gov/Search.aspx>
- Policy Strategies to Reduce Underage and Binge Drinking - http://www.ca-cpi.org/docs/publications/TARP/TARP_PolicyStrategies.pdf
- Strategies To Reduce Underage Alcohol Use: *Typology and Brief Overview* - <http://www.udetc.org/documents/strategies.pdf>
- The Community Guide - <http://www.thecommunityguide.org/alcohol/index.html>

Strategy Chart

ENVIRONMENTAL STRATEGIES

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
ENVIRONMENTAL STRATEGIES				
Communities Mobilizing for Change on Alcohol (CMCA)	Environmental	Goal 2	<ul style="list-style-type: none"> • Retail Availability • Social Availability 	<ul style="list-style-type: none"> • Compliance with laws & regulations • Provision to minors
Community Trials Intervention to Reduce High-Risk Drinking	Environmental	Goal 2	<ul style="list-style-type: none"> • Retail Availability 	<ul style="list-style-type: none"> • Outlet density • Compliance with laws & regulations
		Goal 3	<ul style="list-style-type: none"> • Enforcement 	<ul style="list-style-type: none"> • Law enforcement practices
Limit and restrict the location and density of retail outlets	Environmental	Goal 2	<ul style="list-style-type: none"> • Retail Availability 	<ul style="list-style-type: none"> • Outlet density
Compliance Checks	Environmental	Goal 2	<ul style="list-style-type: none"> • Retail Availability • Perception of Risk 	<ul style="list-style-type: none"> • Compliance with laws and regulations • Low perceived risk of arrest or penalties
		Goal 3	<ul style="list-style-type: none"> • Enforcement 	<ul style="list-style-type: none"> • Law enforcement practices • ID Checks
Reward & Reminder	Environmental	Goal 2	<ul style="list-style-type: none"> • Retail Availability • Perception of Risk 	<ul style="list-style-type: none"> • Compliance with laws and regulations • Low perceived risk of arrest or penalties
		Goal 3	<ul style="list-style-type: none"> • Enforcement 	<ul style="list-style-type: none"> • ID Checks

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
ENVIRONMENTAL STRATEGIES				
Responsible Beverage Service Training	Environmental	Goal 2	<ul style="list-style-type: none"> Retail Availability 	<ul style="list-style-type: none"> Compliance with laws and regulations
		Goal 3	<ul style="list-style-type: none"> Enforcement 	<ul style="list-style-type: none"> ID Checks
Dram Shop Liability	Environmental	Goal 2	<ul style="list-style-type: none"> Retail Availability Perception of Risk 	<ul style="list-style-type: none"> Compliance with laws and regulations Low perceived risk of arrest or penalties
		Goal 3	<ul style="list-style-type: none"> Enforcement 	<ul style="list-style-type: none"> Law Enforcement Practices
Promote and Enforce Social host liability	Environmental	Goal 1	<ul style="list-style-type: none"> Social Availability 	<ul style="list-style-type: none"> Provision to minors
		Goal 2	<ul style="list-style-type: none"> Perception of Risk 	<ul style="list-style-type: none"> Low perceived risk of arrests or penalties
		Goal 3	<ul style="list-style-type: none"> Social and Community Norms Enforcement 	<ul style="list-style-type: none"> Cultural Acceptability Law Enforcement Practices
Teen Party Ordinance	Same as above			
Sticker Shock Campaign	Environmental	Goal 1	<ul style="list-style-type: none"> Social Availability 	<ul style="list-style-type: none"> Provision to minors
		Goal 2	<ul style="list-style-type: none"> Social Availability Perception of Risk 	<ul style="list-style-type: none"> Shoulder Tap Low Perceived risk of arrest and penalties
Enforce Penalties For Use of False Identification	Environmental	Goal 2	<ul style="list-style-type: none"> Perception of Risk 	<ul style="list-style-type: none"> Low perceived risk of arrest or penalties
		Goal 3	<ul style="list-style-type: none"> Enforcement 	<ul style="list-style-type: none"> Lack of ID checks

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
ENVIRONMENTAL STRATEGIES				
Shoulder Tap Program	Environmental	Goal 1 & 2	<ul style="list-style-type: none"> • Social Availability • Perception of Risk 	<ul style="list-style-type: none"> • Provision to minors • Shoulder Tapping • Low perceived risk of arrest or penalties
Administrative Sanctions Rather Than Criminal Penalty	Environmental	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Social Availability • Perception of Risk 	<ul style="list-style-type: none"> • Provision to minors • Community Celebrations • Low perceived risk of penalty
		Goal 2	<ul style="list-style-type: none"> • Retail Availability 	<ul style="list-style-type: none"> • Compliance with laws and regulations
		Goal 3	<ul style="list-style-type: none"> • Enforcement 	<ul style="list-style-type: none"> • ID Checks
Increasing Alcohol Taxes	Environmental	Goal 3	<ul style="list-style-type: none"> • Economic Availability • Promotion 	<ul style="list-style-type: none"> • Drink pricing • Local alcohol promotions
Ban Drink Discounts and Other Price Specials	Environmental	Goal 3	<ul style="list-style-type: none"> • Economic Availability • Promotion 	<ul style="list-style-type: none"> • Drink pricing • Container pricing • Local alcohol promotions
Enforce Alcohol Restrictions At Community Events	Environmental	Goal 2	<ul style="list-style-type: none"> • Social Availability 	<ul style="list-style-type: none"> • Community celebrations • Provision to minors • Availability of unsupervised places to drink
		Goal 3	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Cultural acceptability

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
ENVIRONMENTAL STRATEGIES				
Restrict Advertising and Promotion	Environmental	Goal 2	<ul style="list-style-type: none"> • Social Availability 	<ul style="list-style-type: none"> • Community celebrations
		Goal 3	<ul style="list-style-type: none"> • Promotion 	<ul style="list-style-type: none"> • Local alcohol promotions
Beer Keg Registrations	Environmental	Goal 2	<ul style="list-style-type: none"> • Perception of Risk • Social Availability 	<ul style="list-style-type: none"> • Low perceived risk of arrest or penalties • Provision to minors
		Goal 3	Enforcement	<ul style="list-style-type: none"> • Law Enforcement Practices
Mass Media	Environmental	All	All	All
Counter-Advertising	Environmental	All	All	All
Positive Social Norms	Environmental	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Social Availability 	<ul style="list-style-type: none"> • Youth's perceptions peer norms • Parental acceptance
		Goal 2	<ul style="list-style-type: none"> • Social Availability 	<ul style="list-style-type: none"> • Provision to minors • Community celebrations • Shoulder tapping • Social host parities
		Goal 3	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Peer Norms • Cultural acceptability • Heavy drinking perceptions
Challenging College Alcohol Abuse	Environmental	Goal 3	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Heavy Drinking Perceptions

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
INDIVIDUAL STRATEGIES				
AlcoholEdu for High School	Individual	Goal 1	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Low perceived risk of arrests or penalties
		Goal 2	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Low perceived risk of arrests or penalties • Perceived harm of drinking
Brief Alcohol Screening and Intervention for College Students (BASICS)	Individual	Goal 3	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Cultural acceptability • Heavy drinking perceptions
Class Action	Individual	Goal 1	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Low perceived risk of arrests or penalties • Low perception of risk of drinking
		Goal 2	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Low perceived risk of arrest or penalties
PRIME for Life	Individual	Goal 3	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Heavy drinking perceptions

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
INDIVIDUAL STRATEGIES				
All Stars	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Youth's perception of peer norms
Lions Quest Skills for Adolescence	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Youth's perception of norms
Project ALERT	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Youth's perception of norms
Project Northland	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Parental Acceptance • Low perceived risk of arrests or penalties
Project SUCCESS	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Cultural Acceptance • Youth's perception of peer norms • Low perceived risk of arrests or penalties

Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
INDIVIDUAL STRATEGIES				
Project Towards No Drug Abuse	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Cultural Acceptance • Low perceived risk of arrests or penalties
Protecting You/Protecting Me	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Cultural acceptability • Low perceived risk of arrests or penalties
		Goal 2	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Perceived harm of drinking • Low perceived risk of arrest or penalties
Strengthening Families Program	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Cultural acceptability • Low perceived risk of arrests or penalties
Too Good for Drugs	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Cultural acceptability • Low perceived risk of arrests or penalties

INDIVIDUAL STRATEGIES				
Strategy Name	Individual/ Environmental	Goal	Intervening Variable(s)	Possible Contributing Factor(s)
Caring School Community	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms 	<ul style="list-style-type: none"> • Youth's perception of peer norms • Cultural Acceptability
		Goal 2	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Perceived harm of drinking
Creating Lasting Family Connections (CLFC)	Individual	Goal 1	<ul style="list-style-type: none"> • Social and Community Norms • Perception of Risk 	<ul style="list-style-type: none"> • Parental acceptance • Adult perception of underage drinking • Low perceived risk of arrests or penalties
		Goal 2	<ul style="list-style-type: none"> • Perception of Risk 	<ul style="list-style-type: none"> • Low perceived risk of arrests or penalties • Perceived harm of drinking

BRIEF SYNOPSIS OF ENVIRONMENTAL STRATEGIES

Communities Mobilize for Change on Alcohol (CMCA)

Communities Mobilizing for Change on Alcohol (CMCA) is a community-organizing strategy designed to reduce teen (13 to 20 years of age) access to alcohol by changing community policies and practices. CMCA seeks both to limit youth access to alcohol and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable. It employs a range of social-organizing techniques to address legal, institutional, social, and health issues related to underage drinking. The goals of these organizing efforts are to eliminate illegal alcohol sales to minors, obstruct the provision of alcohol to youth, and ultimately reduce alcohol use by teens. The strategy involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youths' access to alcohol.

Expected Outcomes:

1. Reduction in youth access to alcohol through commercial outlets;
2. Reduction in youth access to alcohol through noncommercial outlets;
3. Reduction in driving under the influence (DUI) arrests.

For additional information, visit NREPP -

<http://nrepp.samhsa.gov/ViewIntervention.aspx?id=117>

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goal 2 – Retail Availability and Social Availability (13 – 20years).

Community Trials Intervention to Reduce High-Risk Drinking

Community Trials Intervention to Reduce High-Risk Drinking is a multi-component, community-based strategy developed to alter the alcohol use patterns and related problems of people of all ages. The strategy incorporates a set of environmental interventions that assist communities in:

- (1) Using zoning and municipal regulations to restrict alcohol access through alcohol outlet density control;
- (2) Enhancing responsible beverage service by training, testing, and assisting beverage servers and retailers in the development of policies and procedures to reduce intoxication and driving after drinking;
- (3) Increasing law enforcement and sobriety checkpoints to raise actual and perceived risk of arrest for driving after drinking;
- (4) Reducing youth access to alcohol by training alcohol retailers to avoid selling to minors and those who provide alcohol to minors; and
- (5) Forming the coalitions needed to implement and support the interventions that address each of these prevention components.

The strategy aims to help communities reduce alcohol-related accidents and incidents of violence and the injuries that result from them. The strategy typically is implemented over several years, gradually phasing in various environmental strategies; however, the period of implementation may vary depending on local conditions and goals.

Expected Outcomes:

1. Alcohol consumption patterns and related problems
2. Alcohol-related traffic crashes
3. Alcohol-related assaults

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – Retail Availability and Enforcement.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=9>

Limit and restrict the location and density of retail outlets (Generic)

Alcohol outlet density regulation is defined as applying regulatory authority to reduce alcoholic beverage outlet density or to limit the increase of alcoholic beverage outlet density. Regulation is often implemented through licensing or zoning processes. An alcohol outlet is a place where alcohol may be legally sold for the buyer to drink there (on-premises outlets, such as bars or restaurants) or elsewhere (off-premises outlets, such as liquor stores). Density refers to the number of alcohol outlets in a given area.

Expected Outcomes:

1. Reduction in sales to minors
2. Reduction in excessive alcohol consumption
3. Reduction in drinking and driving problems among college students⁴

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 – Retail Availability. NOTE: Given the predetermined contributing factors associated with Goal 3, this strategy is not a good fit for Goal 3.

For additional information, visit <http://www.udetc.org/documents/strategies.pdf> , <http://www.thecommunityguide.org/alcohol/outletdensity.html>

Compliance Checks

Compliance checks are conducted to identify alcohol establishments that sell alcohol to underage youth. Compliance checks can be used as enforcement of existing ordinances and laws or it can be conducted for educational purposes, to warn or educate merchants and

servers about the consequences and penalties of selling alcohol to underage youth. Compliance checks can be mandated or voluntarily implemented.

Expected Outcomes:

1. Decrease illegal alcohol sales to youth
2. Increase server training
3. Encourage alcohol licenses to “police” themselves to decrease liability

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 – Retail Availability and Perception of Risk with the intent to target retailers or merchants; and Goal 3 for Enforcement with young adults under 21. The effectiveness of this strategy for all goals should be coupled with other strategies that rely heavily on enforcement.

For additional information, visit <http://www.epi.umn.edu/alcohol/policy/compchks.shtm>

Reward & Reminder

The Reward & Reminder program is a community-level strategy that engages youth and adults in citizen surveillance of retail outlets. Trained community members issue citation reminders to clerks who are willing to sell alcohol or tobacco to minors and immediate, public commendations to those retailers who refuse. Results of the surveillance are stored online and reported to the local media to promote positive norms. Although this strategy has largely been used to reduce illegal access of tobacco to minors, it has been adapted to address access to alcohol for minors as well. There is research to support the effectiveness of this strategy to reduce access to alcohol to minors⁵.

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – Retail Availability, Perception of Risk, and Enforcement with the intent to target retailers or merchants.

Expected Outcomes:

1. Decrease illegal sales of alcohol to minors
2. Decrease illegal purchase of alcohol by minors
3. Decrease alcohol use by minors

For additional information, visit NREPP <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=98>

Responsible Beverage Service Training

⁵ Lewis, R. K., Paine-Andrews, A., Fawcett, S. B., Francisco, V. T., Richter, K. P., Copple, B., & Copple, J. E. (1996). Evaluating the effects of a community coalition's efforts to reduce illegal sales of alcohol and tobacco products to minors. *Journal of Community Health, 21*(6), 429-436. doi: 10.1007/bf01702603

Responsible Beverage Service Training is an online program designed for all sellers and servers of alcohol (e.g. stores, bars, restaurants, and cultural festivities) in an effort to reduce alcohol-related problems occurring at the point of sale. Research indicates that this strategy is most effective when coupled with enforcement (i.e. compliance checks) against servers who sale to minors or intoxicated patrons.⁶

Expected Outcomes:

1. Increase retailers (sellers and servers) knowledge and awareness about the management policies and procedures.
2. Increase retailer’s knowledge and awareness about state and local alcohol-related laws and policies.
3. Make sure that retailers check the ID of individuals who look 27 years of age or younger and do not sell or serve alcohol to minors.
4. Make sure that retailers understand the consequences of serving to an obviously intoxicated customer and will refuse service to that customer.

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – Retail Availability and Enforcement with the intent to target retailers or merchants.

For additional information, visit <http://eeando.unl.edu/rbst/ne/>

Dram Shop Liability

Dram shop liability allows the owner or server of a retail alcohol establishment where a customer recently consumed alcoholic beverages to be held legally responsible for the harms inflicted by that customer. Dram shop liability has also demonstrated some effectiveness in reducing sales to minors. Examples of such harms may include death, injury or other damages as a result of an alcohol-related car crash. Historically, the term dram shop referred to any establishment where alcohol was sold; a dram was a measure of alcohol.

Some states impose restrictions on dram shop liability by capping the amount of compensation allowed in suits, by increasing the evidence required to demonstrate responsibility, or by imposing statutes of limitations.

Expected Outcomes:

1. Reduction in excessive alcohol consumption
2. Increased perception of risk for lawsuit for merchants
3. Increased in checking age identification

⁶ Environmental Strategies to Prevent Alcohol Problems on College Campuses

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – with the intent to target retailers or merchants. Although the strategy addresses the intervening variables of Retail Availability, Low Perceived Risk, and Enforcement because of increased risk of liability, this strategy may also influence Economic Availability and Promotion.

For additional information, visit The Community Guide
<http://www.thecommunityguide.org/alcohol/dramshop.html>

Promote and Enforce Social Host Liability

Social host liability laws hold individuals (in non-commercial environments) responsible for underage drinking events on property they own, lease, or otherwise control. According to the Center for Applied Research Solutions, approximately 30 states have some form of social host liability law, but publicity and awareness campaigns must be in place to make them effective. At a minimum, educational efforts should increase awareness of relevant laws, penalties, and enforcement initiatives, and stress to the public that it is unacceptable for adults to furnish minors with alcohol.

Expected Outcomes:

1. Reduces underage drinking
2. Increases perception of risk of arrest and penalties
3. Reduce drinking and driving

Based on the description and expected outcomes, this strategy is most applicable to address all of the GASPS-API Goals – Social Community Norms, Social Availability, Perception of Risk and Enforcement. This strategy targets suppliers of alcohol underage youth. Its effectiveness relies heavily on enforcement and the appropriate use of mass media to educate the public.

For more information, visit the Nebraska Strategy Approval Guide
www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf and
http://www.youthbingeddrinking.org/strategies/p_strategy6.php

Teen Party Ordinance

Teen Party Ordinance is similar to Social Host Liability. As described by the Nebraska Strategy Approval Guide, Teen party ordinances make it illegal to host a party where underage youth are drinking. Under these laws, the offense is the *hosting* of the party itself, and parents or older friends and siblings can be arrested for a criminal offense even if no injury or property damage results following their consumption. Depending on how an ordinance is written, teen party could become an independent ordinance or it could be written in a way that strengthens the existing social host law to include criminal penalties.

Expected Outcomes:

1. Reduce access/provision of alcohol to minors
2. Increase the perception of risk of arrest and penalties for hosting a party with underage drinking.

Based on the description and expected outcomes, this strategy is most applicable to address all of the GASPS-API Goals – Social Availability, Social and Community Norms, Perception of Risk, and Enforcement. The strategy targets persons who provide youth with access to alcohol.

For more information, visit the Nebraska Strategy Approval Guide
www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Sticker Shock Campaign

The Sticker Shock Campaign is designed to reach adults who might purchase alcohol legally and provide it to minors. Stickers warning about the penalties for furnishing alcohol to minors are placed on all multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers.⁷ The impact of the stickers is increased by media coverage of the event and by longer-lasting signs to be displayed by participating retailers. The project represents a partnership between youth, retailers, concerned parents and community members, prevention professionals, and law enforcement with the goal of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors.

Expected Outcomes:

1. Decrease the provision of alcohol to minors
2. Increase the perception of risk for adults who purchase/provide alcohol for underage youth
3. Increase public awareness of laws regarding provision of alcohol to minors

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Social Availability and Perception of Risk with intent to target adults who purchase alcohol for underage youth and youth who attempt to access alcohol. NOTE: Although this strategy can be applied to young adults, the strategy does not perfectly align with the associated contributing factors for Goal 3.

For more information about this strategy, visit
<http://www.maine.gov/dhhs/osa/prevention/youth/sticker.htm>

⁷ A handbook for youth and community groups for the implementation of sticker shock campaign - <http://www.maineosa.org/prevention/sticker>

Enforce Penalties For Use of False Identification (Generic)

Underage drinkers may present an ID card that has been altered to indicate they are of legal drinking age, or an ID card that belongs to someone who is of legal drinking age. The underage drinker may resemble the person in the photograph, or may substitute his or her own picture and re-laminate the card. According to Center for Applied Research Solutions, the use of fake IDs is more common in urban areas and in states without consistent enforcement of underage purchase laws. Furthermore, young people are more likely to obtain and use a fake ID if they think their peers support the practice.

Expected Outcomes:

1. Reduce underage access to alcohol
2. Increase the perception of risk of arrest and/or penalties for underage youth

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – Low Perception of Risk and Enforcement with the intent to penalize underage drinkers for possession and use of fake identification to access alcohol.

For more information about this strategy, visit

http://www.youthbingedrinking.org/strategies/l_strategy4.php

Shoulder Tap Program

One of the main ways that young people obtain alcohol from commercial sources is to ask off-age strangers to buy it for them. In "shoulder tap" operations, an undercover operative approaches an adult outside a store and asks the adult to buy him or her alcohol. If the adult agrees and does so, he or she is cited for furnishing alcohol to someone underage. As with all undercover operations, decisions about the characteristics of the volunteers used, the scripts delivered, the types of establishments and potential buyers targeted, the time of day, and other concerns are paramount to the effectiveness of the response. Very few of these operations have been evaluated, but case studies suggest that highly publicized operations that generate a large number of citations are likely to have a deterrent effect and reduce the amount of alcohol minors obtain through third parties.

Expected Outcomes:

1. Reduce underage consumption of, and access to, alcohol by deterring adults from furnishing to them outside of licensed premises;
2. Expand the involvement of local law enforcement in enforcing underage drinking laws; and
3. Raise public awareness about the problem.

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Social Availability and Perception of Risk. This strategy targets adults who purchase alcohol for underage youth. Some degree of enforcement is necessary

for this strategy to be effective (i.e. warning, fines, or criminal). In addition, the use of media to inform the community about the operation (i.e. before and/or after) is also an important parallel to this strategy. **NOTE: Although this strategy can be applied to young adults, the strategy does not perfectly align with the associated contributing factors for Goal 3.**

For more information about this strategy, visit http://www.youthbingedinking.org/strategies/l_strategy5.php

Administrative Sanctions Rather Than Criminal Penalty (Generic)

Criminal penalties are meant to serve as a deterrent, both to re-offending and to first-time offenses. However, severe criminal penalties for underage drinking-related offenses (e.g., possession, attempted purchase, use of fake ID) are seldom enforced and have not proved to deter the commission of these crimes. In part, the lack of widespread, consistent enforcement is due to the burden on prosecutorial and court resources, and a reluctance to enforce stiff penalties for what is perceived as a minor offense. Criminal sanctions are often neither swift nor certain, which undermines their deterrent effect. In contrast, less severe penalties (e.g., fines, community service) are more likely to be enforced and may be a greater deterrent.

Expected Outcomes:

1. Increase compliance of laws and regulations (i.e. check IDs)
2. Reduce social access to alcohol for underage youth
3. Increase the perception of risk for arrest or penalties

Based on the description and expected outcomes, this strategy is most applicable to address all of the GASPS-API Goals assuming that penalties are enforced for individuals and retailers who violate current or proposed laws and ordinances.

For more information about this strategy, visit http://www.youthbingedinking.org/strategies/p_strategy3.php

Increasing Alcohol Taxes (Generic)

Alcohol excise taxes affect the price of alcohol, and are intended to reduce alcohol-related harms, raise revenue, or both. Alcohol taxes are implemented at the state and federal level, and are beverage-specific (i.e., they differ for beer, wine and spirits). These taxes are usually based on the amount of beverage purchased (not on the sales price), so their effects can erode over time due to inflation if they are not adjusted regularly.

Expected Outcomes:

1. Decrease in excessive alcohol consumption as a result of increased cost
2. Fewer motor vehicle crashes and fatalities
3. Less alcohol impaired driving

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goal 3. Based on the understanding that typically the tax increase is nominal imposed (i.e. 5 cents) on per-drink settings such as bars, club and restaurants. A broader more aggressive alcohol tax would likely affect all IVs. **NOTE: Although an outcome of this strategy includes decrease in excessive alcohol assumption, the predetermined intervening variables and contributing factors do not align with this strategy, and therefore may not be the best fit for Goal 2.**

For more information about this strategy, visit <http://www.thecommunityguide.org/alcohol/increasingtaxes.html>

Ban Drink Discounts and Other Price Specials (Generic)

The price of alcohol is directly related to alcohol consumption rates and the many problems associated with drinking. Increasing the price of alcohol is one of the most effective interventions to reduce use and related harms. Furthermore, research shows that young drinkers who drink frequently and/or heavily are more responsive to price than infrequent or light drinkers.

Since communities do not have the right to raise taxes on alcohol at the local level, municipalities must depend on other approaches, such as restrictions on "happy hours," discounted drinks, "jumbo" drinks that cost the same or less than regular size and other price promotions. When these strategies are voluntary, they must involve agreements between the municipality and commercial alcohol establishments in order to encourage participation. When these strategies are mandated, communities can prevent restaurants and bars from hosting happy hours and other price promotions, or require that promotions be restricted to free food instead of lower alcohol prices.

Expected Outcomes:

1. Reduction in alcohol consumption
2. Reduction in binge drinking

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goal 3 – Economic Availability and Promotion. The strategy targets bars and restaurants. The effectiveness of this strategy is dependent on the inclusion of enforcement. Effective deterrence increases the perception of certain, swift and severe punishment in the event that laws are broken, and enhances the chance that policy change will result in desired outcomes. **NOTE: Although the expected outcomes suggest that this strategy may be applicable to Goal 2, the predetermined intervening variables and contributing factors do not align with this goal.**

For more information about this strategy, visit Nebraska Strategy Approval Guide www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Enforce Alcohol Restrictions at Community Events (Generic)

The availability of alcohol at community events (such as concerts, street fairs and sporting events) increases convenient, public, access to alcohol. Convenient access to alcohol is associated with an increase in alcohol-related problems. Local policies can be developed to restrict the availability of alcohol at these events. Such restrictions can be implemented voluntarily by event organizers, or through local legislation. Alcohol restrictions at community events can range from a total ban on alcohol consumption to the posting of warning signs that detail the risks associated with consuming alcohol. It is important to note that research shows that the greater the number of alcohol control policies in place, the less the likelihood of alcohol sales to underage customers.

Expected Outcomes:

1. Reduction of alcohol sales to minors at public and community events
2. Less binge drinking among adults at community events

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – Social Availability and Social and Community Norms. The effectiveness of this strategy is strongly dependent on the inclusion of enforcement. This strategy may be particularly suitable for college communities and campuses.

For more information about this strategy, visit Nebraska Strategy Approval Guide www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Restrict Advertising and Promotion (Generic)

Alcohol advertising and promotion create an environment that encourages underage and binge drinking. Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages; particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance, or can be implemented voluntarily by a business, event, or organization. Restrictions on alcohol sponsorship refer to the control of alcohol-related sponsors at community events. Sponsors can include large alcohol producers, local breweries/wineries, or retailers such as bars or restaurants. Sponsors provide financial support for the event in return for promotions and advertisements at the event.

Based on the description, this strategy is best coupled with the strategy Enforce Alcohol Restrictions at Community Events. It can also serve as a stand-alone strategy to address promotion of alcohol in college communities. Therefore, the strategy is most applicable to address GASPS-API Goals 2 and 3 – Social Availability and Promotion. The effectiveness of this strategy is strongly dependent on the inclusion of enforcement.

For more information about this strategy, visit Nebraska Strategy Approval Guide www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Beer Keg Registrations

Beer kegs are marked with a unique identification number that alcoholic beverage retailers register along with information about the keg's purchaser. This process enables police officers to identify the keg purchaser at parties where underage individuals are drinking beer from kegs.

Expected Outcomes:

1. Reduce adults from supplying alcohol to underage youth
2. Reduce access to alcohol to underage youth
3. Increase the perception of risk of penalties
4. Reduce heavy and binge drinking

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goals 2 and 3 – Social Availability, Perception of Risk, and Enforcement. The effectiveness of this strategy is strongly dependent on the inclusion of enforcement.

Mass Media (Generic)

Mass media campaigns aim to persuade individuals either to avoid underage drinking, to avoid drinking and driving, to avoid binge drinking, or to prevent others from engaging in these activities. Media campaigns use media such as television, radio, newspapers, billboards, and print to communicate the message. Mass media campaigns fall into three general categories: (1) informational; (2) advocacy; and (3) social norms approaches.

Expected Outcomes:

1. Increase awareness of existing laws and punishments;
2. Increase awareness of prevention efforts taking place in the community, such as an increase in sobriety checkpoints and retail compliance checks; and
3. Increase knowledge and awareness of the social and health consequences of alcohol use.

Based on the description and expected outcomes, this strategy is most applicable to address all of the GASPS-API Goals as part of a comprehensive prevention portfolio.

For more information about this strategy, visit Nebraska Strategy Approval Guide www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Counter-Advertising Campaigns (Generic)

Counter-advertising commonly is used to balance the effects that alcohol advertising may have on alcohol consumption and alcohol-related problems. Ultimately, counter-advertising campaigns are intended to change the social context for drinking, over-consumption, and/or drunk driving. Such measures can take the form of print or broadcast advertisements (e.g., public service announcements—commonly called PSAs—as well as product warning labels. However, warning labels are not addressed here, as they cannot be implemented on a local level. For print and broadcast counter-advertisements, such factors as their emotional appeal and the credibility of the source, as well as audience factors, can influence their effectiveness. Print or broadcast counter-advertisements can be on television, radio, outdoors (e.g., billboard), or newspapers.

Based on the description and expected outcomes, this strategy is most applicable to address all of the GASPS-API Goals as part of a comprehensive prevention portfolio.

For more information about this strategy, visit Nebraska Strategy Approval Guide www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Positive Social Norms Approaches (Generic)

Social norms approaches are strategies that seek to reduce misperceptions of norms about underage drinking, alcohol impaired driving, or binge drinking. Since most young people believe that their peers hold more permissive attitudes about drinking than they actually do, the social norms approach involves communicating actual drinking norms in order to dispel those myths. The idea is to correct misperceptions about what the majority of young people actually think and do concerning alcohol consumption, with the ultimate goal of changing drinking practices

Based on the description and expected outcomes, this strategy is most applicable to address all of the GASPS-API Goals – Social Community Norms, Social Availability, and Perception of Risk as part of a comprehensive prevention portfolio.

For more information about this strategy, visit Nebraska Strategy Approval Guide www.dhhs.ne.gov/puh/oph/docs/StrategyApprovalGuide.pdf

Challenging College Alcohol Abuse

Challenging College Alcohol Abuse (CCAA) is a social norms and environmental management program aimed at reducing high-risk drinking and related negative consequences among college students (18 to 24 years old). The intervention was developed at the University of Arizona based on work previously done at Northern Illinois University. CCAA uses a campus-

based media campaign and other strategies to address misperceptions about alcohol and make the campus environment less conducive to drinking. Studies have shown that college students tend to perceive their peers' level of drinking to be higher than it actually is, which in turn influences their own drinking behavior. CCAA's media campaign addresses these misperceptions by (1) communicating norms using data from surveys conducted at the university, (2) educating students on less-known or less-understood facts related to alcohol, and (3) offering an opportunity to change the "public conversation" around alcohol use among students, staff, and the local community. Advertisements and articles in the school newspaper, press releases, campus displays, and other media are used to communicate factual information about alcohol and drugs and related topics such as health and wellness, sexual assault, and sexually transmitted diseases. CCAA provides small grants to fund and promote non-alcohol social events that compete with traditional drinking occasions. Some media coverage is targeted to higher-risk groups such as fraternity and sorority chapters, freshmen, women, and students living in residence halls. CCAA also includes components aimed at faculty and staff, parents, and the local community, such as encouraging increased restrictions and monitoring of on-campus and off-campus alcohol use.

Expected Outcomes:

1. Reduce heavy drinking
2. Reduce frequent drinking
3. Change attitudes/beliefs related to alcohol
4. Consequences of alcohol and drug use

Based on the description and expected outcomes, this strategy is most applicable to address GASPS-API Goal 3 – Social and Community Norms. This strategy has demonstrated positive outcomes for both male and female populations 18-25 years old in an urban school or community setting.

For additional information, visit NREPP -

<http://nrepp.samhsa.gov/ViewIntervention.aspx?id=60>

BRIEF SYNOPSIS OF INDIVIDUAL STRATEGIES

AlcoholEdu for High School

AlcoholEdu for High School is an online, interactive, alcohol education and prevention course designed to increase alcohol-related knowledge, discourage acceptance of underage drinking, and prevent or decrease alcohol use and its related negative consequences. Although high schools typically administer the course to their entire freshman class each year, the course can be used with other high school populations as well. By implementing the program at the population level, schools expose students to a consistent message, ultimately creating a common body of knowledge and a shared experience that helps establish a social safety net among students. The program includes a precourse assessment measuring knowledge, attitudes, and behaviors, followed by three 30-minute lessons, a postcourse assessment, and a 30-day (or more) follow-up review of key course concepts and follow-up assessment. The three lessons address alcohol's effects on the body and impairments produced at various blood alcohol concentrations; alcohol's effects on the mind, including brain development, blackouts, hangovers, and risk taking; and factors that influence decisions about drinking and strategies for making healthy choices.

Expected Outcomes:

1. Current alcohol use and intention to change drinking status
2. Acceptance of underage drinking/drunkenness
3. Knowledge about alcohol
4. Riding in a car with a driver who has been drinking
5. Perceived ability to limit drinking

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 13-17 in various geographical school setting.

For additional information visit NREPP -

<http://nrepp.samhsa.gov/ViewIntervention.aspx?id=124>

Brief Alcohol Screening and Intervention for College Students (BASICS)

BASICS is a prevention program for college students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems. The program is delivered over the course of two 1-hour interviews with a brief online assessment survey taken by the student after the first session. The first interview gathers information about the student's recent alcohol consumption patterns, personal beliefs about alcohol, and drinking history, while providing instructions for self-monitoring any drinking between sessions and preparing the student for the online assessment survey. Information from the online assessment survey is used to develop a customized feedback profile for use in the second interview, which compares

personal alcohol use with alcohol use norms, reviews individualized negative consequences and risk factors, clarifies perceived risks and benefits of drinking, and provides options to assist in making changes to decrease or abstain from alcohol use.

Expected Outcomes:

1. Frequency of alcohol use
2. Quantity of alcohol use
3. Negative consequences of alcohol use

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 3 – Social and Community Norms. This strategy has demonstrated positive outcomes for both male and female populations 18-25 in either an urban/suburban school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=124>

Class Action

Class Action is designed to delay the onset of alcohol use, reduce use among youths who have already tried alcohol, and limit the number of alcohol-related problems experienced by young drinkers. Class Action draws upon the social influence theory of behavior change, using interactive, peer-led sessions to explore the real-world legal and social consequences of substance abuse. The curriculum consists of 8-10 group sessions in which students divide into teams to research, prepare, and present mock civil cases involving hypothetical persons harmed because of underage drinking.

Expected Outcomes:

1. Tendency to use alcohol
2. Binge drinking

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 13 to 17 years-old in a rural or tribal school setting. NOTE: Although this strategy does not directly address Social Availability, binge drinking is an expected outcome of this strategy. Hence, there may be some application for Goal 2.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=145>

PRIME for Life

Prime for Life (PFL) participants are guided in self-assessing their level of progression toward or into dependence or addiction. PFL also assists participants in developing a detailed plan for successfully following through with behavior change. Multimedia presentations and extensive guided discussion help motivate participants to reduce their substance use or maintain low-risk choices. Individual and group activities are completed using participant workbooks.

Expected Outcomes:

1. Perceived risk for alcoholism or addiction
2. Intention to drink or use drugs
3. Self-assessment of alcohol- or drug-related problems
4. Recidivism

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 3 – Social and Community Norms. This strategy has demonstrated positive outcomes for both male and female populations 18 to 25 in a suburban community setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=12>

All Stars

All Stars is a multiyear school-based program for middle school students (11 to 14 years old) designed to prevent and delay the onset of high-risk behaviors such as drug use, violence, and premature sexual activity. The program focuses on five topics important to preventing high-risk behaviors: (1) developing positive ideals that do not fit with high-risk behavior; (2) creating a belief in conventional norms; (3) building strong personal commitments; (4) bonding with school, pro-social institutions, and family; and (5) increasing positive parental attentiveness.

Expected Outcomes:

1. Personal commitment not to use drugs
2. Lifestyle incongruence
3. School bonding
4. Normative belief
5. Cigarette use
6. Alcohol use
7. Inhalant use

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms. This strategy has demonstrated positive outcomes for both male and female populations 6 to 12 and 13 to 17 years-old in all school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=28>

Lions Quest Skills for Adolescence

The goal of Lions Quest programs is to help young people develop positive commitments to their families, schools, peers, and communities and to encourage healthy, drug-free lives. Lions Quest SFA unites educators, parents, and community members to utilize social influence and social cognitive approaches in developing the following skills and competencies in young adolescents:

- (1) Essential social/emotional competencies
- (2) Good citizenship skills
- (3) Strong positive character
- (4) Skills and attitudes consistent with a drug-free lifestyle; and
- (5) An ethic of service to others within a caring and consistent environment.

The learning model employs inquiry, presentation, discussion, group work, guided practice, service learning, and reflection to accomplish the desired outcomes.

Expected Outcomes:

- 1: Social functioning
- 2: Success in school
- 3: Misconduct
- 4: Attitudes and knowledge related to alcohol and other drugs (AOD)
- 5: Tobacco use
- 6: Alcohol use
- 7: Marijuana use

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social Norms and Community Norms. This strategy has demonstrated positive outcomes for both male and female populations 6 to 12 and 13 to 17 years-old in all school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=24>

Project ALERT

Project ALERT is a school-based prevention program for middle or junior high school students that focus on alcohol, tobacco, and marijuana use. The program is designed to help motivate young people to avoid using drugs and to teach them the skills they need to understand and resist pro-drug social influences. The curriculum is comprised of 11 lessons in the first year and 3 lessons in the second year. The content focuses on helping students understand the consequences of drug use, recognize the benefits of nonuse, build norms against use, and identify and resist pro-drug pressures.

Expected Outcomes:

- 1: Substance use (alcohol, tobacco, and marijuana)
- 2: Attitudes and resistance skills related to alcohol, tobacco, and other drugs

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations’ 13 to 17 years-old in all school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=62>

Project Northland

Project Northland is a multilevel intervention involving students, peers, parents, and community in programs designed to delay the age at which adolescents begin drinking, reduce alcohol use among those already drinking, and limit the number of alcohol-related problems among young drinkers. Administered to adolescents in grades 6-8 on a weekly basis, the program has a specific theme within each grade level that is incorporated into the parent, peer, and community components. The 6th grade home-based program targets communication about adolescent alcohol use utilizing student-parent homework assignments, in-class group discussions, and a communitywide task force. The 7th grade peer- and teacher-led curriculum focuses on resistance skills and normative expectations regarding teen alcohol use, and is implemented through discussions, games, problem-solving tasks, and role-plays. During the first half of the 8th grade Powerlines peer-led program, students learn about community dynamics related to alcohol use prevention through small group and classroom interactive activities. During the second half, they work on community-based projects and hold a mock town meeting to make community policy recommendations to prevent teen alcohol use.

Expected Outcomes:

- 1: Tendency to use alcohol
- 2: Past-week alcohol use
- 3: Past-month alcohol use
- 4: Peer influence to use alcohol
- 5: Reasons not to use alcohol
- 6: Parent-child communication about alcohol

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 6 to 12 and 13 to 17 years-old in all school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=25>

Project SUCCESS

Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students) is designed to prevent and reduce substance use among students 12 to 18 years of age. The program was originally developed for students attending alternative high schools who are at high risk for substance use and abuse due to poor academic performance, truancy, discipline problems, negative attitudes toward school, and parental substance abuse.

Expected Outcomes:

- 1: Alcohol, tobacco, and other drug (ATOD) use
- 2: Risk and protective factors for ATOD use

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 13 to 17 years-old in all school and community setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=71>

Project Towards No Drug Abuse

Project Towards No Drug Abuse is designed to help students develop self-control and communication skills, acquire resources that help them resist drug use, improve decision making strategies, and develop the motivation to not use drugs.

Expected Outcomes:

- 1: Alcohol and tobacco use
- 2: Marijuana and "hard drug" use
- 3: Risk of victimization
- 4: Frequency of weapons-carrying

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 13 to 17 and 18-25 years-old in a school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=21>

Protecting You/Protecting Me

Protecting You/Protecting Me (PY/PM) is a 5-year classroom-based alcohol use prevention and vehicle safety program for elementary school students in grades 1-5 (ages 6-11) and high school students in grades 11 and 12. The program aims to reduce alcohol-related injuries and death among children and youth due to underage alcohol use and riding in vehicles with drivers who

are not alcohol free. PY/PM consists of a series of 40 science- and health-based lessons, with 8 lessons per year for grades 1-5. All lessons are correlated with educational achievement objectives. PY/PM lessons and activities focus on teaching children about:

- (1) The brain--how it continues to develop throughout childhood and adolescence, what alcohol does to the developing brain, and why it is important for children to protect their brains;
- (2) Vehicle safety, particularly what children can do to protect themselves if they have to ride with someone who is not alcohol free; and
- (3) Life skills, including decision-making, stress management, media awareness, resistance strategies, and communication.

Expected Outcomes:

- 1: Media awareness and literacy
- 2: Alcohol use risk and protective factors
- 3: Knowledge of brain growth and development
- 4: Vehicle safety knowledge/skills
- 5: Alcohol use

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 6-17 years-old in a school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=95>

Strengthening Families Program

The Parenting Skills sessions are designed to help parents learn to increase desired behaviors in children by using attention and rewards, clear communication, effective discipline, substance use education, problem solving, and limit setting. The Children's Life Skills sessions are designed to help children learn effective communication, understand their feelings, improve social and problem-solving skills, resist peer pressure, understand the consequences of substance use, and comply with parental rules. In the Family Life Skills sessions, families engage in structured family activities, practice therapeutic child play, conduct family meetings, learn communication skills, practice effective discipline, reinforce positive behaviors in each other, and plan family activities together. Participation in ongoing family support groups and booster sessions is encouraged to increase generalization and the use of skills learned.

Expected Outcomes:

- 1: Children's internalizing and externalizing behaviors
- 2: Parenting practices/parenting efficacy
- 3: Family relationships

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 6-17 years-old in home and school-based settings.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=44>

Too Good for Drugs

The program is designed to benefit everyone in the school by providing needed education in social and emotional competencies and by reducing risk factors and building protective factors that affect students in these age groups. TGFDF focuses on developing personal and interpersonal skills to resist peer pressures, goal setting, decision making, bonding with others, having respect for self and others, managing emotions, effective communication, and social interactions. The program also provides information about the negative consequences of drug use and the benefits of a nonviolent, drug-free lifestyle.

Expected Outcomes:

- 1: Intentions to use alcohol, tobacco, and marijuana and to engage in violence
- 2: Risk and protective factors for substance use and violence
- 3: Personal and pro-social behaviors

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goal 1 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 6-17 years-old in a school setting.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=75>

Caring School Community (CSC)

This Caring School Community program is aimed at promoting positive youth development. The program is designed to create a caring school environment characterized by kind and supportive relationships and collaboration among students, staff, and parents. The CSC model is consistent with research-based practices for increasing student achievement as well as the theoretical and empirical literature supporting the benefits of a caring classroom community in meeting students' needs for emotional and physical safety, supportive relationships, autonomy, and sense of competence. By creating a caring school community, the program seeks to promote pro-social values, increase academic motivation and achievement, and prevent drug use, violence, and delinquency.

Expected Outcomes:

- 1: Alcohol use
- 2: Marijuana use
- 3: Concern for others
- 4: Academic achievement
- 5: Student discipline referrals

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 6-17 years-old in a school setting.

For additional information, visit NREPP -

<http://nrepp.samhsa.gov/ViewIntervention.aspx?id=152>

Creating Lasting Family Connections (CLFC)/Creating Lasting Connections (CLC)

Creating Lasting Family Connections (CLFC), the currently available version of Creating Lasting Connections (CLC), is a family-focused program that aims to build the resiliency of youth aged 9 to 17 years and reduce the frequency of their alcohol and other drug (AOD) use. CLFC is designed to be implemented through a community system, such as churches, schools, recreation centers, and court-referred settings. The six modules of the CLFC curriculum, administered to parents/guardians and youth in 18-20 weekly training sessions, focus on:

- imparting knowledge and understanding about the use of alcohol and other drugs, including tobacco; improving communication and conflict resolution skills;
- building coping mechanisms to resist negative social influences; encouraging the use of community services when personal or family problems arise;
- engendering self-knowledge, personal responsibility, and respect for others; and
- delaying the onset and reducing the frequency of AOD use among participating youth.

Expected Outcomes:

1. Use of community services
2. Parent knowledge and beliefs about AOD
3. Onset of youth AOD use
4. Frequency of youth AOD use

Based on the description of expected outcomes, this strategy is most applicable to address GASPS-API Goals 1 and 2 – Social and Community Norms and Perception of Risk. This strategy has demonstrated positive outcomes for both male and female populations 9-17 years-old in schools and other community settings.

For additional information, visit NREPP - <http://nrepp.samhsa.gov/ViewIntervention.aspx?id=82>